

HOW TO RUN A FITNESS BUSINESS

Below is a step-by-step guide on how to start your fitness business.



STEP 1: LIST ALL YOUR OFFERINGS

Think of who your clients are and be specific about your services. The more specific you are, the more specific audience you'll attract.

STEP 2: CREATE YOUR ONLINE PRESENCE*

Your clients need a way to contact you, preview your services, and see the value you provide. These are some of the most popular platforms used in the industry.

SOCIAL MEDIA

- Business Instagram
- Business Facebook

PERSONAL WEBSITE

- Website*

ONLINE PAYMENTS

- Online Payment System*

STEP 3: WHAT TO INCLUDE IN YOUR ONLINE PRESENCE

- Services
- Pricing
- Testimonials/Success Stories
- How to book your offerings
- Location
- How to Contact you
- Photos / Videos
- Link your social media and website to your online payment system

STEP 4: CREATE A SESH THAT IS TRUE TO YOU

HOBBIES/PASSIONS

- Create a list of your hobbies/passions that you may want to include in your session.

Beer lover? Grab a beer with your clients after the session! Love the farmers market? Collaborate with the businesses to offer discounts to your clients!

LOCATION

- Consider your list of hobbies/passions and incorporate it in choosing your location.

Beer lover? Host brewery yoga! Love sunrise weather on the beach? Host Sunrise HIIT bootcamps!

- Create a list of unique locations that will work for your sessions.

Think of local spaces like parks, rooftops, community spaces and studios, or even your own living space!

STEP 5: MARKET YOUR OFFERINGS

You've created a game plan, now it's time to market your offerings.

INSTAGRAM

- Create posts, InstaStories, and Highlights
- Add your booking link to your bio
- Ask your followers/clients to share

FACEBOOK

- Create Events
- Create Posts with booking links
- Ask your followers/clients to share

Instagram and Facebook posts should include:

- Attention grabbing imagery - videos are the most attractive content
- Session information, booking link to your payment system, and call-to-action
- Description of expectations, results, any unique offerings from attending the session

PAID ADVERTISING

- Promote events and ads on Facebook
- Promote posts and ads on Instagram
- Research most efficient advertising mediums in your location

PRINT MARKETING

- Flyers that link to social/website
- Leave flyers at local business that your audience populates



IN THE MEANTIME...

- Take photos/videos of your locations
- Take photos/videos of your offerings
- Take photos/videos of you with your clients during your sessions
- Build rapport with your clients
- Keep track of client progress - data driven results
- Find a mentor and build your network
- Collaborate locally



*GO SESH BOOKING PLATFORM

Use GO SESH to organize your business with our easy-to-use management tools.

PERSONAL WEBSITE

- You are given a personal link to your profile page that lists all your offerings, pricing, location, reviews, and a messenger to clients and session groups

ONLINE PAYMENTS

- Automated online bookings for your sessions, packages, and subscriptions
- Confirmation emails sent to you and your client when a transaction is completed

HOBBIES/PASSIONS

- Host sessions as far as your adventures with the 'Drop a pin' feature
- Offer public, private, or request only; indoor or outdoor; one-on-one or group sessions

MARKET YOUR OFFERINGS

- Booking links provided for all of your offerings
- Get featured on the GO SESH social media and homepage

VISIT <https://www.gosesh.co/trial/30daycollab> FOR AN EXTENDED TRIAL



ESCAPE THE MUNDANE