



PREDICTABLE INCOME



Blueprint

How to lock in a recurring income for a coaching business set to scale.

Follow these easy steps using the Fitr platform:

1. Prioritise subscription business models

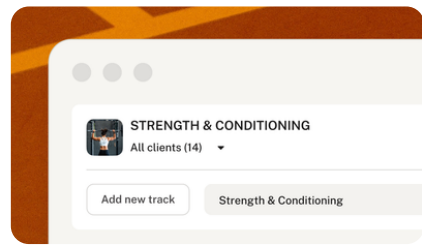
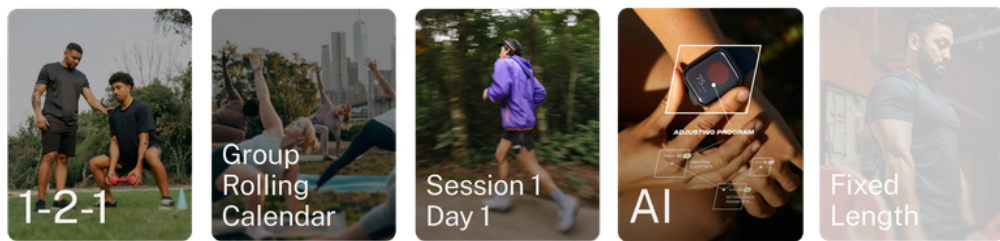
By using subscription-based Program Types, you move from a 'one-time service' to a long-term partner, securing income that grows every month.



Secure clients with a **monthly** or **annually** recurring subscription using Fitr's subscription-based Program Types.

Go to **Create New Program**.

- Select 1-2-1, Group Rolling Calendar, Session 1 Day 1 or AI.



TIP: Add program **Tracks** to cater for a wider audience. Offer variations for gym frequency or equipment needed. You can **charge a premium** for the added value.



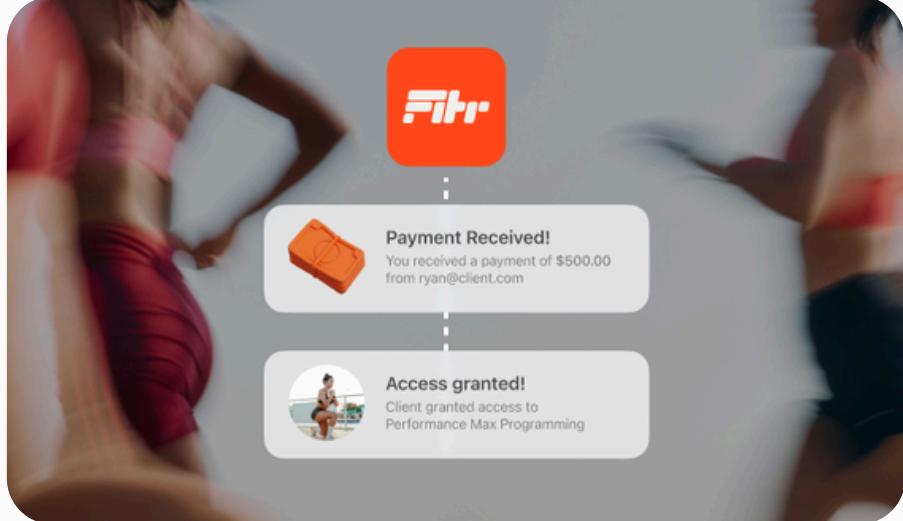
2. Automate your payments

Manual invoicing and late-payment chasing are growth killers. The whole process is managed for you on Fitr with full Business Automation.

Settings > Stripe > **Connect with Stripe**

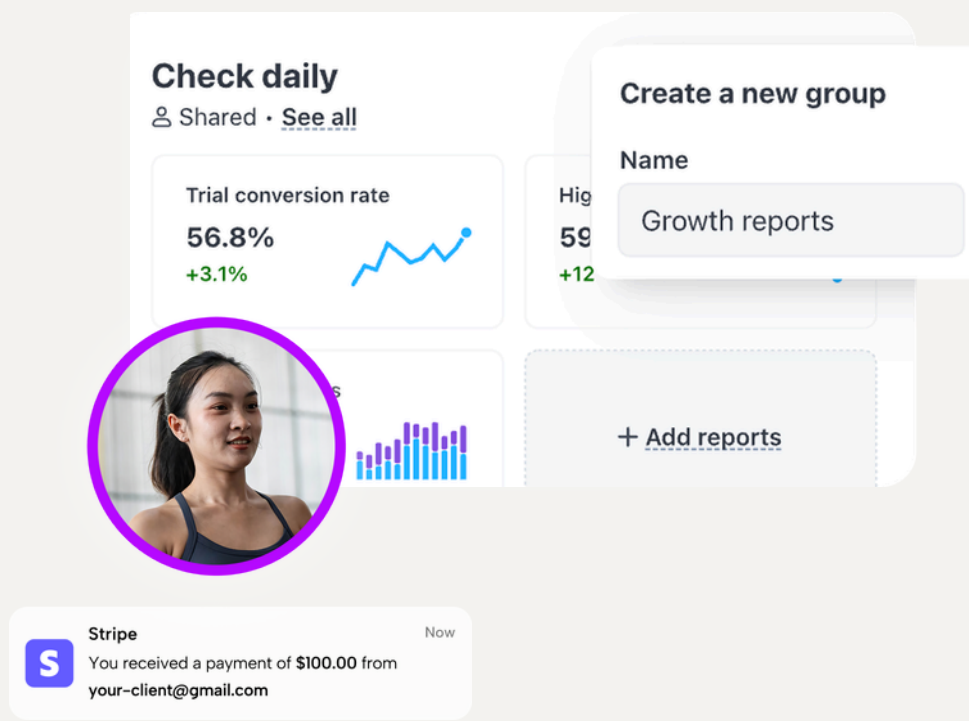
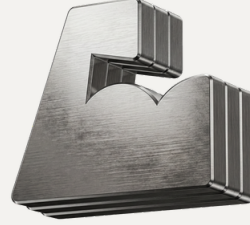
- Go through the steps to connect or create your own Stripe account.
- Fitr and Stripe will now handle payments, VAT and program access automatically.

TIP: You can offer multiple subscription models per program, giving your clients the flexibility to pay weekly, monthly, or annually, while you secure consistent, long-term revenue.



3. Track your business health

You can't improve what you don't measure. Use the insights from your Stripe Dashboard to audit your performance and optimise your coaching strategy on Fitr.



Key metrics to monitor:

Monthly recurring revenue (MRR)

- Your key stat for predictable monthly income. If this isn't growing, it's time to look at client acquisition strategies or refining your program content.

Churn rate

- The % of clients leaving. A high churn means you could need to lean into some community and engagement tools to level-up your client experience.

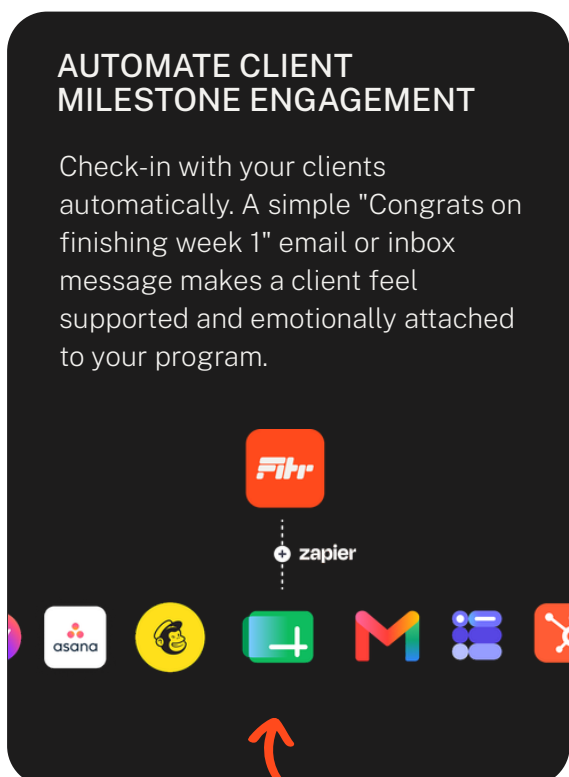
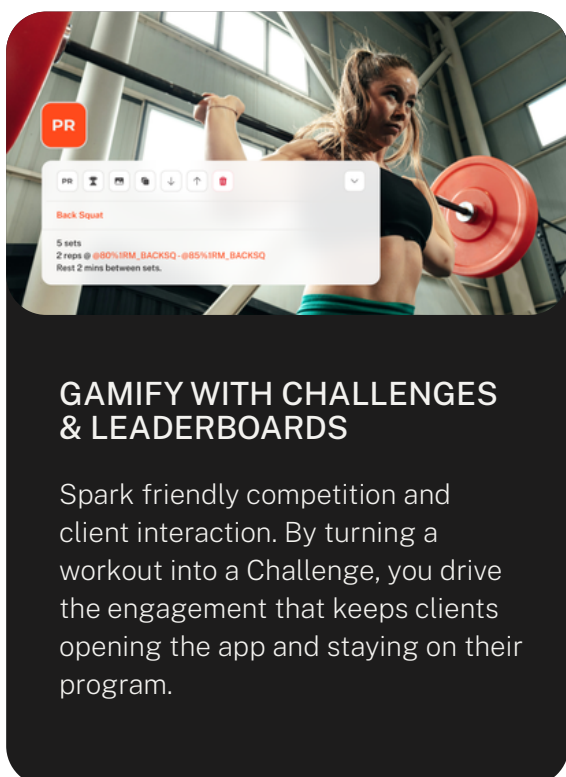
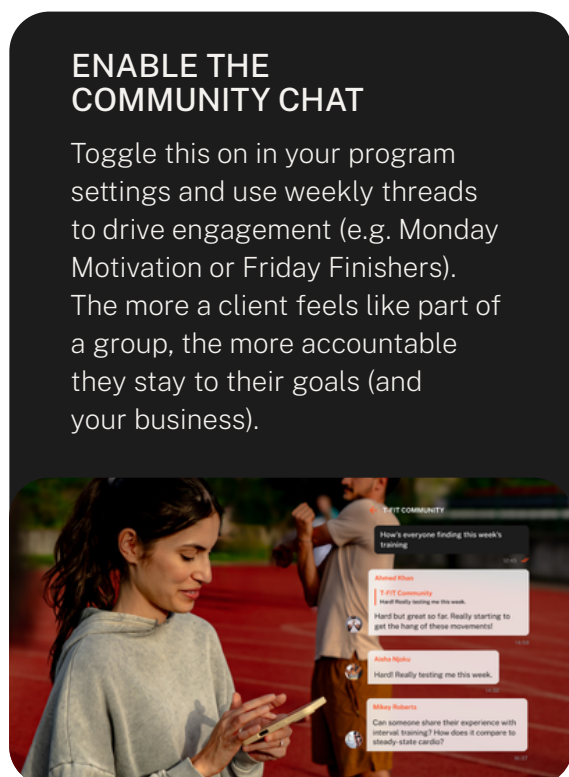
Lifetime value (LTV)

- How much a client is worth over time. Use this to decide the amount of revenue to put back into your business to help scale.



4. Increase client engagement and beat churn

High turnover is the enemy of predictability. Clients join for the workout, but they often stay for the experience. Use these engagement tools to turn your coaching into a thriving ecosystem.



TIP: Use **Zapier** to connect Fitr with your favourite tools. Automatically trigger a Welcome email in Mailchimp, send a celebratory SMS via Twilio, or even ship a physical Welcome Kit the moment a client signs up.

Ready to build a business based on predictable income?

The tools are at your fingertips. Start a **14-day free trial** or **login to your account** now and get your coaching business Fitr.

START FREE TRIAL

If you'd like support with actioning these predictable income strategies, Fitr is here to help. Book a call with one our Growth Specialists today.

BOOK A CALL



Where your business works out