



# Feminine Fit Coach Virtual & In-Person

## Strategic Business Plan & Compensation Model

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### Vision

To create a flourishing company culture where dynamic, empowered women train other women to live well, feel strong, capable, confident, and beautiful in their bodies — all while achieving maximum profitability and long-term growth.

We will scale to 25 remote business units by the end of Year 1, partnering with gyms and apartment communities (no real estate overhead). Our ultimate goal is to build world-class training facilities and five-star wellness resort-quality spas using retained profits.

### Operational Structure

#### Business Unit Model

- 1 Trainer
- 1 Sales Representative
- 1 Lead Generation Specialist

#### Client Base per Unit

- Minimum: 135 clients (baseline)
- Target capacity: 270 clients (expanded effort)
- Pricing per client: \$280 per month

### Revenue & Expense Model

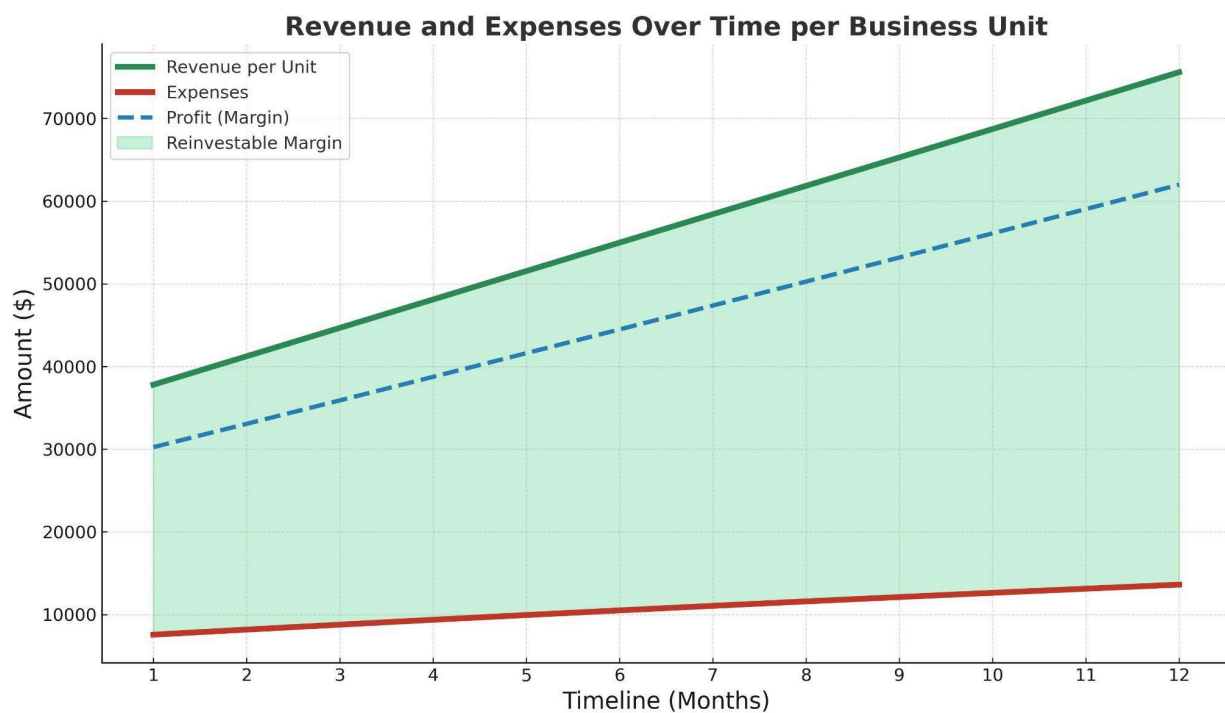
#### Revenue per Unit

- 135 clients → \$37,800 per month
- 270 clients → \$75,600 per month



## Expense Target

- Total expense cap: 20 percent of revenue
- Total team cost per unit: up to \$8,800 per month + (Uscreen) \$449/yr + \$1/sub (goal: 270 subs)
- Company margin: 80 percent or more, reinvested into growth and brand vitality



## Compensation Plan

### Stage 1 (Entry Period: 0-60 days)

Role	Base Salary	Commission (2.5%)	Total @ 135 Clients	Total @ 270 Clients
Trainer	\$2,000	~\$945	~\$2,945	~\$3,890
Sales Representative	\$2,000	~\$945	~\$2,945	~\$3,890
Lead Generation Specialist	\$2,000	~\$945	~\$2,945	~\$3,890



## Stage 2 (Maintenance: 60-120 days) Building out 2nd business unit to hand-off

Option	Base	Commission	Total @ 135 Clients	Total @ 270 Clients
Option A	\$3,750	~\$1,229	~\$4,979	~\$6,207
Option B	\$3,000	~\$3,213	~\$6,213	~\$9,426+

**Super Performer Reward:** Extra 5 percent revenue bonus (approximately \$3,780 at 270 clients) for those who reach and maintain 270 clients within half the time and document their process to train others.

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## Commitment & Flexibility

### Minimum Requirement

- Work schedule: Wednesday through Sunday (Closed on Monday & Tuesday)
- Minimum daily commitment: 3 to 5 hours per day
- Minimum expected: 117 leads per day, 8 percent closing ratio, 90 percent retention

### Expansion Path

- Higher daily commitment: 6 to 10 hours per day
- Leads per day: Up to 235
- Capacity: 270 clients, effectively doubling revenue and earnings
- Flexibility: Choose three intense days or spread work across five days for balance

### Peace of Mind

- Immediate ability to cover living expenses even at baseline
  - Clear, realistic floor and inspiring ceiling for income
  - Freedom to design lifestyle and income goals within a supportive, growth-oriented team
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## **Growth & Innovation**

- Team members who exceed expectations and document systems will guide innovation and future expansion
  - Opportunity to lead additional locations or help design flagship wellness facilities
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## **Strategic Outcomes**

- Controlled expenses (20 percent of revenue)
  - Strong reinvestment (80 percent or more retained for growth)
  - Rapid expansion (25 locations Year 1)
  - Inspiring company culture prioritizing well-being, performance, and financial independence
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## **Next Steps**

- Distribute finalized compensation and growth booklet to recruit and onboard founding team
  - Build expansion roadmap for all 25 business units
  - Develop role-specific onboarding guides and performance protocols
  - Prepare visual pitch deck and diagrams (income paths, role breakdowns, growth forecast)
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## Feasibility of 135 to 270 Clients Per Unit Every 2 Months

Yes, with proper systems and context:

- Lead volume and quality must be high.  
We estimate 117 to 235 leads per day per business unit (Wednesday through Sunday). With an 8 percent closing rate, this is enough to steadily add approximately 150 to 300 clients every two months.
  - Strong retention (90 percent) is crucial.  
Poor retention would shift most efforts to replacing churn rather than net growth. Our planned community, accountability systems, and coaching are designed to maintain this strong retention but it requires continuous monitoring.
  - The model assumes a compounding effect:
    - Month 1: Fill to approximately 135 clients.
    - Month 2: Push toward approximately 270 clients capacity.
    - Month 3: Maintain 270 clients, then split and start a new team (new business unit).
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## Online vs. In-Person (80 Percent vs. 20 Percent)

**Why starting with 80 percent online is smart:**

- Trainers, sales, and lead generation can operate remotely, which lowers overhead and accelerates scaling.
- Online delivery lets us test scripts, community engagement, and digital delivery at scale.
- Risk mitigation: no immediate lease or heavy local staffing costs.

**Retention risk for online:**

- Online clients usually have slightly lower retention; average fitness industry churn is 25 to 50 percent online versus 10 to 20 percent in-person.
- Our community accountability, group engagement, and hybrid check-ins will help combat this.

**Transition to hybrid:**



- After proving the remote model works, we will shift more trainers to local hubs or hybrid centers
- Starting 80 percent online, then moving talent to a central area reduces quality and consistency risks.

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## Realistic Client Flow per Unit

Timeline	Clients Onboarded	Clients Retained (90%)	Capacity Target
Month 1	135	~122	135 (baseline target)
Month 2	+135	~243	270 (max target)
Month 3	Maintain 270 or split to seed new unit	~243+	270

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## Scalable Process

- Every two months, a new team of three is onboarded and mentored by the original trio.
- After approximately six months, the first trio can move to operational roles or manage new teams.
- Keeps structure lean, simple, and clear with focused repeatable steps before promoting or complicating roles.

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## Key Success Dependencies

- Strong lead generation (consistent, high-quality daily volume).
- Excellent onboarding and community retention systems.
- Effective training and mentorship for new hires.
- Solid tracking and data to catch churn early.

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## Strategic Clarity (for Investors and Team)



### **Phase 1 (Months 1 to 6) Establish Cash Flow and Teams (Business Units 1 & 2):**

- Focus on client volume and retention, proving model works with lean team.
- 80 percent online approach for cost-effective scaling.
- Build base of 135 to 270 clients per unit.
- Onboard 1 new unit (secure trio with access to centralized location every 60-120 days)

### **Phase 2 (Months 6-12) Establish Scale + Uptown Dallas HQ for supporting 3+ teams:**

- Transition top performers into leadership, operations, or expansion roles.
- Gradually increase local hybrid presence for brand experience and deeper retention.
- Diversify team roles (marketing, tech, HR, finance, brand relations).

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## **Summary**

Our projections are realistic but only if churn is kept low and lead flow is consistent. The 80 percent online start is smart to de-risk and build foundation. Our phased approach from 135 to 270 clients and then duplicate is clear, lean, and scalable. The plan to move top performers into specialized or operational roles after six months is also strategic and supports long-term growth. Otherwise, we can hire externally for these roles if people prefer to maintain their lifestyle, income, and rhythm.