

Are You Ready to Go Digital?

Trainer's Digital Readiness Scorecard

A 5-minute self-assessment to help you discover how ready your fitness business is to deliver scalable, branded digital workouts.

Why This Scorecard Matters

Today's fitness clients expect:

- On-demand workouts
- Personalized, coach-led experiences
- Easy mobile access

If you're still stuck sending PDFs, managing spreadsheets, or trading time for dollars—you're missing real opportunity.

This quick checkup will help you see where you stand—and what to fix fast.

Section 1: BUILD

Can you package what you already know?

- ☐ I've used the same program or challenge with multiple clients.
- ☐ I have notes, outlines, or past workouts saved.
- ☐ I already repeat certain exercises, formats, or routines.
- ☐ I could create a 4-week program from what I've already built.

 Score 3–4 "Yes" answers? You're ready to build your first digital program.

Section 2: BRAND

Are you showing up as *you*—not a platform?

- ☐ Clients follow me for my coaching style and personality.
- ☐ I have (or could create) a logo, brand colors, or tone of voice.
- ☐ I want my workouts to look and feel like mine—not someone else's app.
- ☐ I want my brand to grow beyond just in-person sessions.

👉 Score 3+ here? Your brand is already strong enough to stand on its own digitally.

🚀 Section 3: DELIVER

Can you deliver results—without being live?

- ☐ I've considered creating on-demand workouts.
- ☐ I want to earn income from programs that run without me.
- ☐ I have (or want) a platform that works on clients' phones.
- ☐ I've sent workouts through text, PDF, or video before.

🔄 Even just 2–3 Yes's here means you've already started.

📊 Your Total Score:

Count how many "Yes" boxes you checked:

- 9–12: You're ready to go digital—now. You just need a system.
- 5–8: You're closer than you think. Start with one guided program.
- 1–4: You're early in the journey. But the right steps now will save years of burnout.

🧠 Next Moves:

Whether you scored high or low, you've got one goal:

Create one digital program that reflects your expertise and scales your delivery.

📖 Need a system?

Download the Build. Brand. Deliver.™ Quick Start Guide

→ <https://www.trainerspreneur.com>