

The Fitness Professional | Startup Guide

You've done the thinking and now it's time to go for it by becoming a Fitness Professional (e.g. personal trainer). Back yourself! There's nothing more rewarding than seeing your motivation for health and wellbeing turn into a financial success. So where to start? In this guide, we provide a quick start reference to help you get off the ground.

1

GET MOTIVATED

Why become a Fitness Professional?

Find your motivation to kick-start your career in fitness:

- You'll be making a difference to your clients, helping them improve their health
- Being a personal trainer can offer independence and flexibility.
- The fitness industry is booming, with Australians more aware of their health than ever.



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KNOW THE CHALLENGES

Consider what it's going to take to succeed and get ready.

- Be prepared to work around your client's schedules.
- Creating an established client base will take time.
- Retaining clients can be hard - it is important to stay up to date with the latest trends.

RESOURCES:

[Managing sole trader cash flows](#) | [Sole App](#)

Understand what you're signing up for



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Get Qualified

In Australia, to become a Personal Trainer, you'll need to hold at least a Certificate IV in Fitness. A Certificate III in Fitness is the minimum qualification required to work as a qualified Gym Instructor. You also may need an Australian Business Number (ABN), check out the links below to understand your requirements.

RESOURCES:

[Certificate IV in Fitness](#) | [Seek Learning](#)

[Register for an ABN](#) | [Business.gov.au](#)

Learn the skills you need to train your clients



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REGISTER WITH AN INDUSTRY BODY

Stay up to date and ensure that industry standards are maintained.

Look to maintain continuous improvement in your career as a Fitness Professional and continue to expand your skills to meet changes in demand. Check out [FITREC](#) for your fitness industry registration.



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CREATE AND MANAGE YOUR BUDGET

Forecast for your business and track your cash flows

Use a tool like [Sole](#) to track and manage your finances. By having an on-the-go accounting solution means that you can send out invoices after each session, schedule invoices (so you don't forget) and get paid instantly through a secure e-wallet. Remember to consider professional financial advice that is tailored to your business.

Resources:

[How To Budget & Forecast - A Guide For Sole Traders, Small Business, Freelancers](#) | [Sole App](#)



The Australian Bureau of Statistics estimates 40% of Australian businesses fail in their first 5 years of trading due to issues with managing finances, specifically cash flows.

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UNDERSTAND LAWS AND REGULATIONS

Know the rules that will impact your business

Australian business laws can be complex and are strict in order to protect consumers. Check out the following guidance:

Check out the following government guidance:

[Legal essentials for business | business.gov.au](#)

[Fair trading laws | business.gov.au](#)

[Understand contracts | business.gov.au](#)



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GET READY FOR TAX TIME

You may not have an employer who will automatically take your tax out of your weekly paycheck – you will be responsible for managing it. Speak to a tax professional to help you identify if any of your expenses are tax deductible (you will need your receipts!).



- Use Sole's Tax Estimator to forecast your tax payments throughout the year.
- You may not be required to pay yourself any super, but do some research to see what works for you.
- Make sure that you are putting aside sufficient cash in order to make payments before the end of the year.

RESOURCES:

[Talk about tax | Sole App](#)

[Super for sole traders and partnerships](#)

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MAINTAIN YOUR FITNESS

As a Fitness Professional, your business starts and ends with your ability to inspire confidence and change in your client's health. Your personal fitness is your business card. In order to keep clients coming back, it's important to live a healthy lifestyle, and stay fit enough to support your clients in a variety of exercises.



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MANAGE YOUR RISKS

Identify your risks and put plans in place



Insurance that is tailored for Fitness Professionals may be important to consider to protect you against claims of professional negligence and third-party injury that may occur.

Resources:

[Business insurance | business.gov.au](#)

[Business Insurance For Sole Traders | Compare the Market](#)

[Sole Traders Guide to Public Liability Insurance | BizCover](#)

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GENERATE BUSINESS

Plan your approach for communicating your business to customers

- Set up a website for your business.
- Build a strong social media presence.
- Impress your clients and look for referrals.
- Time management is key and remember to build in some 'admin' time.

Resources:

[improve my websites seo 20110](#)

[Canva](#)

[HubSpot.](#)

Keen to get started?

Why don't you try **Sole** for free today and see how it can help kick start the process for you!

Disclaimer: All information above is general in nature, and doesn't take any specific consideration about your business into account. Consult with professional business advisors and legal professionals when considering your needs.