

BASIC ENTREPRENEURIAL KNOWLEDGE

BUSINESS REGISTRATION

⇒ **What do you need to know?**

- **Choose the right business structure, e.g: Sole trader**
- **Take care of tax registration with the relevant chamber**
- **Take out insurance as required to cover you in everyday life**
- **Develop marketing strategies to reach your target group**

ENTREPRENEURIAL PRESENCE

⇒ **What do you need to know?**

- **As an independent personal trainer, an active online presence is essential. It is therefore advisable to build up your own community on Instagram, TikTok, YouTube and Facebook, for example.**
- **It is equally important to expand your own regional network. Cooperation with local fitness studios, rehabilitation or health centers is a good idea.**

THE FIRST STEPS

⇒ **What do you need to know?**

Write down what you want to achieve with your self-employment. Choose an area in which you would like to demonstrate your skills and knowledge and make them available to others. Create a coaching structure including the coaching package(s) you want to offer. Start with a public appearance on social media to make people aware of you. Use the documents from the Body Control intranet as a guide!