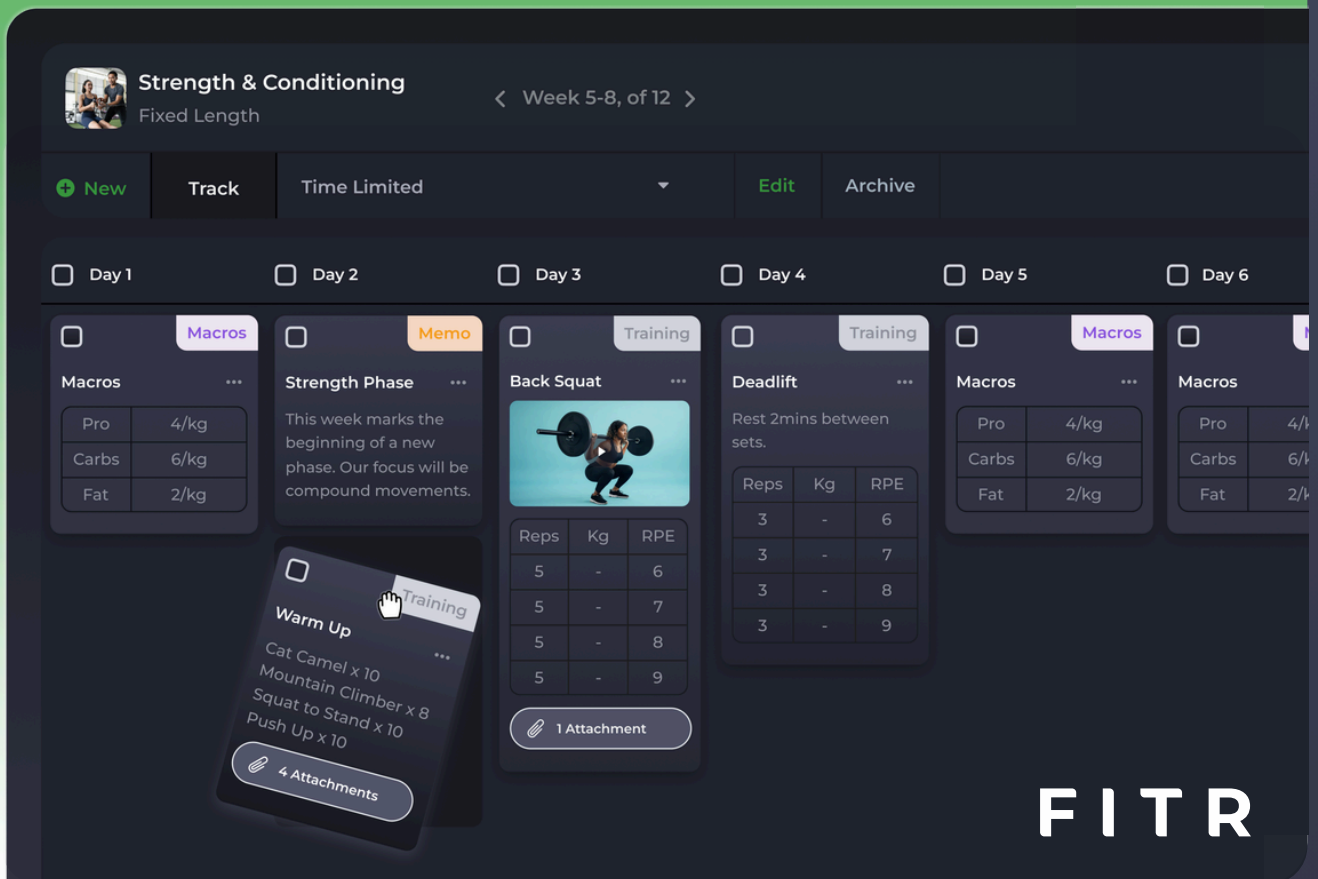




The 4 Foundations Guide

How to Build a Coaching Business

Most coaches start as athletes. Building a business is a different game entirely. This guide covers the 4 foundations every coaching business needs to run on, and gives you the first steps to put each one into practice using FITR.



FITR is best on Desktop

Before you get started: We recommend you program from a laptop or computer where you'll get the best experience. Once everything's live, you can manage your day-to-day on the mobile coach app.



Delivery

Your product. Your programming, and how it reaches clients.

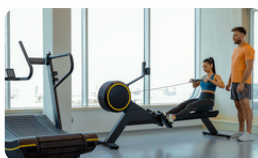
Great programming balances what clients enjoy with what will actually produce results, but as you scale past a handful of clients, your delivery also has to hold up at volume. The goal is a delivery system that feels personal, but doesn't require you to rebuild it from scratch for every client.

Checklist

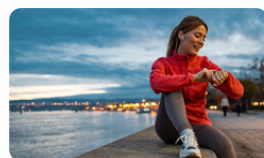
☐ Choose the **Program Type**(s) that are right for your business:



☐ **Group Rolling Calendar**
Best for community-based programs with shared goals.



☐ **1-2-1**
Best for when you're charging a premium for a bespoke service.

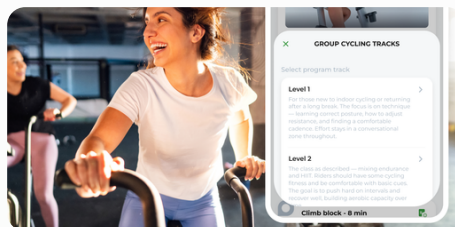


☐ **Session 1, Day 1**
Best for progressive programs with a clear starting point.

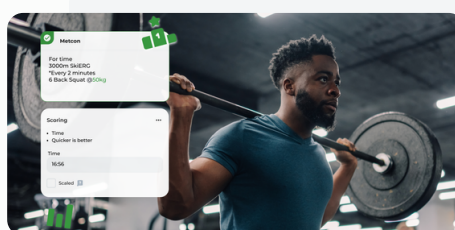


☐ **Fixed Length**
Best for challenges, transformations, or evergreen content with a defined start and end.

☐ **Serve more without building more**, such as different ability levels and training goals, all within one program, using **Tracks**.



☐ Use **automatic personalisation tools** such as **Personal Records** and the **Macros & Nutrition** calculator. Clients get sessions built around their own data, without extra manual work from you.



FITR is designed for scale

Unlike other platforms, FITR is program-first: build your program, then invite clients into it. Less building, less admin, more time for what you do best, coaching.

Payments

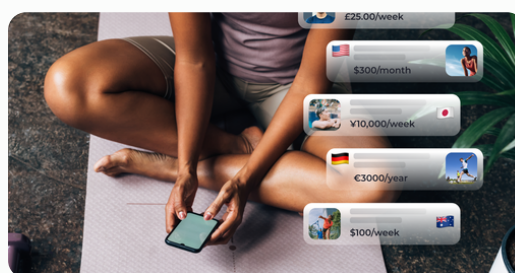
2

How clients pay you and how income flows predictably through your business.

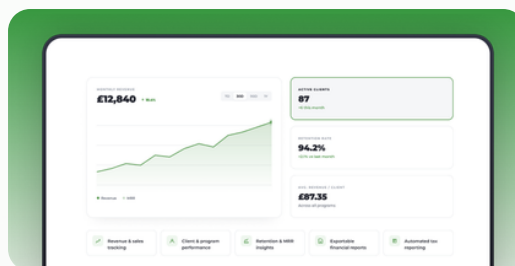
Without predictable income, there's no business to build on. Payments cover everything from how you price yourself to how clients pay you and how that income flows reliably enough for you to invest back in your coaching and your growth.

Checklist

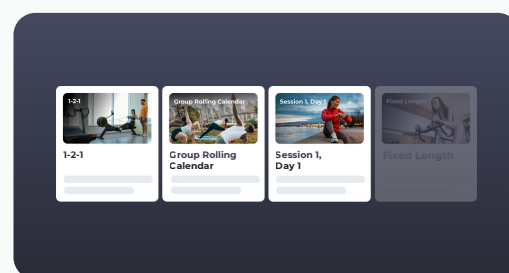
☐ **Price your offering based on the full value you bring.** Your education, experience, and every hour spent building the program, not just the session you're delivering.



☐ **Automate your business,** from subscriptions, renewals, and program access by connecting Stripe. No chasing clients or manual invoicing.



☐ **Prioritise subscription-based program types.** Recurring income is more predictable than one-off sales, and keeps clients committed for longer.



☐ **Run promotions** without publicly discounting your pricing by setting up coupon codes for offers and campaigns.



3

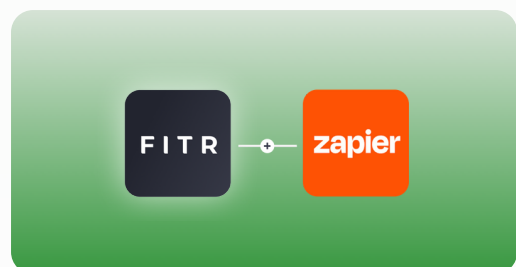
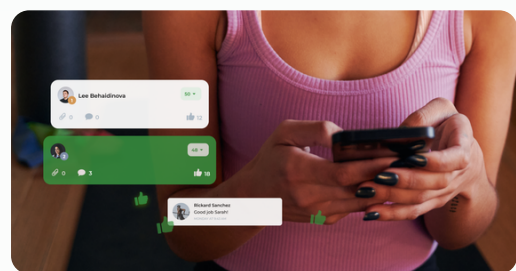
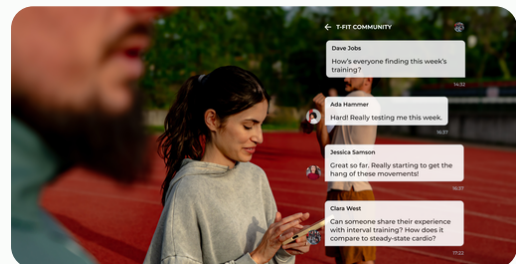
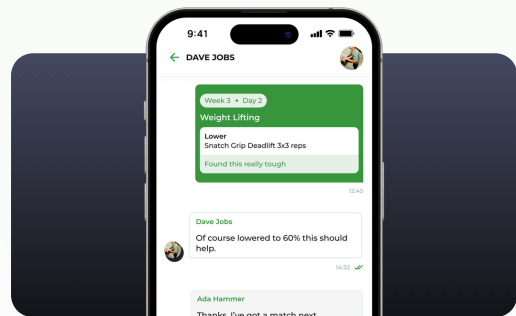
Communication

Every touchpoint should feel like coaching, not just a subscription.

Communication lands when you lead with education, clients understand what they're doing and why, feel the excitement of new programming, see real results being celebrated, and hear from you where they already are.

Checklist

- ☐ **Keep all client conversations in one place.** Use FITR messaging, instead of WhatsApp threads and scattered DMs.
- ☐ **Set up community channels** so clients feel connected to something bigger than their own training.
- ☐ **Celebrate wins and make clients feel seen** by interacting with leaderboard and challenge scores.
- ☐ **Automate your key touchpoints.** Use Zapier for welcome messages, new content drops, and milestones so consistent communication can run in the background.



Tracking

4

The proof your coaching works and the reason clients keep renewing.

Without proof, clients measure results in the mirror alone, missing everything that comes before visible changes: strength gains, improved movement, better sleep, mental clarity.

Your job is to make sure progress doesn't go unnoticed. Start with a clear goal at onboarding. Capture a baseline. Then show clients, regularly, how far they've come. The data does the retention work for you.

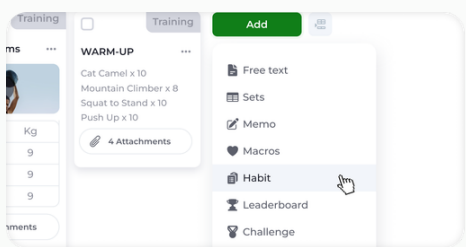
Checklist



- ☐ **Build clients training around their own data.** Use Personal Records which automatically updates their program as they improve.



- ☐ **Track progress.** Use the data your clients input including workout history and body metrics and use that to show clients how far they've come.



- ☐ **Get the full picture of what's driving results.** Program in Habits so clients can log daily behaviours alongside their training, not just what happens in the session.

Ready to Build Your Business?

FITR is built for coaches who are serious about turning their coaching into a business. Start your free trial now and you'll find everything in this guide waiting for you, ready to set up and scale.

START FREE TRIAL



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