

Running a Fitness Business?

Know Your Role to Avoid Making Costly Mistakes



Are you an entrepreneur, manager, or technician?

No one can be all three at the same time. If you don't want to burn through capital, make costly mistakes, and ruin your business, all savvy fit pros should first identify their business style to find the role that fits them best.

Answer the following questions to find which one you are.



entrepreneur

You're focused on the future and a dreamer, asking what if?



technician

You love the day-to-day operations and like to be hands-on.



manager

You enjoy the tactical side of well-tested systems and processes.

Do you dream about the future and the long-term vision of the gym?

Yes?



Are you the one who sets up systems, processes, and plans to hit goals?

Yes?



Do you enjoy running through the day-to-day tasks and operations?

Yes?



Do you constantly think about growth strategies and new opportunities for the gym?

Yes?



Do you enjoy creating a tactical plan to manage all aspects of the business and monitor progress?

Yes?



Do you love interacting and working directly with clients daily?

Yes?



Your Results

Tally up your answers above. Whichever role you got the most of is likely your best fit. If you don't quite fit a role, find a partner or employee who does to ensure your gym business' success.