

THE ULTIMATE GUIDE TO BUSINESS SYSTEMS

FOR PERSONAL TRAINERS

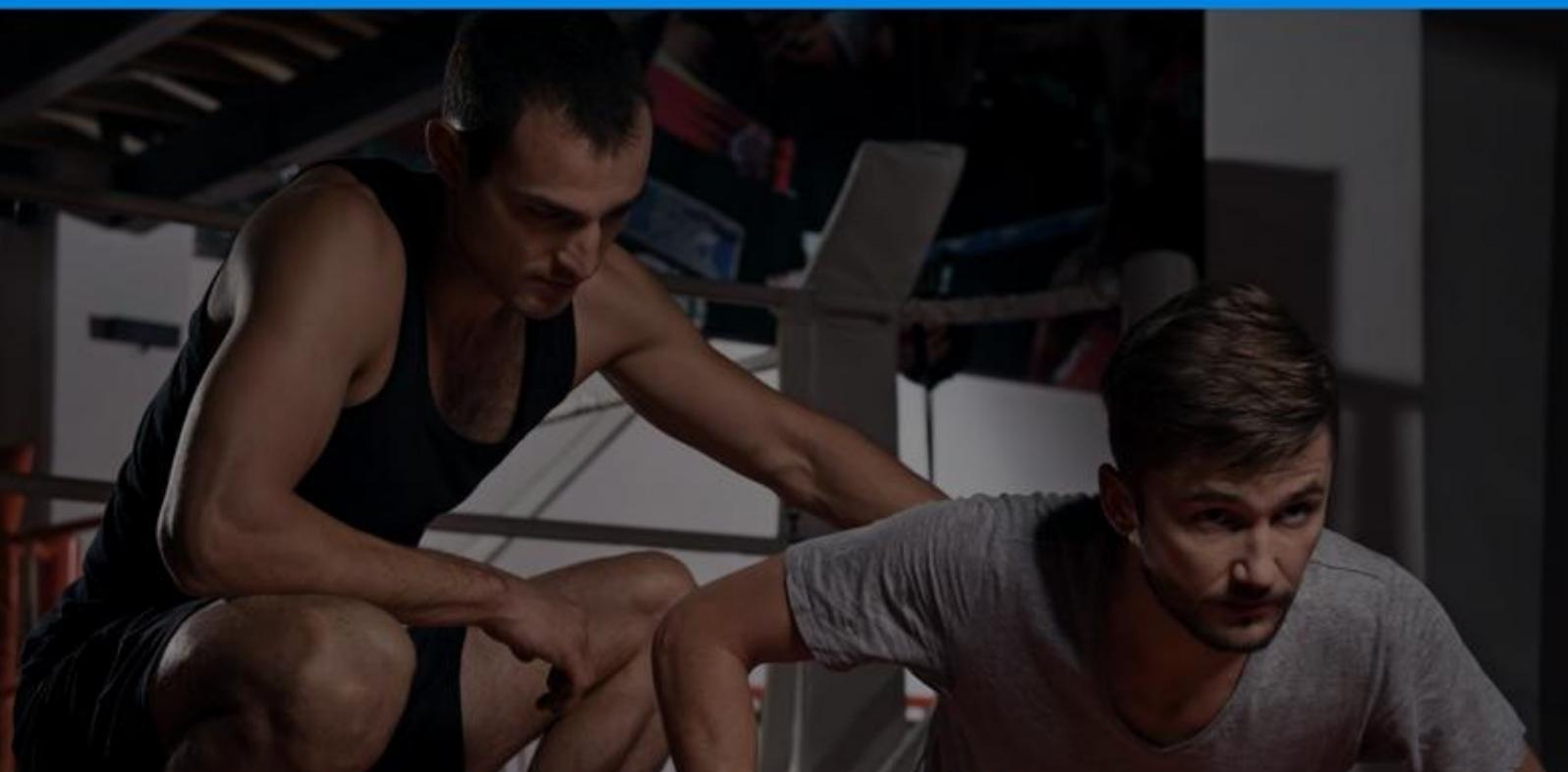
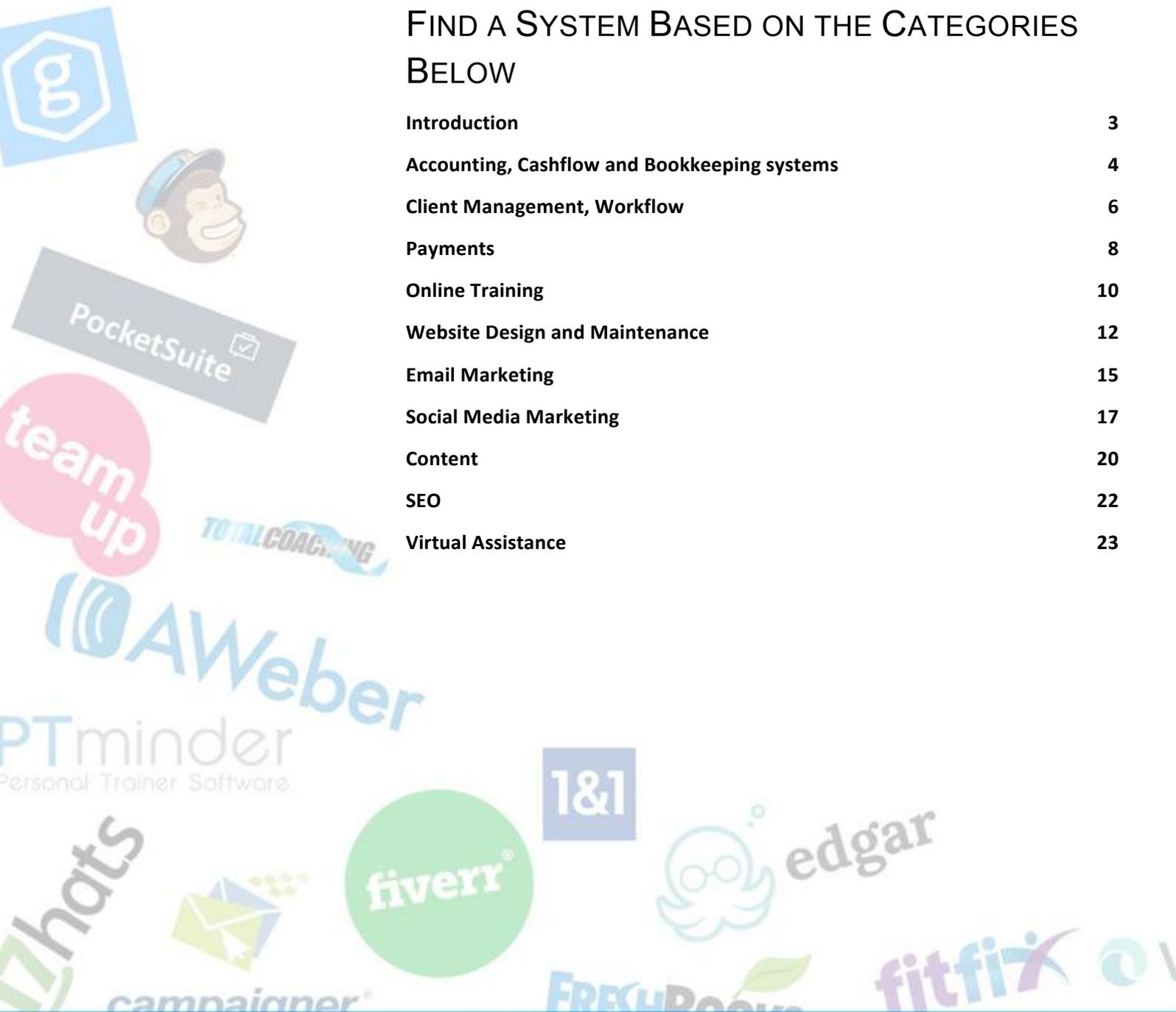


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FIND A SYSTEM BASED ON THE CATEGORIES BELOW

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Introduction



INTRODUCTION

THERE IS NO SINGLE PERFECT SYSTEM!

I just wanted to get that out of the way before we get started.

My name is Dan Salcumbe, Founder of My Personal Trainer Website and I've been helping personal trainer build and integrate business systems for a LONG time.

Here's what I discovered.

There are literally hundreds of apps and software's out there, but they're all designed to tailor to a broad audience so that the companies who create them can reach a larger market.

That means your chances of finding the "perfect" systems are pretty slim. But that's OK.

The secret to system success... is to choose.

Choose one, stick with it for some time and test it out. Don't become a victim to perfectionism or procrastination.

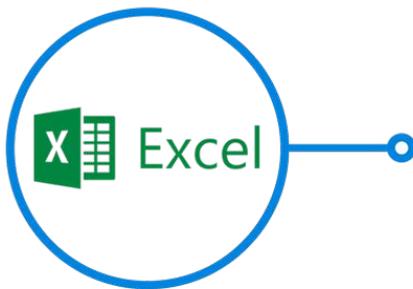
We've listed the top apps and systems we recommend over and over again to our clients.



Accounting

ACCOUNTING, CASHFLOW AND BOOKKEEPING SYSTEMS

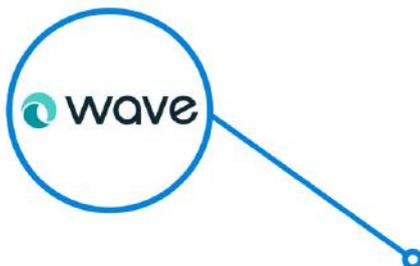
My advice: Being aware of what your money does for you is crucial for the health of your finances. A good accountant can usually save you more money in taxes than you'd actually pay them. I'd recommend hiring out.



DO IT YOURSELF

Microsoft Excel is the most popular software to organise data and any personal trainer without any special training can work out the basics.

You can either build your own spreadsheets for each function – cashflow, accounting, bookkeeping; you can also use the built-in templates. MS Office Pricing: <https://products.office.com/en-us/buy/compare-microsoft-office-products>



SEMI AUTOMATED

If you don't have the budget or don't have the need to hire an accountant, the second best option is to choose a semi-managed service to reduce time spent on your books.

WAVE

Wave enables you to automate most of the data input process by linking your bank accounts or uploading transactions, then all you need to do is categorize items on your statement according to what they are related to.



Accounting

Your accounting is also seamlessly integrated with invoicing, receipt scanning, payment processing and payroll.



FRESHBOOKS

An all in one tool to use for all your invoicing, time tracking and basic accounting needs as a self-employed personal trainer. Free trial is available, starting price is \$15/month. You can create clients, team members, projects and tasks and use a time tracker to see how much time you spend on certain tasks.

QUICKBOOKS

It's the leading accounting software for small businesses, online and licenced versions available, you have instant access to customer, vendor and employee information and it provides features such as accounts payable, accounts receivable, invoicing, cash management and reports to help you make better business decisions based on your results.



DONE FOR YOU

There are different ways to find an accountant, but when the time is right, it's worth the extra cost.

Speak to other small business owners in your area and ask whom they use or recommend.

Speak to at least a few accountants, get quotes and find out what their services include.

Find online directories to link you up with a professional, like <http://www.accountant-directory.co.uk/> in the UK or <http://www.taxbuzz.com/> in the US or <http://australianaccountantsdirectory.com.au/> in Australia.

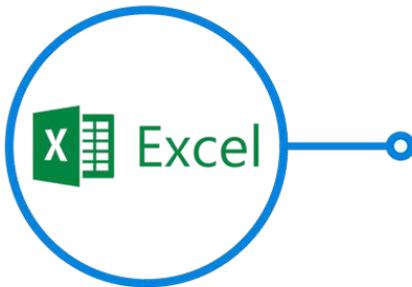




Client Management

CLIENT MANAGEMENT, WORKFLOW

My advice: The earlier you think about the big picture, the better experience your clients will have with your business. It's so cheap to systemise early that it would make bad business sense not to.



DIY

Excel again is the simplest answer, you can create a spreadsheet to capture all the data you need to run your business efficiently, example data to include: client name, age, first date of contact, newsletter subscriber, client since, birthday, kids, etc.

SEMI AUTOMATED

Do you have standard processes for how a prospect becomes a lead, then how that lead will be converted into a client? How about the on boarding process for a new client, on-going client care, planned and unplanned leaving procedures and lost client campaigns?



17HATS

It's not strictly a personal trainer software but very efficient in managing client relationships, invoicing and project workflows. Starting price is \$25/mo that allows 15 active projects. For testing this could be ideal and they offer a 30-Day Money Back Guarantee if you don't like it.



Client Management



GO TEAM UP

Enables personal trainers to organize and automate administration in their fitness business: scheduling, billing, memberships and waivers. Go Team Up saves you time and money by making your business run smoothly. They offer free trial and the first pricing scale starts at \$59 per month until you reach 51 clients.



POCKETSUITE

Product sales, scheduling, recurring payments and waivers. There is a free option for solo professionals with basic needs and once you require more features or have team members to add you can upgrade.



PT MINDER

Online client management and booking system designed for personal trainers, also features selling packages and taking payments. There is a free plan up to 2 clients and 1 trainer with all features available, which allows testing before you commit to a bigger package.



DONE FOR YOU

Hiring a professional to take care of all the client management tasks is a big step and costs can vary. This is a job role that requires a real people person who is happy to communicate and interact with people, has great attention to detail and project manager skills, not to mention you will need to be able to work together well too. Consider employing an apprentice or hiring a virtual assistant. Then once you found the right personality you will be able to train them YOUR way of managing clients which most times isn't as easy when you hire someone with years of experience.



Payments

PAYMENTS

My advice: Taking payments can be an awkward process with clients. Streamline it as much as possible so that you talk about money as little as possible. This keeps the personal nature of your personal training intact.



MANUAL PAYMENTS

Cheques are still quite common in both the UK and US, especially if you have older clients. Cash works, but might be unsuitable for bigger ticket services. Bank transfer often require multiple reminders.

ONLINE PAYMENTS

The best option for online payments is always a compromise between what your clients trust, what they prefer and what suits your business.



PAYPAL

Without a doubt it's one of the best-known and trusted payment options available. With a business account you can create invoices, place sign up buttons on landing pages for one-off and recurring payments and an important feature is that you can sell internationally.



Payments



GOCARDLESS

Currently available in the UK, the Eurozone and Sweden, but global expansion is also on the agenda for one-off card and recurring payments.

STRIPE

Stripe is another payment provider with similar fees to Paypal. They're pretty well recognised but their application isn't exactly beginner friendly.





Online Training

ONLINE TRAINING

People spend more time online now than ever so no wonder that fitness services and personal training have also ventured into the virtual reality which eventually lead to many online fitness solutions. You will still need to meet your clients' expectations to succeed and get results. Part of that is how you deliver your online services.

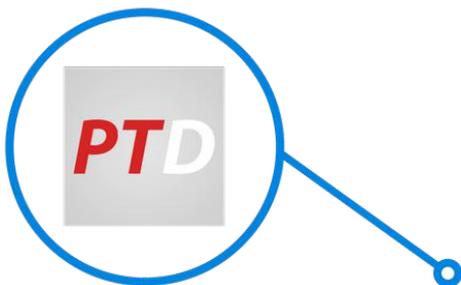


DIY

Excel spreadsheets and/or Google Docs can both be used if you're looking for low budget options. It's the most basic way and it's all about what data you add; you can design unique programs or create a database with templates that you tailor to your clients' needs. It's also easy to add YouTube links clients then can click and view even on their smartphones. These would be sent via email or shared via cloud.

SEMI AUTOMATED

With some extra investment you can save more time by implementing online training software as a feature of your online services. We at My Personal Trainer Website have tested most of them and you can find reviews in our blog and a comparison chart in our Academy resources.



PT DISTINCTION

PT Distinction was designed and built by a personal trainer, Tim Saye who is keen to receive feedback from his users and implement updates in features that are in high demand. The software boasts many features, including exercise video for



Online Training

workouts manly performed outside a gym. You can create your clients' fitness plan, a nutrition programme, it's accessible via desktop and mobile apps and also has an online store feature. Starting price is \$19.90 per month.



TOTAL COACHING

This software is a higher ticket option, prices start at \$49.00 per month but the exercise feedback and nutritional coaching features on top of the standard exercise library, fitness plan and client management definitely makes it worth to invest if that's what your services need.



TRAINERIZE

Beyond the standard features of online personal training software Trainerize offers an effective mobile app and social media integration, which makes it easy to use for clients in the gym from their smartphone. Prices start from \$20 per month.



FITFIX

FitFix is a solution only available to iOS users at the moment, which might be the reason why it's growing slowly. However, users are very happy with its features which tick all the standard boxes: billing & invoicing, client management, exercise library and nutrition plan amongst others and comes with 3 months' free trial. Subscription starts at \$39.90 per month.



Web Design

WEBSITE DESIGN AND MAINTENANCE

My advice: It's better not having a website than having one that's poorly designed and/or not maintained and updated regularly. Your website will define what the first impression of people will be of you when landing on it, so you want to make sure it's built with a purpose and represents your services.

DIY – CHEAPEST

There are many website builders on the market and most of them will provide you with either a free plan or a free trial option so you can test it before potentially committing to a plan. Keep in mind that the free versions will come with limitations. Here are a few of the most popular ones.



Wix

Wix seems to be a popular option among personal trainers as it's easy to use and comes with most of the standard features however its SEO potential is lower than its competitors'. If you'd like to connect your domain, the smallest plan costs as little as €4.50, but if you'd like to be Wix Ads free, you'll need to sign up to the €8.50 plan at least.



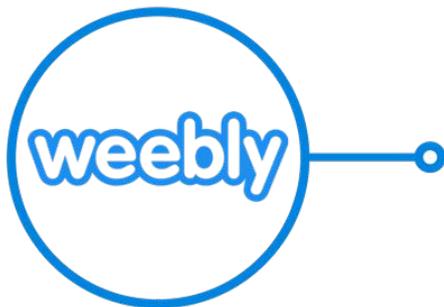
1&1

1&1 is an amazing website design tool with standard features like drag & drop website builder, SSL and design templates and their starting plan provides 10GB storage, free domain for the first 12



Web Design

month and basic email package at a cost of \$6.99 per month (billed annually, minimum term 12 months) with a 30-day money back guarantee.



WEEBLY

Weebly is an SEO optimised website builder with inventory management and shopping cart for vendors and is also have an easy-to-use drag & drop platform, fully mobile optimised and most of their templates are fully responsive. You can even create member accounts with some of the packages. The free option is limited, provides a weebly.com domain, but is enough to test its basic features before committing to upgrade. Starting price is \$8.00 per month (paid annually) that comes with a free domain, \$100 Google Ads credit and standard website builder features and templates you can customise.

SEMI AUTOMATED/DONE FOR YOU

If you're not exactly the design type, there are lots of options to have the bulk of the work done for you so that you can concentrate on doing what you are good at: training your clients.



MY PERSONAL TRAINER WEBSITE

We have a blog post (<http://www.mypersonaltrainerwebsite.com/blog/4-reasons-to-hire-a-professional-fitness-website-designer>) to help you decide whether you should build your website yourself or hire a designer, so if you're unsure, have a read.



Web Design

We've been building websites for personal trainers for years and our main focus is on not only on building beautiful sites but also on-going marketing coaching so you actually get clients from your site.

Monthly subscription starts from \$95 with a \$950 on boarding fee. This Managed Website services includes the website design, copywriting, integrated forms and blog, membership features, free domain and hosting, unlimited technical updates and revisions and ongoing marketing coaching.

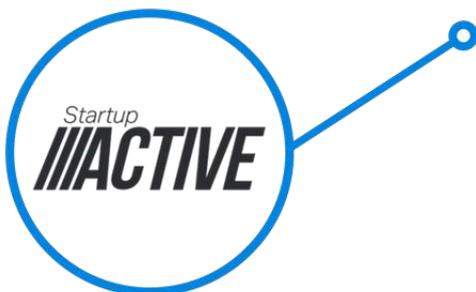
FITNESS WEBSITE FORMULA

The only one of our competitors with pricing details on their website. Their starting package includes the website design, basic support, a marketing kit and annual re-design and it costs \$297 per month with a \$497 kickstart one-time fee and comes with a minimum of 8 months contract.

STARTUP ACTIVE

They don't display prices on their site but clients that have moved from Startup Active to My Personal Trainer Website have told us prices range from \$2,000 to \$5,000.

They currently don't share details on processes, on-going support and coaching although they do promote a learning centre called Active Fuel which looks similar to the My Personal Trainer Website Academy.





Email Marketing

EMAIL MARKETING

My advice: As a start it's highly recommended to sign up for a business email service using your domain. The best we found is GSuite from Google. The basic package costs \$5 per month.

DIY/SEMI AUTOMATED

Statistics show that people mostly still prefer to consume information via email, so a well thought out email marketing strategy is key for a successful personal training business especially if parts or all of it are done online.

MAILCHIMP

Mailchimp is one of the most popular email clients for personal trainers, easy to use, comes with many convenient features such as automated emails and email segmentation and is free below 2000 subscribers and 12000 emails. Makes it easy to build your list, run campaigns and comes with reports and stats so you can see how your campaign performs compared to your previous campaigns and to industry averages.

AWEBER

Aweber comes with all the standard features of an email client and is also popular among personal trainers. Its streamlined design helps to focus attention on the content. You can try it free for 30-days, all their packages include all the features like unlimited emails, automation, segmenting and more. Price depends on the number of contacts. The starter package costs \$19 per month and allows up to 500 subscribers.





Email Marketing



CAMPAIGNER

Campaigner is the tool you need if you'd like to take your email marketing a little or a lot further. Besides the standard features all their packages include A/B Split Testing, Exclusion Lists, Recurring Campaigns, Media Hosting, Geolocation and Social Integration. You can try it for free and the starter package costs \$19.95 per month and allows up to 1000 contacts.

DONE FOR YOU



FITPRO NEWSLETTER

Bedros Keulian created this service for fitpros so they can set their email marketing to autopilot.

The service comes with features like broadcast, personalised newsletter, content and articles for you to use, ready-to-use lead generators, done-for-you email campaigns and automated email series.

The downfall is that the automated emails won't be tailored to your targeted audience unless you create your own. It costs \$49.95 per month if you sign up to the 12 Month Plan paid annually.



MY PERSONAL TRAINER WEBSITE

Managed Email Marketing services is our second largest service after web design and similarly to our managed website services we managed everything for you.



Social Marketing

SOCIAL MEDIA MARKETING

Social Media marketing is blooming and likely that most of your ideal personal training clients will use some form of social media. There are ways to create your Social Media Marketing Strategy based on which platform your prospects hang out, how they like to consume information and which channels you are good at communicating and/or like to use.

DIY

With little experience and by following our lessons in the Social Media Marketing Course in the My PT Website Academy you can create your marketing strategy yourself.

All you need to do is to set up social media accounts for your business, e.g. a Facebook page, Facebook group, Instagram or Twitter and learn techniques on how to create engaging content that will help to grow your following.

Use posts, pictures, memes or videos, whichever you're good at and promote that to the right audience.

SEMI MANAGED

Once you have a regular budget to invest in social media marketing, it's worth to take a look around and find a tool that can help recycle posts and complement them with unique content.



Social Marketing



MEET EDGAR

An **efficient post scheduling tool** that links to Facebook pages, Facebook groups, Twitter and LinkedIn accounts. You can create a categorised content library then set up a regular schedule, review and adjust when needed. Starting price is \$49 per month.



RECURPOST

It's a very similar service to Edgar, supports Facebook, Twitter and LinkedIn and comes with the same standard features: **recurring updates**, editorial calendar and reporting, however their platform design and scheduling options are basic, but affordable. The Standard Plan which is free comes with all the features apart from video updates and import and can handle 3 accounts to a limit of 100 recurring updates.



HOOTSUITE

Hootsuite is the **most widely used** tool to manage social media and received great reviews across the board. Their professional plans have two options, one for entrepreneurs for €9.99 per month with auto scheduling, real time analytics and RSS integration features and manages up to 10 accounts.



GRUM

Grum is a tool to create and **schedule Instagram posts** from your desktop. It doesn't have a library feature and you can't create recurring posts but it's great to set-up posts in advance and schedule them to be published at a specific date/time. You can try it free for 3 days. The individual plan that allows 2 accounts costs \$9.95 per month.



Social Marketing

DONE FOR YOU

You can hire a professional to manage your social media marketing. However, that will definitely come at a high cost given that the person will need to have an exceptional understanding of social media trends, algorithms and able to assess your business accurately to create a strategy that will get you results.



Our Managed Website clients can take advantage of our Managed Media Updates each month so they can focus on unique content, time sensitive offers or simply helping more clients get amazing results.



Content Marketing

CONTENT

Content is the core of any inbound marketing campaign. Without quality content that has a purpose and talks to your ideal clients you won't be able to drive traffic to your website or social media profiles.

DIY

Write it yourself. If you're just a little good at writing this may be the best option – cost effective and personal. We have a whole course dedicated to Fitness Copywriting in our Academy to help you with structure and the marketing aspect

SEMI AUTOMATED

When you decide to hire someone to write your content the available online services are endless, but the quality ranges anywhere between very poor to great.



fiverr[®]

FIVERR

Fiverr is an international marketplace where you can **hire a freelance copywriter** for a specific job from as little as \$5. You will not have direct interaction with the professional apart from through the job so make sure you include a very clear brief.



WriterAccess

WRITER ACCESS

Writer Access is a US based online copywriting service provider offering **content writing services for all sized businesses** for all industries: articles, white papers, case studies and blog posts to



Content Marketing

name a few. With their pay-as-you go option you can hire them for one job to test and see if you like it. Prices range from 2 cents to \$2 per word.

DONE FOR YOU

The only way to get completely done for you content is to outsource. There are pros and cons to this. It's mostly a money Vs. time decision.

HIRE A PROFESSIONAL

Hiring a professional copywriter directly would provide the **best quality**, as you would have the opportunity to explain your business strategy in detail.

Based on a detailed brief they would also be able to do more in-depth research. There are two ways to price copywriting. You can pay them by the hour or by word. The former is not very practical on a project basis, for personal trainers the per word pricing can work much better. Just as a pointer, the average cost of a blog post is £4 per 100 words.



MANAGED CONTENT BY MY PERSONAL TRAINER WEBSITE

Our Managed Website Expert clients enjoy the benefits of having **custom blog posts every month** written for them, which will take off some pressure and free up a few hours in their schedule they can use more productively.



Search Marketing

SEO

Search Engine Optimisation is key to free organic traffic to your website. Where your website ranks in Google will decide whether people who don't know about your services yet but are looking for you will find you or not.

According to statistics less than 10% of users click page 2 when searching for something on Google, 90% of all clicks happen on page 1 and only on organic search results.

This is why it's important to use a wide range of SEO tools to get your page ranking high. This takes time and requires consistent work. One part of it is content, the other part is how you use and position that content.

DIY

Doing your own SEO is very manageable, but like creating your own effective workouts, it **requires some prior learning** before you get started.

There are dozens of SEO courses online. Learn how to SEO and implement.

DONE-FOR-YOU SEO

You can take your SEO to a whole new level by hiring a professional. Costs will depend on many factors: where you are located, how strong your competition is in that area, how many organic searches are made for that location in your field and so on.



Virtual Assistance

VIRTUAL ASSISTANCE

VA is a service that has just started to become more popular with the increased need for support in growing small businesses. If you're constantly busy with clients and the admin work is piling up, you might want to consider to look into outsourcing some or all of the admin tasks so you can release some stress and free up energy.

Before hiring a VA make sure you are ready for it, know exactly what you expect them to do and also make sure you have created systems and training manuals for those tasks or create them as you go through the training with your new VA.

There are online portals like

- <https://www.upwork.com/hire/virtual-assistants/>,
- <http://www.virtualstafffinder.com/>
- Or <https://www.taskbullet.com/virtual-assistant-rates/>

You can be matched with VAs that have got the right skills to perform the tasks you specify. If you don't want to waste time by playing trial-error to find someone from the infinite pool of available freelancers, try to speak to other small business owners or personal trainers in your community and get recommendations.

What Next?

WHAT NEXT?

CHOOSE A SYSTEM

Pick a system from each category. Remember, it doesn't need to be perfect and you can always change at a later date. It just needs to get done.

GET ADVICE

Not sure which system is right for your business? Have no idea where to start?

We offer free, no BS, sales free advice to all personal trainers.

Get in touch at:
dan@mypersonaltrainerwebsite.com