



10 Things to Know When You Start Your Own Health & Fitness Business

1. You are your brand.

When you are finally ready to take the leap and start your own business or open your own studio or start your Online Training Empire, it is important to remember that ultimately people aren't buying your classes or programs, they are buying a chance to work with YOU! You are your brand and as such you need to be sure that you know what makes you stand out in the crowd. What do you stand for? What's your style? What are the training methods and events that you love? You will need to get clear on your stylish message and your visible brand so that you can shine!

2. You are on-call 24/7

Just a reminder. When it's YOUR business it's your baby and as such you will be up with it at night when it's not doing well, when you can't find a sitter you can rely on, and even when you are tired. A lot of us think that owning our own business will give us greater freedom...and it does...EVENTUALLY. The early stages are intense! And fun! And creative! And exciting. But you have to become very clear on your personal boundaries and you have to get your Support Team in place ASAP.

3. You need a business plan

This needs to be a living document that grows and changes as you and your business do. There are a lot of programs and software online that you can use like www.liveplan.com and www.businessplanpro.com, but I encourage you to get in touch with your local Small Business Development Center. Usually there is a FREE program at a college near you that will pair you up with a mentor, show you how to structure a business plan, and get you set up with your Tradename with the state you live in. I have found these services invaluable! Get started here: <https://www.sba.gov/writing-business-plan>

4. You need a vision

This is more than the business plan. This isn't about paying the rent and making the schedule. This is about your WHY. Why are you doing this? What are you striving to achieve? Who will you impact? Who will you become in the process? Do this. Dream big.



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5. You get to choose exciting certifications and you also get to host them

If you are going to market yourself as an expert in your field you need to establish credibility. Go back to your Brand Identity (Q#1) and make sure your resume is reflecting who you say you are. Do you need to get a couple extra certs? Do you need some Continuing Ed. Credits? Stuff like this will always be on your radar, but I also highly suggest that if you are opening your own studio that you start hosting these certifications right away. This does a couple things: it establishes you on the map and it usually allows you and your staff to get extra CEC's and training either for free or a fraction of the cost.

6. You will attract instructors who are on-brand

Speaking of your staff...your instructors are going to be extensions of your vision. They represent you and your Brand Identity. Choose them with care. Even their personal lives become tied to your business (like it or not!) so make sure they are living the lifestyle, walking the talk, and have the same core values as you do.

7. You have the opportunity to do fundraisers for awesome Non-Profits

Again, this puts you and your business on the map and makes your studio into a destination that people associate with goodwill, healthy relationships, community, and service. Hosting or sponsoring fundraisers also gives you a chance to get FREE media exposure! Yay! Get on the local radio station, the local paper, etc. Plus, it feels so good to give back to the community and people who are supporting you. So, pick a cause you believe in and feel passionate about and reach out to that organization. They will LOVE you and support you in return.

8. You will have to network

Yes. You do. In nice dressy clothes. When you are a business owner in the fitness world you wear two hats: the hat when you are kicking ass and taking names in the gym and the hat that tells the world you are a confident, successful, poised, and powerful entrepreneur. This is also the time to be practicing talking about your brand, what you stand for, who your ideal clients are, and your upcoming trainings and fundraisers. Networking keeps you top of mind and that's what gets you clients.



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9. You will be attending conventions

If you want your business to stay fresh for you and your clients you always need to be learning. Attending conferences allows you to stay up to date with innovations, scientific studies, trending styles, and new methodologies that your clients are going to hear about in the future. YOU want to be on the cutting edge of what is new and hip and awesome! This is how you do it. It's also great for networking and making connections in the industry. You never know who you might meet...

10. Remember, you get to take vacations

OK! So on top of all this, you NEED to schedule time to take a break. I know, trust me, how exciting and fulfilling growing a business can be. It's all you think about. You live it, eat, breath and sleep it. And so yes, you need to step away from it every once in a while, too. Just like leaving your kid for the first time, you'll need to trust the people you have hired to watch over it. You'll have to have things on autopilot. You need to spend time with your family. You need to get a new perspective. And seriously, by now... you've EARNED it!

Want help?

I've opened up my calendar for aspiring Fitness Professionals who are ready to turn their passion for health and fitness into a profitable business.

Get your complimentary 30 minute Business Breakthrough Session and:

- Get laser-focused on your Core Values so you can attract perfect-for-you clients
- Gain clarity on your next steps in building your Health Coaching business
- Walk away with increased confidence in your coaching skills and what's possible for you.

Interested? Go here to sign up:

www.MeetWithCarolyn.com