

***CREATING* Your Fitness Brand Guidelines**

The following questions have been designed to help you identify exactly how you want others to perceive you and your services. Your answers will help you to build your own unique fitness brand.

1

Business Name

- Do you already have a business name?
- If not, what are some ideas for what you want to call your business?
- Why have you chosen this name?
- Will this name fit as your business grows in the future?

2

Core Business Values

- Why are you starting your own PT business?
- What do you hope to do for your clients?
- What is important to you?

- What are your strengths?
- What inspires you to keep working?
- What do you want your customers to know about you?
- What standards do you hold for yourself, any employees, and clients?

3 Business Colors

- Are there any specific colors you want to use in your branding?
- If yes, why these colors?

Check out this article from [Canva](#) about choosing brand colors for some guidance.

4 Business Logo

- Do you already have a business logo? If yes, are you happy with it?
- What do you want your logo to represent?
- What do you want people to think/feel when they see your logo?
- Does your logo resonate with your target audience?

- Does your logo reflect your business?
- What tools/resources will you use to create your logo?
(We go over some helpful ones later!)

5 Niche

- Are your training services general? Or more specific?
- Do you have expertise in specific areas of fitness?
- What type of client do you want to work with?
- What type of training do you have the most experience with?

6 Brand Identity

- Are there any specific words or phrases you want to include in your branding? Why?
- Are there any words/phrases you already associate with your business? Why?