Describe your workouts. For example, are they strength training, conditioning, functional fitness, mobility & stretching, bodyweight, calisthenics, hybrid, etc.?

Are your workouts and training programs intended to be completed at home or will they require a gym or training facility?

Notes:

What equipment is required to perform your workouts?

- [ ] Dumbbells
- [ ] Kettlebells
- [ ] Slam Balls
- [ ] Bands
- [ ] Pull Up Bars
- [ ] Bars & Plates
- [ ] Mats
- [ ] Jump Rope
- [ ] Plate Machines
- [ ] Cable Machines
- [ ] TRX
- [ ] Bodyweight
- [ ] Treadmill
- [ ] Elliptical
- [ ] Rower
- [ ] Plyo Box
- [ ] Stationary Bike
- [ ] Steppers
- [ ] Squat Racks

Other:

Notes:

How long are your average workouts?

How many days a week are workout days?

How many days a week are rest days?

What muscle groups will you work each day?

How are your workouts structured throughout the week?

Notes:

How long are your workout programs?

For example, are the 6 weeks, 30 days, 60 days, etc?

How are your weekly workouts structured throughout each month or the complete cycle of your training program?

What are the top 5 benefits of your training programs?

1:

2:

3:

4:

5:

Why will your clients get results from using your training programs?

Notes:

How will your fitness training programs be distributed?

- [ ] One-Time Purchase
- [ ] Recurring Membership
- [ ] Both

If you plan on offering individual training programs, how many will you start with?

Descibe your training programs:

Program 1: What is it?

Notes:

Program 1: Why does it work?

Program 1: Who is it for?

Notes:

Program 1: How many workouts per week?

Program 1: How long is the entire training program?

Additional Program Note:

Notes:

Program 2: What is it?

Program 2: Who is it for?

Notes:

Program 2: How many workouts per week?

Program 2: How long is the entire training program?

Additional Program Note:

Notes:

Program 3: What is it?

Program 3: Who is it for?

Notes:

Program 3: How many workouts per week?

Program 3: How long is the entire training program?

Additional Program Note:

Notes:

If you plan on offering a recurring membership service, how will this be structured?

(daily workouts, weekly or monthly programming, personal training)

How much will you be charging for your training programs or memberships?

Will you offer any bundles or bulk discounts? If so, how will they be packaged?

Notes:

What are the printable guides you will need for each of your training programs?

- [ ] Individual Workout Guides
- [ ] Workout Schedules (Weekly, Monthly, etc)
- [ ] Progress Trackers
- [ ] Quick-Start Guide
- [ ] Exercise Guides
- [ ] Other

Other Training Guides:

Notes: