



Creating a Monthly Business Plan

Monthly Business Plans are crucial because they are a proactive tool designed to help each individual trainer/fit pro maintain focus throughout each day of the month, rather than waiting until “close out” and thus feeling the stress and pressure that can come from being behind on their goals.

When creating a Monthly Business Plan for a trainer/fit pro there are a number of things you have to consider:

- How much revenue does the trainer/fit pro need to make? (This can also be viewed in terms of the number of people you need to help by dividing the total revenue \$ by the average revenue per program or product sold)
- How much revenue would the trainer/fit pro like to make?
- Does the trainer/fit pro fully understand their compensation plan and how to maximize their time?
- How many clients is the trainer/fit pro currently working with and how many times a week are they working with them?
- How many clients are going to continue working with the trainer/fit pro once they complete their current agreement?
- How many new clients will the trainer/fit pro need to grow your income to a level that meets their desired goal?
- How many new clients will they need to replace some of the existing clients they might lose because those clients have reached their goal or they have decided to go on their own?
- How much time does the trainer/fit pro have open in their current work schedule?
- How much time can the trainer/fit pro invest in prospecting?
- How many appointments does the trainer/fit pro need to set in order to generate their new business target?
- How many hours will the organization give the trainer/fit pro to prospect and take fitness orientations?
- Has the trainer/fit pro asked any of their clients for referrals recently?

Answering these questions every month will help determine a course of action that is necessary in order to accomplish your goals.

Next, let's create a sample Monthly Business Plan and show you how to set realistic goals and track your results.



Completing the Monthly Business Plan

During the last 5 business days of each month, the Fitness Professional should review their current month's plan to create a new monthly business plan and to evaluate their current performance.

To complete this activity the Fitness Professional will need:

- A blank Trainer Monthly Business Plan
- Active client list displaying all agreements with 14 or fewer sessions remaining
- The updated business plan for the current month
- Schedule for the next month (Including existing clients and available hours)

Review the current month's business plan.

Finalize any sales that are expected/pending before the end of the month and evaluate how well you performed to plan.

Start by asking yourself some important questions:

- Did you meet your monthly revenue objectives?
- Did all of your expected re-signs come in?
- Did you meet your new business targets?
- How many sessions did you service?
- Where are the opportunities to improve next month's performance?

Creating a new business plan:

Step 1: Completing the "Re-sign Section" of your plan.

- Start by ensuring that EVERY client you have with 14 sessions or less remaining on any current agreement is listed in this section.
- Establish an "**Expected Date**" for your re-signs by subtracting the number of days they train each week by the number of sessions they have remaining on their agreement. Once you determine the number of weeks they have left to train before their agreement ends use a calendar to select a specific day of that week when you believe they will re-sign.
- During the month, you might have to establish a new date because of scheduling challenges or cancellations. In that case use the "**Revised Date**" box if the original "Expected Date" has changed.
- Ensure the "✓" box or "?" box is checked based on how likely you feel the re-sign will occur. "✓" = **Very Likely** and "?" = **Questionable**



- If a client is a questionable re-sign, note why you feel that is the case in the “**Comments**” section.
- Ensure the “**\$ Expected**” boxes are filled in with the expected re-sign amount.
- For the “Very Likely” re-signs choose a \$ amount you believe the client will generate. If you are not sure of the \$ Expected amount to use, use the \$ amount of their last agreement.
- For the “Questionable” re-signs, place a value of \$0 in the “\$ Expected” column.
 - Consider “Questionable” clients as a possible opportunity, but do not add them to your re-sign target.
- Establish a realistic target for re-signs based on the total of your “Very Likely” re-signs.
- Enter the re-sign goal in the “**Target (A)**” box.

Step 2: Complete “New Business” section:

- The “**New Business**” section combines both “**Referrals**” and “**Fitness Orientations**”.
 - For Referrals:
 - Determine any referrals that you have already set up for the month.
 - Determine a strategy you will use for the current month to generate referrals.
 - Example...Give 10 business cards to each one of your existing clients and ask them to pass one out to everyone who gives them a complement on how they look this month.
 - For Fitness Orientations (FO) Program:
 - Review your historic performance for enrolling Fitness Orientations.
 - Determine how many hours you will be working FO appointments and how many appointments you will likely see.
 - Use last month’s performance to determine your current closing % and your average \$ per new sale.
 - Determine a realistic new business target that is based on the expected number of appointments you will generate, the number of new business units you can expect from those appointments and \$ amount you anticipate from each new unit.
- Circle a number under the “**Circle Target**” column representing the number of New Business enrollments (Referral & FO) that you expect to generate.
- Establish an appropriate target by multiplying the unit target by the club’s average \$ per unit.
- Enter the new business goal in the “**Target (B)**” box.



Step 3: Complete Overall Targets at top of page:

- **“Sessions Serviced”**:
 - Set a realistic target based on past performance, number of current clients and how many times a month those clients train.
- **“PT”**:
 - Add all Personal Training revenue targets **(A) + (B)**. Enter total in the **“PT Target”** box.
- **“Supplements”**:
 - List all of your existing clients on the **“Supplements Planning Page”**.
 - List expected purchases from each client and add the \$ expected.
- Establish an appropriate target for supplement sales and enter in the **“Supplements Target”** box on the first page of your Business Plan.

Monthly Business Plan: Case Study

Creating a business plan is an important activity that will allow you to determine a desired monthly income. It will also offer an opportunity to evaluate your performance throughout the month and help you identify areas of your business in which you can improve.

During this activity you are going to practice setting up of a business and determining the appropriate amount of revenue that should be generated by this plan.

Richard has been a trainer for about 2 years. He has established a consistent income and he has a large number of clients that have been training with him for an extended period of time. Richard has had a number of conversations with a few of his clients that do not plan to continue working with him after their current agreement is completed. He recognizes that he is going to have to replace a number of these clients with new clients if he wants to maintain his current income.

Richard has 12 clients that are coming up for a re-sign this month. In a normal month he generally loses about 1 or 2 of his potential re-signs, but this month he knows he could lose as many as 5 for various reasons. He usually has to generate at least 1 new client a month to close the gap on the clients he normally loses, but this month he will have to increase his focus on new business to maintain his monthly income.

By evaluating his past performance Richard knows that he would normally have to set 4 appointments with potential new clients to generate 1 new client. He knows this because he has determined his average closing % on appointments is 25%.



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- How many appointments will Richard have to generate this month to meet his goal of 3?
____ Appointments

Next Richard will need to establish a realistic New Business Target. He has determined by reviewing his past performance that the average \$ amount generated from a new sale is \$500.

- What should Richard set as his New Business Revenue Target this month to reach his goal?
\$ _____

Next, review Richards Business Plan to determine the Total Revenue he can expect to generate from the opportunities he has from his Re-sign Business, New Business and Supplement Sales.

Start by adding up all of Richard's "Likely Resigns" and place the total in the appropriate target box

Next, take the New Business Target you just calculated and add it to the appropriate target box.

Now add up both targets to get his total "PT Goal" and place it in the appropriate target box.

Finally add up all of Richards expected Supplement Purchases and add them to the appropriate box.

Answers:

Appointments - 12

New Business - \$1,500

Likely Re-signs - \$5000

Total PT Goal - \$6,500

Total Supplement Purchases - \$1,100



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Sample: Monthly Business Plan

Trainer Monthly Business Plan		Month: <u>January 2009</u>	
Trainer: Richard			
Sessions Serviced	Target: <input type="text" value="32"/>	Actual:	<input type="text" value="34"/>
PT	Target: <input type="text" value="\$ 6,000.00"/>	Actual:	<input type="text" value="\$ 5,500.00"/>
Supplements	Target: <input type="text" value="\$ 328.00"/>	Actual:	<input type="text" value="\$ 299.00"/>

1. Re-Signs (List all clients with ≤ 14 sessions remaining. Use back for additional space)							Target (A): <input type="text" value="\$5,000"/>
Expected Date	Revised Date	Client Name	Comments	✓	?	\$ Opportunity	\$ Actual
1	1/2	Jim		X		\$ 1,000.00	\$ 1,000.00
2	1/3	Mark	Has reached his goal		X	\$ -	\$ 500.00
3	1/6	Ann		X		\$ 500.00	\$ 500.00
4	1/8	Mike		X		\$ 1,000.00	\$ 1,000.00
5	1/8	Neal	Wants to try it on his own		X	\$ -	\$ -
6	1/8	Chris		X		\$ 1,000.00	\$ 1,000.00
7	1/15	Scott	Cant afford to continue		X	\$ -	\$ -
8	1/18	Jenny		X		\$ 500.00	\$ 500.00
9	1/20	Mary		X		\$ 500.00	\$ 500.00
10	1/22	Amy	Is going on vacation		X	\$ -	\$ -
11	1/22	Josh	looking for a new job		X	\$ -	\$ -
12	1/28	Tom		X		\$ 500.00	\$ 500.00
13						\$	\$
14						\$	\$
15						\$	\$
16						\$	\$
17						\$	\$
18						\$	\$
19						\$	\$
20						\$	\$
21						\$	\$
22						\$	\$
23						\$	\$
24						\$	\$
25						\$	\$

2. New Business (Referrals & FO Program)				Target (B): <input type="text" value="\$ 1,000"/>
Circle Target	New Client Name	Enroll Date	\$ Amount	
1	Kim Smith (Referral from Amy)		\$ 500.00	
2	Jane Smith (Referral from Tom)		\$ 500.00	
3			\$	
4			\$	
5			\$	

I acknowledge this Business Plan was generated with my Fitness Department Head and I am capable and expected to execute all targets contained within.

Trainer: _____ **Fitness DH:** _____

(Both Trainer and Fitness DH should sign together at the conclusion of meeting at start of month)



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3. Supplements (Include All clients)				Target (D): \$ 328.00	
	Client Name	Date Expected	Supplements (sku)	\$ Opportunity	\$ Actual
1	Richard Smith	1/28/2009	1005, 1600	\$ 114.00	\$ 99.00
2	Barry Spruce	1/26/2009	1005, 1204, 1206	\$ 134.00	\$ 120.00
3	Neal Stewart	1/26/2009	1005, 1000, 1368	\$ 80.00	\$ 80.00
4					
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25					

End of Month (Actual): \$ 299.00

I acknowledge this Business Plan was generated with my Fitness Manager and I am capable and expected to execute all targets contained within.

Trainer Sign _____ Date _____

FM Sign _____ Date _____

(Both Trainer and FM should sign together at the conclusion of meeting at start of month.)



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Blank Versions:

Trainer Monthly Business Plan		Month:
Trainer:		
Sessions Served	Target: <input style="width: 80px;" type="text"/>	Actual: <input style="width: 80px;" type="text"/>
PT	Target: <input style="width: 80px;" type="text"/>	Actual: <input style="width: 80px;" type="text"/>
Supplements	Target: <input style="width: 80px;" type="text"/>	Actual: <input style="width: 80px;" type="text"/>

1. Re-Signs (List all clients with ≤ 14 sessions remaining. Use back for additional space)							Target (A): <input style="width: 80px;" type="text"/>
Expected Date	Revised Date	Client Name	Comments	✓	?	\$ Opportunity	\$ Actual
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
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19							
20							
21							
22							
23							
24							
25							

2. New Business (Referrals & FO Program)				Target (B): <input style="width: 80px;" type="text"/>
Circle Target	New Client Name	Enroll Date	\$ Amount	
1				
2				
3				
4				
5				

I acknowledge this Business Plan was generated with my Fitness Department Head and I am capable and expected to execute all targets contained within.

Trainer: _____ **Fitness DH:** _____

(Both Trainer and Fitness DH should sign together at the conclusion of meeting at start of month)



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3. Supplements (Include All clients)

Target (D):

	Client Name	Date Expected	Supplements (sku)	\$ Opportunity	\$ Actual
1					
2					
3					
4					
5					
6					
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25					

End of Month (Actual):

I acknowledge this Business Plan was generated with my Fitness Manager and I am capable and expected to execute all targets contained within.

Trainer Sign _____ Date _____

FM Sign _____ Date _____

(Both Trainer and FM should sign together at the conclusion of meeting at start of month.)