

Personal Training Business: Entrepreneur's Step-by-step Startup Guide

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Personal trainers aren't just for the rich and famous anymore. More and more regular folks are turning to them for help getting in shape. As a result the fitness industry is booming and there's a tremendous demand for personal trainers. Our guide shows you how to make a healthy living meeting that demand. We start with an overview of the personal training industry, then we take a look at the market, who is using personal trainers and why, and what services trainers are offering. Then we go through the step-by-step process of setting up and running your new venture. You learn about basic requirements and startup costs, day-to-day operations, and what to do when things don't go according to plan. You gain a solid understanding of the sales and marketing process, as well as how to track and manage the financial side of your business. Through the book, you hear from industry experts, as well as personal trainers who have built successful operations and are eager to share what they've learned in the process. Order this guide today!

The First Three Years In addition to industry specific information, you'll also tap into Entrepreneurs more than 30 years of small business expertise via the 2nd section of the guide - **Start Your Own Business**. SYOB offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges. Pin point your target market. Uncover creative financing for startup and growth. Use online resources to streamline your business plan. Learn the secrets of successful marketing. Discover digital and social media tools and how to use them. Take advantage of hundreds of resources. Receive vital forms, worksheets and checklists. From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. We'll teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success.

BONUS: Entrepreneurs Startup Resource Kit! Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your business's needs. That's why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to

thousands of business letters, sales letters, sample documents and more all at your fingertips! You'll find the following:

The Small Business Legal Toolkit When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the how do I get started? questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business.

Sample Business Letters 1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style.

Sample Sales Letters The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate

Publisher: Entrepreneur Press Illustration: N Language: ENG Title: Personal Training Business: Entrepreneur's Step-by-Step Startup Guide Pages: 01030 (Encrypted EPUB) On Sale: 2012-07-15 SKU-13/ISBN: 9781613082171 Category: Business & Economics : Entrepreneurship

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