

COMPANION WORKBOOK

THE PERSONAL TRAINER BUSINESS BLUEPRINT



CIMSPA®
Endorsed



CIMSPA ENDORSED • 10 CPD POINTS



Benn Dixon
BCD COACHING LTD

WELCOME

A NOTE FROM BENN

I failed all my A-levels. Not nearly passed. Not close. Failed.

So I went and did a construction apprenticeship instead. Laid bricks, worked on sites, and eventually ended up at university studying construction management. Not because I was the sharpest person in any room. Because once I find something I'm interested in, I become completely obsessed with it. That's always been my engine.

I got my first gym job as a receptionist in Leeds while I was at university, working the desk and playing rugby in my spare time. During the off season I'd keep a few of the lads in shape so they weren't destroyed when pre-season training ramped back up. The gym owner noticed, pulled me aside one day and asked if I'd ever thought about being a PT.

My first thought, honestly, was: I can earn decent money working minimal hours while I'm still at uni. When they offered to pay for my qualification in exchange for a two-year commitment, which lined up perfectly with my degree, I said yes immediately.

By the time I finished university, I was working 20 hours a week as a PT and taking home the same as a full-time graduate salary. The choice after that was obvious.

Six years later I became the highest-earning PT in a gym, having worked across multiple gyms around the country. Then I started helping other coaches in those same buildings do it too. Turning PT from something they were barely surviving at into a proper, full-time income.

That's what this course is about. That's what this workbook is about.

Here's what drives me absolutely mad about this industry. The UK now has over 10 million gym members. That number has grown by more than 25% in the last decade and it is still climbing. There has never been more demand for personal training in this country. And yet most newly qualified PTs are out of the industry within two years.

Not because they're bad coaches. Because nobody taught them how to run a business.

It's like giving someone a brand new car and expecting them to drive without any lessons. The qualification is the engine. This course is the driving instructor.

There is no reason, none, why a PT in the UK cannot earn £50,000 or more a year. The clients are there. The demand is there. What's missing, in almost every case, is the business knowledge to turn a skill into an income.

That gap is what this course closes.

I'm not the most qualified person you'll ever learn from. I'm not an academic. What I am is someone who has done it, from receptionist to top-earning PT, from struggling to confident, and paid close attention to what works and what doesn't.

Will Smith once said that if you got on a treadmill with him, he would die before he let you win. That mindset has followed me my whole career. I was never the most naturally talented. But I was always willing to outwork everyone around me.

That's all I'm asking of you. Do the work. Be honest in the exercises. Take the actions. Don't read this like a textbook and put it on a shelf.

The blueprint is here. Now let's build something with it.

Benn Dixon

Founder of the Personal Trainer Business Blueprint

I've failed over and over and over again in my life. And that is why I succeed.

MICHAEL JORDAN

THE PROBLEM

WHY THIS COURSE EXISTS

10M+

UK gym memberships
(ukactive, 2023)

25%+

Growth in the last 10 years

50-70%

New PTs who leave
within 2 years

£50k+

Achievable annual earnings
for a PT

The fitness industry is growing. There has never been more demand for personal training. And yet 50 to 70% of newly qualified PTs leave the profession within two years.

That statistic should not exist. The market is bigger than it has ever been. Gym membership in the UK has gone from around 8 million in 2013 to over 10 million today, and that figure is still rising. The demand for personal trainers, online coaches, and group fitness professionals is only going in one direction.

UK GYM MEMBERSHIP GROWTH

Total UK gym members, 2013 to 2023

7.9M

2013

9.2M

2016

10.4M

2019

9.9M

2022

10.1M

2023

+25% in 10 years

Approximate figures. Source: ukactive, State of the Fitness Industry reports.

So why are most PTs gone within two years?

Because the qualification teaches you how to train people. It does not teach you how to build a business. How to price yourself. How to market consistently. How to retain clients. How to position yourself so the right people find you. How to move from chasing clients to having a waiting list.

That missing knowledge is the reason for the revolving door. Talented, motivated people come into the industry, struggle to make it pay, and walk away, while the industry keeps growing around them.

This course was built to stop that cycle.

£50,000 a year is not an elite target in personal training. It is a realistic, achievable number for any PT who understands their business and applies that understanding consistently. I know this because I've done it. I know it because I've helped others do it in the same gym I was working in.

The knowledge is available. You're holding the workbook. Now do the work.

GET THE MOST FROM IT

HOW TO USE THIS WORKBOOK

- **Watch the lesson first, then open this.** Don't try to fill this in while the video is running. Watch the lesson, let it land, then come back here. The exercises will mean more when the content is already in your head.
- **Benn's Take is my unfiltered perspective.** Not a lesson summary. What I'd actually say to you if we were sitting across a table: my experience, my opinion, what I've seen work and what I've seen fail. Read it as a conversation, not a lecture.
- **Case studies are real situations.** Drawn from my own experience and from coaches I've worked with directly. Names changed. They show how these concepts play out in real businesses, not just on paper.
- **Research notes back the strategy up.** I'm not an academic. But where data or science supports what I'm telling you, I'll point to it briefly. It's there if you want it.
- **The exercises are where your money is.** Reading this workbook without doing the exercises is like watching someone else train and expecting to get fitter. It doesn't work. Do every exercise, especially the ones that feel uncomfortable. Those are the most important ones.
- **One action per lesson.** Every section ends with one specific thing to do this week. Not a list. One. Do it before you move on. That single habit, repeated across every lesson, is what builds a different business.
- **Make it yours.** There is space throughout to write, sketch, and add your own images. Mark it up. Fill the note areas. By the end this should be your textbook, not mine.

BENN'S TAKE

My direct take.

EXERCISE

Work through it.

CASE STUDY

Real example.

YOUR ACTION

One thing this week.

PROVING IT

HOW THE ASSESSMENTS WORK

This is a CIMSPA-accredited CPD course, so the work you do here is assessed. The assessments are not exam questions to revise for. Each one asks you to apply that module's content to your own business and submit it as part of a growing portfolio. By the end, that portfolio is a complete, working plan for your PT business.

FORMAT

One portfolio-based written assessment at the end of each module, with three to four questions. Complete all the lessons in a module before you submit its assessment.

STANDARD

Minimum 100 words per answer. Apply the module content to your own business, do not repeat it back as theory. The exercises throughout each lesson are designed to feed directly into these answers, so if you have done the work as you went, most of each assessment is already written.

MARKING

Each assessment is marked Pass or Resubmit, with written feedback returned within 5 working days. You have two attempts per assessment. If anything is marked Resubmit, the feedback tells you exactly what is missing.

OUTCOME

Once every assessment is marked as Pass, your CIMSPA-accredited CPD certificate is issued, confirming 10 CPD points. Every question is mapped to the CIMSPA Personal Trainer professional standard.

TIP Use the Planning Notes space under each assessment to draft, then submit your final answers as your portfolio.

STAY ON COURSE

YOUR PROGRESS TRACKER

Tick each lesson as you finish it. The green box at the end of each row is the module assessment.

01 The Reality of Personal Training

☐ ☐ ☐ ☐ ☐ ☒ A

02 Personal Brand Identity

☐ ☐ ☐ ☐ ☐ ☒ A

03 Target Audience Identification

☐ ☐ ☐ ☐ ☐ ☐ ☒ A

04 Marketing Strategies
for Personal Trainers

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒ A

05 Client Acquisition Systems

☐ ☐ ☐ ☐ ☐ ☒ A

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☐ ☐ ☐ ☐ ☒ A

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We are what we repeatedly do. Excellence, then, is not an act, but a habit.

WILL DURANT, ON ARISTOTLE

01

MODULE 01

THE REALITY OF PERSONAL TRAINING

Before you can build a business, you need to see the industry clearly: the good, the bad, and what it actually takes to succeed.

IN THIS MODULE

- 1.1 What Is Personal Training?
 - 1.2 The PT Industry Landscape
 - 1.3 Common Mistakes New Trainers Make
 - 1.4 Income: Expectations vs Reality
 - 1.5 Developing Professional Resilience
-

Being a great coach is not enough to build a sustainable business. But it is the foundation that everything else is built on.

BENN DIXON, BCD COACHING LTD

LESSON 1.1

WHAT IS PERSONAL TRAINING?

OBJECTIVE

By the end of this lesson, you'll understand the full scope of the PT role, the four business models available to you, and what clients are actually paying for, setting the frame for the whole course.

B BENN'S TAKE

When the gym owner first offered to pay for my PT qualification, my brain went straight to: low hours, decent money, fits around uni. I wasn't thinking about niche, positioning, or business models. I just wanted a job that worked.

That changed pretty quickly once I was on the gym floor. I realised fast that the PTs earning well weren't just the ones with the best programming. They were the ones who understood the business side: who to work with, what to charge, how to keep clients coming back.

Most trainers when they qualify only think about hat number one: the coaching. The programming, the technique cues, the results. That part matters. But it's not what determines whether you're still doing this in three years.

The PTs with waiting lists and strong rates aren't just great coaches. They're great business owners too. Two different skill sets. Both learnable. Only one of them taught in a PT qualification.

That's the gap. That's why you're here.

THE THREE HATS YOU'RE WEARING

As a PT, you're not just a coach. You're simultaneously wearing three hats: the Coach (delivering sessions, writing programmes, getting results), the Educator (building trust through content and communication), and the Business Owner (marketing, pricing, selling, retaining).

Here's the problem. Most qualifications prepare you for hat number one. None of them prepare you for hats two and three. And it's hats two and three that determine whether your business survives.

THE FOUR BUSINESS MODELS

FOUR WAYS TO DELIVER

The core personal training business models



1:1 In-person

Premium coaching, one client at a time. Highest rate, lowest reach.



Online

Coach anyone, anywhere. Scalable, but competition is global.



Group

One hour, many clients. Lower price per head, higher earning per hour.



Hybrid

In-person and online combined. Flexibility for you and your clients.

RESEARCH NOTE

ukactive's State of the Fitness Industry reporting shows online and hybrid coaching delivery grew by roughly 140% between 2019 and 2023, while UK gym membership has climbed back above 10 million, a record level. The four models are not theory: the market has already moved. Hybrid delivery is now the default trajectory for established PTs because it survives gym closures, client relocations and seasonal dips.

There's more than one way to be a PT. Your model choice affects your income ceiling, your lifestyle, and how you market yourself. You should choose deliberately, not by default.

1:1 In-Person

High touch, high trust. Your time is the product. Geographic limit applies.

Online Coaching

Location-independent, scalable. Margins are strong once the system is built.

Group / Semi-Private

Leverage your time across multiple clients. Lower per-client rate, higher per-hour rate.

Hybrid

The model most established PTs are moving to. A mix of in-person and online. Most resilient.

CASE STUDY

Same Qualification, Different Outcomes

Two PTs qualify in the same year. Five years later, one is charging £35 per session and still chasing clients. The other has a waiting list and charges £85.

The difference isn't talent or qualifications. The second PT niched down early, picked a platform, marketed consistently, and raised prices every six months when results justified it. The first kept waiting until they felt 'ready enough'.

One understood the business. One only understood the coaching.

EXERCISE

- 1 What business model are you currently running, or planning to run? Why that one?

- 2 What does your ideal working week look like in 12 months? Be specific: days, hours, number of clients, income.

- 3 Right now, what % of your time goes on coaching vs marketing vs admin vs thinking strategically? Write an honest estimate.

Write down your chosen business model and your reason for it. If you're currently doing 1:1 in-person by default rather than by design, write what you'd actually choose if you started again today.

NOTES & REFLECTIONS

This image shows a single page from a notebook or ledger. The page is white with faint, evenly spaced horizontal lines running across it. There are no vertical margin lines, and the page is completely blank except for the ruling. The top edge of the page has rounded corners.

LESSON 1.2

THE PT INDUSTRY LANDSCAPE

OBJECTIVE

By the end of this lesson, you'll have a realistic, data-informed picture of the UK fitness industry, and know exactly where the genuine opportunities exist for a well-positioned PT.

BENN'S TAKE

When I was working the desk at the gym in Leeds, I watched PTs come and go constantly. New ones would start, be full of energy for a few months, then quietly disappear. Same gym. Same clients available. Same market. But wildly different outcomes.

The ones who stayed and built something weren't necessarily the best coaches. They were the ones who understood the market they were in: who it was for, what those people actually needed, and how to position themselves clearly.

Here's what I want you to understand about the UK fitness market right now: it is not saturated. Generic PT is saturated. 'I help anyone who wants to get fit', yes, you're competing with 50,000 other people saying exactly that.

But specific PT? The PT who works with a clearly defined person and solves a clearly defined problem? That market is wide open. I have never met a well-positioned specialist who struggled to find clients. Not once.

The industry is full of people. It's almost completely empty of clarity.

THE NUMBERS BEHIND THE MARKET

£2bn+

UK fitness industry
annual value

10,000+

Gyms and fitness facilities
in the UK

65,000+

People working as fitness instructors

~55k

Active
personal trainers

The UK fitness industry is worth approximately £2 billion annually. There are over 10,000 fitness facilities, over 65,000 people working as fitness instructors, and around 50 to 60,000 active personal trainers, but the number actively trading as a professional, profitable business is significantly lower.

That gap between 'qualified' and 'actively succeeding' is the real story. Most qualifications get put on a shelf. The people who use them successfully are the ones who understand the commercial side.

Post-2020, online coaching became mainstream. Hybrid models became the norm. Geographic limits became optional. A trainer in St Ives can coach clients in London, Singapore, or New York, if their marketing is clear enough and their positioning is specific enough.

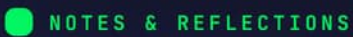
According to ukactive's 2023 State of the Fitness Industry Report, the UK health and fitness industry had 7,239 facilities as of 2023 and served 10.1 million members, with online and hybrid coaching delivery having grown by 140% between 2019 and 2023. The IHRSA Global Fitness Report (2023) placed the UK as one of the top five largest fitness markets globally by revenue, with continued compound growth forecast through 2027.

A PT in Manchester stopped marketing as a general weight loss trainer and repositioned as a strength coach for women over 45. Within four months her enquiry rate doubled, not because more people found her, but because the people who found her immediately knew she was for them.

She hadn't added qualifications. She hadn't increased her ad spend. She just got specific.

[illegible]

Your ideal client sits where all three overlap.

[illegible]

1 Spend 20 minutes on Google and Instagram. Search for PTs in your area or your niche. What are they saying? What are they NOT saying? Write your findings below.

[illegible]

[illegible]

Map your local market this week. Identify 5 PTs who are directly competing with you. Write down what each one is saying, and what none of them are saying. That second list is your opportunity.

[illegible]

LESSON 1.3

COMMON MISTAKES NEW TRAINERS MAKE

OBJECTIVE

By the end of this lesson, you'll be able to identify which of the five most common PT business mistakes apply to you right now, and have a specific action to start addressing each one.

B BENN'S TAKE

I made most of these mistakes myself. I'm not up here on a pedestal telling you what not to do from a distance. I charged too little in my first year. I waited longer than I should have to raise my prices. I had no niche for longer than I care to admit.

I also watched PTs in my own gym make every single one of these mistakes: talented coaches who were working incredibly hard and getting nowhere because their direction was wrong. Hard work on the wrong things is not the same as progress.

Think of it like running on a treadmill. You can sprint at full speed for an hour. But if the treadmill isn't pointing anywhere useful, you end up exactly where you started.

Go through these honestly. If you see yourself, good. That's the point. Awareness is always the first step: you can't fix what you haven't named.

1 Waiting to Feel Ready

Confidence doesn't come from waiting. It comes from doing. Every PT who is 'not ready yet' is really just avoiding the discomfort of starting. Meanwhile, their income target stays at zero. Think about it like learning to drive. You don't get confident in a car by reading the Highway Code repeatedly. You get confident by driving. Badly at first. Then better. The PT who starts marketing imperfectly in month one will always outperform the one who waits for perfection in month six.

2 Undercharging From Day One

Setting a low rate doesn't build your client base. It attracts the wrong clients: the price-sensitive ones who will leave for £5 less per session and who resent every penny they spend. Low prices also make it almost impossible to raise rates later without losing those clients. You set an anchor on day one that follows you for years. The floor you set at the start becomes your ceiling.

3 No Niche, No Positioning

Being for everyone means being for no one. Generic marketing produces generic results, which means nearly none. Your niche is not a limitation. It's a megaphone.

A PT who says 'I work with busy dads who want to build strength without living in the gym' will out-convert a PT who says 'I help anyone who wants to get fit' every single time. The specificity is what builds trust.

4 Poor Time Management

Splitting your week across multiple jobs while expecting to reach full-time PT income, the maths doesn't add up. And if your availability is restricted to a handful of odd hours, you cap your capacity at the exact moment you're trying to grow. Clients can't train at the frequency they need, so they don't get results, and clients without results don't stay.

There's a quality cost too. You cannot deliver a £50+ per hour service running on empty. A tired coach delivers average sessions, and average sessions don't generate referrals or renewals. Your time is the raw material of this business. Module 7 gives you the full system for managing it.

5 Ignoring the Business Side Entirely

'I just want to train people' is the most limiting belief in this industry. Because without a functioning business, you can't train anyone. You can't pay rent on passion.

Business skills are learnable. Every single one of them. Marketing, pricing, sales, positioning, none of it is innate talent. It's knowledge and practice. This course exists because that knowledge is available, and most PTs just never access it.

CASE STUDY

The £25 Anchor

A PT I worked alongside launched at £25 a session 'just until the diary fills'. It filled within eight weeks, with price-sensitive clients who compared him to every cheaper option in town. When he tried to move to £40, he lost a third of his client base overnight and spent more than a year rebuilding. Your launch price is not a promotion, it is your positioning. Set it from your minimum viable rate (Lesson 6.2), not from fear.

RESEARCH NOTE

A 2022 survey by ukactive found that fewer than 30% of fitness professionals reported receiving any formal business education as part of their qualification pathway. Separately, research published in the Journal of Fitness & Health (2021) identified lack of client acquisition knowledge as the leading reason for PT attrition in the first two years of practice, ahead of poor coaching skills, health factors, or external market conditions.

EXERCISE

1 Rate yourself honestly on each mistake (1 = not an issue, 5 = this is me right now).

Waiting to feel ready

/ 5

Undercharging

/ 5

No niche or positioning

/ 5

Poor time management

/ 5

Ignoring the business side

/ 5

2 For any mistake you rated 3 or above, write one specific action you could take this week to start addressing it.

▶ YOUR ACTION THIS WEEK

Pick your highest-rated mistake. Write down one decision you've been putting off because of it. Make that decision this week, even if it's imperfect.

NOTES & REFLECTIONS

LESSON 1.4

INCOME: EXPECTATIONS VS REALITY

OBJECTIVE

By the end of this lesson, you'll have an accurate picture of what PT income actually looks like in year one, including the real numbers, the volatility, and what higher-earning PTs do differently.

BENN'S TAKE

When I was a receptionist earning not much, watching the PTs on the gym floor, my maths was simple: they do a few sessions a day, get paid decent money per session, that adds up to a good salary. Easy.

What I didn't see, what took me a while to properly understand, was everything underneath that surface calculation. The cancellations. The quiet months. The clients who leave. The tax bill in January that nobody warned you about.

By the time I finished university and was working 20 hours a week earning a full-time graduate salary, I thought I had it figured out. And in some ways I did, but that was partly luck and partly that the gym had handed me a ready-made client base. When I went fully independent, the income picture looked very different until I understood how to manage it properly.

The PTs who build financially stable businesses are the ones who look at the real numbers, all of them, from the start. Not the best-case version. The real version.

THE REAL CALCULATION

Let's do the maths properly. Take a PT with 15 clients, each doing 3 sessions per week at £40 per session.

NOTES & REFLECTIONS

Gross income	$15 \times 3 \times £40 \times 4 = £7,200/\text{month}$
After tax (20% basic rate)	-£1,440
After Class 4 NI (~9%)	-£648
Business costs (insurance, CPD, software)	-£200 approx.
Realistic take-home	~£4,900/month
After 15% cancellation rate	~£4,165/month

That's before you account for seasonal drops. No income is guaranteed month to month when you're self-employed. That volatility is the real financial challenge of PT, not the hourly rate.

WHAT PROFITABLE PTS DO DIFFERENTLY

They sell packages, not sessions. A client on a 12-week block gives you 12 weeks of guaranteed income. A pay-as-you-go client can cancel at any time. They build retention systems so clients stay 12 months, not 3. They add online coaching, not to replace their in-person income but to supplement it. And they raise rates strategically every 6 months when results justify it.

CASE STUDY

The Month the Maths Broke

One February, a coach I mentored had fourteen clients and still lost £600 to cancellations in a fortnight: half-term, two illnesses, one holiday. Pay-as-you-go pricing meant every missed session was missed income. The following month she moved everyone onto monthly packages with a 24-hour cancellation policy. Same clients, same sessions, but the next February her income did not move an inch. Volatility is a systems problem, and packages are the system.

● £40K IS NOT £40K

Gross turnover to real take-home, step by step.

Gross income

£40,000

Everything clients pay you

Minus costs

-£8,000

Rent, insurance,
kit, software

Minus tax & NI

-£5,000

Income tax and
National Insurance

Take-home

£27,000

About £2,250 a month

Illustrative figures. Your costs and tax will differ. Know YOUR numbers before you set your prices.

EXERCISE

- 1 Calculate your minimum viable monthly income. List every essential outgoing: rent or mortgage, bills, food, transport, tax set-aside (25 to 30%), other, and a total.

- 2 Based on your current or planned rate, how many sessions per week do you need to hit that minimum number?

- 3 What would a 15% cancellation rate do to that figure? How would you manage that gap?

- 4 What is one change you could make to create more income predictability? (For example: packages, online clients, longer minimum commitment.)

► YOUR ACTION THIS WEEK

Set aside 25 to 30% of your next payment, right now, today, into a separate savings account labelled 'Tax'. If you don't have a business bank account yet, open a free Monzo Business or Starling Business account this week.

LESSON 1.5

DEVELOPING PROFESSIONAL RESILIENCE

OBJECTIVE

By the end of this lesson, you'll have a personal resilience framework for navigating the difficult periods that are a normal part of building a self-employed business.

B BENN'S TAKE

I've watched good coaches quit. Really good ones. People who were genuinely excellent at their job, better technique knowledge than me, better programming than me, who walked away because the months when things were quiet broke them.

Not because they weren't good enough. Because nobody prepared them for what quiet months actually feel like when it's your sole income and your rent is due.

The fitness industry has a revolving door problem. Trainers come in, hit the hard patch at month 4 or month 8, and leave, not because the market didn't have room for them, but because they didn't have the right framework for when things get tough.

I always go back to that Will Smith quote. You don't build a career on motivation. Motivation is a feeling, it shows up when things are going well and disappears exactly when you need it most. You build a career on showing up when you don't feel like it. On having systems that run regardless of how you feel on a Tuesday morning.

That's what resilience actually is in this industry. Not a mindset. A system.

THE EMOTIONAL CURVE OF BUILDING A BUSINESS

There's a predictable emotional arc to building any business. Month 1 to 3: excitement and energy. Month 3 to 6: the reality check, slower growth than expected, self-doubt, the creeping feeling that it might not work. Month 6 to 12: the valley. This is where most people quit.

If you're in the valley right now, what you do next is everything. The PTs who get to 18 months and beyond are not the ones who never struggled. They're the ones who had a plan for when things got hard.

MOTIVATION VS CONSISTENCY

Motivation is a feeling. It comes and goes. You cannot build a business on something that disappears when you most need it.

Consistency is a system. Three marketing actions per week, scheduled in advance, whether you feel like it or not. A weekly review every Friday, 15 minutes, without exception. These habits compound in ways motivation never will.

I've always been willing to outwork everyone around me.

WILL SMITH, AND THE MENTALITY THAT BUILT THIS COURSE

CASE STUDY

The Friday Review

One of the most effective habits I've seen in successful PTs is a simple Friday review. 15 minutes. Three questions: What worked this week? What didn't work? What one thing will I do differently next week?

That's it. No elaborate planning system. Just three questions, written down, once a week. Over a year, that's 52 deliberate iterations of your business. Most PTs never do this once.

TO DO THIS WEEK

- ☒ HMRC registration
- ☒ Insurance sorted
- ☒ Business bank account
- ☐ Price list finalised
- ☐ Consultation script
- ☐ First discovery call

Plan it.
List it.
Tick it off.

A 10-minute list on Monday saves a week of forgotten admin.

EXERCISE

- 1 What is the hardest part of self-employment for you personally, or what do you anticipate will be hardest?

- 2 What is one external accountability structure you could put in place this week? (Peer partner, mentor, weekly check-in, be specific.)

- 3 Write down three marketing actions you will commit to doing every week, regardless of how you feel.

► YOUR ACTION THIS WEEK

Schedule your Friday review right now. Open your calendar and add a 15-minute block every Friday called 'Business Review'. That's the whole action. Do it before you watch the next lesson.

● NOTES & REFLECTIONS

ASSESSMENT

MODULE 01 ASSESSMENT

Case Study Reflection: The Reality of Personal Training

FORMAT

Portfolio-based written submission. Complete all lessons in this module first.

STANDARD

Minimum 100 words per answer. Apply it to your own business, do not repeat theory.

MARKING

Pass or Resubmit, with written feedback in 5 working days. Two attempts.

Q1 Describe the four PT business models and explain which one you are planning to run, and why you have chosen it over the others, referencing your own goals and ideal working week.

Q2 Identify the five most common mistakes new PTs make. For each, state a specific action you will take to avoid it.

MODULE 01

NOTES & REFLECTIONS

Capture your biggest takeaways from The Reality of Personal Training and the actions you are committing to.

[illegible]

NOTES & REFLECTIONS

02

MODULE 02

PERSONAL BRAND IDENTITY

Who you are, what you stand for, and why the right clients should choose you over everyone else.

IN THIS MODULE

- 2.1 Defining Your Values
 - 2.2 Developing Your Coaching Philosophy
 - 2.3 Differentiation: Standing Out in Fitness
 - 2.4 Building a Recognisable Brand Identity
 - 2.5 Logo, Visuals and Brand Assets
-

LESSON 2.1

DEFINING YOUR VALUES

OBJECTIVE

By the end of this lesson, you'll have identified the 3-5 values that will guide every business decision you make.

BENN'S TAKE

When most people hear 'define your values' they picture a vague exercise where you write words like 'integrity' and 'passion' on a sticky note and feel good about themselves for ten minutes. That's not what this is.

In construction, before you lay a single brick, you establish the foundation. Every decision after that, every wall, every floor, every load-bearing structure, is built on top of it. Your values are that foundation in your business. Get them wrong, or skip them entirely, and everything you build on top is unstable.

Real values are the ones that actually change your decisions. If a value hasn't made you say no to something, or yes to something you'd otherwise have avoided, it's not a value yet, it's an aspiration. Go deeper.

YOUR VALUES ARE A FILTER

Every business decision passes through them, or it doesn't happen.

A discount request

A new package idea

A brand partnership

A 6am client slot

A viral trend

Your values

What you stand for · who you serve · how you work

ALIGNED

Do it, with full commitment

NOT ALIGNED

A clean, confident no

WHY VALUES ACTUALLY MATTER COMMERCIALY

Clients don't buy programmes. They buy people. And they choose people they feel aligned with, often before they can articulate exactly why. Your values leak into every piece of content you create, every consultation you run, every message you send.

Clients whose values match yours stay longer, refer more, and complain less. The mismatch, a trainer who values hard discipline coaching a client who needs permission and gentleness, is painful for both parties and almost always ends in dropout.

THE THREE-TEST FILTER

For any value you're considering, run it through these three tests:

The Alignment Test Does your current content, pricing, and client communication actually reflect this value? If you claim to value education but never post educational content, it's not a value.

The Boundary Test Would you turn down a client who conflicted with this value? If not, it's aspirational, not operational.

The Decision Test Has this value changed a specific business decision you made in the last 30 days? If you can't name one, dig deeper.

EXERCISE

- 1 List every value from the lesson that resonated with you, don't filter yet, just brainstorm:

- 2 Now narrow to your top 5. For each, complete: 'In my PT business, [value] means...'

- 3 Which value, if you lived it fully, would most change how you currently operate?

► YOUR ACTION THIS WEEK

Put your top 3 values somewhere you'll see them every day, phone lock screen, desk, mirror. Before your next business decision, ask: does this choice reflect those values?

LESSON 2.2

DEVELOPING YOUR COACHING PHILOSOPHY

OBJECTIVE

By the end of this lesson, you'll have a first draft of your coaching philosophy, a clear, authentic statement you can use in your bio, your consultations, and every piece of content you create.

B BENN'S TAKE

I came from rugby and construction. My whole training background was: work hard, stay consistent, don't make excuses. That shaped how I coach. I'm not the 'gentle encouragement' type. I'm the 'let's be honest about what's not working and fix it' type.

That's my coaching philosophy. It's not for everyone. And that's exactly the point.

When a client reads my content or speaks to me in a consultation and thinks 'this guy doesn't mess about, that's exactly what I need', they're pre-sold. I haven't pitched anything. They've already decided. That's what a clear coaching philosophy does for your business.

If you can't answer 'why do you coach the way you coach?' clearly and quickly, you don't have a philosophy yet. You have a methodology. Methodologies describe what you do. Philosophies explain why, and that's what clients actually buy.

WHAT A COACHING PHILOSOPHY IS NOT

It's not a mission statement. It's not a service description. It's not 'I help clients achieve their goals through personalised training'.

A coaching philosophy is your core belief about how change happens, what your role is in that process, and what you will and won't do as a coach. It takes a position. It's specific enough to attract some people and put off others, and that's by design.

NOTES & REFLECTIONS

THE 3-PART FRAMEWORK

● YOUR PHILOSOPHY

**Your philosophy
is your
why**

Nail down why you coach the way you do before you worry about how you do it.

EXERCISE

- 1 Write Part 1 of your philosophy, I believe...

- 2 Write Part 2, My approach is...

- 3 Write Part 3, My clients can expect...

- 4 Read all three parts out loud. Does it sound like you? Could any PT have written it, or is it distinctly yours?



► YOUR ACTION THIS WEEK

Read your philosophy to one person who knows how you coach, a current client, a colleague, or a peer PT. Ask them: 'Does this sound like how I actually work?' Their answer will tell you whether it's authentic or still too generic.

● NOTES & REFLECTIONS

LESSON 2.3

DIFFERENTIATION: STANDING OUT IN FITNESS

OBJECTIVE

By the end of this lesson, you'll have completed your differentiator exercise and have a 3-sentence statement that forms the foundation of everything you build in Module 4.

B BENN'S TAKE

Go and look at five PT profiles on Instagram right now. I'll wait.

Every single one of them says some version of 'I help people lose weight, get fit and transform their life'. Same words. Same photos. Same vague promise. You scroll past all of them without a second thought.

When I first started posting content, I was doing the same thing. Generic posts for generic people. The engagement was low, the enquiries were zero, and I couldn't understand why. I was working hard. I was posting consistently. But I was saying nothing that anyone specific needed to hear.

That's not a marketing problem. That's a differentiation problem. And the fix isn't a logo redesign or a new colour palette. The fix is having something clear and specific to say that nobody else in your market is saying.

When I got specific, when I started speaking directly to a particular type of person about a particular kind of problem, everything changed. The followers who stayed were smaller in number but far more likely to enquire. Because they felt like I was talking to them.

THE FIVE SOURCES OF REAL DIFFERENTIATION

1. **Specialist knowledge** Depth in a specific area, pre/post-natal, pain management, sport-specific strength, menopause fitness. Not just a course completed but genuine applied expertise.
2. **Lived experience** You've been through what your client is going through. That credibility cannot be bought or manufactured.
3. **Communication style** Some clients want a drill sergeant. Some want a therapist. Most want something in between but leaning one way. Your style is a differentiator.
4. **Niche audience** Being the PT for a specific, identifiable group of people. The more specific, the more powerful.
5. **Unique methodology** A distinctive way of structuring programmes, tracking progress, or approaching coaching conversations.

CASE STUDY

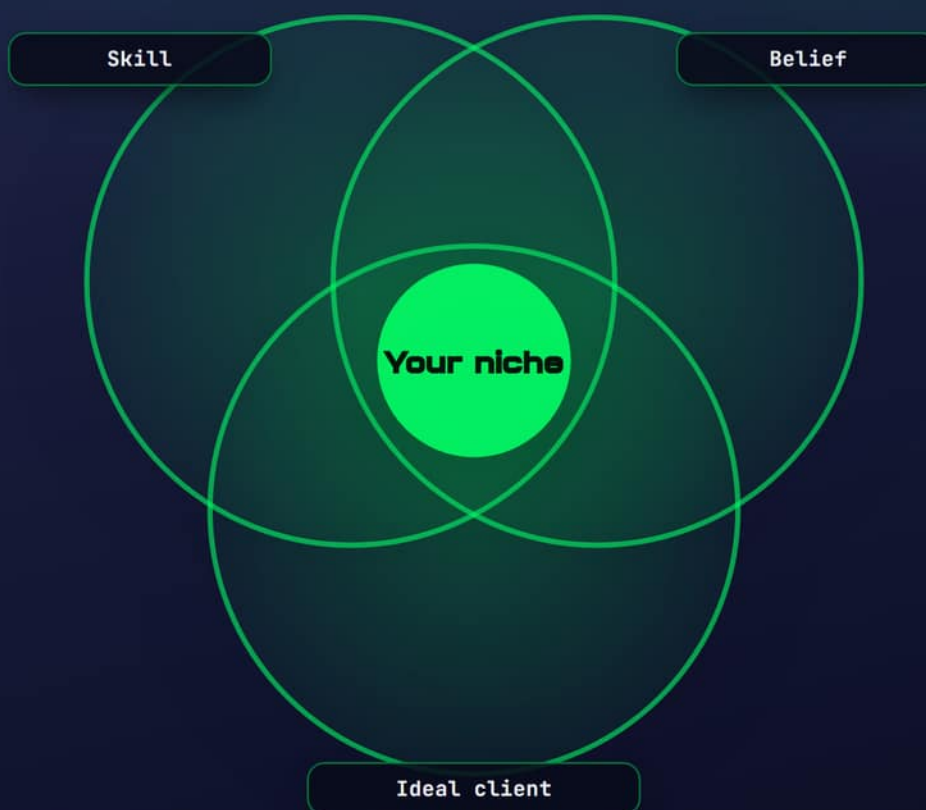
The Power of the Three-Column Exercise

A PT I worked with had been coaching for three years and struggled to fill her calendar. When we did the differentiator exercise, she identified: (1) she was exceptional at making training feel manageable for people who'd had terrible gym experiences. (2) She worked best with adults who'd been inactive for years and felt intimidated by fitness culture. (3) She believed deeply that confidence in the gym should come before performance goals.

That combination, her skill, her ideal client, her belief, was completely her own. No other PT in her area was saying anything close to it. She rewrote her bio around those three things and had a waiting list within three months.

● **WHERE YOU STAND OUT**

Your niche sits where all three overlap.



WHAT IS A DIFFERENTIATION STATEMENT?

It is two or three sentences that say what you do differently and who it is for, the answer to 'why you and not the PT next door?'. It follows a simple shape: 'Unlike most PTs, I... which means my clients...'. You will write yours in the next exercise, using your three columns from this lesson.

EXERCISE

- 1 Column 1, What I am genuinely great at (skills, knowledge, results I reliably get):

- 2 Column 2, Who I work best with and most enjoy coaching (be specific, age, life stage, challenges, goals):

- 3 Column 3, What I believe about coaching that most PTs in my market don't say out loud:

- 4 Using your three columns, write a 2-3 sentence differentiation statement. Start with: 'Unlike most PTs, I...' or 'I'm the trainer for...'

► YOUR ACTION THIS WEEK

Do a 20-minute competitor audit this week. Look at 5 PT profiles in your market. Note what they say, and more importantly, what none of them are saying. That gap is where you belong.

LESSON 2.4

BUILDING A RECOGNISABLE BRAND IDENTITY

OBJECTIVE

By the end of this lesson, you'll understand the three layers of your brand identity and be able to audit your current presence against them.

B BENN'S TAKE

I built my brand before I knew it was a brand. The way I communicated on the gym floor, the results I got, how I talked to clients, that created a reputation. People started saying: 'You should train with Benn, he's different.'

Nobody was saying that because of my logo. They were saying it because of how working with me felt.

Layers 2 and 3, voice and feeling, are the ones that stick. A logo is like a front door. It tells you which house it is. But whether you want to come inside is down to what's behind it.

Most PTs spend time they don't have on Layer 1 and almost no time on the layers that actually build client loyalty. Flip that around.

THE THREE BRAND LAYERS

Most PTs stop at Layer 1. Brands that last are built from Layer 3 up.

LAYER 1 – VISUAL

Logo, colours, fonts, photography. The first impression.

LAYER 2 – VOICE

Tone, language, energy. How you sound everywhere.

LAYER 3 – FEELING

How your brand makes people feel. Why clients stay.

THE THREE LAYERS

Layer 1: Visual

Colours, fonts, photos, graphic style. People recognise you here first.

Layer 2: Voice

Tone, language, personality, communication style. Are you warm or direct? Educational or motivational? How do you sound in captions, emails, and DMs?

Layer 3: Feeling

What emotional response does your content create? Safe? Energised? Challenged? Understood? This is the layer that builds genuine loyalty.

The consistency rule: someone who follows you on Instagram should immediately recognise you when they find you on TikTok. Same tone. Same energy. Same feel. If they have to check who it is, you haven't built a brand yet.

EXERCISE

- 1 What 3 words describe how you want people to feel when they see your content? (e.g. motivated, safe, challenged, understood)

- 2 Open every social profile you have in separate tabs. Rate each on: photo (1-5), bio (1-5), tone of voice (1-5), visual consistency (1-5). Write your scores below.

- 3 What is the single most inconsistent element across your profiles right now? What would fixing it take?



▶ YOUR ACTION THIS WEEK

Choose your three brand 'feeling words' this week. Write one sentence for each explaining what it looks like in your content. Then find one piece of your existing content that does NOT produce that feeling and either delete it or archive it.

● NOTES & REFLECTIONS

LESSON 2.5

LOGO, VISUALS AND BRAND ASSETS

OBJECTIVE

By the end of this lesson, you'll have your colour palette chosen, your Canva brand kit set up, and three reusable branded templates ready to use.

BENN'S TAKE

I've seen PTs spend three weeks designing a logo before they'd spoken to a single client. Three weeks. On a logo.

That's like a bricklayer spending a month choosing the perfect hi-vis jacket before he's even quoted for a job. The jacket doesn't build the wall.

Your face is your brand in the first year. Your content is your brand. A clear profile photo, two or three consistent colours, and a Canva template you actually use, that's all you need right now.

A bad logo, the pixelated, clipart, three-different-fonts version, is worse than no logo. It signals that you haven't thought about the details. In a service business, that matters.

Sort the foundations first. The rest can come when you've got a business worth branding.

CONSISTENCY BEATS POLISH

A memorable brand is not the one with the fanciest logo. It is the one that looks and sounds the same everywhere a potential client meets it, your profile, your posts, your emails, your gym-floor presence. When the same colours, the same tone, and the same promise show up again and again, people start to recognise you before they read your name. That recognition is what earns trust, and trust is what earns enquiries.

Before you spend money on design, get the free things right: use your two or three colours on every graphic, write in the same voice every time, and keep your profile photo the same across platforms so you are instantly recognisable. Polish can come later. Consistency starts today, and it costs nothing.

WHAT YOU ACTUALLY NEED, IN PRIORITY ORDER

Priority 1: Professional Profile Photo

Well-lit, in focus, shows your face, feels consistent with your brand personality. A basic headshot costs £50-100 and is one of the best-value investments you'll make. This is the most viewed single asset in your brand.

Priority 2: Brand Colour Palette (2- 3 colours)

Free tool: Coolors.co. Choose once, use consistently everywhere. Every Canva template, every graphic, every cover image.

Priority 3: Three Branded Canva Templates

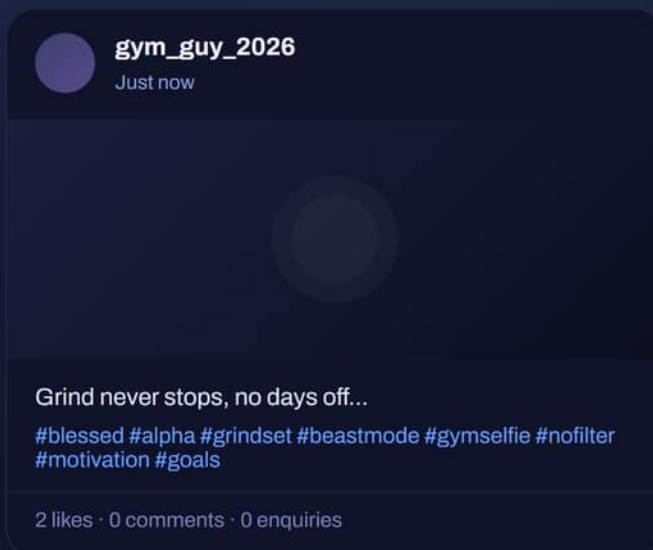
A quote graphic, an educational carousel cover, and a story template. Create them once, reuse weekly. Free tier is all you need.

Priority 4 (Later): Logo, Website, Media Kit

Only when the basics above are consistent. A polished logo on a disorganised profile achieves nothing.

● DON'T BE THAT PERSON

Nobody hired a mirror pout, 11 hashtags and zero value.



Your audience wants help, not your highlight reel. Post to serve, not to show off.

EXERCISE

- 1 Rate your current profile photo: does it represent you professionally? (1 = needs replacing urgently, 5 = confident with it)

- 2 What are your 2-3 brand colours? If you haven't chosen them, visit [Coolers.co](https://coolers.co) and pick a palette now. Write them here:

- 3 List the 3 Canva templates you will create this week (or confirm you already have them):

- 4 What's one visual element about your current brand presence that you'd change first?

▶ YOUR ACTION THIS WEEK

Complete this checklist this week: (1) Profile photo, sorted or booked. (2) Colour palette chosen and saved to Canva brand kit. (3) Three templates created. Tick them off one at a time.

ASSESSMENT

MODULE 02 ASSESSMENT

Brand Identity Portfolio: Personal Brand Identity

FORMAT

Portfolio-based written submission. Complete all lessons in this module first.

STANDARD

Minimum 100 words per answer. Apply it to your own business, do not repeat theory.

MARKING

Pass or Resubmit, with written feedback in 5 working days. Two attempts.

Q1 State your three to five core coaching values and provide a real example of how each one would influence a business or client decision.

Q2 Write your coaching philosophy using the 3-part framework: your core belief about how people change and what your role is in that process. It should read in under 60 seconds spoken aloud.

MODULE 02

Capture your biggest takeaways from Personal Brand Identity and the actions you are committing to.

NOTES & REFLECTIONS



MODULE 03

TARGET AUDIENCE IDENTIFICATION

The most important document in your marketing toolkit starts here. Most PTs skip this. Don't.

IN THIS MODULE

- 3.1 Who Is Your Ideal Client?
- 3.2 Who Is NOT Your Ideal Client?
- 3.3 Understanding Client Problems
- 3.4 Pain Points and Emotional Drivers
- 3.5 Niche Selection
- 3.6 Positioning Within the Market

LESSON 3.1

WHO IS YOUR IDEAL CLIENT?

OBJECTIVE

By the end of this lesson, you'll have a named, detailed ideal client avatar, the single most important marketing document you'll create in this course.

BENN'S TAKE

In my early days at the gym, I'd take anyone who enquired. Any age, any goal, any background. My thinking was: more clients equals more money. Simple.

What I found was the opposite. The clients I took on because they had a pulse and a payment method were the ones who dropped out early, complained the most, and made me dread going to work on certain days. The ones I genuinely clicked with, who had goals that matched my style of coaching, stayed forever, got results, and referred their friends.

The difference was whether they were actually my ideal client or just someone who could pay.

Everything in Module 4, every marketing decision, every content choice, every platform, depends on one answer: who exactly are you talking to? Not a category. A person. Give them a name. Build their life. Make them real.

When you know exactly who you're writing to, you stop writing for nobody in particular and start writing for someone who reads it and thinks: this trainer gets me.

DEMOGRAPHIC VS PSYCHOGRAPHIC

Demographics tell you who your client is. Psychographics tell you why they buy. Most PTs only build the demographic layer, age, gender, location, job. That's the shallow version.

The deeper layer, the one that actually drives marketing decisions, is psychographic: what do they value, what are they afraid of, how do they see themselves, what does success look like to them, what's stopped them before?

CASE STUDY

Sarah: A Real Avatar in Practice

Sarah is 38. She's a marketing manager. Two kids, aged 6 and 9. Works from home three days a week. Earns £55k.

She used to run before having children. She wants to feel strong and energised again, not just 'thinner'. She's self-conscious about her post-pregnancy body. She's tried gym classes and diets but nothing has stuck. She feels guilty spending money on herself.

When you write your content with Sarah in mind, other Sarahs feel it immediately. They think: 'This trainer gets it.' That's the whole point of the avatar.

IDEAL CLIENT AVATAR: MEET SARAH



Sarah

I know what to do, I just don't stick to it.

EXAMPLE

AGE
38

JOB
Marketing manager

LOCATION
St Ives, Cambs

BUDGET
£150 to £200 / month

GOALS

- › Feel strong and energised again
- › Feel confident in the gym
- › Build a routine that survives busy weeks

WHAT WINS HER

- › Structure and check-ins
- › A coach who explains why

PAIN POINTS

- › Tried 3 diets, nothing stuck
- › Intimidated by the free weights area
- › Almost no free time in the week

MARKETING NOTE

Write every post, offer and email to Sarah, no one else.

WHAT IS A PSYCHOGRAPHIC?

Demographics describe who your client is on paper: their age, job, income and where they live.

Psychographics describe what goes on inside their head: their values, their fears, their motivations, how they see themselves, and what success actually feels like to them. It is the difference between 'a 38-year-old marketing manager' and 'someone who feels invisible in her own body and wants to feel strong again before her 40th'. The demographics help you find your ideal client. The psychographics are what let you speak to them so precisely that they feel understood, and that is what makes them enquire.

EXERCISE

- 1 Give your ideal client a name. Age. Job. Family situation. Where they live. What they earn.

- 2 What do they want? (Surface-level goal, what they'd put in a Google search)

- 3 What do they REALLY want? (The emotional reason underneath)

- 4 What has stopped them before? What's the story they tell themselves?

- 5 Write a 100-word 'day in their life' paragraph, what are they struggling with today?

► YOUR ACTION THIS WEEK

Complete your full avatar template this week. Name them. Write their story paragraph. Print it and put it somewhere visible. Before you write your next piece of content, read it first.

LESSON 3.2

WHO IS NOT YOUR IDEAL CLIENT?

OBJECTIVE

By the end of this lesson, you'll have written three wrong-fit client profiles and identified the red flags that will protect your business from the wrong clients.

BENN'S TAKE

Early in my PT career I took almost everyone who enquired. I needed the income, so the default answer was yes.

Some of those clients were fine. But some of them, the price shoppers, the people who ignored every piece of advice, the ones who cancelled at no notice every week, cost me far more than they paid me. Not in money. In energy, in time, in the mental drain of dreading sessions you used to look forward to.

On a building site, you learn quickly which jobs to quote for and which ones to walk away from. The client who argues every invoice, changes the spec three times, then tries to withhold payment, the experienced tradesman spots them in the first five minutes and declines politely.

That skill applies in PT business too. Your marketing should be doing the filtering work for you. The clearer your positioning, the fewer wrong-fit enquiries you'll get, and the more energy you'll have for the right ones.

THE FOUR WRONG-FIT CLIENT PROFILES

The Price Shopper

First question: 'What's your cheapest option?' Motivated by cost, not outcomes. Will leave for £5 less per session without a second thought.

The Expectation Mismatch

Expects 12-week results in three weeks. No coaching can bridge that gap, and the relationship usually ends in frustration for both parties.

The Uncommitted Enquirer

Interested in theory, avoids commitment. Will have three consultations and never start. A time cost with zero return.

The Disrespectful of Your Time

Late cancellations, no-shows, ignores your policies. Every time you allow this, you signal that your time has no value.

● REVIEWS BUILD OR BREAK TRUST

93% of people read reviews before buying. What will they find about you?



Rachel M.

2 weeks ago · Verified client

★★★★★

My coach changed how I see training. Every session had a plan, every week had a check-in. 10kg down and finally confident in the gym.

WHAT GREAT SERVICE EARNS



Anonymous

3 months ago

★☆☆☆☆

Cancelled twice, turned up late, spent half the session on his phone. Nice guy but I never knew what we were working on.

WHAT CARELESSNESS COSTS

EXERCISE

- 1 Describe 2-3 wrong-fit client profiles specific to your business. What do they say? What are the red flags?

- 2 Write the sentence you'll use to decline a wrong-fit client while referring them elsewhere:

- 3 What red flag will you watch for in consultations going forward?

► YOUR ACTION THIS WEEK

Write your wrong-fit client filter into your consultation process. Before your next consultation, identify one question you'll ask that will surface a potential mismatch early.



LESSON 3.2 • WHO IS NOT YOUR IDEAL CLIENT?

The difference between successful people and very successful people is that very successful people say no to almost everything.

WARREN BUFFETT

YOUR NOTES ON WHO IS NOT YOUR IDEAL CLIENT?

LESSON 3.3

UNDERSTANDING CLIENT PROBLEMS

OBJECTIVE

By the end of this lesson, you'll be able to identify the root problem beneath any surface want, and write marketing that speaks to what your ideal client actually feels, not just what they say they want.

B BENN'S TAKE

The best rugby coaches I played under weren't the ones who just told you what to do. They were the ones who understood why you were struggling to do it.

Same principle applies in PT. The client who says 'I want to lose weight' is giving you the surface answer, the one that feels safe to say out loud. Underneath that, there's usually something more personal and more powerful.

A woman who's been told she looks tired every time someone sees her. A man who got out of breath playing football with his kids and felt embarrassed. Someone who's avoided social situations because of how they feel in their own body.

Those are the real drivers. And when your marketing speaks to those real drivers, with empathy, not exploitation, the right people feel immediately seen. Not just marketed at.

Learn to speak to what's actually going on. That's what separates coaching from just selling sessions.

THE ICEBERG MODEL

Think of every client goal as an iceberg. The visible bit, the surface, is what they say they want. Below the waterline is the real driver: identity, fear, aspiration, belonging.

● THE ICEBERG MODEL

What clients say they want vs what they really need.



Coach the 90% below the surface and the 10% above takes care of itself.

Your marketing should speak to both levels. Start with the surface (because that's what they'll search for) and take them deeper (because that's what will make them choose you).

RESEARCH NOTE

Self-determination research (Deci and Ryan, 2000) shows that motivation which lasts is driven by autonomy, competence and belonging, not by surface goals. The deeper drivers your client names in this exercise are the ones that keep them training long after January enthusiasm fades. Market to those, not to the first answer they give you.

CASE STUDY

The Enquiry That Almost Got the Wrong Answer

A coach I mentored got a message: 'How much for 12 weeks to lose half a stone?' The easy reply is a price. Instead she asked one question: 'What would being half a stone lighter let you do that you can't right now?' The answer came back: 'Feel okay in photos at my daughter's wedding in the summer.'

That is not a weight-loss job. It is a confidence job with a deadline that matters enormously. She built the whole programme, and every check-in message, around the wedding, not the scales. The client stayed eleven months, not twelve weeks, and referred two friends. Same enquiry, completely different business, because she coached the thing under the waterline.

EXERCISE

- 1 For your ideal client, list 5 surface problems they mention:

- 2 For each, write the root problem underneath, the emotional or identity-level driver:

- 3 Rewrite one of your surface-level marketing messages using your ideal client's own language (not fitness jargon):

► YOUR ACTION THIS WEEK

Go to your Instagram or Facebook profile and read your last 5 captions. Are they written in fitness-industry language or in your ideal client's language? Rewrite at least one this week.

LESSON 3.4

PAIN POINTS AND EMOTIONAL DRIVERS

OBJECTIVE

By the end of this lesson, you'll understand the four emotional drivers behind fitness decisions, and be able to use them ethically in content that connects rather than just broadcasts.

BENN'S TAKE

People buy on emotion and justify with logic. That's not a marketing trick, it's just how decisions work.

Think about any big purchase you've made. You felt it first. Then you built the case for it afterwards.

Signing up to a PT is the same. The client imagines what life feels like when they've done the work. The energy. The confidence. The way they show up differently. That image is what makes them pick up the phone, not a breakdown of your programming methodology.

Your job in marketing is to make that image vivid and believable. Not to manufacture fear or exploit insecurities. To show people, clearly and honestly, what the other side of the work looks like.

Do that well and the enquiries come naturally.

THE FOUR EMOTIONAL DRIVERS

Fear

Fear of illness, of ageing, of judgment, of failing again. The most powerful driver. Use it with empathy, never with shame.

Aspiration

The desire to feel strong, confident, proud, capable. Paint the 'after' picture vividly. This is the most positive driver to work with.

Frustration

'I've tried everything and nothing works.' One of the most relatable pain points in fitness. Acknowledge it specifically.

Belonging

Wanting to be part of something, to be understood, to not be alone in the struggle. Often underestimated, especially in community-based PT models.

The ethical line is clear: amplifying a real problem you can genuinely solve is good marketing. Manufacturing fear or using shame are not. The test: 'Am I solving a real problem with a genuine solution?' If yes, you're on the right side of it.

RESEARCH NOTE

When neuroscientist Antonio Damasio studied patients whose brain injuries had cut emotion out of their decision-making, he found something unexpected: they could analyse options endlessly but struggled to actually decide anything. His conclusion, that emotion is not the enemy of good decisions but the engine of them, is the scientific backbone of this lesson. Your clients will justify hiring you with logic. The decision itself is made by how you make them feel.

THE LINE YOU NEVER CROSS

Everything in this lesson works because the emotions are real, and that is exactly why they must be handled with care. Use emotional drivers to show people you understand them, never to make them feel worse so they will buy. Marketing that manufactures fear, piles on shame or pokes at insecurity might win a sale this month; it quietly costs you trust, referrals and reputation for years. The test is simple: if your content names a real struggle and offers a genuine path forward, it is coaching. If it deepens the wound and then dangles your price list, it is exploitation, and your ideal client can feel the difference instantly.

● EMOTION IS A TOOL

**Emotion is a tool
but not one to be
weaponised**

Connect with feelings. Never exploit insecurities.

● NOTES & REFLECTIONS

EXERCISE

- 1 Which of the four emotional drivers is most relevant to your ideal client? Why?

- 2 Write one piece of content that speaks directly to that emotional driver without being manipulative:

- 3 Map your ideal client's buying journey: What's the trigger that makes them finally search for a PT? What are they hoping to feel on the other side?

► YOUR ACTION THIS WEEK

Write one content post this week that speaks to the root emotional driver of your ideal client, not the surface goal. Test it and note the engagement vs your surface-level posts.

NOTES & REFLECTIONS

LESSON 3.5

NICHE SELECTION

OBJECTIVE

By the end of this lesson, you'll have selected and validated a niche, and written your niche statement in three versions from broad to specific, ready to use in Lesson 3.6.

BENN'S TAKE

Rugby again. When I was playing, the most effective forwards weren't the ones who could do everything average. They were the ones who were exceptional at one specific thing. The lineout specialist. The scrummager you couldn't move. The carrier who made every hard yard.

Those players were the hardest to replace and commanded the most respect, because you couldn't just slot anyone else in. They owned that role.

That's what niche does for your PT business. You stop being interchangeable with every other trainer and start being the person for a specific job.

The PTs I've helped go from struggling to thriving didn't do it by doing more things. They did it by getting more specific about the one thing they were building their business around.

A niche is not a cage. It's a megaphone. The more specific you get, the louder your marketing becomes.

THE THREE-WAY OVERLAP

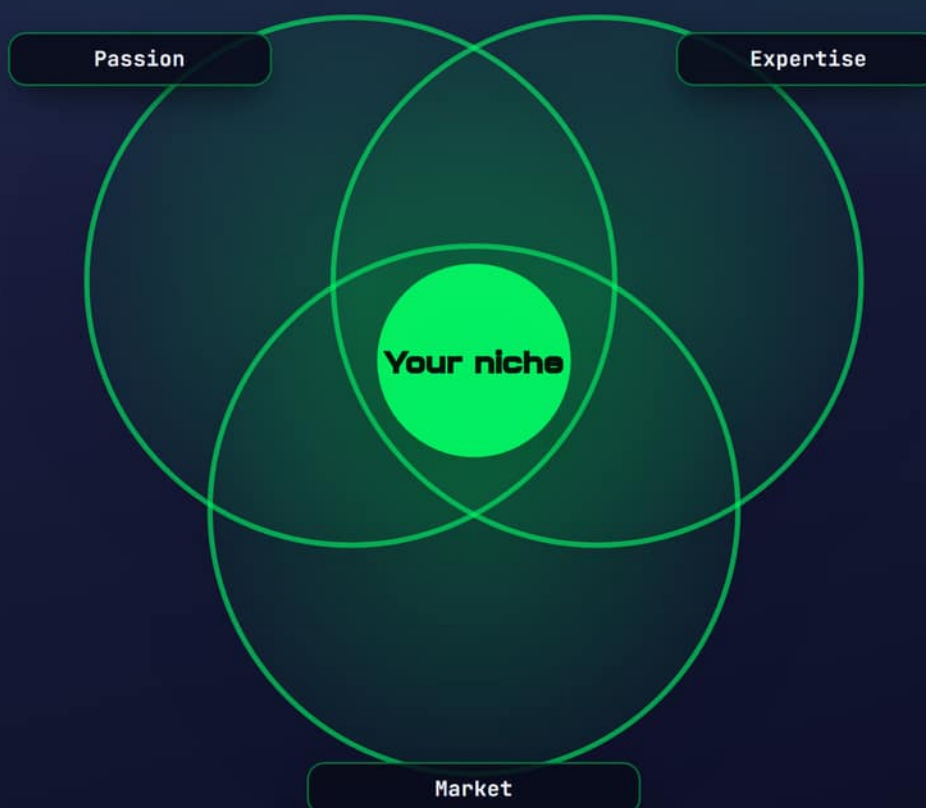
RESEARCH NOTE

Positioning research by Ries & Trout (repositioned for service industries by Kotler, 2017) consistently demonstrates that specialists command a premium over generalists in service sectors. In the fitness industry specifically, a 2021 survey by the Personal Trainer Development Center found that PTs with a defined niche earned on average 34% more per hour than those marketing themselves as general fitness coaches, despite having the same or fewer qualifications.

Your niche sits at the intersection of three things: what you're genuinely passionate about, what you have real expertise in, and what has a real market willing to pay for it. You need all three.

THE THREE-WAY NICHE OVERLAP

A niche only works when all three line up.



Passion without market is a hobby. Market without passion is a grind. All three is a career.

Passion without expertise produces poor results. Expertise without market produces a hobby. Market without passion produces burnout. Find the overlap.

CASE STUDY

The Niche That Was Too Small

A coach I advised picked 'strength for left-side-dominant tennis players', specific, but nobody was searching for it. The five-minute validation test in this lesson showed no active community and no paid offers, so he widened one notch: racquet-sport players over 35. Specific enough to stand out, broad enough to exist.

RESEARCH NOTE

Positioning theory (Ries and Trout, 1981) argues that marketing is won in the mind of the customer: the specialist who owns one clear idea beats the generalist who owns none. It is why niched trainers can charge more, when you are the only obvious answer to a specific problem, clients stop comparison-shopping on price and start choosing on fit.

THE NICHE STATEMENT FORMULA

The formula: 'I help [specific person] to [specific outcome] by [your approach]'.

Too broad

I help people lose weight and get fit.

Better

I help women over 40 build strength and confidence.

Strong

I help women over 40 navigating menopause rebuild strength and feel powerful again through progressive, sustainable training designed for their stage of life.

CASE STUDY

The Coach Who Fired Half His Market

When a PT I mentored dropped 'weight loss for everyone' and repositioned around one person, men over 40 returning from injury, his follower count barely moved, but his enquiry rate tripled inside a quarter. Nothing about his qualifications changed. What changed was that the right people could finally tell, at a glance, that he was for them.

NOTES & REFLECTIONS

EXERCISE

- 1 Write your three niche statement versions, broad, better, and strong:

- 2 Is there an active online community for your niche? Search Instagram and Facebook groups and note what you find:

- 3 What's stopping you from committing to your strongest niche statement?

► YOUR ACTION THIS WEEK

Update your most active social media bio this week to reflect your strongest niche statement. Don't wait for it to be perfect. Done is better than perfect, you can refine it next month.

NOTES & REFLECTIONS

LESSON 3.6

POSITIONING WITHIN THE MARKET

OBJECTIVE

By the end of this lesson, you'll have a clear positioning statement that anchors every marketing decision you make in Modules 4 and 5.

BENN'S TAKE

In one of the gyms where I became the highest-earning PT, I wasn't the best coach in the building by a long way. There were people there with more qualifications, more experience, more letters after their name.

What I had was clarity. People knew exactly what I was about. And when someone in the gym needed what I offered, my name came up. Not because I was shouting the loudest, because my positioning was clear enough that I was the obvious choice for a specific type of client.

Positioning is not about being famous. It is about being the first name that comes to mind for a specific problem in a specific market.

Get specific enough to own a corner of your market. That corner is where the waiting list is built.

WHERE TO PRICE YOURSELF

PRICE POSITIONING TIERS

Your price is a signal. It tells people who you are for.

BUDGET

**£160 to
£280**

per month · £20 to 35 per session

- ✓ Competes on price alone
- ✓ Needs high volume to live on
- ✓ Attracts bargain hunters

MOST COMPETITIVE

MID-MARKET

**£320 to
£520**

per month · £40 to 65 per session

- ✓ Where most PTs sit
- ✓ Widest client base
- ✓ Needs strong positioning

PREMIUM

**£560 to
£960+**

per month · £70 to 120+ per session

- ✓ Sells transformation
- ✓ Specialist positioning
- ✓ Fewer clients, better income

1 Write your positioning statement using this template: 'For [ideal client], [your name] is the [type of PT] that [key benefit] because [reason to believe]'

- [illegible]

- [illegible]

ASSESSMENT

MODULE 03 ASSESSMENT

Target Client Profile Development: Target Audience Identification

FORMAT

Portfolio-based written submission. Complete all lessons in this module first.

STANDARD

Minimum 100 words per answer. Apply it to your own business, do not repeat theory.

MARKING

Pass or Resubmit, with written feedback in 5 working days. Two attempts.

- Q1** Build your complete ideal client avatar: demographic profile, psychographic profile, surface goal, real emotional goal, and what has stopped them before. Include your 100-word avatar story written in their own language.

- Q2** State your niche clearly in one sentence. Then explain: why this niche, how you validated it exists and is underserved, and what makes you credible to serve it.

MODULE 03

Capture your biggest takeaways from Target Audience Identification and the actions you are committing to.

[illegible]

NOTES & REFLECTIONS

04

MODULE 04

MARKETING STRATEGIES FOR PERSONAL TRAINERS

Consistent visibility to the right people. Online and in person. This module covers everything.

IN THIS MODULE

- 4.1 Social Media Positioning
- 4.2 TikTok for Personal Trainers
- 4.3 Instagram and Facebook
- 4.4 LinkedIn for Personal Trainers
- 4.5 Content Strategy: Types and Planning
- 4.6 Tools for Content Creation
- 4.7 Gym Floor Interaction and Presence
- 4.8 Face-to-Face vs Brand Marketing
- 4.9 Seasonal Branding and Campaign Planning
- 4.10 Referral Systems and Local Networking

LESSON 4.1

SOCIAL MEDIA POSITIONING

OBJECTIVE

By the end of this lesson, you'll have chosen your primary platform, optimised your profile, and know exactly what consistency looks like for your business.

B BENN'S TAKE

Platform choice is not about what's trending. It's about where your ideal client spends time.

One platform done exceptionally well beats five platforms done average every single time. If you're spreading yourself thin across Instagram, TikTok, LinkedIn, and Facebook simultaneously, you're doing all of them badly.

Make a decision. Commit to it for 90 days. Then evaluate.

Before anything else: your profile is your shop window. People browse it before they decide to enquire. A vague bio, a dark phone selfie, and a link that goes nowhere will lose leads that your content worked hard to generate. The non-negotiables: a professional, well-lit profile photo. A bio with one clear CTA that says who you help and what result they get. A link that goes somewhere useful, booking page, lead magnet, or enquiry form.

WHAT THIS MEANS FOR YOUR MARKETING

● WHERE YOUR CLIENTS ALREADY ARE

Adults average 2+ hours a day in the scroll.

SHOW UP IN THE SCROLL

- › Your next client is scrolling now
- › Value posts beat perfect posts
- › Consistency beats virality



Your next client is already scrolling for around two hours every day, and that scroll is where the first impression of your business is formed. You do not need to go viral and you do not need to dance. You need to appear consistently in the feed of the specific person you defined in Module 3, with content that genuinely helps them. Value posts beat perfect posts, and consistency beats virality, show up every week, sound like yourself, and the trust that turns followers into enquiries builds while you coach.

● YOUR PROFILE IS YOUR SHOP WINDOW

People window-shop before they enquire. Your bio decides if they stop.

THE WINDOW THEY WALK PAST

- ✗ No face, no trust
- ✗ Says nothing specific
- ✗ Nowhere to go next

THE WINDOW THAT SELLS

- ✓ Clear face, clear name
- ✓ Says who and what result
- ✓ One obvious next step

Same street, same passers-by. Only one window stops the scroll.

EXERCISE

- 1 Which platform does your ideal client use most? Why are you choosing that one?

- 2 Write your optimised bio here (who you help, what result, one clear CTA, max 3 lines):

- 3 What is your posting commitment? (Platform, frequency, content type, be specific and realistic):

Rewrite your social media bio using the framework: who you help + what result + clear CTA.
Update it on your primary platform this week.

[illegible]

LESSON 4.2

TIKTOK FOR PERSONAL TRAINERS

OBJECTIVE

By the end of this lesson, you'll understand how TikTok's algorithm works, what makes content perform, and have written 10 video ideas for your niche, each with its opening hook, ready to film.

BENN'S TAKE

TikTok is the most significant organic reach opportunity in fitness marketing right now.

On every other platform, your content is shown primarily to people who already follow you. On TikTok, your content is shown to people who don't know you yet, based on quality, not follower count. A new account can reach thousands of people with the right video.

The reason most PT TikTok accounts don't grow isn't algorithm changes or timing. It's bad hooks. The hook is the first 1-3 seconds of your video. It's the only thing that matters initially. If people don't keep watching in the first 3 seconds, the video is dead regardless of how good the rest of it is. Strong hooks: 'The 3 mistakes keeping most PTs broke...', 'I asked 50 new clients this one question...', 'If you're a busy mum who can't stick to training...'. Weak hooks: 'Hey guys, so today I wanted to talk about...'

● FIX THE HOOK

Same video, rewritten hook, completely different reach.

✗ Hey guys, welcome back!



✓ 3 exercises wrecking your lower back

✗ Today I want to talk about protein...



✓ Why your 10k steps aren't working

✗ Day 47 of my fitness journey



✓ I lost 10kg without cutting carbs

✗ New workout video is live!



✓ Stop doing crunches. Do this instead.

Formula: call out YOUR person, promise a payoff, create a curiosity gap.

THE £100 CONTENT KIT

Everything you need to film professional-looking content.



Tripod

Steady shots,
filmed hands-free

from £15



Ring light

Even, flattering
light anywhere

from £20



Your phone

The only camera
you need

£0, you own it



Wireless mic

Clean audio makes
watchable video

from £30

Under £100 all-in. Nobody needs a £2,000 camera, they need consistency.

EXERCISE

- 1 Write 10 TikTok video ideas for your niche - and for each one, write the opening hook:

- 2 What format fits you most naturally, quick tips, opinion pieces, story-based, day-in-the-life?

- 3 What is your batch creation day? When will you film all your content for the week?

▶ YOUR ACTION THIS WEEK

Film your first TikTok this week. Write the hook first. Don't overthink the rest. Post it.

LESSON 4.3

INSTAGRAM AND FACEBOOK

OBJECTIVE

By the end of this lesson, you'll know exactly what each Instagram format achieves and how to use Facebook Groups to build a warm audience you own.

BENN'S TAKE

Instagram has three jobs, and each format does one of them.

Reels build reach, they get you in front of people who don't know you. Carousels build authority, they demonstrate your expertise and drive saves. Stories build relationship, they create daily connection with the people already following you.

If you're only posting one type of content, you're only doing one of those jobs. You need all three.

Facebook Groups are significantly underused by most PTs. Two strategies work well: (1) Find existing groups your ideal client belongs to and add genuine value in them, not spam, actual helpful responses. (2) Create your own community group around your niche topic. A group of 200 engaged people who trust you is worth more than 10,000 passive followers who don't.

PICK YOUR PLATFORM

One platform done well beats four done half-heartedly.



Instagram

Visual portfolio + local reach

- › Post: reels, client wins, stories
- › Ideal: 25 to 45 local clients



TikTok

Fastest organic reach

- › Post: quick tips, myth-busting
- › Ideal: younger, online clients



LinkedIn

Professional trust-builder

- › Post: results, client stories
- › Ideal: corporate and exec clients



Facebook

Community + referrals

- › Post: groups, events, longer posts
- › Ideal: 30 to 55, local community

USING INSTAGRAM AND FACEBOOK TO WIN CLIENTS

Instagram and Facebook are where most local clients will find you, check you out, and decide whether to enquire. You do not need to go viral. You need a profile that builds trust and content that keeps you visible to the specific person you defined in Module 3.

Fix the profile first

A clear face photo, a bio that says who you help and what result they get, one link to book or enquire, and highlights full of client wins. The profile is your shop window, sort it before you post more.

Instagram: show the transformation

Reels to get found, carousels to teach, stories to build trust. Post client wins (with permission), quick form tips, and behind-the-scenes. Reels reach new people; stories keep you front of mind with the ones already following.

Facebook: work the local angle

Your business page gives credibility and collects reviews. Local community groups are where your ideal client already spends time, a genuinely helpful answer there beats a hundred cold posts.

Reviews are content

Ask every happy client for a Google or Facebook review. 93% of people read reviews before buying, so screenshot the best ones and reshare them. Proof from real clients sells harder than anything you can say about yourself.

Consistency beats perfection. Three genuinely useful posts a week, aimed at one specific person, will out-perform daily posts aimed at everyone. Pick the one platform your ideal client actually uses and do it properly before you add another.

NOTES & REFLECTIONS

EXERCISE

- 1 Plan three carousel ideas for your niche:

- 2 Plan three Reel concepts:

- 3 Is there a Facebook Group strategy that would work for your niche? What group would you create or contribute to?

► YOUR ACTION THIS WEEK

Plan three carousel topics this week. Write the hook/cover slide text for each one. You don't have to film anything, just plan.

NOTES & REFLECTIONS

LESSON 4.4

LINKEDIN FOR PERSONAL TRAINERS

OBJECTIVE

By the end of this lesson, you'll have made a clear decision on whether LinkedIn belongs in your strategy, and if it does, you'll know exactly how to use it.

BENN'S TAKE

LinkedIn is not for every PT. Let me be clear about that upfront.

If your ideal client is a busy parent, a woman over 40 navigating menopause, or a 25-year-old trying to build muscle, LinkedIn is not the right channel. Your ideal client isn't on there looking for what you offer.

But if your niche is corporate wellness, or you work with executives, high earners, or business professionals, LinkedIn can be highly effective. The audience is older, earns more, and actively seeks health and performance content framed in terms of productivity and career performance.

THE LINKEDIN DECISION FRAMEWORK

Ask yourself these four questions. If you answer yes to at least two of them, LinkedIn deserves a place in your marketing strategy:

Is my ideal client a professional, executive or corporate employee?

Do I offer or want to offer corporate wellness programmes?

Am I positioning as a health and performance educator for high-achievers?

Do I want B2B partnerships with businesses, not just individual clients?

RESEARCH NOTE

LinkedIn's audience skews older and more professional than any other major platform: most UK users are 25-49, in full-time employment, with above-average household income, and they are on the platform in a work mindset. For corporate wellness, executive health and professional niches, that is exactly the room you want to stand in. For aesthetic transformation content, it is the wrong building entirely, which is why the decision framework below matters more than any posting tactic.

CASE STUDY

Two Posts a Week, One Corporate Contract

A coach for desk-bound professionals posted twice a week for four months, one energy insight, one client story. An HR manager who never once commented then asked for a workplace pilot worth more than a year of 1:1 enquiries.

EXERCISE

- 1 Is LinkedIn right for your business? Fill in both columns honestly, then make the call.

Column A - reasons LinkedIn IS right for your business

Column B - reasons it is NOT

My decision:

--

- 2 If yes, what does your LinkedIn profile currently look like? What needs to change?

► YOUR ACTION THIS WEEK

Make a decision: LinkedIn is or isn't right for your business right now. If it is, optimise your profile this week. If it isn't, don't spend another minute on it, put that energy into your primary platform.

NOTES & REFLECTIONS

LESSON 4.5

CONTENT STRATEGY: TYPES AND PLANNING

OBJECTIVE

By the end of this lesson, you'll have a complete content strategy, 3 pillars, a 30-day calendar, and a batch creation workflow you can run every week.

BENN'S TAKE

Content marketing feels overwhelming until you treat it like a training programme.

If a client asked you how to get strong, you wouldn't say: 'Just go to the gym when you feel like it and do whatever seems right on the day.' You'd give them a structured plan. Progressive. Consistent. Measurable.

Your content is exactly the same. Decide what you're posting, when, and why, in advance. Batch it. Schedule it. Then execute the plan without reinventing it every single week.

The PTs I've seen build genuine audiences online are not more creative than you. They're more systematic. They know what they're posting two weeks from now, and they're not making it up at 10pm the night before.

Build the programme. Then run it.

THE THREE CONTENT PILLARS

THE THREE CONTENT PILLARS



- **50% Educate**
Tips, how-tos, myth-busting. Builds authority.
- **30% Inspire**
Client wins, your story, behind the scenes. Builds connection.
- **20% Convert**
Offers, calls to action, testimonials. Builds business.

Educate (50%)

Teach your audience something useful. This is your authority-builder.

**Entertain /
Inspire (30%)**

Create an emotional response. Build personality and personal connection.

Convert (20%)

Invite action toward your offer. Creates a path to enquiry.

Batch creation is the key habit. Film 5-10 videos in a single 60-90 minute session. Write 5 captions in one block. Schedule everything Sunday evening. Then spend the rest of your week coaching.

EXERCISE

1 List 5 Educate content ideas for your niche:

2 List 3 Entertain/Inspire content ideas:

3 List 2 Convert ideas (offer or CTA focused):

4 Plan your batch creation day and time this week:

Build your 30-day content calendar. Use the template in your course materials. For each post, decide: format, pillar, topic/hook, platform. Do this before you create a single piece of content.

NOTES & REFLECTIONS

[illegible]

LESSON 4.6

TOOLS FOR CONTENT CREATION

OBJECTIVE

By the end of this lesson, you'll have a lean toolkit and a documented weekly creation workflow, so content marketing takes 2.5 hours a week, not an unpredictable daily drain.

BENN'S TAKE

You don't need expensive equipment. You need a phone with a decent camera, good natural light, and three apps.

Simple and consistent beats fancy and occasional. Every time. The PT with a ring light and a Canva template who posts three times a week will always outperform the one waiting for the perfect studio setup.

THE ESSENTIAL TOOLKIT

THE ESSENTIAL CONTENT TOOLKIT

Four tools, all free or nearly free. Your whole content system.



Canva

Design

Posts, carousels and story graphics from templates. Zero design skill needed.



CapCut

Video editing

Cut, caption and polish reels on your phone in minutes.



Scheduler

Consistency

Batch a week of content on Sunday. Meta Business Suite, Later or Buffer.



AI assistant

Speed

Draft captions, hooks and content ideas, then add your voice.

Tools don't make content, they just remove the excuses.

Canva (free)

Quote graphics, carousels, story templates. Set up a brand kit with your colours and fonts.

CapCut (free)

Mobile video editing. Auto-subtitles (essential, 85% of video is watched on mute). Transitions, text, music.

**Later / Buffer
(free tier)**

Schedule a week of content in advance. Post automatically. Never log in daily to upload again.

**ChatGPT / Claude
(free tier)**

Hook ideas, caption drafts, content series planning. Edit the output, add your voice.

CASE STUDY

The £2,000 Camera That Never Left Its Box

A PT convinced himself his content problem was equipment, so in January he bought a camera, lighting rig and editing suite, and posted four videos all year, because every clip became a production. The coach at the next bench filmed on her phone, subtitled in CapCut, and posted three times a week. By December she had an audience; he had equipment.

RESEARCH NOTE

Psychologists studying task-switching (Rubinstein, Meyer and Evans, 2001) found that switching between tasks consumes a measurable share of productive time, people work slower when they keep changing contexts. That is the scientific case for batching: one weekly creation block beats five daily scrambles, in output and in energy.

THE ONE-HOUR CONTENT SETUP

Everything in this lesson can be set up in a single hour. Do it once and content creation stops being a technology problem:

NOTES & REFLECTIONS

Brand kit (10 min) Add your colours, fonts and logo to Canva so every graphic matches without thinking.

Templates (25 min) Build three reusable layouts, a quote graphic, a carousel cover, a story poll.

Auto-subtitles (10 min) Set CapCut to auto-caption every video. Most people watch with the sound off.

Scheduler (15 min) Connect your accounts and schedule one week of posts in a single sitting.

CASE STUDY

The Sunday Hour

One coach I worked with batched everything into a single Sunday hour: five videos filmed against the same wall, captions written in one sitting, everything scheduled by 7pm. Her content went out every day for a month while competitors posted 'when inspiration struck', which was almost never. Consistency is a system, not a personality trait.

EXERCISE

1 Which of these tools are you already using? Which do you need to set up this week?

2 Write your weekly content creation workflow (what happens on which day):

► YOUR ACTION THIS WEEK

Set up Canva with your brand kit this week. Create your three core templates. The whole process should take under 90 minutes.

LESSON 4.7

GYM FLOOR INTERACTION AND PRESENCE

OBJECTIVE

By the end of this lesson, you'll have a clear approach to gym floor presence, and three specific conversation opportunities identified for this week.

B BENN'S TAKE

Every session you coach in a gym is a live advertisement. The way you show up, the energy you bring, the results your clients visibly achieve, all of it is marketing, whether you're thinking about it or not.

The PTs who generate leads from the gym floor aren't pitching. They're just known. They're the trainer everyone recognises as excellent. That reputation is earned one session at a time.

The principle is straightforward: give value before expecting anything in return. Engage out of genuine curiosity. Comment helpfully on someone's form. Ask about a training goal. The enquiries come naturally when you're genuinely the best-known and most respected PT in the room.

● SELL LIKE A HUMAN

The best consultations feel like a chat, not a pitch.

"What's got in the way before?"

"Honestly? Every plan felt like a punishment."

Smile, listen, ask twice as much as you talk. People buy people.

EXERCISE

- 1 What is your current gym floor reputation? Honestly.

- 2 Identify 3 genuine opportunities for connection at your gym this week:

- 3 Write the natural transition line you'll use to move from a helpful conversation to a consultation offer:

► YOUR ACTION THIS WEEK

This week: arrive 15 minutes before your first session, spend that time being present and helpful in the gym. Do it three times and note what conversations it generates.

NOTES & REFLECTIONS

LESSON 4.8

FACE-TO-FACE VS BRAND MARKETING

OBJECTIVE

By the end of this lesson, you'll understand when face-to-face marketing wins and when brand content wins, and how to combine both at your current stage of business.

BENN'S TAKE

Face-to-face builds trust faster. Brand content builds reach. You need both.

In the early stages, relationship marketing wins, you don't have a following, you don't have social proof, but you can have conversations. As you grow, content marketing becomes more efficient because it works while you sleep.

Face-to-Face
/ Relationship

Brand / Content Marketing

Personal, high
trust, essential
for high-ticket

Scalable, reaches beyond local area

Closes the client

Creates the conditions for the conversation

Best at the start

Best as you scale

NOTES & REFLECTIONS

● TWO PILES OF IDEAS

Your marketing lives in both worlds. Pick from each pile every week.

FACE TO FACE

Gym-floor conversations

Free taster sessions

Local business partnerships

Referral cards for clients

Park bootcamp taster

Charity event sponsorship

ONLINE

Value posts and reels

Google Business profile

Email tips newsletter

Client story posts

5-day online challenge

Replying to every DM

Offline builds trust fast. Online scales it. The best PT businesses do both.

EXERCISE

- 1 Which approach comes more naturally to you right now? What does that mean for your marketing plan?

- 2 What is the one marketing activity that would generate the most leads in the next 30 days for your specific situation?

► YOUR ACTION THIS WEEK

Commit to one marketing channel for the next 30 days. Not two. Not four. One. Do it consistently and track results before adding another.

LESSON 4.9

SEASONAL BRANDING AND CAMPAIGN PLANNING

OBJECTIVE

By the end of this lesson, you'll have your next seasonal campaign planned, theme, content, offer, and start date, so you're prepared before the peak window opens.

B BENN'S TAKE

Fitness demand is not constant. It peaks at predictable moments. January, April-May, September, and November-December, these are the four windows that drive the most PT business.

The PTs who win in those windows are not the ones who start marketing on January 1st. They're the ones who start in December and have already positioned themselves as the obvious choice by the time the demand arrives.

Think of it like a restaurant that only runs a Valentine's Day promotion starting on February 14th. You've already lost. The best spots are booked by people who planned ahead. Your January campaign should be live by mid-December.

THE FITNESS MARKETING CALENDAR

Demand peaks at predictable moments. Start your campaign 4 to 6 weeks early. December wins January.



NOTES & REFLECTIONS

1 What are the four peak demand windows for your specific niche? (They may differ from the general fitness calendar.)

[illegible]

- [illegible]

Identify your next seasonal window. Work backwards 6 weeks and put the campaign start date in your calendar today.

[illegible]

LESSON 4.10

REFERRAL SYSTEMS AND LOCAL NETWORKING

OBJECTIVE

By the end of this lesson, you'll have a working referral system and a local networking plan, the two lead sources that convert at the highest rate of anything in this module.

BENN'S TAKE

Referrals are not passive luck. They are a system.

Most PTs 'hope' for referrals. The ones who get them consistently ask for them at the right moment, make it easy for clients to refer, and acknowledge every referral specifically and promptly.

A referred client arrives already trusting you. They convert faster, they stay longer, and they refer others too. Build the system once and it compounds indefinitely.

The four-step referral system: (1) Ask at peak satisfaction, after a milestone or a great session, not randomly. (2) Give clients the exact words: 'If you know anyone who's been struggling with [their goal], tell them to message me directly.' (3) Follow up fast, when a referral contacts you, mention the referring client by name. (4) Acknowledge specifically, a session credit, a personal thank-you, a gesture that makes the referrer feel valued.

RESEARCH NOTE

Nielsen's Global Trust in Advertising studies consistently find that around 9 in 10 consumers trust recommendations from people they know, ahead of every form of paid advertising. That is the entire case for treating referrals as a system you run, rather than luck you wait for.

CASE STUDY

The Sentence That Built a Fifth of a Client Base

One of my clients mentioned her sister was 'thinking about a PT'. Instead of hoping, I gave her the exact words: 'Tell her to message me and mention your name.' The sister signed up, then a colleague, then two mums from the school run. One deliberate sentence, delivered at the right moment, did what three months of posting could not.

You can have everything in life you want, if you will just help other people get what they want.

ZIG ZIGLAR

● REFERRALS ARE YOUR GOLDMINE

Referrals are your goldmine

Your happiest clients already know your next five clients.

EXERCISE

- 1 Who are your top 3 clients most likely to refer? When was the last time you asked them?

- 2 Write the exact words you'll use to ask for a referral:

- 3 Identify one complementary business in your area for a cross-referral partnership:

► YOUR ACTION THIS WEEK

Ask one existing client for a referral this week. Use the words from your exercise above. Note their response.

ASSESSMENT

MODULE 04 ASSESSMENT

Marketing Strategy Plan: Marketing Strategies

FORMAT

Portfolio-based written submission. Complete all lessons in this module first.

STANDARD

Minimum 100 words per answer. Apply it to your own business, do not repeat theory.

MARKING

Pass or Resubmit, with written feedback in 5 working days. Two attempts.

- Q1** State your primary marketing platform and explain why, referencing your ideal client avatar and where they spend time online. Include your planned posting frequency and content split (Educate / Inspire / Convert).

- Q2** Write five pieces of content for your chosen platform, one for each pillar (two Educate, one Inspire, one Convert, one hook-led). These must be ready to post.

MODULE 04

NOTES & REFLECTIONS

Capture your biggest takeaways from Marketing Strategies for Personal Trainers and the actions you are committing to.

[illegible]

NOTES & REFLECTIONS

05

MODULE 05

CLIENT ACQUISITION SYSTEMS

Turning enquiries into income: the repeatable process for getting and keeping clients.

IN THIS MODULE

- 5.1 Lead Generation
- 5.2 The Consultation Structure
- 5.3 Types of Sales and Sales Psychology
- 5.4 Sales Conversations
- 5.5 Client Onboarding Systems

LESSON 5.1

OBJECTIVE

Understand the full lead generation landscape and build a consistent system for attracting enquiries.

Think of your lead pipeline like a rugby scrum. If you wait until you're under pressure to set your feet properly, you've already lost position. The work you do before the pressure arrives is what determines how you handle it when it does.

When I had a full pipeline, when enquiries were coming in consistently, I made completely different decisions. I turned down clients who weren't the right fit. I held my rates when people pushed back. I didn't feel desperate in consultations because I didn't need any single yes to survive.

When the pipeline was empty, every single one of those things reversed. I took wrong-fit clients because I needed the income. I dropped rates I shouldn't have dropped. And that desperation, clients sense it, even when you're trying to hide it.

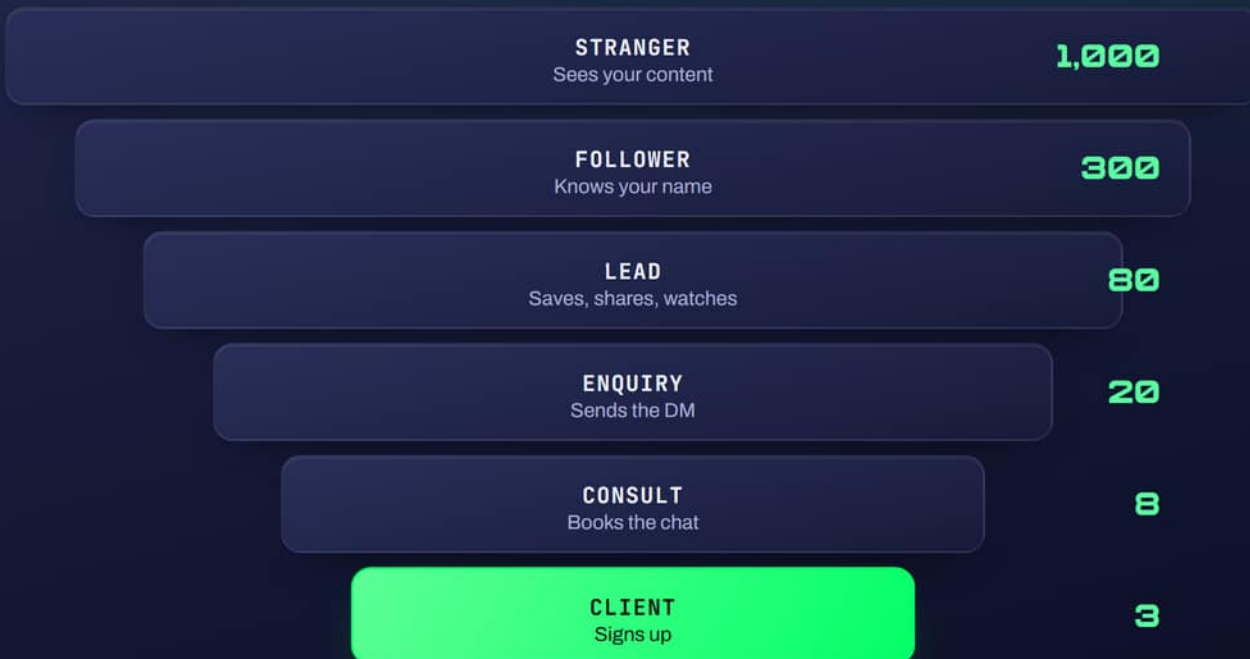
Build the pipeline before you need it. That's the entire strategy. The work you do on lead generation today is the income security you have in three months.

NOTES & REFLECTIONS

[illegible]

THE LEAD FUNNEL

It takes a crowd at the top to make clients at the bottom.



Illustrative numbers, the shape is what matters. Feed the top weekly or the bottom dries up.

THE LEAD PIPELINE STAGES

Stranger, Follower, Lead, Enquiry, Consultation, Client. Each stage requires something different from you.

Most PTs focus all their energy on Stage 6 (converting consultations) and none on Stages 1-4 (generating them). The work done in Stages 1-4 is what makes Stage 6 easy.

LEAD MAGNETS: THE EXCHANGE

A lead magnet is a free, specific piece of value you offer in exchange for an email address. It converts cold social media followers into warm leads who have opted in to hear from you.

Good lead magnets for PTs: '5 Reasons Your Training Has Stopped Working' (educational), 'The 7-Day Home Training Starter Plan' (practical), 'The Busy Parent's Guide to Consistent Training' (niche-specific). The more specific to your ideal client, the better.

NOTES & REFLECTIONS

EXERCISE

1 Where are your leads currently coming from? Rate each source (1 = none, 5 = consistent).

Social media

/ 5

Referrals

/ 5

Gym floor

/ 5

Paid ads

/ 5

Email list

/ 5

Other

/ 5

2 What lead magnet would genuinely help your ideal client and be relevant to your offer?

3 How many new enquiries did you receive last month? From which sources?

► YOUR ACTION THIS WEEK

Create a simple lead tracking spreadsheet this week: date, source, outcome. Every enquiry gets logged. In 30 days you'll know exactly which marketing activities are generating business.

NOTES & REFLECTIONS

LESSON 5.2

THE CONSULTATION STRUCTURE

OBJECTIVE

Build a complete, confident consultation framework that converts right-fit prospects at a high rate.

BENN'S TAKE

The first time I did a proper consultation, not just a chat, but a structured discovery process, the client signed up before I'd even finished presenting the offer. I remember thinking: is that it? Did I miss something?

What happened was simple. I'd spent 20 minutes genuinely understanding their situation. I knew exactly what had stopped them before. I knew what the result would mean to them. By the time I presented the programme, I was just describing a solution to a problem they'd already told me they had.

A consultation is not a sales pitch. The moment it feels like one, to you or to them, you've already made it harder than it needs to be.

Think of it like a good physio assessment. A good physio doesn't sell you treatment. They ask questions, find the problem, explain what's causing it, and tell you what they'd do about it. You're not being sold to. You're being helped. When you do a consultation like that, clients don't feel sold to either. They just feel understood.

Lead with curiosity. Ask more than you tell. The sale follows naturally from genuine understanding.

BENN DIXON

NOTES & REFLECTIONS

THE FOUR STAGES

THE 4-STAGE CONSULTATION

A 30 to 45 minute structure that feels like a conversation, not a script.

STAGE 1

Rapport

5 to 10 min

Put them at ease. Chat, smile, find common ground. Nerves kill honesty.

STAGE 2

Discovery

15 to 20 min

Ask and listen. Goals, history, barriers, and the why beneath them.

STAGE 3

Educate

5 to 10 min

Show the path. Explain how you would solve THEIR problem, simply.

STAGE 4

Close

5 to 10 min

Ask for the decision. Present options, answer worries, agree the start date.

Most PTs jump straight to Stage 4. The close only works because of Stages 1 to 3.

Stage 1: Build Rapport (5-10 mins)

Genuine curiosity. No agenda. Create safety and comfort before anything else. Let them feel heard first.

Stage 2: Discovery (15-20 mins)

Understand goals, history, what has stopped them before, and what it would mean to achieve the result. Listen far more than you talk. This stage is everything.

Stage 3: Educate (5-10 mins)

Show what is possible and explain your specific approach. This is not a service pitch. It's a demonstration of understanding.

Stage 4: Present and Close (5-10 mins)

Offer tailored to what they've told you. State the investment clearly, once, without apology. Invite a decision.

The most important discovery question: 'What has stopped you before?' Their answer tells you exactly what your programme needs to address to earn a yes. 'I lose motivation after 4 weeks' means your offer needs built-in accountability. 'I never know what I'm doing' means structure and certainty. Use their answer to tailor your entire presentation.

NOTES & REFLECTIONS

EXERCISE

- 1 Write your 5 discovery questions, the ones you'll ask in every consultation.

- 2 Write your transition statement from discovery to offer (one specific sentence).

- 3 Write your follow-up email subject line and first two sentences.

► YOUR ACTION THIS WEEK

Role-play your consultation structure with a peer PT this week. Take turns being the client. Record it on your phone and listen back. What do you notice?

NOTES & REFLECTIONS

LESSON 5.3

TYPES OF SALES AND SALES PSYCHOLOGY

OBJECTIVE

Reframe your relationship with selling and understand how buying decisions are actually made.

BENN'S TAKE

I spent a long time uncomfortable with the idea of selling. Coming from a rugby and construction background, the word felt slippery. Like something I wasn't supposed to be doing.

Then I reframed it. Every good tradesman I knew sold. They presented a clear scope, a clear price, a clear reason to choose them. The ones who couldn't do that, even if they were brilliant at the actual work, struggled to build a sustainable business.

Selling is not convincing someone to part with money they shouldn't spend. Selling is clearly communicating the value of what you're offering to someone who has a genuine problem you can solve.

If you believe in your work, and you should, not selling it is the failure, not the success.

THE CORE INSIGHT ON PRICE

'That's too expensive' almost never means 'I don't have the money'. It means 'I don't yet see enough value to justify the investment'.

Think about it this way. The same person who hesitates at £200/month for coaching will spend £3,000 on a holiday without blinking. Not because they have different amounts of money. Because they can vividly imagine the value of the holiday. Your job in a consultation is to make the value of your programme just as vivid.

CASE STUDY

The 'Too Expensive' That Signed Anyway

A PT I mentored quoted £240 a month and heard 'that's a bit steep'. Instead of discounting, she walked back through the consultation notes: the wedding in June, the failed diets, what staying the same would cost by summer. Then she stayed quiet. The client signed at full price, because the price hadn't changed, but the value finally had a number next to it. Discounting answers the wrong question. The lesson she took from it: never fill the silence after you state your price. The first person to speak after the number usually decides the outcome, and it does not need to be you.

● YOUR PRICE SHOWS YOU'RE SERIOUS

**Your price
shows
you're serious**

Price is part of your positioning. It speaks before you do.

WHY PEOPLE ACTUALLY BUY

Buying decisions are made with emotion first and justified with logic afterwards. Your client feels the decision, imagining themselves stronger, more confident, more in control, and then reaches for the sensible reasons to back it up. This is why a consultation that only lists features and prices falls flat, and a conversation that helps the client picture their own transformation lands. Give them the feeling first. The logic, your qualifications, your structure, your results, then confirms a decision their gut has already started to make.

EXERCISE

- 1 Write your honest relationship with sales right now in 2-3 sentences.

- 2 What specifically makes you uncomfortable about presenting your price? Be honest.

- 3 What would need to be true for you to believe, genuinely, that your service is worth what you're charging?

► YOUR ACTION THIS WEEK

Practice stating your price out loud, alone, confidently, three times. 'The investment for this programme is £[X] per month.' No hedging. No alternatives offered immediately. Get comfortable with the silence that follows.

People don't buy for logical reasons. They buy for emotional reasons.

ZIG ZIGLAR

LESSON 5.4

SALES CONVERSATIONS

OBJECTIVE

Develop practical, confident skills for handling sales conversations and objections.

B BENN'S TAKE

When someone says 'it's too expensive', most PTs panic and immediately start discounting. That's the worst possible response.

Think about a good tradesman. A client says the quote is too high. Does he immediately knock money off? No, he explains the value. He breaks down what the quote includes. He asks what they were expecting. He bridges the gap between what they're thinking and what the job actually requires.

An objection is not a rejection. It's an invitation to explain your value more clearly. The person is still in the room. They're still interested. They just need more of the picture.

Get comfortable sitting in the discomfort of an objection rather than rushing to remove it with a discount. The ones who learn this skill convert far more consultations, and at better rates.

THE THREE MOST COMMON OBJECTIONS

'It's too expensive'. Wrong: immediately offer a discount. Right: 'I understand, can I ask what you were expecting to invest?' Listen. Then bridge the value gap. Offer a smaller package, not a discount on your full service.

'I'll think about it'. Wrong: 'No problem, take your time', then never follow up. Right: 'Of course, can I ask, is there anything specific you'd like to think about, or any questions I haven't answered?'

'I need to talk to my partner'. Wrong: apply pressure or dismiss the concern. Right: 'Absolutely, and if it would help, I'm happy to do a brief call with both of you so I can answer any questions directly.'

THE FOLLOW-UP THAT SAVES THE SALE

Whichever objection you hear, the consultation is not over when they leave the room. Send a short follow-up within two hours: thank them, restate the one outcome they told you they wanted, and give them a single clear next step. No pressure, no discount: pressure confirms their doubts, a discount devalues you. Most 'I'll think about it' clients decide within 48 hours, and the PT who follows up professionally and promptly is usually the one they come back to. Write the template once and it works for every consultation you ever run.

● WRITE IT ONCE, USE IT FOREVER

Six templates cover 90% of the emails your business will ever send.



To: [new enquiry]

Subject: Great to hear from you, [First name]!

Hi [First name],

Thanks for getting in touch, great timing. I help [ideal client] get [result] without [pain point].

Fancy a free 20-minute chat this week? I have [slot 1] or [slot 2] available.

[Your name]

YOUR TEMPLATE LIBRARY

- 1 Enquiry reply
- 2 Consultation booking
- 3 Welcome email
- 4 Check-in nudge
- 5 Payment reminder
- 6 Win-back message

EXERCISE

- 1 Write your response to 'It's too expensive' in your own voice.

- 2 Write your response to 'I'll think about it'.

- 3 Write your follow-up email template (the one you send within 2 hours of a consultation where they didn't sign up on the day).

Write responses to all three objections. Then practise each one out loud until they feel completely natural, not scripted.

NOTES & REFLECTIONS

[illegible]

LESSON 5.5

CLIENT ONBOARDING SYSTEMS

OBJECTIVE

Build a professional, structured onboarding process that improves retention from day one.

BENN'S TAKE

Retention is where most PT businesses quietly bleed.

The calendar looks full. Then a client finishes their block and doesn't renew. Another one goes quiet. Two months later you've got five fewer clients and no real understanding of why.

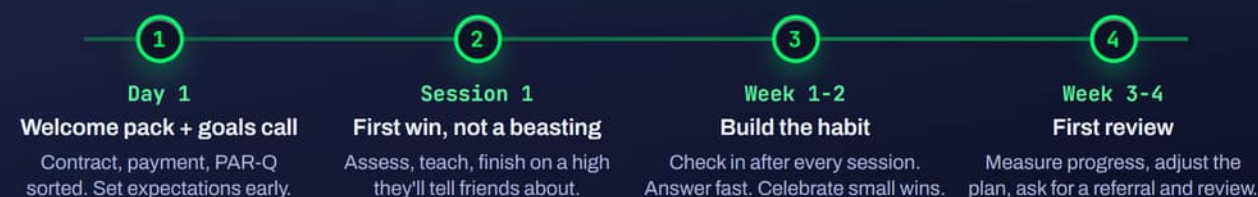
Most of the time it comes back to the first 30 days. Did the client feel genuinely looked after, or did they just show up for sessions and go home? Did anyone check in between sessions? Did the 30-day review happen?

The clients I retained the longest were not always the ones who got the fastest results. They were the ones who felt like I genuinely cared about their progress. That's built in the early weeks.

A great first 30 days is worth more to your revenue than almost any marketing activity you can do. Because the client who stays for 12 months generates four times the income, and refers others, compared to the one who leaves at three.

THE 30-DAY ONBOARDING

The first month decides whether they stay a year. Don't wing it.



A client who feels looked after in month one rarely leaves in month two.

RESEARCH NOTE

A 2020 meta-analysis in the International Journal of Sport Psychology found that clients who received structured onboarding, including goal-setting conversations, clear programme overviews, and scheduled check-ins in the first month, were 41% more likely to still be training with the same coach at 6 months. The first 30 days are disproportionately important to long-term retention.

THE FIRST 30 DAYS

Day 1: Welcome message

Not an automated email. A personal message. Reference something specific from the consultation.

Session 1: The most important session

You already know their goals and history. You've read the intake form. Ask about one specific thing from it. Focus on confidence, not intensity.

Session 1 follow-up (same day)

'Great first session today, [specific observation]. Really looking forward to working with you.' One line. Massive impact.

Week 2: Mid- week check-in

Brief message: 'How are you finding it so far?' Catches doubts before they become dropouts.

Week 4: The 30- day review

The most important retention touchpoint. Structured conversation: progress, how they're feeling, any adjustments. Makes clients feel invested in, not just invoiced.

RETENTION PAST DAY 30

The 30-day review is where retention starts, not where it ends. From day 30 onward, keep three habits running: a structured check-in every four to six weeks (progress review, goal reset, programme refresh), a deliberate celebration of every milestone, however small, and a renewal conversation that happens before a block ends, never after it has lapsed. Watch for the quiet churn signals too: sessions rescheduled twice in a row, shorter replies, 'let's see how this month goes'. Each of those is a conversation to have this week, not a note for later.

And remember the maths from this module: a client who stays twelve months is worth four times one who leaves at three. Retention is the cheapest income growth you will ever buy: it costs a conversation, not a marketing budget.

EXERCISE

- 1 Write your welcome email, the one that goes to every new client on day one.

- 2 What question will you ask in every first session that demonstrates you've read and remembered their intake form?

- 3 Plan your 30-day check-in: what three questions will you ask?

► YOUR ACTION THIS WEEK

Build your onboarding checklist: intake form, welcome email, session 1 follow-up template, week 2 check-in message, 30-day review questions. Write them all out this week.

ASSESSMENT

MODULE 05 ASSESSMENT

Client Journey Mapping: Client Acquisition Systems

FORMAT

Portfolio-based written submission. Complete all lessons in this module first.

STANDARD

Minimum 100 words per answer. Apply it to your own business, do not repeat theory.

MARKING

Pass or Resubmit, with written feedback in 5 working days. Two attempts.

- Q1** Describe your lead generation system: how will you generate 10 qualified enquiries per month? List every specific activity, platform, and frequency.

- Q2** Write your complete consultation script, covering all four stages (Rapport, Discovery, Educate, Close). Your discovery section must use open questions and show active listening (reflecting back what you hear, asking for detail, pausing). Include your transition statement and how you will present your investment.

MODULE 05

Capture your biggest takeaways from Client Acquisition Systems and the actions you are committing to.

[illegible]

NOTES & REFLECTIONS



MODULE 06

BUSINESS LOGISTICS

The operational foundations that protect your business, your income, and your time.

IN THIS MODULE

- 6.1 Business Structure for PTs
- 6.2 Financial Foundations
- 6.3 Pricing Strategy
- 6.4 Scheduling Systems
- 6.5 Client Management Tools
- 6.6 Accounting and Growing Your Business

LESSON 6.1

BUSINESS STRUCTURE FOR PTS

OBJECTIVE

Understand your legal options and take the specific steps to operate as a legitimate, protected business.

B BENN'S TAKE

I know this isn't the exciting part of the course. But here's what my background in construction taught me: you cannot build anything that lasts on a weak foundation. It doesn't matter how good the brickwork is above ground. If the base isn't right, the whole thing comes down eventually.

Business structure, insurance, contracts, HMRC registration, these are your foundations. Boring? Yes. Non-negotiable? Also yes.

Plenty of PTs have been trading for months or years without insurance, without a client contract, without being properly registered. It feels fine, until it isn't. One injury claim, one client dispute, one HMRC inquiry, and the business that wasn't set up properly is in serious, potentially business-ending trouble.

This is a half-day job. Do it once, do it properly, and then you never have to think about it again. That's a good deal.

STRUCTURE: SOLE TRADER VS LIMITED COMPANY

Start as a sole trader. It's free, simple, and the right choice for most PTs until they're consistently earning above £50k profit. You register with HMRC, your business income is your personal income, and you file a Self Assessment tax return every January.

Limited company makes sense later, when the tax efficiency becomes significant. It adds admin complexity and accounting costs that aren't worth it at the early stages.

NOTES & REFLECTIONS

THE NON-NEGOTIABLES

Public Liability Insurance (PLI)

Covers injury to a client or third party. Required by most gym operators. ~£60-100/year. Non-negotiable.

Professional Indemnity Insurance (PII)

Covers claims from your advice or programming. Essential. Often bundled with PLI. ~£50-80/year.

Client Contract

Covers: what's included, payment terms, cancellation policy. Every client signs before starting. Protects you from disputes.

PAR-Q

Health screening before starting exercise. Legally and professionally important.

GDPR Compliance

You hold personal health data. Store it securely, tell clients what you hold, delete it when the relationship ends. A brief privacy clause in your contract covers most requirements.

● DON'T LET TAX SNEAK UP



The January panic is optional

OVERDUE TAX

Set 25 to 30% of every payment aside into a separate tax pot, automatically. Then January is just another month.

EXERCISE

- 1 Complete the business setup checklist. For each item, tick yes or write the date you'll complete it: HMRC registration, PLI + PII insurance, client contract, business bank account, business email, PAR-Q form.



► YOUR ACTION THIS WEEK

Find any 'no' on your checklist above. Do that one thing this week. Not next month. This week.

● NOTES & REFLECTIONS

LESSON 6.2

FINANCIAL FOUNDATIONS

OBJECTIVE

Set clear financial goals, understand profit in self-employment, and build money management habits.

BENN'S TAKE

When I realised I was earning the same as my graduate mates on half the hours, I thought I had it sorted. Then I did the actual maths. Once I accounted for tax, the sessions I wasn't billing for, the months where clients cancelled more than usual, the picture looked different.

It wasn't a bad picture. But it was a more honest one. And once I had the honest picture, I could make better decisions.

Knowing your numbers is not optional. It's the difference between guessing and planning. The PT who knows their minimum viable rate, their tax set-aside, and their monthly costs makes completely different decisions about pricing and packages than the one who's just hoping the bank account stays positive.

Run the numbers. Then make the decisions.

YOUR THREE NUMBERS

FLOOR. GOAL. CEILING.



STRETCH

£4,500

Reinvest, save, scale. Everything above target builds the future.



TARGET

£3,200

Price and plan to land here. This is the business working as designed.



MINIMUM

£1,900

Cover this by week 3 of the month. Below this line, the business is in danger.

Example figures. Build yours from real bills and real costs.

Set aside 25-30% of every payment you receive for tax and NI. From the first payment. Every single time. The January tax bill has derailed more PT businesses than any other single financial event.

The Coach Who Could Say No

A coach I mentored kept one month of minimum viable income in a separate account, boring money, she called it. When her gym closed for a six-week refit, she kept her rates, turned down panic discounts, and moved sessions to the park while competitors slashed prices. Start with one month set aside, then build towards three. Volatility stops being an emergency the moment it is budgeted for.

This image shows a single page from a notebook or ledger. The page is white with light blue horizontal ruling lines spaced evenly apart. On the left side, there is a dark blue vertical binding strip. The top-left corner of the page is rounded. There are no markings, text, or drawings on the page.

EXERCISE

- 1 Calculate your minimum viable income: rent or mortgage, bills, food, transport, tax set-aside (25%), other, and your MVI total per month.

- 2 Set your target and stretch income: target per month, stretch per month.

- 3 Calculate your minimum viable rate: $(\text{target income} + \text{costs} + \text{tax}) \div \text{realistic billable sessions}$ = your minimum per session.

- 4 Do you have a separate business bank account? Yes or no. If no, when will you open one?

► YOUR ACTION THIS WEEK

Complete the financial foundations worksheet above. Then check your current rate against your minimum viable rate. If they don't match, that's your pricing conversation starting point.

NOTES & REFLECTIONS

LESSON 6.3

PRICING STRATEGY

OBJECTIVE

Build a confident, value-based pricing structure and understand how to present and defend it.

BENN'S TAKE

When I was starting out, I charged what felt safe. Low enough that people wouldn't say no. Low enough that I felt like I was making the decision easy for them.

What I was actually doing was telling the market I wasn't confident in my own value. And the clients it attracted reflected that, price-sensitive, quick to cancel, hard to retain.

I see this with almost every PT I've ever mentored. They start too low, attract the wrong clients, and then feel trapped because raising rates with an existing client base is genuinely hard. The anchor you set on day one follows you.

Here's the way I think about it: your rate is like the first impression you make walking into a room. Before you've said a word, before anyone has seen you coach, your price is already communicating something about your confidence, your quality, and your positioning. Make sure it's saying the right thing.

VALUE-BASED VS COST-BASED PRICING

Cost-based pricing Calculate your time and add a margin. This gives you a floor, not a ceiling.

Value-based pricing Charge based on the transformation you deliver and what that's worth to the client. A PT who helps someone run their first marathon at 55, after years of being told they'd never be fit, what is that worth? The cost of training time is not the measure. The outcome is.

PACKAGE STRUCTURE

Packages beat pay-as-you-go in every way. Better income predictability for you. Better results for the client. Higher perceived value. Greater commitment from both sides.

RESEARCH NOTE

Research on pricing psychology (Ariely, 2008; Anderson & Simester, 2003) consistently shows that higher prices increase perceived quality in service industries when the provider demonstrates clear expertise and specialisation. In a fitness context, a 2020 study in the *Journal of Consumer Research* found that clients assigned higher competence ratings to practitioners who presented prices with confidence rather than hedging or offering unsolicited discounts.

The price presentation rule: state the investment once, clearly, without apology. Then be quiet. 'The investment for this programme is £200 per month.' Full stop. The silence that follows is the client processing, not a rejection. Don't fill it.

PRICING IN PRACTICE

CASE STUDY

The Coach Who Raised Prices and Lost Nobody

A coach I mentored had sat at £40 a session for two years, terrified that raising his rate would empty his diary. We looked at the numbers together: he was fully booked, turning enquiries away, and still not hitting his income target. The problem was never demand. It was price.

He moved new clients to £55 straight away and gave existing clients 60 days' notice of a rise to £50. Not one client left. Three months later his diary was still full, his income was up by nearly a third, and the clients who stayed valued the sessions more, not less. Price is a signal. Charge like an amateur and people treat you like one.

Raise prices for new clients first, it is the lowest-risk move. Give existing clients plenty of notice and a reason (new qualifications, better systems, more value). The fear of losing clients is almost always bigger than the reality.

NOTES & REFLECTIONS

● NAME YOUR PACKAGES

Clear names, clear ladder. Clients instantly know where they fit.

STARTER

1 session / week

STANDARD

2 sessions / week + check-ins

PREMIUM

3 sessions / week + extras

Simple names beat clever names. Nobody asks what 'Premium' means.

EXERCISE

- 1 Fill in your 3-tier package table above with actual numbers.

- 2 Write the exact sentence you'll use to present your standard package investment.

- 3 Write your response when a client says 'Can you do it any cheaper?'

- 4 When is the right time to raise your prices? What signal are you waiting for?

Build your 3-tier package structure this week. Write out what each tier includes. Then practise presenting the investment for each one out loud, without offering alternatives before they've even responded.

NOTES & REFLECTIONS

[illegible]

LESSON 6.4

SCHEDULING SYSTEMS

OBJECTIVE

Build a professional scheduling system that protects your time and creates a good client experience.

B BENN'S TAKE

'Just message me and we'll sort something' is not a scheduling system. It's a headache.

When I moved to a proper booking system, two things happened immediately: the back-and-forth text messages stopped, and cancellations dropped, because when a client books a specific time through a system, it feels more like a real appointment than a loose arrangement.

Your time is the most valuable asset in your business. Don't let clients, or yourself, treat it as endlessly flexible. Set designated coaching blocks. Protect everything outside them. Your marketing time, your admin time, your training time, they're as important as your sessions.

Set designated coaching blocks in your Calendly and close everything outside them. Your non-coaching time (marketing, admin, training, rest) is not available to clients, protect it by design, not by accident.

Cancellation policy: 24-hour notice required. Sessions cancelled with less notice are charged. This is in your contract. When it needs to be enforced: 'As per the policy in your contract, this session will be charged, I completely understand if the situation was unavoidable, and I want to make sure we get something great rescheduled for you.'

MAKE YOUR CALENDAR DO THE WORK

A scheduling system is not just somewhere to store appointments. Used well, it is a marketing tool, a retention tool, and a boundary all at once. The PTs who protect their time and keep their diary full do it with systems, not willpower.

NOTES & REFLECTIONS

Online self-booking Let clients book and reschedule themselves inside the hours you allow. Fewer back-and-forth messages, fewer gaps, and it works while you sleep. Acuity, Calendly and most gym apps do this.

Automated reminders A text or email the day before cuts no-shows dramatically. Set it once and every client gets it, without you lifting a finger.

Batching and buffers Group sessions into blocks and leave buffer time for admin, content and marketing. A diary that is one solid wall of sessions leaves no room to grow the business.

Cancellation windows Bake your 24-hour cancellation policy into the booking flow so it is enforced automatically, not awkwardly in person.

The goal is a diary that fills itself and protects itself, so your energy goes into coaching, not chasing. As you scale, the same system lets you add group slots, online check-ins and waiting lists without losing control of your week.

● WHEN THE SYSTEM WORKS

Marketing plus easy booking equals consultations arriving while you coach.

New booking request

Consultation confirmed

New enquiry, Instagram

THIS WEEK

Mon 7:00
Consult - Sarah

Mon 18:30
Consult - James

Tue 12:00
Free slot

Wed 7:30
Consult - Priya

Thu 18:00
Consult - Mark

Fri 9:00
Free slot

The goal: a diary that fills itself because every earlier chapter is working.

1 Map your ideal working week. Label each block: coaching, marketing, admin, growth, personal.

[illegible]

- [illegible]

Set up or update Calendly this week so it only shows your designated coaching blocks. Add your cancellation policy to the booking page.

[illegible]

LESSON 6.5

CLIENT MANAGEMENT TOOLS

OBJECTIVE

Choose and set up a client management system appropriate for your stage.

BENN'S TAKE

The PT who remembers a client's daughter's name, the injury they mentioned three weeks ago, and the goal they set at the 30-day review, that PT doesn't have a better memory than you. They have a better system.

Client management is not admin. It's the infrastructure behind every great client relationship. When you know a client's history, their patterns, their milestones, you show up to every session prepared. That preparation is what makes clients feel genuinely looked after rather than just coached.

Start simple. A spreadsheet is enough for the first ten clients. What matters is that you actually use it.

For 1-10 clients: a well-designed Google Sheet is genuinely sufficient. For 10-30 clients: Notion or a dedicated app. For 30+ or online coaching: Trainerize or PT Distinction.

Track as a minimum: client name, goals, current programme, last session notes, key personal details (job, family, lifestyle factors), next check-in date.

CHOOSING YOUR LEVEL

Spreadsheet + calendar

Free. Setup 30 min. Difficulty: none. Fine to 10 clients.

Coaching app (Trainerize, TrueCoach)

Low monthly fee. Setup 1-2 hours. Difficulty: easy. Comfortable to 30+.

Full CRM (as you scale)

Monthly fee. Setup half a day. Difficulty: moderate. Teams and online programmes.

The rule: start one level simpler than you think you need. A spreadsheet used every day beats an app set up and abandoned. Upgrade when the admin, not the ambition, demands it. Whichever level you choose, the non-negotiables are the same: every client's key details in one place, session notes after every session, and check-in dates you never rely on memory for.

● A CRM IS NOT OPTIONAL

A CRM is not optional

If leads live in your head, your business has a memory problem. A spreadsheet counts. A notes app counts. Forgetting does not.

EXERCISE

1 Which CRM tool will you use? Why?

2 What client information do you currently track? What are you missing?

3 What GDPR-related changes do you need to make to how you store client data?

► YOUR ACTION THIS WEEK

Set up your chosen CRM tool this week with a template. Add your current clients with all relevant information. Identify any GDPR gaps in your current setup and fix them.

LESSON 6.6

ACCOUNTING AND GROWING YOUR BUSINESS

OBJECTIVE

Understand your UK tax obligations, establish bookkeeping habits, and identify scaling signals.

BENN'S TAKE

In construction, every job has a cost breakdown before anyone starts work. Materials, labour, plant hire, all accounted for before a single brick is laid. Because nobody starts building hoping the numbers work out at the end.

Self-employed income is exactly the same. You need to know where the money is going, and specifically, you need to know what HMRC's share is before you spend it.

The January tax bill only surprises people who haven't been setting money aside. Set aside 25-30% of every payment from day one. Not when it feels comfortable. From day one.

Do your bookkeeping weekly. It takes 15 minutes. It's the difference between knowing your position and hoping your position is okay.

Self Assessment basics: register with HMRC by 5 October if you started trading in the previous tax year. File and pay by 31 January. Set aside 25-30% of all income throughout the year.

Allowable expenses (reduce your taxable profit): CPD courses including this one, professional memberships (CIMSPA, REPs, insurance), equipment used for training, marketing costs, phone and broadband (business proportion), travel to client sessions (not commuting from home).

Scaling signals: when you're consistently at near-capacity for 3+ months, turning down work, and referrals are coming in faster than you can accommodate, that's not normal growth. That's readiness to scale. Price increase first, then online service, then group programme.

CASE STUDY

The £300 Accountant Who Paid For Himself Twice

A first-year sole trader I coached did his own Self Assessment to save money. He missed his CPD courses, his business mileage, the business share of his phone bill and his insurance, all fully allowable. The following year a £300 accountant went back through both years and recovered over £1,400 in overpaid tax. The rule from Lesson 6.6 stands: the moment the tax an accountant saves exceeds their fee, they are not a cost, they are the highest-ROI hire in your business.

SELF ASSESSMENT, SORTED

Good records all year make the January form a 20-minute job.

Self assessment

Tax return, self-employed pages

Business income	£38,400
Allowable expenses	£7,850
Profit	£30,550
Tax + NI due	£4,675

☒ The information I have given is correct

Deadline: 31 January online. File early, the deadline is the worst day to discover a problem.

EXERCISE

- 1 Set up your basic bookkeeping system. What tool will you use?

- 2 List every allowable business expense you've incurred this month.

- 3 Check your HMRC registration status. Are you registered? Is your Self Assessment filing up to date?

Beware of little expenses; a small leak will sink a great ship.

BENJAMIN FRANKLIN

ASSESSMENT

MODULE 06 ASSESSMENT

Operational Systems Plan: Business Logistics

FORMAT

Portfolio-based written submission. Complete all lessons in this module first.

STANDARD

Minimum 100 words per answer. Apply it to your own business, do not repeat theory.

MARKING

Pass or Resubmit, with written feedback in 5 working days. Two attempts.

- Q1** Confirm your business structure (sole trader / limited company) and list your legal and operational setup: HMRC registration, the insurance you need (public liability, professional indemnity, and employers' liability if relevant), your client contract, your business bank account, and how you meet your GDPR / data-protection and client-confidentiality obligations.

- Q2** Present your 3-tier pricing structure. For each tier: sessions per week, monthly investment, what is included, and your justification for the price based on your minimum viable rate.

MODULE 06

Capture your biggest takeaways from Business Logistics and the actions you are committing to.

[illegible]

NOTES & REFLECTIONS



MODULE 07

PERSONAL TRAINER BUSINESS ROADMAP

Bringing everything together into a clear, actionable plan for the next 90 days and beyond.

IN THIS MODULE

- 7.1 Business Growth Planning
 - 7.2 Revenue Modelling
 - 7.3 Time Management for Self-Employed PTs
 - 7.4 Building a Sustainable Business
-

LESSON 7.1

BUSINESS GROWTH PLANNING

OBJECTIVE

Understand the difference between working hard and growing intentionally, and build your first real growth framework.

BENN'S TAKE

Most PTs have goals. Very few have plans.

I was the same. When I first started, I wanted to be fully booked. That was the goal. But 'I want to be fully booked' is not a plan. It's a wish. A plan is the specific sequence of actions you take between Monday and the point where that wish becomes a reality.

The gap between goal and plan is almost always the reason the goal isn't reached. Not talent. Not market conditions. Not effort, most PTs work incredibly hard. Just the absence of clear direction.

I grew up playing rugby. In rugby, you don't just run at the line and hope for the best. You have a game plan. You know your role in it. You execute your part. The result follows from the plan, not from wanting it hard enough.

Your business is no different. Goals are fine. Plans are what make them happen.

THE THREE LEVERS

There are only three ways to grow a PT business: more clients (Lever 1), higher prices (Lever 2), or more services (Lever 3). Most PTs only ever pull Lever 1, and it's the most time-intensive of the three.

NOTES & REFLECTIONS

THE THREE LEVERS OF GROWTH

Stuck at a ceiling? You only ever have three dials to turn.

1



MORE CLIENTS

Fill the diary

Marketing, referrals, retention. The volume lever.

2



HIGHER PRICES

Charge your worth

Position, package, prove results. The value lever.

3



MORE SERVICES

Sell beyond sessions

Group, online, programmes. The scale lever.

Pull one lever at a time. Trying all three at once usually snaps something.

Lever 1:
More clients

The most time-intensive of the three.

Lever 2:
Higher prices

The fastest to pull.

Lever 3:
More services

The most scalable.

Lever 2 is almost always the highest-return first move for an established PT. It requires no new sessions, no new marketing, and no new systems. It just requires confidence and positioning.

NOTES & REFLECTIONS

EXERCISE

- 1 Growth snapshot, complete honestly: current clients, average package (£/month), monthly income, weekly coaching hours, and other income streams.

- 2 90-day target: target clients, target average package (£/month), and target income (£/month).

- 3 The gap in numbers (£/month). Which lever will close that gap most efficiently, and why?

- 4 Your 3 most important actions in the next 30 days.

► YOUR ACTION THIS WEEK

Complete the full growth snapshot above this week. Then schedule one 90-minute 'growth block' every week in your calendar and protect it like a client appointment.

LESSON 7.2

REVENUE MODELLING

OBJECTIVE

Build a clear, realistic revenue model, mapping current and projected income across three scenarios.

BENN'S TAKE

Before a construction project starts, there is a cost plan. Every element, materials, labour, timeline, contingency, is projected in advance. Not because the numbers will be perfect. Because having a projection means you can see when something's going off track early enough to fix it.

Your revenue model is your cost plan. It tells you what the numbers look like at each decision point. If I raise my prices, what changes? If I add online clients, what does the total picture look like? If I fill up to capacity at my current rate, what's the ceiling?

Running these numbers is not complicated. It's just deliberate thinking that most PTs never do, because it requires sitting down with a spreadsheet instead of hoping things improve on their own.

The numbers make the decisions clearer. Build the model.

THREE SCENARIOS

Build all three. The maths often makes the decision obvious. Most PTs are surprised how achievable their target scenario actually is once they see it as a number rather than a vague aspiration.

RESEARCH NOTE

The signature maths from Module 1 is worth repeating here: ten online clients at £150 a month adds £1,500 a month, roughly £300 an hour for the check-in time it takes to run, and it keeps earning when you are ill, away, or fully booked in person. When you build Scenario B below, price this stream properly rather than treating it as an add-on.

Scenario B is the £50,000 promised at the front of this book, except now it is your spreadsheet, not our claim.

Build all three scenarios, then look at Scenario B again.

3 / 6 / 12 MONTH TARGETS

Written targets get reviewed. Remembered targets get forgotten.

3 months

- › 12 paying clients
- › First 5 reviews live
- › Consultation process nailed

6 months

- › Fully booked 1:1 diary
- › First group session running
- › Hit Target Income

12 months

- › Waiting list started
- › Online offer launched
- › 4 weeks holiday, no panic

Review monthly. Tick, adjust, or delete. A target board is a living thing.

EXERCISE

- 1 Build your 12-month revenue model for each scenario using the template below. Scenario A: clients, rate (£/session), sessions/week, gross (£/month), take-home (£/month). Scenario B (one change, what is it?): the same figures. Scenario C (two changes, what are they?): the same figures.

- 2 What is the single decision that takes you from Scenario A to Scenario B most efficiently?

- 3 Set up your monthly revenue review: what date each month, how long, and what three questions will you ask?

Build your 3-scenario revenue model this week. Put the monthly review date in your calendar for the next 12 months right now.

NOTES & REFLECTIONS

[illegible]

LESSON 7.3

TIME MANAGEMENT FOR SELF-EMPLOYED PTS

OBJECTIVE

Design an intentional working week and build the planning habits that sustain consistent growth.

BENN'S TAKE

When I moved from the gym floor to running my own PT business properly, the hardest adjustment wasn't the coaching. It was the absence of any external structure.

In a job, someone else sets the schedule. In self-employment, you do, or the chaos does it for you. And chaos is a terrible manager.

The PTs I've seen plateau, full calendars, decent income, but going absolutely nowhere, are almost always the ones with no structure outside their coaching hours. Marketing happens when they remember. Admin happens at 11pm. Strategic thinking never happens at all.

Being busy is not the same as growing. You can be completely booked out and still be building something that's going nowhere. The four zones in this lesson are the antidote to that.

THE FOUR FUNCTIONAL ZONES

THE FOUR FUNCTIONAL ZONES

Every working hour lives in one of four zones. Know your split.

Delivery

~60%

Sessions, programming, check-ins. The work clients pay for.

Marketing

~20%

Content, conversations, follow-ups. The work that finds clients.

Admin

~10%

Invoices, scheduling, records. The work that keeps you legal.

Growth

~10%

Learning, planning, new offers. Protect this zone, it builds next year.

If Growth keeps getting stolen by Admin, your business stands still while you stay busy.

The Growth zone has no deadline, no client waiting, and no immediate consequence for skipping it. That's exactly why most PTs never do it. Schedule it. Protect it. Treat it like a client appointment you can't cancel.

The two rituals that matter most: Sunday/Monday planning (15 mins), what are this week's commitments, marketing actions, admin tasks, and one growth activity? And the Friday review (15 mins), what worked, what didn't, what one thing changes next week? Write the answers down.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

EXERCISE

- 1 Design your ideal working week. Label each block by zone: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday/Sunday.

- 2 Which zone currently receives the least of your time? What would increase it by 90 minutes per week?

- 3 Write the 3 questions you'll use in your weekly Friday review.

► YOUR ACTION THIS WEEK

Schedule your Sunday planning session and Friday review in your calendar right now, recurring weekly. Commit to both for 8 weeks before evaluating whether they're working.

NOTES & REFLECTIONS

LESSON 7.4

BUILDING A SUSTAINABLE BUSINESS

OBJECTIVE

Define what sustainability means for you, and leave with a complete, actionable plan.

BENN'S TAKE

I came from a background where outworking everyone was the entire strategy. Construction sites. Rugby pitches. Gym floors. The answer to most problems was to put in more than the person next to you.

That mentality got me a long way. But it has a ceiling. You can only physically coach so many hours. You can only be 'on' for so many clients per day before the quality drops. And if your entire business model depends on you being present for every single pound it earns, you don't have a business, you have an exhausting job.

I watched PTs burn out doing 30 sessions a week because they thought more sessions meant more success. It doesn't. It means faster burnout and poorer coaching.

The goal of this course, and the goal I had when I started helping other coaches, was never maximum hustle. It was a business that supports your life, generates consistent income, and that you're still proud of in five years. Not one you're running away from.

Build it that way from the start. It's much easier than trying to rebuild it after you've already broken yourself.

THE SUSTAINABLE BUSINESS MODEL

A business is only as strong as the four pillars holding it up.

Your PT business

FINANCIAL

Profit, tax pot, emergency fund

Money stress kills good coaching.

PHYSICAL

Sleep, training, recovery

You are the product, maintain it.

EMOTIONAL

Boundaries, rest, support

Burnout ends more PT careers than injury.

RELATIONAL

Family, friends, life outside the gym

A business that costs your life isn't working.

If one pillar cracks, the roof doesn't care which one it was.

THE FOUR DIMENSIONS OF SUSTAINABILITY

- Financial** Consistent income without the volatility that creates anxiety every month. Predictable. Growing.
- Physical** A session volume you can sustain. Recovery built in. Not 30 sessions a week for 48 weeks.
- Emotional** Coaching is emotionally demanding. Clients who exhaust you, a workload with no variety, no days where you're not 'on', these produce burnout.
- Relational** Space for a life outside work. Relationships, rest, and time that is entirely yours.

A business that stops when you go on holiday for a week is a job, not a business. Build the systems (Calendly for booking, automated sequences, online clients who continue without you present) that mean the engine keeps turning even when you step away.

CASE STUDY

The 30-Session Week That Ended Early

A coach I knew wore his 30-session weeks like a badge, until an injury forced three weeks off and the whole business stopped with him. He rebuilt at 22 sessions with eight online clients alongside, and now earns more while training less. Sustainable beats impressive, every single year.

NOTES & REFLECTIONS

[illegible]

1 Write your 3-year vision. Be specific: business model, weekly structure (coaching hours, where, what type), income (£/month), number of clients, and services offered.

[illegible][illegible][illegible]

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The paper has rounded corners on the left side and a dark border on the right side, suggesting it might be part of a bound notebook. There are approximately 20 lines visible across the page.

You've built something most PTs never build. A complete, strategic foundation. Seven modules of real business knowledge. 41 lessons on the things your qualification never covered. The blueprint is yours now. Use it. Not all of it at once. Start with the one thing you know needs to change first. Do it properly. Then move to the next. The trainers who transform their businesses after doing this course are not the ones who took the most notes. They're the ones who took action on the most uncomfortable things: pricing, positioning, showing up consistently even when it's quiet. Now go and build something brilliant. Benn Dixon, BCD Coaching Ltd.

NOTES & REFLECTIONS

This image shows a single page from a notebook or ledger. The page is white with light blue horizontal ruling lines spaced evenly down its length. There are approximately 20 lines visible. The top edge of the page has rounded corners. On the left side, there is a dark vertical strip, likely representing the binding or the edge of the notebook cover. The overall appearance is clean and unused.

ASSESSMENT

MODULE 07 ASSESSMENT

Final Business Blueprint Portfolio: Personal Trainer Business Roadmap

FORMAT

Portfolio-based written submission. Complete all lessons in this module first.

STANDARD

Minimum 100 words per answer. Apply it to your own business, do not repeat theory.

MARKING

Pass or Resubmit, with written feedback in 5 working days. Two attempts.

- Q1** Write your 12-month business roadmap. Include your revenue targets (your KPIs) for months 3, 6 and 12; the specific growth lever you will pull first and why; and the three biggest actions you will take in your first 30 days.

- Q2** Build your 3-scenario 12-month revenue model: project your monthly gross income, estimate your costs and tax, and calculate your take-home for each scenario.

MODULE 07

NOTES & REFLECTIONS

Capture your biggest takeaways from Personal Trainer Business Roadmap and the actions you are committing to.

[illegible]

NOTES & REFLECTIONS

REFERENCE

GLOSSARY

Avatar (client avatar)

A detailed written profile of your single ideal client, name, age, goals, budget, pain points, used to focus all marketing.

Churn

The rate at which clients leave. The quiet killer of PT income, the opposite of retention.

Consultation

A structured first conversation with a potential client, following defined stages from rapport to decision.

Conversion rate

The percentage of enquiries or consultations that become paying clients.

Hybrid coaching

A business model mixing in-person sessions with online coaching. The most resilient model for established PTs.

Lead generation

The systems that produce a steady flow of enquiries: content, referrals, gym-floor presence, local networking.

Niche

The specific person and problem you serve best, chosen deliberately so the right clients recognise you instantly.

Onboarding

The structured first 30 days of a client relationship: intake, welcome, early wins, first review.

Pain point

The specific frustration your ideal client feels, described in their own words, the raw material of marketing.

Referral system

A deliberate process for asking for and rewarding word-of-mouth introductions, rather than waiting for them.

Revenue model

The mapped combination of income streams (1:1, group, online, other) that makes up your total income.

Session rate

Your price for a single session, a positioning signal as much as a number.

Brand identity

The consistent set of values, voice, visuals and positioning that makes you recognisable and memorable.

CIMSPA

The Chartered Institute for the Management of Sport and Physical Activity, the UK professional body that accredits this CPD course.

Content pillars

The three to five repeating themes all your content maps to (for example educate, inspire, convert).

CPD

Continuing Professional Development, verifiable learning hours that maintain professional standards.

Lead

A person who has shown interest in your services but has not yet bought.

Minimum Viable Rate (MVR)

The lowest session or package price at which your business actually works, calculated from your real costs and target income.

Objection

A concern raised before buying (price, timing, partner). Handled by clarifying value, never by discounting first.

Package pricing

Selling monthly blocks or programmes instead of single sessions, stabilises income and improves commitment.

Positioning

Where you deliberately sit in the market (budget, mid-market, premium) and what that signals to clients.

Retention

Keeping clients month after month. A client who stays 12 months is worth roughly four who each stay three.

Scenario modelling

Building best, likely and stretch versions of your revenue model to make decisions with numbers, not guesses.

Tax set-aside

The habit of moving 25 to 30% of every payment into a separate pot so the January bill is never a surprise.

REFERENCE

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A NOTE ON INDUSTRY FIGURES

The widely quoted range of 50 to 70% of newly qualified personal trainers leaving the profession within two years is an industry estimate drawn from PT workforce surveys and sector commentary rather than a single peer-reviewed study. It is used in this workbook as a directional figure; the pattern it describes is consistently reported across the UK fitness sector.

ABOUT THIS COURSE

THE BUSINESS COURSE THE PT QUALIFICATION NEVER INCLUDED.

A personal training qualification teaches you how to train clients. It does not teach you how to price, position, market, sell, or run the finances of a business, and that missing half is why so many talented trainers leave the industry within two years.

The Personal Trainer Business Blueprint closes that gap. Seven modules and 41 lessons take you from the real economics of personal training through brand, niche, marketing, sales and business logistics, to a complete 12-month growth roadmap.

This workbook is the companion to the course, with over 150 pages of writing-ready exercises, real case studies, research notes and weekly actions that turn every lesson into applied work on your own business.



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Endorsed by CIMSPA, the Chartered Institute for the Management of Sport and Physical Activity, the professional body for the UK sport and fitness workforce. Endorsement means this programme has been independently assessed against professional standards. Completing it earns 10 CPD points and a certificate recognised by employers, gyms and academies across the sector.