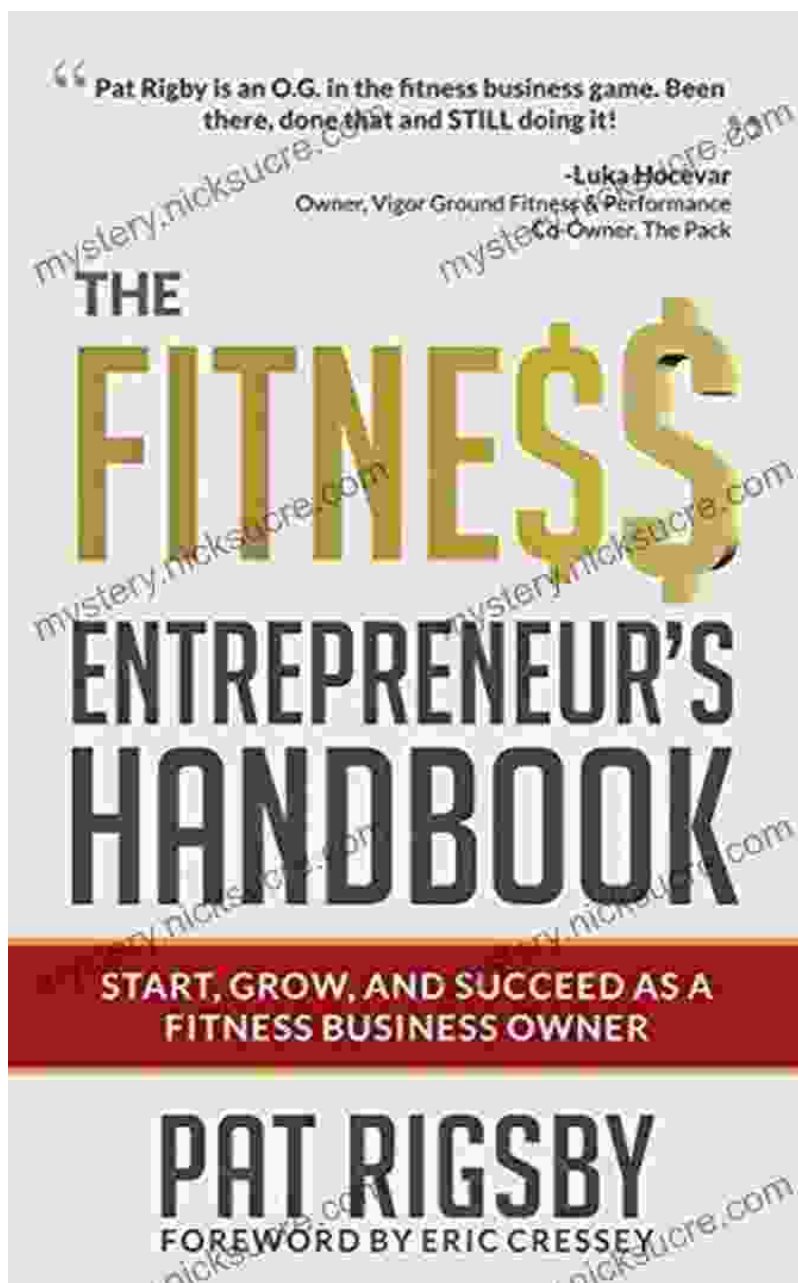
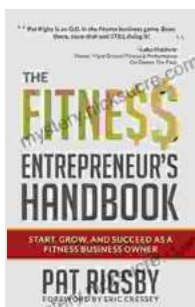


# The Fitness Entrepreneur Handbook by Pat Rigsby: A Comprehensive Guide to Business Success in the Fitness Industry



The fitness industry is a rapidly growing field, with more and more people looking to improve their health and well-being. As a result, there is a high

demand for fitness professionals, and many people are starting their own fitness businesses. However, starting and running a successful fitness business can be a challenge, especially for those who are new to the industry.



## The Fitness Entrepreneur's Handbook by Pat Rigsby

★★★★☆ 4.5 out of 5

Language	: English
File size	: 1391 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 313 pages
Lending	: Enabled



That's where The Fitness Entrepreneur Handbook by Pat Rigsby comes in. This comprehensive guide provides everything you need to know to start and run a successful fitness business, from developing a business plan to marketing your services to managing your finances.

Pat Rigsby is a successful fitness entrepreneur and the founder of the American Fitness Professionals & Associates (AFPA). He has over 30 years of experience in the fitness industry, and he has helped thousands of people start and grow their own fitness businesses. In The Fitness Entrepreneur Handbook, Rigsby shares his insights and expertise on all aspects of fitness business ownership.

### What's Inside The Fitness Entrepreneur Handbook?

The Fitness Entrepreneur Handbook is divided into three parts:

1. **Part 1: The Basics of Fitness Business**
2. **Part 2: Building Your Fitness Business**
3. **Part 3: Running Your Fitness Business**

Part 1 provides an overview of the fitness industry and the different types of fitness businesses. It also covers the basics of business planning, finance, and marketing. Part 2 goes into more detail on how to build your fitness business, including choosing a location, hiring staff, and developing your fitness programs. Part 3 covers the day-to-day operations of running a fitness business, including managing your finances, marketing your services, and providing excellent customer service.

### **Who Should Read The Fitness Entrepreneur Handbook?**

The Fitness Entrepreneur Handbook is a valuable resource for anyone who is thinking about starting or growing a fitness business. It is especially helpful for those who are new to the industry and who need guidance on all aspects of business ownership.

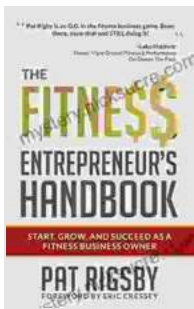
The book is also a great resource for experienced fitness professionals who are looking to take their business to the next level. Rigsby's insights and expertise can help you improve your business operations, increase your profits, and achieve your fitness business goals.

The Fitness Entrepreneur Handbook is the most comprehensive guide to starting and running a successful fitness business. Pat Rigsby's insights and expertise will help you avoid the pitfalls and achieve your business

goals. If you are serious about starting or growing a fitness business, this book is a must-read.

## Additional Resources

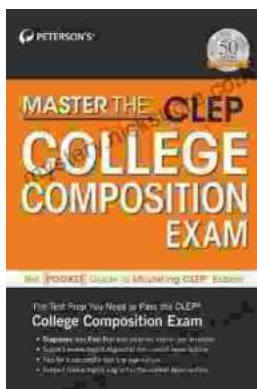
- Pat Rigsby's website
- American Fitness Professionals & Associates (AFPA)
- Fitness Business Pro



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