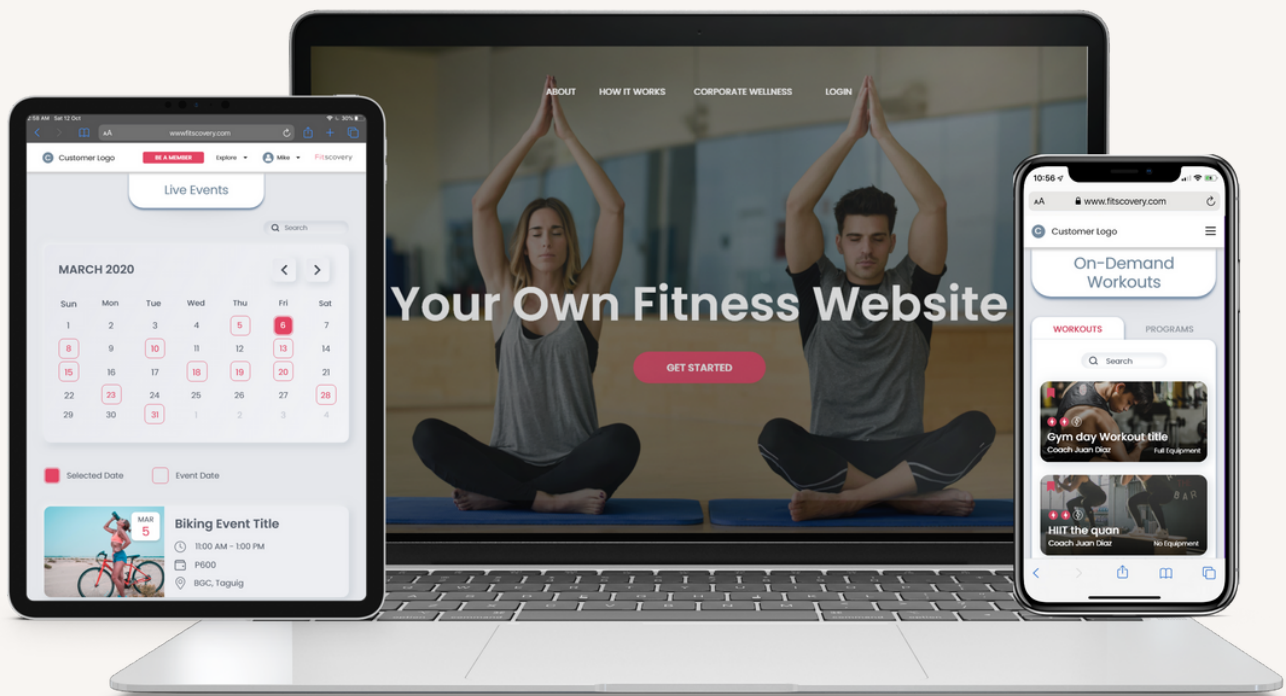


# HOW TO START A FITNESS CENTER

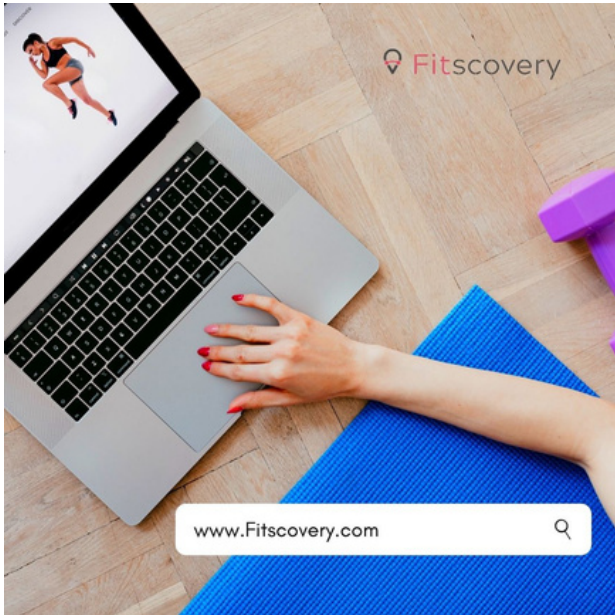
START AND GROW YOUR  
FITNESS BUSINESS TODAY!

[free checklist]



# Welcome!

This is Mike from Fitscovery and I am here to help you plan, start, and grow your fitness business!



## ABOUT US

Starting a fitness business can be overwhelming.

Fitscovery looks to help you in that journey.

Whether you're just starting off or you're looking to get more customers,

Fitscovery will provide you with the tools you need to succeed.

First, ask yourself: Why do you want to open a gym?

Get clear on why you want to start a gym or fitness center.

Your reason behind opening a gym will help you maintain your focus and clarity to make it a successful enterprise.

Don't skip the market research phase!



# A GUIDE TO START A GYM OR FITNESS CENTER

## STEP 1: GET TRAINED AND ACCREDITED

- Have the proper training, accreditations, and experience
- Get several different personal training certifications
- Be responsible of your staff
- When hiring, look for their proper certifications

## STEP 2: IDENTIFY YOUR FITNESS NICHE

- Fitness center: fitness class or activity with certified instructors
- Medical fitness and wellness center: provide physical therapy
- Family fitness and wellness center: athletic and country clubs
- Should you start a for-profit or nonprofit fitness center?

## STEP 3: FIND LOCATION

- Determine how much space you will need
- Number of clients you want in your facility
- Find a location that best suits your requirements
- This could be based on who you want your clients to be

# A GUIDE TO START A GYM OR FITNESS CENTER

## STEP 4: FIGURE OUT WHAT ADDITIONAL STAFF/EQUIPMENT YOU WILL NEED

- Check trainers' accreditation during the interview
- Try hiring temporarily for a few test classes or personal training sessions
- Ask yourself, will the staff be employees or independent contractors?
- Will you need fitness center equipment?

## STEP 5: GET FINANCED

- Have enough money for personal expenses for at least 12 to 24 months
- Most financing groups and landlords want to see two previous years of tax returns and financial statements
- Have a strong business plan
- Check out planning resources as the sample business plan

## STEP 6: MARKET YOUR GYM

- Market and promote your business in places customers spend time
- Consider hiring someone to take on a marketing, PR, or social media management role
- Come up with a marketing plan
- Consider offering free guest passes, membership discounts, and other incentives to attract new clients



# LET'S EXPLORE MORE!

We love helping fitness businesses succeed. Many of the clients we work with grow 3x in 3 months on our FREE platform. To see if our platform can work with you and help you grow, email us for a free consultation.

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