**Forge Fitness Business Plan:**

I’ll start with the basic structure and concept of the current business and then move on to numbers after.

**What is Forge?**

Forge Fitness is a personal training studio specializing in resistance training, nutrition and behavior change for the general population. We started in my garage in the summer of 2015, secured a lease at our current location on North Woodlawn by October 2015, and have been growing and developing the business since then.

We are focused on helping normal people reach normal fitness goals such as weight loss, better health and a higher quality of life. We feel that given the limited amount of time a trainer has with their clients in the gym, the best way for them to capitalize on that time is to focus on the essential components of their program that demand the closest coaching (i.e. resistance training), and then do everything we can during the session to make sure that they are successful at home with the components we have less direct control over: their nutrition and home exercise routine. The first step for us is making sure we have a good product.

**Product Development:** Our product is our gym and our trainers. As for the gym, we keep it clean, welcoming and full of high quality equipment, much of which is specialty resistance training equipment that is unavailable in most commercial gyms.

As for the trainers, everyone is required to have at least two certifications from well established certifying bodies and to spend multiple hours per week studying and improving their knowledge base in order to more effectively help clients achieve their goals.

We meet once a week to discuss what we’ve learned, study and share knowledge for mutual benefit. In order to further solidify this knowledge, we produce articles and videos on topics that have been helpful to us and our clients. This creates a base for our marketing strategy:

**Marketing**: Our approach to marketing is to 1. Create high quality content that establishes us as a local authority. (articles, videos, success stories etc) 2. Simply delivering an excellent service has generated us over 100 5 star reviews across our main platforms and many referrals, which has proven to be one of our most effective means of getting in touch with new clients. 3. Creating professional, attractive platforms with effective funneling allows potential customers to get in touch with us easily and for us to follow up with them with low barrier offers, etc.

**Sales:** Sales mostly involves responding to and following up with interested clients who have contacted us, usually via one of our online platforms such as Google, our website, facebook, Instagram and Thumbtack. Our website consistently ranks in the top ten results on google for terms relevant to our business. Facebook is becoming a consistent source of leads as our following there grows. We have over 2000 followers on Instagram, most of whom are local exercise enthusiasts. We are the 2nd highest rated gym on Thumbtack.

Beyond those platforms, most of our leads are referred to us by happy customers who’ve gotten great results.

**Product Delivery:** After we’ve contacted potential clients and they have attended a free consultation, they usually start with a one month trial to get a feel for what the training is like. An individualized program is developed for each client that includes simple nutritional goals, tracks performance progress, body weight, body fat, bone density, resting metabolic rate, VO2 max (an objective metric for cardiovascular fitness), etc. Having a large number of measurable progress markers allows us to clearly demonstrate to the client the progress they’ve made within the first month, since it usually takes longer for clients to see visible changes in themselves. Seeing this progress helps them to develop a positive relationship with their training, and gives them confidence that what the trainer says will happen will actually happen.

Once their trial month is complete, if the client wants to keep training, they will sign a six month contract with the gym and their payments will be put on the auto-draft system. These clients usually stay longer than six months as they become part of the team and community, which in turn yields them better results and yields the gym more referrals.

**Why a bigger building:**

1. Our service is “high barrier”, meaning that it’s expensive and therefore requires a lot of faith and investment from the client just to try it out. We have lower barrier options, such as classes and free consultations, but are forced to limit traffic in the gym due to limited space. (We are currently crowded with 2 trainers working at a time) Opening the gym up for an affordable monthly membership would give us a larger pool of potential personal training clients to market to who would be familiar with us and our facility.
2. We would like to diversify our sources of income. Offering general memberships would give us several thousand dollars a month of passive income.
3. The rent we are currently paying is comparable to what a mortgage would cost per month at a much larger building. Assuming we find a decent building for a reasonable price, building some equity is preferable to renting.

Our vision for the future is to have a fair sized specialty gym with 6-10 highly qualified, career oriented coaches and trainers, helping to cultivate a community of well informed and well coached patrons, who are actively moving towards a better quality of living through strength and fitness.