STREAMLINE & SYSTEMISE YOUR FITNESS BUSINESS

Workshop workbook

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WELCOME

This workbook is designed to help you streamline, systemise, and scale your fitness business efficiently. Use it as a guide throughout the workshop and implement these strategies to save time and grow your business.

01 **Business Audit: Where Are You Now?**

02 **Social Media Systemisation**

03 **AI for Content Creation & Business Efficiency**

04 **Automating Client Bookings & Payments**

05 **Repurposing Content to Save Time**

06 **Your 30-Day Action Plan**

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Business Audit:
Where Are You Now?

Take a moment to reflect on your current business operations. Identify where you are spending too much time or feeling overwhelmed.

✔ What tasks take up most of your time?

✔ What are your biggest business challenges?

✔ Which systems do you currently use for admin, bookings, and marketing?

✔ Are you consistently generating new leads and retaining clients?

Social Media Systemisation

CREATING A STRUCTURED SOCIAL MEDIA PLAN WILL HELP YOU STAY CONSISTENT AND SAVE TIME.

Action Steps

Choose 2-3 primary platforms to focus on (e.g., Instagram, Facebook, TikTok, LinkedIn).
Plan content themes (e.g., motivation, education, client wins, behind-the-scenes).
Batch-create and schedule posts using tools like Meta Business Suite, Canva, Later, or Buffer.
Use AI (ChatGPT, Jasper) to generate captions, blog posts, and content ideas.

Template: Weekly Social Media Plan

| Day	Content Type	Platform	Notes
Monday	Motivation	Instagram	Example: Client success story
Tuesday	Education	Facebook	Example: Quick tip video
Wednesday	Engagement	TikTok	Example: Poll or question
Thursday	Behind-the-scenes	Instagram Stories	Example: Trainer Q&A
Friday	Call to action	LinkedIn	Example: Book a consultation link

AI FOR CONTENT CREATION & BUSINESS EFFICIENCY

AI tools can help automate content creation, client communication, and business operations.

ACTION STEPS

✔ **USE AI TO CREATE E-BOOKS, GUIDES, SOCIAL MEDIA CAPTIONS, AND VIDEO SCRIPTS.**

✔ Automate email responses with AI-powered tools like ManyChat
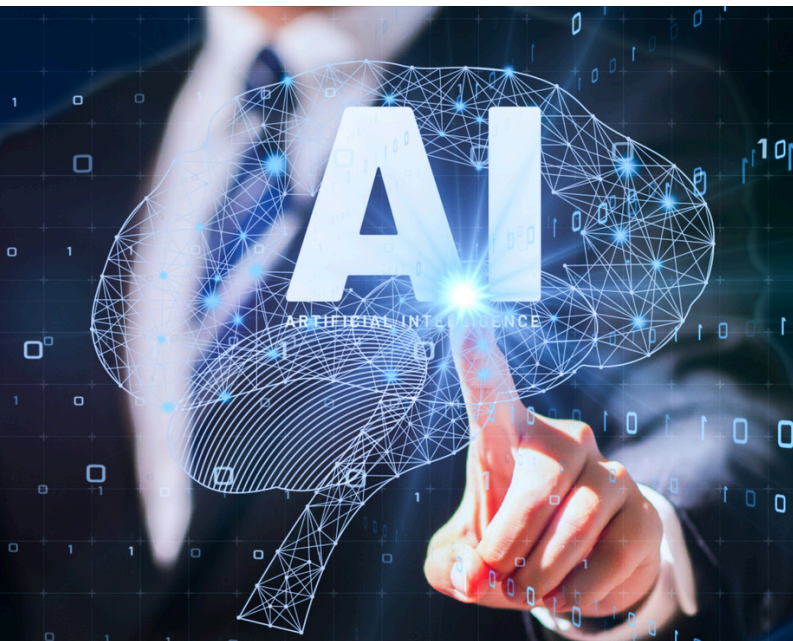
✔ **USE CHATGPT TO GENERATE FAQS AND CLIENT SUPPORT MESSAGES.**

AUTOMATING CLIENT BOOKINGS & PAYMENTS

Eliminate admin overload by using automation for client bookings, check-ins, and reminders.

ACTION STEPS:

✅ Set up an online booking system (Acuity, Calendly, PT Minder, TeamUp).

✅ Automate client payment processing using Stripe, PayPal, or GoCardless.

✅ Use automated SMS or email reminders to reduce no-shows.

✅ Set up a WhatsApp and quick coms for community engagement.

Repurposing Content to Save Time

One piece of content can be turned into multiple formats!

01

Record one video and repurpose it into:
- A YouTube video
- Instagram Reels
- A blog post
- An email newsletter
- A podcast episode

02

Batch-record 4-6 pieces of content in one go to save time.

03

Use Descript or CapCut to quickly edit and repurpose videos.

Your 30-Day Action Plan

✓ **LET'S SET CLEAR, ACHIEVABLE GOALS TO SYSTEMISE YOUR BUSINESS OVER THE NEXT 3 MONTHS.**

GOAL SETTING TEMPLATE:

Action Step	Deadline	Tools Needed	Notes
Automate social media posts	DD/MM/YYYY	Meta Suite, Canva	Batch content for a month
Set up an email nurture sequence	DD/MM/YYYY	Mailerlite	Welcome & sales emails
Create a digital product	DD/MM/YYYY	Your website	E-book or mini-course
Automate client bookings	DD/MM/YYYY	Acuity, Stripe	Set up auto-reminders
Create A Full Circle Marketing System			

FINAL THOUGHTS

Systemising your fitness business is about working smarter, not harder. Implement these steps to free up your time, increase your income, and scale with ease.

What is **ONE** thing you will action today?

🚀 **Let's get started!**