



BUSINESS START UP KIT

To get you started you will get all the equipment you need to run training sessions and all the equipment to fitness test people and assess their health. You will get all the materials you need to run a professional business such as uniform, letterheads and business cards and a full marketing campaign. Your insurance to start working as a Personal Trainer is also included.

The fitness training equipment is all top-quality and proven to last. The dumbbells we have chosen even come with a fifteen year guarantee! The fitness training equipment includes:

- Pro-Block® Dumbbells
- Reebok Deck training bench
- Boxing training
- Exercise balls, mats and bands
- Towels to use with your customers
- A training bag of promotional goodies and exercise goods for every customer

You will also get all the equipment to test clients for:

- Heart rate
- Blood Pressure
- Height, weight & body measurements
- Body fat percentage
- Aerobic VO2 max capacity
- Flexibility
- Muscular strength

You get a full uniform comprising of:

- Polo shirts
- Fleece
- Waterproof training jacket
- Tracksuit trousers
- Shorts

There will be a major marketing launch when you start your business and ongoing advertising to maintain a stream of clients. Certain elements are the same for all franchises and then there will be a personalised element dependent on your unique skills and your location. The marketing campaign will include print, internet and directory advertising, as well as a media campaign. Your car will receive the distinctive At Home Fitness livery and you will have constant access to advertising tools such as business cards, brochures and flyers.