

## PERSONAL TRAINER BUSINESS CHECKLIST

- Create business identity – Name, logo, colour scheme
- Create a business plan – identify your goals, map your vision
- Register your web domains – Purchase your web domain to host a website and email address
- Market research – research the market to see what other business owners are offering and see if you can exploit the market
- Structure your business – Is being a Sole Trader or Limited Company more beneficial for me? This is usually with help from an accountant
- Plan your services – Ensure you have a clear service schedule and understandable pricing
- Set up a business bank account – Keeping your business transactions separate from your personal life is a key step in finance management
- Arrange business insurance – Ensure you are covered for the services you are providing incase the unimaginable happens
- Register for taxes – Set up with the relevant authorities (HMRC/Companies House) within good timing
- Understand reporting requirements – Once registered for tax, ensure you are aware of your filing obligations
- Keeping correct records – It is key to keep all records of sales invoices and purchase receipts for your business. It is a legal requirement to do so.
- Create a presence – Get to work on creating your website, social media platforms and content so you can make yourself known
- Choose your business applications – Ensure you are working to your most efficient and use apps and software to help you
- Become efficient – Are you at your most efficient? Are you focusing on your business or worrying about other things? Hire the right people for the right job