CYQ Award in Business Skills for the Fitness Professional

The CYQ Award in Business Skills for the Fitness Professional provides you with everything you need to know about setting up and managing your own personal training business, including researching your business ideas, marketing yourself effectively, managing your finances, and an understanding of what records to keep to satisfy the demands of HM Revenue & Customs!

**What does the course cover?**

- Developing Mission and Key Objectives for your Business

- Understanding Consumer Behaviour and how it impacts upon your Business

- Promoting your Business Effectively within and outside of the Gym Environment

- Understanding the Underpinning Concepts of Marketing

- Performing a Situation Analysis and Marketing Audit

- Developing an Effective Business Plan

**How is the course delivered?**

* The course lasts for two days and consists of a mix of both theory sessions and group workshops.

**How is the course assessed?**

* - Business Skills Case Study