# **Introduction to the *Web Resource***

Welcome to the Web Resource for *The Business of Personal Training.* This Web Resource includes two groups of files that you may download and modify as you wish for use in your personal training business:

* **Business Plan Templates:** As you start to plan your business, you need to look at all the various aspects that are important to its success. Writing a business plan is a great tool in doing that. These Word documents are meant to help you with that planning process, whether you are seeking outside financing or not. As with all templates, these forms are a starting point and, while you could just fill in the blanks, you should also feel free to adapt them as you see appropriate. If you get stumped while filling any out, refer back to chapter 5 of *The Business of Personal Training* for explanations and completed examples of each template.
* **Personal Trainer–Client Forms:** We have compiled six standard forms that you are likely to need in your personal training business. Both Word and PDF versions are provided. You can download and modify the Word version to fit your situation, or you can use the PDF version as is.