

GORX

F I T N E S S

The Complete Step-by-Step Guide to build your home gym business

1. Do the homework

Check with your local village administrator

Before doing anything, find out if there are any permits you'll need to obtain or fees you'll have to pay to run your business in your local municipality. In general, fees are inexpensive, but in some cases a permit to run a microgym from home can be challenging to obtain. Use "home occupation" when using a search engine to research state and county laws for home-based businesses.

Call your home insurance provider

Some Home Owners Insurance companies consider a home business liability not worth covering and will refuse to cover you outright. Call them next and find out where they stand on the idea of you starting a home-based microgym. Often HOIs will require you to get additional insurance.

Form your business

There is much to consider in beginning any business and deciding what business structure to file under is one of the more important considerations. In the interest of keeping your business separate from your personal dealings, we recommend forming a Limited Liability Company (LLC). We get into the difference of two of your options in our blog post [Forming Your Home Microgym: Sole Proprietorship vs. Limited Liability Company \(LLC\)](#).

Get affordable commercial general liability insurance

Commercial General and Professional Liability insurance is relatively inexpensive and easy to get. Need an insurance broker? We are big fans of Affiliate Guard. To get a quote today, [click here](#). For more on this subject, check out our blog post [Insuring A Home Microgym – Protect Your Business](#).

Certify as a personal trainer or group fitness instructor (if applicable)

There are many reasons to be an certified trainer when opening your microgym, and ACE, NASM, ISSA, AFAA all offer certifications in group fitness, personal trainer, and more. There are other organizations to choose from, but we recommend that whichever you choose, make sure it is **accredited**. We also require certification, from an accredited source, for any affiliated microgym that elects to offer personal training and/or small group fitness classes.

Outfit your gym to your specs

If you're still piecing together, or plan to purchase new equipment, figure that out before going much further. Understand the space you've set aside and select equipment that best utilizes it. Measure the lengths of your walls, height of your ceiling, etc. For some tips check out this [blog post](#).

Understand your competition

Do some research on the market around you. What do the fitness centers in your area charge for similar services? How do they attract new customers? Figure out what they're doing and how you fit into the local ecosystem. Capitalize on the unique benefits inherent to all microgyms such as private space, easier (or no) contracts, affordability, accessibility, culture, etc.

2. Setup the backend

Establish your presence online

Through affiliation with [GORX Fitness, LLC](#), you will be set up with a profile and dashboard that will connect you directly with clients. That doesn't mean you won't have use for social media or a website, though. If you're planning to maintain one, websites come cheap these days. Platforms like [Wix.com](#), [Weebly.com](#), or [Wordpress.com](#) offer a lot for a little.

Setup your Stripe account

Affiliation with [GORX Fitness, LLC](#) also entitles you with with client payment processing. We use Stripe as our payment gateway to make that work. You will need to create an account with them, too. It's free to open one, and when you're ready to get started, [click here](#).

Open a business banking account

The first step in financial planning is separating your personal and business finances. It eases business expense and income tracking, which is crucial for tax season and filing your returns. Separating your finances also helps protect your personal assets, consistent with common practices of an LLC. Do your research and determine which bank is best for your business.

Novo bank (recommended)
\$50 Minimum Deposit Go there
No minimum balance
No monthly service charge
No early account closing fee

Bluevine
\$0 Minimum Deposit Go there
No monthly service fees
No fees for non-sufficient funds
Cash deposit limitations

Grasshopper
\$100 Minimum Deposit Go there
No monthly service fee
2.25% APY
Easy digital account opening

Create and verify your Google My Business (GMB) profile

Don't overlook this step! Optimized GMB profiles get hundreds to thousands of views a month, through search and map discoveries. We expound on some of the reasons we recommend you create a GMB profile in our blog post [here](#).

3. Build your brand

Plan your services

This is when you determine your income streams. After some market research, what do you plan to offer your clients? Microgyms aren't simply for home-based trainers, be creative. You may elect to offer open rack time for private use, or promote your specialized equipment that isn't commonly found elsewhere, or perhaps something else entirely!

Design your logo

There are free tools out there that allow anyone with basic graphic design skills (or no skills at all) to make professional looking graphics in minutes. [Canva.com](#) and [Designspiration](#) are two great examples. Of course, if you'd rather hire a professional without breaking the bank, check out [Fiverr.com](#) and get up to \$100 off your first order.

Embrace your tone and personality

Take the universal advice that transcends business and life: "be yourself!" Sure, if you were opening a globo-gym you might want to take a more corporate approach in your branding. However, you are opening a home-based microgym, so by design, you're intricately woven into the brand. Let that show.

Apply your branding across your business

Branding and logos are not just a way to make your business look professional, and legitimate; they create the whole story of who you want people think you are. Apply your branding across all platforms consistently, whether social media, blog, website, apparel, etc. One way to help make sure that your branding is consistent is to create a Brand Style Guide. Check out our blog post [What is a Brand Style Guide and Why Create One for Your Microgym?](#)

4. Start earning

Affiliate with GORX Fitness, LLC

Affiliate and join the social network of independent home-based microgym owners pioneering a new concept of fitness accessibility. With affiliation, you can expect:

1. **Advisory Consultation:** from conception of your microgym, through launch & beyond
2. **All-in-One Platform:** manages your business and connects you with clients
3. **Trademark License:** use the company branding in affiliate promotional material
4. **Established Partnerships:** benefit from relationships in the business and fitness industry
5. **Land more clients:** enhance your marketing and get your business more exposure

Promote your brand

Generate leads quickly through social media marketing. Pay nothing to post an "ad" in your local area's Facebook groups, and reach hundreds for as much as a cup of coffee by running an actual [Facebook](#) or [Instagram](#) ad.

Land more clients

Make it easy for leads to discover you. Start focusing on your programming and less on reaching and landing leads. Our microgym locator function makes you easily discoverable and connects you directly with people in your area.

Earn passive income

[GORX Fitness](#) does the heavy lifting in getting you drop-ins for your area. Fill up those hours that are otherwise underutilized with fitness enthusiasts. We offer up some other ideas in our blog post [5 Ways To Make Some Extra Cash With Your Home Gym](#).

Still have questions? Schedule a discovery call with us!

Click [here](#) to contact.

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MAKING THE HOME GYM A
HOUSE-HOLD BUSINESS ©