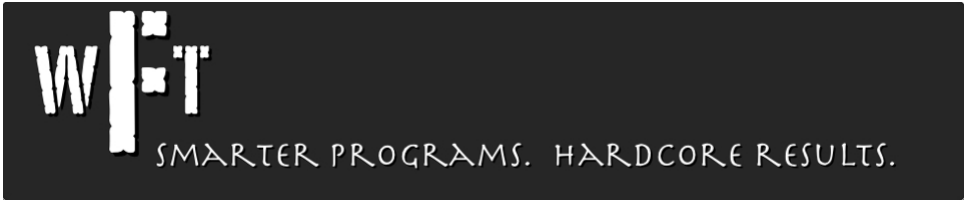


# Company Profile Questionnaire

- 1. What is the name of your fitness business? \_\_\_\_\_  
\_\_\_\_\_
  
- 2. What do you or your business "stand for"? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
- 3. What do you or your business "stand against"? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
- 4. What is the "purpose" of your business? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
- 5. What is your "unique selling proposition"? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



6. Who is your TARGET client? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

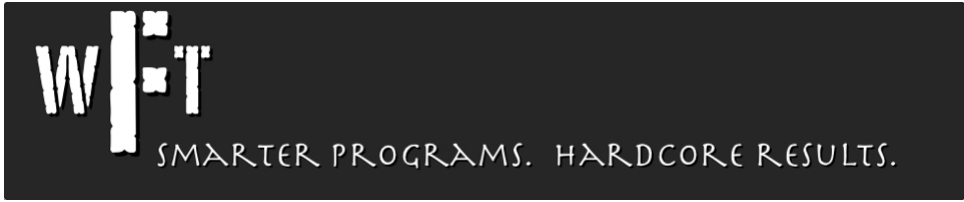
7. What are their BIGGEST issues or "pain points" ... why do they come to you?

- I. \_\_\_\_\_
- II. \_\_\_\_\_
- III. \_\_\_\_\_
- IV. \_\_\_\_\_
- V. \_\_\_\_\_

8. How do you SOLVE those issues or relieve that pain? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. Who are your TOP 5 competitors in your area?

- #1: \_\_\_\_\_
- #2: \_\_\_\_\_
- #3: \_\_\_\_\_
- #4: \_\_\_\_\_
- #5: \_\_\_\_\_



**10.** What is your "Authority Site" (your website or blog)?

\_\_\_\_\_

**11.** What is your personal philosophy on fitness? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**12.** What is your FLAGSHIP product (or service)? \_\_\_\_\_

\_\_\_\_\_

**13.** Describe your training space ... size, orientation, location, permanent fixtures:

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

e. \_\_\_\_\_

**14.** List the main pieces of equipment that you will use to train your clients:

a. \_\_\_\_\_

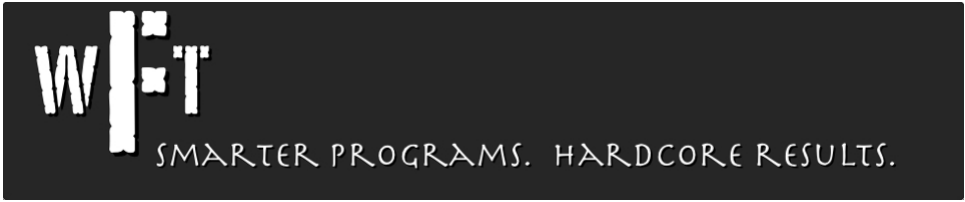
b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

e. \_\_\_\_\_

f. \_\_\_\_\_



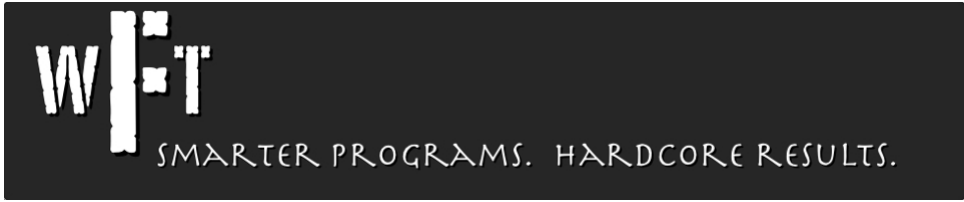
- g. \_\_\_\_\_
- h. \_\_\_\_\_
- i. \_\_\_\_\_

**15.** How many days will your clients train within each of your services / programs?

- Service / Program # 1: \_\_\_\_\_
- Service / Program # 2: \_\_\_\_\_
- Service / Program # 3: \_\_\_\_\_
- Service / Program # 4: \_\_\_\_\_

**16.** What types of memberships do you offer, along with cost of each?

- Service / Program # 1:
  - a. \_\_\_\_\_ \$ \_\_\_\_\_
  - b. \_\_\_\_\_ \$ \_\_\_\_\_
  - c. \_\_\_\_\_ \$ \_\_\_\_\_
- Service / Program # 2:
  - a. \_\_\_\_\_ \$ \_\_\_\_\_
  - b. \_\_\_\_\_ \$ \_\_\_\_\_
  - c. \_\_\_\_\_ \$ \_\_\_\_\_
- Service / Program # 3:
  - a. \_\_\_\_\_ \$ \_\_\_\_\_
  - b. \_\_\_\_\_ \$ \_\_\_\_\_
  - c. \_\_\_\_\_ \$ \_\_\_\_\_



Service / Program # 4:

- a. \_\_\_\_\_ \$ \_\_\_\_\_
- b. \_\_\_\_\_ \$ \_\_\_\_\_
- c. \_\_\_\_\_ \$ \_\_\_\_\_

17. What is your monthly GROSS income goal?

\$ \_\_\_\_\_ . \_\_\_\_\_

18. What is your monthly NET income goal?

\$ \_\_\_\_\_ . \_\_\_\_\_

19. What are you monthly operating costs? Describe & list cost of each. Don't forget taxes!

- a. \_\_\_\_\_ \$ \_\_\_\_\_
- b. \_\_\_\_\_ \$ \_\_\_\_\_
- c. \_\_\_\_\_ \$ \_\_\_\_\_
- d. \_\_\_\_\_ \$ \_\_\_\_\_
- e. \_\_\_\_\_ \$ \_\_\_\_\_
- f. \_\_\_\_\_ \$ \_\_\_\_\_
- g. \_\_\_\_\_ \$ \_\_\_\_\_
- h. \_\_\_\_\_ \$ \_\_\_\_\_
- i. \_\_\_\_\_ \$ \_\_\_\_\_
- j. \_\_\_\_\_ \$ \_\_\_\_\_
- k. \_\_\_\_\_ \$ \_\_\_\_\_

20. Subtract your operating costs from your GROSS income goal. Write this number below:

\$ \_\_\_\_\_ . \_\_\_\_\_ **Does this number match your NET income goal???**