
BUSINESS PLAN

Personal training for returning exercisers

Health and Wellness

An example plan from ordara.com.au · Published 25 September 2026

ABOUT THIS DOCUMENT

Ordara drafted each section of this plan using AI, from the founder's answers and the sections they had already approved. Check any statement about competitors or the market against current public information.

Every section in this plan was reviewed and approved by the founder before it was included. Figures are the founder's own approved assumptions, recalculated — they are projections, not predictions of what the market will do.

This document is a business planning draft. It is not financial, legal, or tax advice, and it is not an audited or statutory business plan. Review every figure and claim, and seek professional advice before acting on it.

THE INPUTS, EXACTLY AS TYPED

An example business plan, built by Ordara from the inputs below, then edited by us where noted.

THE IDEA

“A personal training business built on weekends and early mornings while working full-time, focused on people returning to exercise after a long break rather than athletes.”

FOUNDER BACKGROUND

“Recently completed a Cert IV in Fitness. Currently working full-time in retail.”

AUDIENCE

People aged 35 to 55 returning to exercise after years away from it

INDUSTRY

Health and Wellness

BUDGET

\$5,000

EDITED AFTER IT WAS BUILT

Block capacity reduced to four a month to fit around full-time work, with the block counts and projections recalculated; the setup budget line reworded; one financial risk that contradicted the fixed-cost table replaced. Per-section draft notes replaced by one note in About; the fixed competitor note and ABLIS line added; amounts, headings, labels and Finance tables written as the export writes them in October 2026, with its charts in the PDF, and the copy brief put in page order.

CONTENTS

1. Strategy
2. Product
3. Marketing
4. Finance

1. Strategy

Who it serves, how it makes money, and the first 90 days.

1.1 Executive summary

This business delivers one-on-one personal training on weekends and early mornings, targeting adults aged 35-55 who have lapsed from exercise and feel intimidated by gyms. Sessions are run outdoors or at hired facilities, keeping overheads low while demand for accessible, non-intimidating fitness support is growing.

1.2 One-line pitch

Personal training designed for adults returning to exercise after years away, not for athletes.

1.3 Target market

Adults aged 35-55, likely working professionals or parents, living within 15km of the launch suburb, who stopped exercising 5 or more years ago. They want to move again but feel embarrassed in gym environments and do not know where to restart safely.

1.4 Revenue model

One-on-one personal training sessions sold as 10-session blocks at \$650 per block, delivered outdoors or at a hired local facility on weekends and early mornings. Add small-group sessions of 3-4 clients at \$45 per person from month 4 onward.

Headline price: \$650

1.5 What you expect to sell

What you sell	One sale is	Price	Starts	Most possible
10-session personal training block	block	\$650	From launch	4 a month
Small-group session place	client place	\$45	Month 4	48 a month

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
10-session personal training block (blocks per month)	2	3	3	4
Small-group session place (client places per month)	0	0	16	32

These are the founder's own assumptions. Every revenue figure in the Finance section is calculated from these counts and prices.

1.6 Competitive advantage

Unlike gym floor trainers who default to athletic programming, every session here is built around the specific physical starting point of someone returning after years away — slower progressions, plain explanations, and zero assumption of prior fitness knowledge.

1.7 Key competitors

Competitor descriptions are general. Check them against current public information.

- Gym-employed personal trainers who work on the floor of large fitness centres — intimidating environments that put off deconditioned adults, and trainers incentivised to upsell memberships rather than focus on long-term client retention.
- Generic outdoor boot camp operators running group classes of 10 or more — too competitive, too fast, and not designed for someone who cannot yet do a burpee without discomfort.
- Online fitness programs delivered by video subscription — no accountability, no technique correction, and no human relationship, which is exactly what a returning exerciser needs most to stay consistent.

1.8 Budget allocation

Breakdown

Category	Purpose	Amount
Business setup	ABN setup and a fitness association membership	\$400
Equipment	Resistance bands, mats, suspension trainer, cones, and a basic set of dumbbells	\$1,800
Booking and scheduling software	12 months of a sub-\$50/month online booking and client management tool	\$600
Marketing materials	Printed flyers, a simple logo, and one paid Facebook post per month for 6 months	\$700
Facility hire	6 months of casual studio or hall hire for wet-weather or indoor sessions	\$1,000
Reserve / contingency	Emergency buffer — do not spend unless necessary	\$500

Total budget: \$5,000

1.9 90-day priorities

Licences, permits and registrations depend on your business and location. Check what applies to you with ABLIS at ablis.business.gov.au.

- Week 1-2: Register your ABN, open a separate business bank account, and set up a free Square account to accept card payments — output is a business ready to take its first paid booking.

- Week 3-6: Run 3 free taster sessions in a local park, photograph each one, and post a short description of who the session was designed for on your suburb's Facebook group — output is your first visible presence.
- Week 7-12: Convert at least 2 taster participants into paid 10-session block clients and visit 3 allied health practices with a one-page referral flyer — output is your first confirmed recurring revenue.

1.10 Recommended launch markets

- Local parks within 5km of your suburb — zero hire cost, visible to passersby, and familiar to clients. First action: complete 3 free taster sessions for friends or family and photograph them for your first social posts.
- Facebook community groups for your local suburb or postcode — adults 35-55 are active here and trust local recommendations. First action: post a genuine personal story about why you trained for this certificate within the first two weeks.
- Referrals from allied health practitioners such as physiotherapists and GPs in your area — they regularly see deconditioned adults who need exercise but lack guidance. First action: visit 3 local practices in week 3 and leave a one-page flyer describing exactly who you work with.

1.11 Key risks

- Client dropout after the first block is high in this demographic if early sessions feel too hard — mitigate by sending a short check-in message after every second session to catch discomfort before it becomes cancellation.
- Scheduling conflicts between your retail shifts and client availability will cause you to lose bookings — mitigate by locking in a recurring weekend time slot for each client at the moment they pay, not after.
- Slow word-of-mouth in the first 60 days leaves you with empty slots — mitigate by asking each of your first 4 clients directly for one name referral at the end of their third session.

1.12 Test the idea

- 10-session personal training block: you assume about 3 sales a month by month 3, at \$650 for one block. Test it before you spend: ask people who fit your target market whether they would pay \$650 for one block. You assume you can deliver up to 4 a month. Test it with a short trial run before you commit to that many.
- Small-group session place: you assume \$45 for one client place. Test it before you spend: ask people who fit your target market whether they would pay \$45 for one client place.

2. Product

The website plan: the pages needed and what each should say.

2.1 Homepage hero copy

Ready to move again — but not ready for a gym? Personal training built for adults returning to exercise after years away. No intimidation, no athletic assumptions, just a safe and honest restart.

Primary CTA: Book a Free Taster Session

Recommended platform: Squarespace

2.2 Website pages

Name	Purpose
Home	Capture attention of deconditioned adults aged 35-55 who feel intimidated by gyms and convert them to a booking inquiry. Squarespace suits this founder's \$5,000 budget — affordable monthly cost, no developer needed, fast to launch.
How It Works	Explain the 10-session block structure, outdoor and indoor session format, and what a first session actually looks like, reducing anxiety for someone returning after years away.
Pricing	Present the \$650 ten-session block and future small-group option clearly, with a direct call to action so a hesitant returner can commit without confusion.
About	Build trust with a returning exerciser by sharing the trainer's personal motivation, qualifications, and philosophy of meeting clients exactly where they are physically.
Contact	Give prospective clients one simple way to reach out or book a free taster session, removing every possible barrier to that first conversation.

2.3 Copy brief per page

Home

- Hero headline targets adults 35-55 who feel embarrassed or out of place in large gym environments.
- A short three-point section explains what makes this training different: slower progressions, plain language, zero fitness assumptions.
- A brief social proof strip using a quote or outcome from one of the first free taster session participants after launch.
- A clear call-to-action block linking to the Contact page to book a free taster session outdoors or indoors.

How It Works

- Step-by-step breakdown of what happens from first inquiry through to completing the 10-session block.
- Plain description of a typical first session: what to wear, where to meet, what will and will not be asked of a returning exerciser.

- Brief note on session locations — local parks as default, hired indoor space available for wet weather — to reduce logistical uncertainty.
- Reassurance section addressing the most common fear: that early sessions will be too hard or embarrassing.

Pricing

- Single featured option: 10-session block at \$650, with a breakdown of what is included and how sessions are scheduled at a recurring time slot.
- Brief mention of the small-group option of 3 to 4 people at \$45 per person, available from month four, with a note to enquire.
- A direct CTA button linking to the Contact page so a visitor can act immediately after seeing the price.

About

- Personal story from the trainer explaining why they chose to specialise in returning exercisers rather than athletes or competitors.
- Cert IV in Fitness and association membership listed plainly to establish credibility without clinical overstatement.
- A short statement of training philosophy: every session is built around the client's actual starting point, not an assumed baseline.

Contact

- Simple contact form with three fields only — name, suburb, and a message — to lower the barrier for someone anxious about reaching out.
- Clear statement that the first taster session is free, outdoors, and carries no obligation to purchase a block.
- Booking software link or button so a visitor can self-schedule without needing to wait for an email reply.

3. Marketing

How to reach the first customers: channels, messages, and a launch campaign.

3.1 Positioning statement

Personal training for adults 35-55 who want to move again but feel too out of shape for a gym — starting exactly where they are, with no assumptions.

3.2 Key messages

- Your first session is free, outdoors, and asks nothing of you — just show up and move a little.
- Every session is built around where you are right now, not where a trainer thinks you should be.
- This is training for people who stopped years ago, not for people who never really stopped.

3.3 Target channels

Channel	Why it fits	First action
Local suburb community Facebook groups	Adults aged 35-55 in your area trust these groups for local recommendations and actively use them for personal decisions.	Post a genuine personal story this week about why you completed your Cert IV to help people returning to exercise, not athletes.
Printed flyers at allied health practices	Physios and GPs regularly see deconditioned adults aged 35-55 who need guided exercise but have no idea where to start safely.	Visit three local physiotherapy or GP practices this week and leave a one-page flyer describing exactly who you train and why.
Short-form video on a major photo-sharing social network	Short, honest videos showing what a low-pressure first session actually looks like will reach local adults who follow wellness content but fear gym culture.	Film a 60-second video this week at your local park showing one beginner-friendly movement and explaining who it is designed for.

3.4 Content plan

- Weekly text post in local suburb Facebook groups: a short honest story about one common fear a returning exerciser has and how your sessions address it.
- One A5 flyer per allied health practice visit: who you train, what a first session looks like, and a clear link or QR code to book a free taster session online.
- One short-form video per week filmed at your training location: a single beginner movement demonstrated slowly, with a plain spoken explanation of why it suits someone returning after years away.

3.5 Launch campaign

Name: Your Honest Restart Starts Here

Concept

Three free taster sessions in a local park, photographed and shared on local community channels, showing real adults moving comfortably — not performing. Every post and flyer drives directly to the website to Book a Free Taster Session.

Timeline

4 weeks: week 1 build community presence and distribute flyers, weeks 2-3 run and photograph taster sessions, week 4 follow up with every participant directly.

What to measure

Two paid 10-session block bookings confirmed within 30 days of the first taster session.

3.6 Budget allocation

Breakdown

Category	Purpose	Amount	Paid from
Marketing materials	Printed A5 flyers for allied health practice distribution across the launch suburb.	\$150	Marketing materials
Marketing materials	Simple logo design for use on flyers, website, and social profiles.	\$200	Marketing materials
Marketing materials	One paid social post per month for 6 months targeting adults aged 35-55 within 15km of the launch suburb.	\$350	Marketing materials

Total budget: \$700

4. Finance

The numbers: projections, costs, and what is needed to break even.

All figures are before tax and before anything you take out of the business.

4.1 Financial summary

Start-up money goes into equipment, compliance, software, marketing materials, facility hire, and a small reserve. Each month, a handful of fixed costs run whether clients show up or not. The business covers itself once enough training blocks are sold each month to meet those fixed costs. The number to watch is how many blocks are sold per month, because that single figure determines whether the business is self-sustaining or drawing down the reserve. This is a draft financial plan, not financial advice. Review every figure with a qualified accountant before acting on it.

4.2 Your key figures

How long your cash lasts if nothing sells



Your reserve, plus anything the plan did not allocate (\$500), spent on fixed costs alone, with no sales at all.

Figure	Value
Total start-up spend	\$5,000
Budget left unspent	\$0
Cash still available after day one	\$500
Fixed costs each month, months 1–6	\$80
Fixed costs each month, months 7–12	\$247
Fixed costs each month, month 13 onwards	\$297
How long your cash lasts	6.1 months
Sales needed each month to cover fixed costs	\$297

All figures are recalculated from the approved inputs below. Volumes stated per week are converted at 52 weeks divided by 12, and per fortnight at 26 fortnights divided by 12. Prices are the amounts the founder receives per sale. Runway assumes no sales at all.

4.3 What you spend to start

Where the start-up money goes

\$500 of \$5,000 is still cash after day one.



Your approved budget of \$5,000 as one bar: what is spent on day one, and what is kept as cash. Each part is a line of the start-up table below.

Cost	What this money does	Amount	Notes
Business setup	Spent once, then gone	\$400	ABN setup and a fitness association membership
Equipment	Spent once, then gone	\$1,800	Resistance bands, mats, suspension trainer, cones, and basic dumbbells
Booking and scheduling software	Pays 12 months of booking and scheduling software up front	\$600	12 months of online booking and client management tool paid upfront
Marketing materials	Spent once, then gone	\$700	Printed flyers, logo design, and six months of paid social posts
Facility hire	Pays 6 months of facility hire up front	\$1,000	Six months of casual studio or hall hire for wet-weather indoor sessions
Reserve / contingency	Kept as cash	\$500	Emergency buffer — hold unless something goes wrong
Spent on day one	The lines spent once, bought as goods or paid up front	\$4,500	—
Kept as cash	The lines kept as cash	\$500	—
Total		\$5,000	Against a budget of \$5,000

4.4 What you pay every month

Cost	Each month	Notes
Booking and scheduling software	\$50	Monthly online booking and client management tool subscription
Facility hire	\$167	Casual studio or hall hire for indoor or wet-weather sessions

Cost	Each month	Notes
Hosted website builder subscription	\$30	Monthly subscription for hosted website builder platform
Accounting and tax compliance	\$50	Basic cloud accounting software to track income and expenses
Total each month	\$297	Paid whether or not anything sells

4.5 What you sell

What each sale leaves

☐ Cost per sale
 ☒ Left over



Every bar is the same length: one sale's price, split into what it costs you to deliver and what is left.

What you sell	One sale is	Price	Cost per sale	Left over	Starts
10-session personal training block	block	\$650	\$0	\$650	From launch
Small-group session place	client place	\$45	\$0	\$45	Month 4

- 10-session personal training block — cost per sale covers: Your time and existing equipment are the product; nothing additional is bought per block sold
- Small-group session place — cost per sale covers: Your time and existing equipment are the product; nothing additional is bought per client place sold

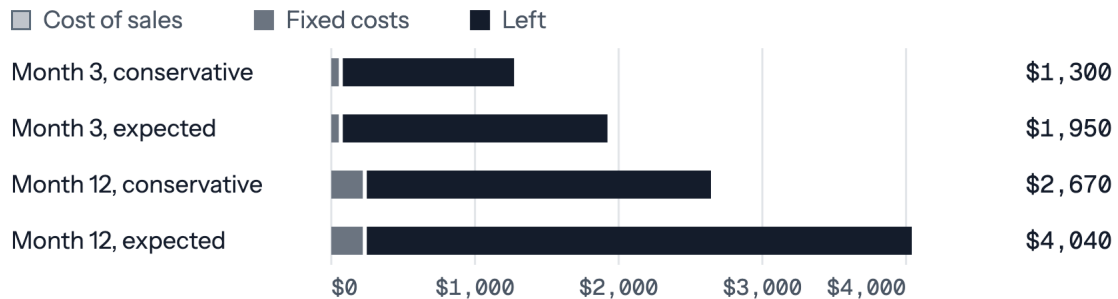
4.6 How much you expect to sell

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
10-session personal training block (blocks per month)	2	3	3	4
Small-group session place (client places per month)	0	0	16	32

4.7 What that means month to month

All figures are before tax and before anything you take out of the business.

Where each month's money goes



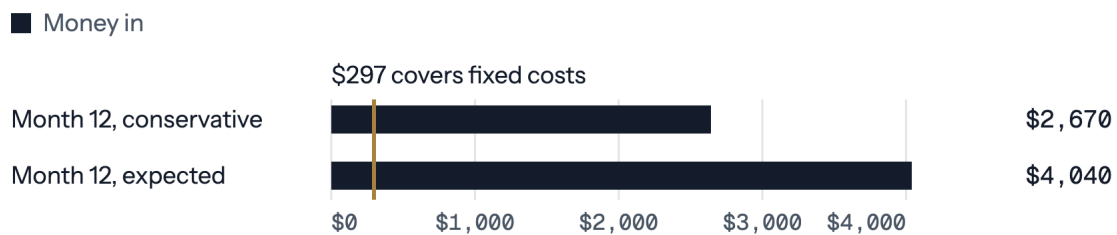
Money in for each scenario, split into the cost of those sales, that month's fixed costs and what is left. All figures are before tax and before anything you take out of the business.

Scenario	Money in	Cost of sales	Left for fixed costs	Fixed costs that month	Left after fixed costs	Covers fixed costs?
Month 3, conservative	\$1,300	\$0	\$1,300	\$80	\$1,220	Yes
Month 3, expected	\$1,950	\$0	\$1,950	\$80	\$1,870	Yes
Month 12, conservative	\$2,670	\$0	\$2,670	\$247	\$2,423	Yes
Month 12, expected	\$4,040	\$0	\$4,040	\$247	\$3,793	Yes

Left for fixed costs is money in less the cost of making those sales. Fixed costs that month are lower while prepaid items last. Left after fixed costs is what remains once that month's fixed costs are paid.

4.8 What it takes to cover your costs

Month 12 against what covers your costs



The line is \$297 of sales a month, which covers fixed costs of \$297 at the mix of sales you expect by month 12. Each bar is a month-12 scenario's money in. Month 12's own fixed costs are lower while prepaid items last, so a scenario can cover them below the line. All figures are before tax and before anything you take out of the business.

At the expected month-12 mix of sales, covering fixed running costs of \$297 a month takes about \$297 of revenue.

Every scenario covers that month's fixed costs. Fixed costs in months 3 and 12 are lower while prepaid items last, so each scenario is measured against its own month.

The one thing that moves this most: The number of training blocks sold each month determines everything else in this plan

4.9 What these numbers assume

- Conservative month-3 figure reflects one or two clients converting from free taster sessions, not word-of-mouth at scale yet
- Small-group sessions are assumed to start from month four once one-on-one client relationships are established
- Month-12 conservative assumes three returning block buyers, not new client acquisition at full pace
- Sessions run outdoors by default; indoor facility costs are budgeted for wet-weather periods only
- The approved block price is the single price point used throughout; if local demand resists it, pricing should be reviewed before launch

4.10 What to watch

- If early clients do not renew their block after the first ten sessions, recurring revenue stalls and monthly fixed costs consume the reserve faster than expected
- Because the founder works full-time in retail, sessions fit only around shifts; a roster change that removes a weekend slot cuts block sales while fixed costs continue
- Small-group revenue is priced per individual place, so a session with only one or two attendees instead of three or four sharply reduces income per hour without reducing the time cost

4.11 Check these before you spend

- Your largest start-up cost is Equipment, at \$1,800. Get a written quote before you pay it.
- Your largest monthly cost is Facility hire, at \$167 a month. Check that figure before you commit to it.