**BUSINESS ASSIGNMENT: Create a health business & your brand**

It’s time to put together all that you have learned in the business section, combined with the “vivid vision” you have set for yourself in the Wellness Assignment and put together your plan of ACTION.

In this assignment, you will not only be putting together the fundamentals of your personal brand and business to give you the skills, confidence and direction on what healthy love YOU will bring to the world as a FIT CHICKS Fitness & Nutrition Expert.

This assignment is broken up into 5 sections:

1. Your business
2. Branding
3. Sales
4. Marketing
5. Public Relations

Please see below the explanation for each section and what is required.

(Note: This is a great exercise to create your actual plan of attack leaving the FNE program. If not looking to develop your own classes when leaving, please just use hypothetical offerings.)

Please submit your Assignment as per the FNE Guidelines including title page.

Any questions regarding the assignment, please email Laura at [fne@fitchicks.ca](mailto:fne@fitchicks.ca)

**SECTION 1: Your Business**

This section is to help you determine what type of business you want to develop, the name and your website.

**What type of business structure would you like to operate (ie sole proprietorship, partnership, corporation or co-operative)?** Please explain why you chose this type of structure.

**What is the name for your business?** Please explain why you selected this name. (Please search in the Canadian Trademarks Database if this is available)

**What is the URL for your website?** (Please search a website provider to ensure it is available)

**SECTION 2: Building your Brand!**

**This section is dedicated to helping your build your brand. For more detail how to develop this area, please review Business Class #1**

1. **What is your brand promise?** What does your brand PROMISE to deliver each & every time someone works with you or your business. This is the foundation of your customers experience with you and how you want to be perceived in the world. Remember, the brand promise can be a feeling when someone interacts with you (ie inspire, motivate, etc) or can be more literal like (ie the lowest price, 20 minute workouts, etc)

(*For example, FIT CHICKS’ brand promise is to deliver fierce, fun fitness experiences for women that are CHALLENGING but inclusive to ALL Levels. Every time someone comes to our fitness class they know it is fun, challenging ad supportive for all levels of fitness. Pizza Pizza brand promise is Hot, Fresh and Fast delivery: 30 min or its Free. They focus on fast and fresh and provide a money back guarantee. Remember the brand promise is not just what you can give but can be a feeling )*

1. **What is your brand perception?** Please explain how you would want your customers to perceive your brand. (ie For example if you are a bootcamp company, do you want them to think it’s fun and friendly fitness? Or scary drill sergeant but huge results? When people think of you, what do you want them )
2. **What is your brand personality?** If you brand was a person, what would they be like? Please list 10 personality traits, qualities, feelings, etc that would describe your brand if they were a person.
3. **Your brand look and feel.** Your brand elements such as logo, colors and fonts are very important to making sure your company is consistent portraying your brand message.Name 3 colors you would use to portray your company andexplain why your chose them.

SECTION 3: Sales

**This section is dedicated to helping you create your offerings, prices and packaging. For more detail how to develop this area, please review Business Class #2. For a reference and example for pricing and packages, please visit** [**www.fitchicks.ca/programs**](http://www.fitchicks.ca/programs)

1. **What programs and offerings do you plan to offer?** Please list a min of 5 options (ie Personal Training, HIIT classes or programs, yoga, nutritional counselling, challenges, workshops, etc…this is just to name a few)
2. **How much will you charge for 1 session of each type of program and offerings you have listed above?** Please explain why you decided to charge this amount.
3. **For packages or programs, how much will you charge for each type of program if they purchase a larger amount** (ie for purchasing multiple classes of 5, 10, 20 etc. OR will you monthly memberships OR monthly programs. Think back to the fitness and nutrition modules where we covered effective programs - how long do YOU think it will take to provide the best results for your clients. This is where you create longer term clientele!)
4. **Name your packages or programs…what will you call them?** For example, our FIT CHICKS Bootcamp is now called “Fierce in 8” as we offer 8 classes per session. Please explain why you chose these names.
5. **We want your clients to try before they buy!** Please include 2 ways you are going to build clientele to get them to take a trial class and 2 ways how you plan to convert them from trials to sales.

**SECTION 4: Marketing**

**This section is dedicated to helping you find your ideal customer avatar, build your social media and marketing. For more detail how to develop this area, please review Business Class #3.**

1. **Complete the “Ideal Customer Avatar” Worksheet attached. Please include with your final assignment.**
2. **Social Media Marketing is very important to help you market you and your brand**. This is especially important until you have a website live to be able to show your prices, pictures, etc. Please list your social media name for the following platforms (ie Twitter = @fitchicks, Facebook = @fitchicksbootcamp). Please make sure to double check if they are available for each.
   * **Facebook:**
   * **Twitter:**
   * **Instagram:**
   * **Youtube:**
   * **Pinterest:**
   * **LinkedIn:**
3. **You are trying to build your marketing email list of potential customers.** Name 3 ways you plan to build your list and gain customers
4. **You are about to launch your business and want to spread the word about the kick off of your awesome business!** You have a very small budget. Please explain 5 ways you plan to market your launch without spending a lot of money.

**SECTION 5: Public Relations**

**This section is dedicated to ensure you have a kick butt bio for any networking events, writing opportunities or to send to media. For more detail how to develop this area, please review Business Class #4.**

1. **Develop your 25 word cocktail bio.** This is the bio you will use when networking and quickly introducing yourself. Please visit page 13 & 14 of Business Class 4 course notes for the template and how to create.
2. **Develop your 150 word full bio.** This is the bio you will use moving forward when you write blog posts, on your “About me” page and to send to media. It is VERY important for you to have this quick and on file to send out as needed. Please visit page 17 & 18 of Business Class 4 course notes for the template and how to create.