



SCHOOL FITNESS PROGRAMS BUSINESS LAUNCH

CHECKLIST

1

Plan Your Business

- Register a **Business Name**
- Open a business **Bank Account**
- Purchase your **Business License and Insurance**
- Define your **Business Brand** and **Identity Guide** (fonts, colours, tone, logo)
- Set-up a **Business Email and Phone**
- Purchase any **Equipment** needed for programs

2

Polish Your School Fitness Program

- Use Best-Practice in Instruction** for Physical Literacy and Physical Education
- Design from the **Physical Education Curriculum**
- Follow Safety Guidelines** set by local school districts

3

Promote Your Services

- Launch a **website** with clear offer specific for schools
- Create an **Info Package** to email to schools with booking info
- Invest in **Marketing Strategies** that reach key decision makers

4

Pick Your Sales Offer/Booking

- Choose a **Price** (balance your income needs and school budgets)
- Automate your **Booking and Confirmation Communications**
- Send **Service Agreement Contracts**

5

Prepare Your Team

- Package Your Program** for others to deliver on your behalf
- Recruit, Hire and Train** your team of instructors
- Finalize **Contracts of Employment** for each employee
- Host a **Team Training** to ensure top quality skills
- Confirm **Instructor Schedules** and match to upcoming bookings
- Create your **Calendar of Availability** for future bookings



I'M HERE TO HELP!

PL3Y Education

Business-In-A-Box

I created PL3Y Education "Business-In-A-Box" regions to give fitness enthusiasts access to

- an award-winning school fitness program (Voted #1 on the Discovery Education Channel)
- marketing tools, info packs and email templates
- pricing perfected for school budgets
- promotional strategies that 'land' with principals
- and a customized website, business phone and email

...so you can start selling to schools sooner and build your income faster with our proven model and established education-sector brand.

PLUS, as a territory owner, we teach you how to build a business where a team of instructors work for you in your territory: we give you job ads, recruitment plans, hiring questionnaires and then we train your team on our curriculum-based program.

BUY A PL3Y EDUCATION TERRITORY
APPLICATIONS OPEN UNTIL APRIL 30TH

Apply Today.

BUILD YOUR OWN BRAND

I also work with entrepreneurs 1:1 if you're interested in designing a program, creating your own brand and building a school-based business. I've learned many lessons along the way and would love to help you launch a business that makes a positive impact in the lives of kids.

BOOK A CALL