

A man and a woman, both in athletic wear, are sitting on a gym bench. The man is holding a tablet and they are both looking at it with interest. The background is a blurred gym setting with other people and equipment.

Growing Your Personal Training Business

SMART Strategies to Set and Achieve Business Growth

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+ INTRODUCTION

Growing your personal training business—especially in the online space—requires a strategic approach. Maybe your client base has plateaued, you’re seeking more income, or you’re simply looking for ways to level up. You might also be wondering whether traditional growth strategies for brick-and-mortar businesses apply to remote coaching. The good news? The fact that you’re thinking about growth is already the first step toward success.

A key part of that journey is setting thoughtful, specific goals that allow you to navigate challenges, operate more efficiently, and increase revenue. Goal setting not only helps you take control of your business’s future but also provides a clear focus and measurable benchmarks to track progress. It benefits your clients, too—helping them reflect on past achievements and set informed fitness goals, strengthening their long-term commitment.

In this playbook, we’ll explore strategies for business expansion, goal setting, and leveraging technology to scale your online training business. By the end, you’ll have a concrete plan to take your business to the next level and drive greater success for both you and your clients.

01// DEVELOPING A GROWTH MINDSET



01//

DEVELOPING A GROWTH
MINDSET

It seems simple, but the first step to growing your business is, well, intentionally prioritizing growth. When you place a heightened focus on growing your business, you'll begin to reframe the way you approach your operations. That means it's time to:

- 1 Look for ways to improve your business
- 2 Look at what's working, and more importantly, what's not working
- 3 Stop being satisfied with your current level of success
- 4 Embrace future challenges and failures as opportunities to learn and improve



A FIXED MINDSET OUTLOOK

"Marketing is always so challenging for me—I'm just not good at it, and I'll never be able to succeed at this."

A GROWTH MINDED OUTLOOK

"Marketing is always so challenging for me—however with enough research and practice, I can develop this skill over time."



4 WAYS THAT A GROWTH MINDSET WILL BENEFIT YOU

- 1 It Allows You To Expand Your Business And Move Into New Fields
- 2 It Makes You More Resilient
- 3 It Helps Your Refine Your Business Strategy
- 4 It Reminds You That There's Always More To Learn

GROWTH MINDSET EXERCISE

Take a minute to answer these questions in as much or little detail as you want. We'll revisit this exercise at the end of this workbook.

- 1 Why do you want to grow your business?
- 2 What are your growth goals?
- 3 What's working well in your business, and what's not working in your business?
- 4 What's your plan to follow through?



* 02// SETTING S.M.A.R.T. GOALS



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

It seems simple, but the first step to growing your business is, well, intentionally prioritizing growth. When you place a heightened focus on growing your business, you'll begin to reframe the way you approach your operations. That means it's time to:



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

NOTE:

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

EXERCISE:

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



REVISITING YOUR BUSINESS PLAN



Having a well-thought-out business plan not only helps you stay focused and organized, it also helps you identify potential challenges and opportunities

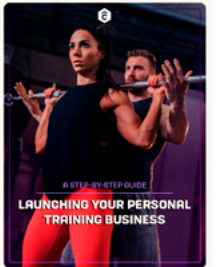
If you already have a business plan, you can apply the growth mindset here by revisiting and revising it. Knowing that you have goals to scale, read it over and see if what you laid out aligns with your new focus on expanding your business. Ask yourself:

- Is all of my information up to date?
- * Do the goals I've listed reflect your aim to grow your business? What can I add, remove or revise?
- + Can I add any additional or new information, certifications, or projections? If you don't have an existing business plan, download our free business plan template for personal trainers.

GET THE ULTIMATE PERSONAL TRAINER BUSINESS PLANNER

your all-in-one solution to streamline your workflow, maximize productivity, and grow your business without the stress of juggling multiple tools.

For more on establishing your business and planning, download our FREE ebook "[Launching Your Personal Training Business: The Ultimate Step-By-Step Guide.](#)"



Growth isn't just about setting goals—it's about tracking progress and making data-driven adjustments.



LEVERAGE DATA & ANALYTICS

Track metrics like client growth, marketing effectiveness, and program performance. Use spreadsheets or software to monitor results, such as referral program success or new service adoption.



MONITOR FINANCIAL HEALTH

Stay on top of income, expenses, and profitability with accounting software or professional guidance to ensure sustainable growth.



WEEKLY STRATEGY SESSIONS

Dedicate one hour each week to assess progress, refine strategies, and ensure daily efforts align with long-term business goals.

By staying proactive and adaptable, you can fine-tune your approach and ensure consistent business growth.

TIP: For more on establishing your business and planning, download our FREE Guide "[Launching Your Personal Training Business](#)"

EXPANDING YOUR SERVICES & OFFERINGS



One of the best (and most challenging) aspects of running an online coaching business is that there's no set blueprint. You have full control over what you offer—but that also means it's up to you to decide how to expand.

Growth can take many forms, from adding group sessions to offering nutrition tracking or specialized classes. The key is to expand strategically, ensuring any new service aligns with your strengths and client needs.

1 FOCUS ON YOUR OWN PATH

While it's useful to see what other coaches offer, avoid comparison. Your success depends on providing services that match your expertise and passion, not copying others.

2 PLAY TO YOUR STRENGTHS

Think about what excites you most. Whether it's 1-on-1 coaching, group sessions, or a newly acquired skill, offering what you're passionate about ensures better client engagement and results.

3 INVEST IN CERTIFICATIONS

Expanding your expertise through additional certifications can set you apart from other trainers and open up new service opportunities. Consider pursuing:

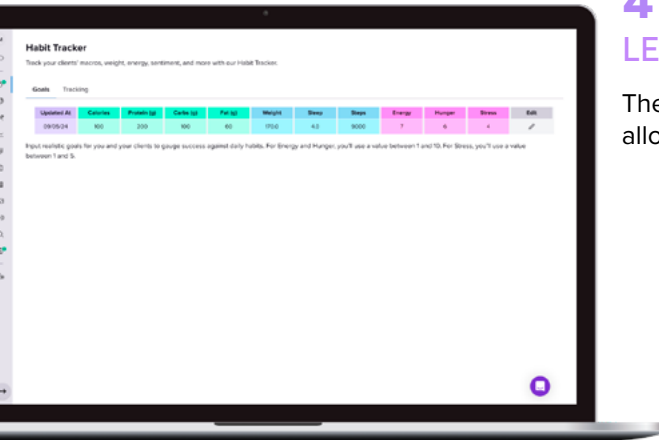
- a Nutrition coaching certifications to help clients with diet and habit tracking
- b Behavior change or mindset coaching to improve client accountability
- c Strength and conditioning certifications to attract performance-focused clients

4

LEVERAGE TRUECOACH TO OFFER MORE

The **Habit & Nutrition Coaching** feature in TrueCoach allows you to expand beyond workouts. Use it to:

- a Track client habits like hydration, sleep, and daily movement
- b Provide structured nutrition guidance and accountability
- c Deliver more in-depth progress tracking and personalized feedback



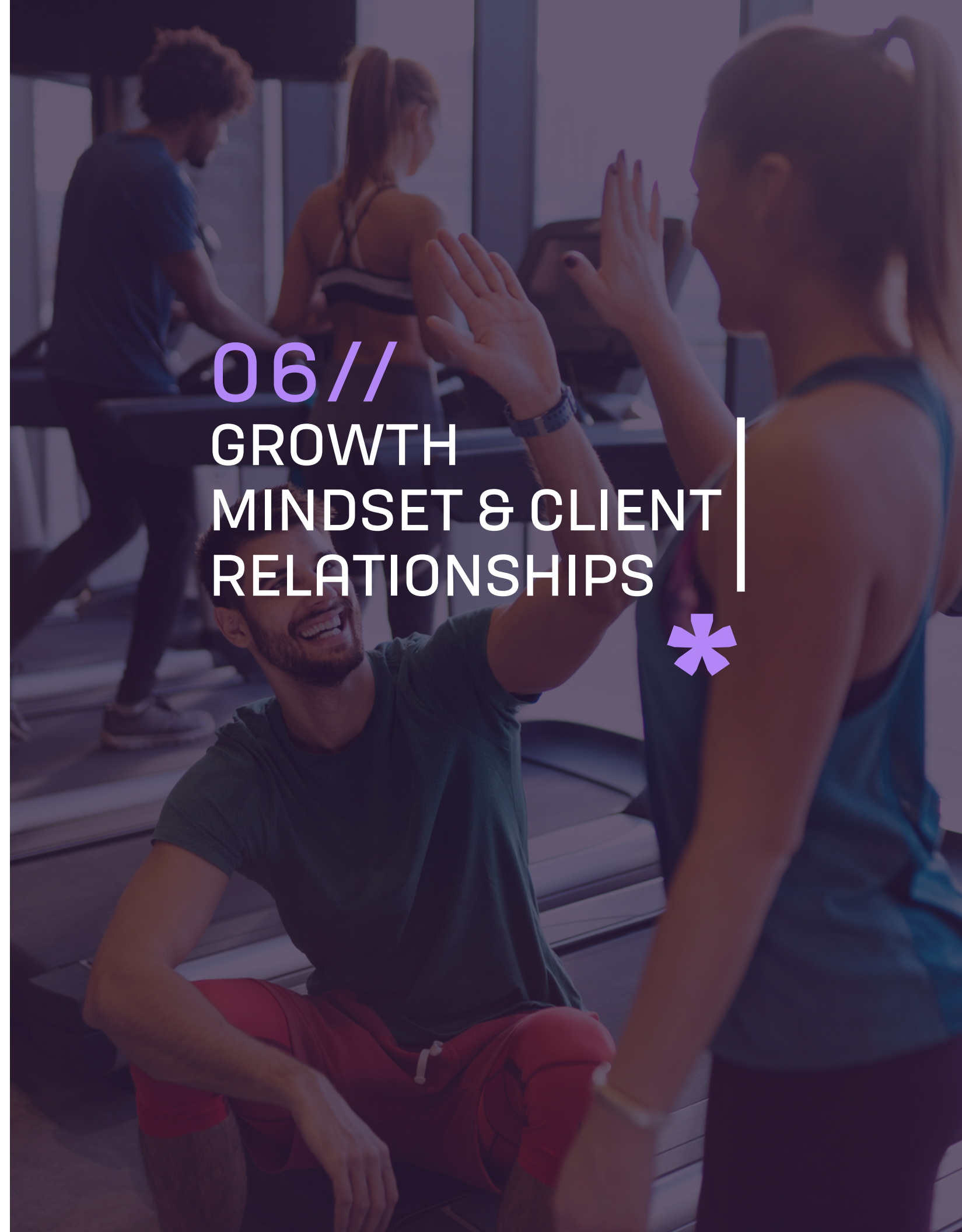
5 LISTEN TO YOUR CLIENTS

Your clients often hint at what they need. Pay attention to their feedback or ask them directly through a survey:

What additional services would you be interested in?
(Check all that apply)

- ☐ Nutrition coaching
- ☐ More frequent check-ins and feedback
- ☐ Increased accountability outside sessions
- ☐ Limited-time programs (E.G., 6-WEEK TRANSFORMATION)
- ☐ Habit tracking and goal-setting

By strategically expanding your services, investing in professional development, and utilizing powerful tools like TrueCoach, you can increase client satisfaction, retention, and overall business growth.

06//
GROWTH
MINDSET & CLIENT
RELATIONSHIPS



A growth mindset doesn't just apply to your personal development—it's also a powerful tool for strengthening client relationships. Are you setting your clients up for success in a way they can feel good about? Are you actively listening to their needs and delivering on their expectations?

Think about a service you rely on—whether it's a favorite barber, hair stylist, or therapist. Why do you keep going back? Why would you refer a friend? It's not just about the service itself—it's about trust, consistency, and the value they provide that you can't find anywhere else.

The same principle applies to your coaching business. The more refined, professional, and client-focused you are, the more likely clients are to stay with you long-term and even refer others.

HACKS TO GAINING MORE CLIENTS

The best way to grow your business? Offer an outstanding service that delivers real results. But beyond that, effective marketing and client acquisition strategies can help you consistently attract new clients and increase retention. Here are some key strategies to expand your personal training business:

1 BUILD A STRONG REFERRAL PROGRAM

Your current clients can be your best marketers. Offer incentives such as discounts, free sessions, or exclusive perks when they refer a friend. You can even make it a double reward program, giving both the referrer and the new client a discount on their next package.

2 LEVERAGE CLIENT TESTIMONIALS AND REVIEWS

Social proof is one of the most powerful trust-builders for potential clients. Ask satisfied clients to write a Google review or record a short testimonial video sharing their success story. Feature these on your website, social media, and emails.

3 CONDUCT CLIENT SURVEYS TO OFFER SERVICES PEOPLE ACTUALLY WANT

Knowing your clients' pain points and desires can help you refine your offerings. Send out a quick Google Form survey asking what additional services they would find valuable. You might discover demand for group training, nutrition coaching, or hybrid in-person/online options.



Use TrueCoach's progress tracking features to show measurable improvements during these programs and boost client motivation.

HERE ARE SOME QUICK TIPS:

- Post 3-5 times a week to stay consistent
- * Use Instagram Reels, TikTok, and YouTube Shorts to showcase your expertise
- + Offer value-driven content, like free fitness tips, form corrections, and quick workouts
- Engage with your audience by responding to comments and DMs

Need help growing your business with social media? Read [Grow Your Business with Social Media](#).

4 CREATE A LIMITED-TIME PROGRAM

Urgency drives action. Launch a 6- to 8-week challenge focused on a specific goal (e.g., "The Summer Shred" or "Strength for Beginners"). Limited-time programs create excitement and commitment, making it easier to convert leads into long-term clients.

5 MASTER SOCIAL MEDIA MARKETING

If you're not marketing your services online, you're missing out on a huge audience. Create content that educates, entertains, and engages—such as workout breakdowns, client success stories, and behind-the-scenes looks at your training process.

6 PERSONAL OUTREACH: THE UNDERRATED GAME CHANGER

Sometimes, a personal touch goes a long way. Check in with inactive clients via text, email, or even a quick phone call. Let them know about any promotions, new programs, or updates to your coaching services.

TrueCoach's in-app messaging system makes it easy to stay connected with clients and offer consistent communication.

By combining **marketing strategies, referral programs, social proof, and client engagement**, you can create a thriving fitness business that attracts and retains high-quality clients. **TrueCoach gives you the tools to manage and scale your coaching business effortlessly helping you stay focused on what matters most: coaching and delivering results.**

For More Insights on Gaining and Retaining Clients, Download The **"30-Day Client Magnet Blueprint"**



MARKETING AND BRANDING FOR GROWTH

07//



07//

MARKETING AND BRANDING
FOR GROWTH

You’ve built your coaching skills, you’re delivering results, and you’re ready to scale your business. But there’s one critical piece left: **marketing and branding**.

Most personal trainers excel at helping their clients get fit and stay healthy—but marketing their business? That’s a whole different challenge. The good news? **You don’t need to be a marketing expert to succeed.** By breaking it down into simple, actionable steps, you can consistently attract and retain clients without feeling overwhelmed.

Want a deeper dive into marketing strategies? Check out [The Ultimate Marketing Guide for Personal Trainers](#).

GROWTH-CENTRIC MARKETING STRATEGIES

Here are a few key strategies to establish your brand, attract new clients, and scale your personal training business:

1 BUILD A STRONG BRAND IDENTITY

A well-defined brand helps you stand out in a crowded market. Your branding should clearly communicate **who you are, what you offer, and why clients should choose you**.

KEY BRAND ELEMENTS TO DEFINE:

- A logo and color palette that reflect your coaching style
- * A brand voice that is authentic, engaging, and relatable
- + A clear value proposition: What makes your coaching different?

If you’re unsure how to create a strong brand identity, consider working with a marketing specialist—or use free design tools like Canva to develop a cohesive look.

2 LEVERAGE SOCIAL MEDIA FOR CLIENT GROWTH

Social media isn’t just for posting workout videos—it’s a powerful tool to engage potential clients, showcase your expertise, and build trust.

ASK YOURSELF:

- **Is your content shareable?** Aim to educate, empower, and excite your audience.
- * **Are you maximizing free marketing?** Encourage clients to tag you in posts so you can reshare.
- + **Are you giving away value?** Offer free content like quick workouts, nutrition tips, or mindset hacks to build trust with potential clients.
- **Are your videos clear and to the point?** Add subtitles and focus only on the most important parts of the exercise.
- * **Are you repurposing content?** Repost valuable content for new followers—only a fraction of your audience sees each post.

PRO TIP:

Schedule time for content creation. Block out an hour a week to brainstorm, record, and organize your posts.

Need more resources? Check out [Optimizing Instagram for Personal Trainers](#) for expert insights and step-by-step strategies.

3 USE EMAIL MARKETING TO STAY TOP-OF-MIND

Email is one of the most effective ways to nurture leads, retain clients, and drive conversions. The best part? You don't need a massive list—just an engaged audience.

TYPES OF EMAILS TO SEND:

- **NEWSLETTERS:**
Share fitness tips, personal insights, and exclusive offers. Encourage subscribers to forward the email to a friend. Sign up for the TrueCoach Newsletter.
- * **EXCLUSIVE FREEBIES:**
Offer a free workout guide, nutrition checklist, or class pass in exchange for their email.
- + **VIDEOS & PERSONAL UPDATES:**
Keep your audience engaged with quick videos featuring workout demos or motivation.
- **PARTNERSHIP PROMOTIONS:**
Team up with nutritionists, brands, or influencers to offer exclusive content to your email list.

GROWTH TIP:

Running a referral program? Promote it via email to encourage clients to bring in friends!

Want a simple way to organize and engage your clients? TrueCoach's **client management tools** make it easy to streamline communication, track progress, and nurture relationships—all in one place.

TURN MARKETING INTO A GROWTH ENGINE

Marketing doesn't have to be overwhelming—it's simply about building relationships, providing value, and staying consistent. Whether through branding, social media, or email marketing, taking small, strategic steps will help you attract and retain clients while growing your fitness business.

Need social media strategies to grow your fitness business? Check out [Grow Your Business with Social Media](#).

Need more resources? Check out [Optimizing Instagram for Personal Trainers](#) for expert insights and step-by-step strategies.



08// MANAGING FINANCES AND INVESTMENTS FOR GROWTH



Even if your marketing efforts are thriving and new clients are signing up, your business can still struggle without solid financial management. To ensure long-term success, you must stay on top of income and expenses, set financial goals, and implement a strategic pricing structure.

Want to maximize your earning potential? [Check out Personal Trainer Income: Maximizing Earnings with Income Calculator](#)

PRO TIPS FOR REVISING YOUR PRICING STRATEGY

HOW TRUECOACH HELPS:

Set up one-time or recurring payments directly in TrueCoach, allowing you to streamline your billing process while reducing late or missed payments.

Take the guesswork out of pricing! Use the [Personal Trainer Income Calculator](#) to determine the best pricing strategy for your business.

1 SWITCH TO A RECURRING MONTHLY MEMBERSHIP

Rather than selling sessions in bulk, consider setting up a monthly subscription model where clients pay automatically. With a recurring payment system, clients stay engaged longer, and you gain predictable income.

2 ALIGN PRICES WITH YOUR PROFIT GOALS

Revisit your business plan—are your current rates helping you hit your revenue targets? Use data-driven insights to ensure your pricing supports sustainable growth.

3 RESEARCH COMPETITOR PRICING

Analyze what other trainers charge online and locally. Compare pricing models and adjust based on your experience, unique offerings, and client demand.



4 CONSIDER YOUR LOCATION

If you're training in high-income areas (Los Angeles, New York, or San Francisco), you may be able to increase prices based on cost of living and demand. For online coaching, highlight the convenience and accessibility of your service to justify premium pricing.

5 HIGHLIGHT YOUR EXPERTISE

Showcase new certifications, accolades, and success stories to justify price increases. Clients are willing to pay more for high-quality, results-driven coaching.

6 OFFER GUARANTEES TO BUILD TRUST

Providing a money-back guarantee can reassure hesitant clients and increase conversions. This shows confidence in your services while minimizing perceived risk.

7 OWN YOUR PRICING WITH CONFIDENCE

When presenting a price increase, deliver your pitch with certainty. Avoid filler words like “um” or “well.” Stand tall, speak clearly, and exude professionalism.

UNLOCK YOUR EARNING POTENTIAL

Your financial strategy is just as important as your training expertise. By implementing a structured pricing model, automating payments, and confidently positioning your services, you'll set yourself up for long-term success.

TrueCoach makes financial management effortless! With automated payments, easy invoicing, and seamless client billing, you can focus on coaching while ensuring reliable cash flow.

[LEARN MORE](#)



09// GET GROWING



With passionate and motivated personal trainers like you, it's easy to get caught up in the day-to-day of coaching and programming—sometimes leaving business strategy as an afterthought. But when you take the time to set specific and strategic goals for your business and clients—both in the short and long term—you'll be able to grow your clientele, increase profits, and track progress along the way.

The most important takeaway? A focus on growth means building stronger relationships with your current clients while also creating new ones. This expansion allows you to spread your fitness expertise to more people, helping them lead healthier, more fulfilling lives.

GROWTH MINDSET EXERCISE

Remember the growth mindset exercise from the beginning of this playbook? You answered these four key questions:

- 1 Why do you want to grow your business?
- 2 What are your growth goals?
- 3 What's working well in your business, and what's not?
- 4 What's your plan to follow through?

Now that you have a deeper understanding of how to scale your personal training business, revisit your answers. Refine them with more detail—especially your action plan. This should be the most comprehensive part of your exercise, outlining clear steps to implement what you've learned.

YOUR NEXT STEP

Congratulations—you've just created a growth plan! Print it out, keep it visible, and check in with it daily to stay on track.

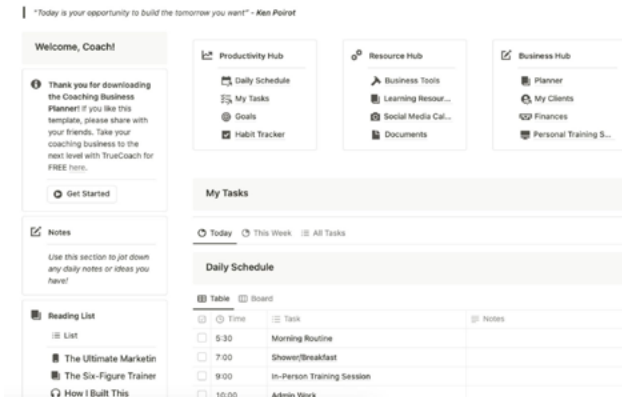
And remember, you don't have to do this alone. TrueCoach is here to support your growth every step of the way. Whether it's automating client management, streamlining payments, or enhancing your marketing strategy, we're ready to help.

**Make this your breakthrough year—
GROW WITH TRUECOACH TODAY!**



CHECK OUT THESE RESOURCES TO KEEP LEARNING

Coaching Business Planner



THE ULTIMATE BUSINESS PLANNER FOR COACHES & PERSONAL TRAINERS

The TrueCoach Business Planner is your all-in-one solution to streamline your workflow, maximize productivity, and grow your business without the stress of juggling multiple tools. Whether you're creating your schedule, planning social media content, or managing finances, this planner ensures everything is in one place, giving you more time to focus on what truly matters—your clients and business growth.

[LEARN MORE](#)

GROW YOUR PERSONAL TRAINING BUSINESS WITH AI

This free guide provides you with a step-by-step guide to harnessing the power of AI in your coaching practice.

Packed with actionable insights to help you integrate AI into your training programs, enhance client engagement, and future-proof your business in an increasingly tech-driven world.

[LEARN MORE](#)

30-DAY CLIENT MAGNET BLUEPRINT

This one-month guide will help you build your business, market your services, and attract new clients.

Get expert strategies and guidance from top personal trainers and fitness business owners.

[LEARN MORE](#)