

TAKE ACTION WORKSHEET

Personal Training Business Plan

Date:

1. Mission statement

2. Market analysis & competition

a. Local market:

b. National market:

c. Where I fit in:

d. My competitors:

3. Revenue streams

PRIMARY:

SECONDARY:

4. Operating plan and income projections

Mortgage/Rent		\$
Utilities		\$
	Electricity	\$
	Water/Sewer	\$
	Phone	\$
Equipment		\$
	Fitness Gear	\$
	Other	\$
Insurance		\$
	Liability	\$
	Health	\$
Software		\$
	Accounting	\$
	Training	\$
Business License		\$
Marketing/Ads		\$
Other:		\$
Other:		\$
Other:		\$
Other:		\$
	Total:	\$

REVENUE PROJECTIONS:

	HIGH	LOW
Revenue stream #1	\$	\$
Revenue stream #2	\$	\$
Total revenue	\$	\$

5. Sales and marketing plan

c. Assets:

b. Arsenal:

a. Action plan:

6. Risk assessment