



**ACTIONABLE WAYS TO SET (AND ACHIEVE)  
YOUR COACHING BUSINESS AND CLIENT GOALS**

# **GROWING YOUR PERSONAL TRAINING BUSINESS**



# CONTENT

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# INTRO

**A**s a small business owner, you know that goals are a key piece to being successful—but creating a more thoughtful and specific strategy around identifying and fulfilling your goals can put you in a better place to take on challenges, operate more efficiently, make more money, and grow your business in the year ahead.

After all, setting goals not only helps you take control of your business’s future—but also helps you step forward with clear focus and a criterion to look back and assess. Creating a goal-setting process also benefits your clients, too. Having a measurable process in place for them to look back on their past fitness achievements to inform their future fitness goals (plus a plan to accomplish them) creates long-lasting, valuable relationships.

In this e-book, we’ll walk through how to set goals for the year ahead for your business and your clients, and how your past successes and setbacks can be key to informing what should be on your agenda for the year.

# SETTING S.M.A.R.T. GOALS

Before we get into goal-setting for the coming year, here's a helpful way to think about framing your goals—the acronym SMART, which stands for specific, measurable, achievable, relevant and time-bound.

Keep in mind, these can be applied to both your business goals, and your client's fitness goals.

## **SPECIFIC:**

The more specific you are with your goals, the easier they will be to measure and achieve. For instance, “signing five clients in Q2” is more useful than “sign more clients.”

**TIP:** Using Who/What/Where/Why Questions Is A Great Place To Start.

## **MEASURABLE:**

Adding measurability to your goals not only helps you track progress, but also lets you know that you've actually completed them. It also helps you assess whether you're pointed in the right direction. Tip: Try taking an ambiguous goal like “increase client satisfaction” and finding ways to measure it—like looking at customer reviews, revenue and number of visits over a period of time.

## **ACHIEVABLE:**

While your goals should challenge you, they shouldn't be so far out of reach that they are unrealistic. Make sure that when you are setting your goals, you have the resources available to make them possible. There is no point setting goals which require time or money that you don't have.

**Tip:** What are some goals that are both achievable and challenging in the next 12 to 24 months?

## **RELEVANT:**

You want to ensure your goals are relevant to your business, and ultimately point you in the direction of increasing profits in the long-term. For instance, if you're working toward a hybrid model for your clients,



how can you offer them a seamless experience, decrease the administrative time that is required, and increase profits?

**Tip:** A SWOT analysis of your business can help guide in identifying relevant goals (Strengths, Weaknesses, Opportunities, and Threats).

## **TIME-BOUND:**

There's an old saying “Goals are dreams with a date.” Putting a target date to your goals gives you a plan to work towards—a due date—and holds you accountable. But don't wait until you get to this date to look back and assess. It's important to track progress along the way. This way you can ‘course correct’ and tweak any activities that might not be guiding you in the right direction.

Now that you have some guidelines in creating goals, let's look at how examining the past can help inform your future.



# SETTING YOUR BUSINESS GOALS

Before you set your business and client goals for the year to come, it's helpful to look back on the previous year, and think about where you want to be near the end of the year.

**EXERCISE:** Reflect on the past year and try to answer these questions:

1. What part of your business did really well?
2. Did you try something brand-new? How did it go, and how can it improve?
3. What didn't work, or continuously required extra time and resources?
4. What might you want to do better next year?

Now that you have a sense of last year's achievements and setbacks, you can take what you want to work on for next year and separate these into short term and long term goals.

## SHORT TERM GOALS:

These goals are often able to be achieved in under one year. Some examples:

- Sign 5 new clients in Q1
- Lower admin time by 30% this year
- Offer a hybrid class model

## LONG TERM GOALS:

These goals are slow-burn goals and are achieved over time. Some examples:

- Open a brick-and-mortar studio in 5 years
- Brand my Personal Training system to franchise out
- Reach 1,000 customers in 10 years

## EXERCISE:

Write down three short-term goals and long-term goals. Be sure to use the SMART system.

**Note:** You can also do this same exercise with your clients to identify their short-term and long-term fitness goals.

# HOW TO ACHIEVE YOUR BUSINESS GOALS



Now that you have a good sense of what you'd like to do in the future, you might be asking yourself: How do I execute my strategy? That's where TrueCoach comes in.

Here are just a few solutions to goals you might have written down.

## **Goal: Improve Client Management**

Using our personal trainer software, you can manage all of your clients and their workouts in one easy-to-use place. Add new clients, deliver personalized workout plans, track progress, and stay on top of communication.

[Learn More](#)

## **Goal: Increase Reach Through a Hybrid Workout Model**

TrueCoach comes pre-loaded with over 3,000+ premium exercise videos—and you can also easily upload your own, whether that's a demo, a class or a personalized video. Your clients will have quick and easy access to your coaching videos from anywhere, anytime.

[Learn More](#)

## **Goal: Enhance Revenue and Finance Organization**

Keep all of your admin tasks in one place with TrueCoach Payments. Set up through Stripe, TrueCoach payments makes collecting your revenue a breeze by accepting credit and debit card payments almost instantly.

[Learn More](#)



## **Goal: Scale Your Business Via Growing Your Team**

Thinking of adding a new coach to your business? TrueCoach plans include support for multi-member teams. Invite new coaches to your team, share your exercise library and programs, and scale your coaching business to new levels.

[Learn More](#)

# HOW TO HELP YOUR CLIENTS ACHIEVE THEIR GOALS



Your clients also have fitness goals—while your expertise may be in offering best-in-class workouts, here’s how TrueCoach can deliver on the admin side to help your customers go above and beyond.

## Goal: Improve Everyday Accountability


With the TrueCoach app, you’ll get two-way messaging with your clients. Clients can comment on specific workouts or send you a direct message right from the app, and notifications ensure you’ll never miss a message from your clients. That means easier communication, and enhanced accountability.

## Goal: Set Exercise Milestones

With [Progress Tracking](#), we make it easy to track exercise history and metrics, so both you and your clients can log results and visualize progress towards specific goals over time. You’ll have a complete digital notepad where you track things like health data, limitations they have, nutrition macros and more. They can look back at specific dates, and what workouts those exercises were linked with so they can see how far they’ve come in working with you.

## Goal: Lose Weight Through Nutrition Planning

Your client’s won’t need a separate nutrition app to track their caloric intake. With TrueCoach, you can set caloric and macronutrient goals for them to track, and see graphed progress over time. You can even combine this with our metrics feature and track waistline measurements, skinfold, body fat and weight—and track it back to the caloric and macronutrient goals you set.

**Pro Tip:** Learn more about TrueCoach’s direct integration with [myfitnesspal](#)  [HERE](#)

# OUTRO

With passionate and motivated personal trainers like you, sometimes getting into the nuts and bolts of setting goals can come secondary to the workouts.

But when you get specific and strategic about your business and client goals—both in the short term and long term—you'll be able to grow your business, clientele, and profits, plus track progress along the way.

The most important takeaway? A focus on growth means ultimately building on current relationships and creating new ones. And that means spreading your fitness practice to more people, so that they can lead healthier lives.

**Ready to set goals in the new year?** We're here to show you how TrueCoach can be a part of your strategy. **Get Started Today!**

**Start a Free  
Trial Today!**



**TRUECOACH**

by **xplor**

