

# My Swipe-File of 101 Tasks You Can Outsource in Your Fitness Business

Hi Fellow Fit Pro!

If I were to do it all over again and start my business from scratch, I would begin outsourcing **SOONER**.

***It's probably the single most important thing that allowed us to explode our numbers and client base while maintaining a very high level of customer service.***

Sure, it can be a little unnerving at first, but it is also *incredibly* liberating.

Growth in your business happens when you're able to spend more time on tasks **that MOVE YOUR BUSINESS FORWARD....** rather than on the never-ending tasks that need to be done daily to keep your business operating.

The more you delegate, the more free time you'll have, the more efficient your business will run, the more money you'll make, and the less stress you'll have.

Sound good? I thought so.

**Are you a solo-act?** Cool! Now is the perfect time to study this list to learn the exact tasks that you're able to start delegating to other people.

**Are you already an outsourcing ninja?** AWESOME!! This list will help you to pinpoint specific tasks or give you a few new ideas for things you may not be currently outsourcing.

**Below is a list of 101 tasks that I *personally* outsource in my fitness business.**

## **General Administrative Tasks**

1. Filter & Manage Emails
2. Answer phone
3. Manages Calendar
4. Schedules sales consults and other appointments
5. Confirm appointments (phone & email)
6. Makes copies, has all forms and paperwork ready to go (consult folders, etc.)
7. Keeps accurate non-saleable inventory list
8. Keeps accurate saleable inventory & reorders when necessary
9. Writes all non-marketing emails
10. Handles all data entry
11. Creates Power Point presentations
12. Updates Wunderlist Task list daily so I can see snapshot of day
13. Proofreads all emails and blog posts
14. Basic graphic design and flyer creation
15. Overall organization of office, client files, and important data

## **Current Client Tasks**

16. Makes Client Check-In calls
17. Monitors attendance
18. Runs accountability program
19. Keep up with new client system (see my [Top 5 Productivity Tools](#))
20. Assemble new client welcome packages
21. Mail welcome packages
22. Manage Send-Out-Cards (b-day, anniversary, milestones, special occasions)
23. Keep up-to-date client records (health history, liability, etc.)
24. Creates a weekly member-only email
25. Drafts up client spotlights for blog
26. Mails our monthly client spotlight a gift in the mail
27. Handles 99% of client issues or questions
28. Follows client testimonial system

29. Manage client subscriber list in [Aweber](#)
30. Prepares all transformation challenges and contact lists
31. Schedule and Plans monthly client appreciation events & socials

## Leads & Prospects Tasks

32. Follows up with all leads
33. Prequalifies all prospects before consults
34. Confirms upcoming trials and consults
35. Ensures all prospects are prepared for trial class (liability form, etc.)
36. Maintains Prospect Follow-Up System (see my [Top 5 Productivity Tools](#))
37. Client Reactivation (System to encourage past clients to come back)
38. Handles all referrals and referral rewards
39. Mails and manages our *bring-a-friend* program

## Team Tasks

40. Group class trainer schedules
41. Teach Classes (*Allowing another trainer(s) to take over some of your classes and clients will free up valuable energy and hours that you can be spending on growing your business to help more people!*)
42. Sends weekly team update (schedule, announcements, shout-outs, etc.)
43. Schedules team meetings
44. Presents client numbers and updates to team at meeting
45. Recaps entire team meeting and sends summary to all staff
46. Handles most team issues and questions
47. Creates and orders business cards for team members
48. Makes sure all team certifications are up-to-date
49. Oversees completion of any delegated tasks with team members
50. Helps train new team members
51. Manages our Trainer Education Resources Area
52. Completes quarterly reviews for team members (I have final look through)

## Financial Tasks

53. Payroll

54. Client Billing & Payments (updating credit cards, etc.)
55. Creates weekly and monthly financial reports
56. Tracks and reports on prospect to client conversions
57. Pays bills and invoices
58. Keeps records up-to-date for our bookkeeper
59. Bookkeeping & Accounting (this is generally *not* someone on your team- find trustworthy & knowledgeable professionals)
60. Oversees our Zen Planner Account (Client Billing & Management Software)
61. Handles all donation and fundraiser involvement
62. Handles all Gift Certificates and Gift Cards

## Social Media

63. Create Meet-Up Events
64. Creates Facebook Events
65. Manages Private Facebook Group Page with Challenge of the Week, Recipes, Workouts, & Motivation, with my [52-Week Done-for-You Facebook Content](#)
66. Posts all “shout-outs” for birthdays, special occasions, and achievements
67. Manages our Facebook Fan Page (all posts and responses)
68. Monitors Facebook ads and performance
69. Manages Pinterest account
70. Manages Instagram account

## Online /Web Tasks

71. Manages all Google Docs
72. Creates Surveys on SurveyMonkey.com
73. Gathers survey results and extrapolates data
74. Creates new email lists in [Aweber](#)
75. Uploads Auto-responders
76. Uploads & Sends Broadcasts
77. Updates Website
78. Creates Sales Pages (I always provide the content for these)
79. Pull analytics reports

- 80. SEO (find a specialist- this is generally not someone on your inner team)
- 81. Graphic design (I usually use Fiverr.com)

## Random

- 82. Finds songs for playlists
- 83. Keeps team up-to-date with local health and fitness events
- 84. Research local networking opportunities
- 85. Research local groups and potential places for lunch-and-learns
- 86. Helps organize teams for mud runs, 5K's, etc.
- 87. Keeps accurate Event Checklist (See [Productivity Tools](#))
- 88. Manages our client "library" for borrowed books and resources
- 89. Handles our leaving client system
- 90. Researches motivational graphics and quotes
- 91. Researches for articles and content
- 92. Books travel arrangements
- 93. Personal errands
- 94. Video Editing
- 95. Write Press Releases
- 96. Keeps Training Manuals for all positions up to date
- 97. Manages our Internship Program
- 98. Screens all job applicants
- 99. Manages affiliate programs and commissions
- 100. Oversees Supplement Program
- 101. Holds me accountable to my own deadlines! (Important task!)
- 102. Over-Delivering is what we DO as fitness professionals, so there has to be a #102! Of course, you can add "random tasks" to the list – like helping to create this PDF

I truly hope that you find this list as a great resource for delegation and outsourcing!

I currently outsource every single task on the list above.

Doing this has not only given me hours and hours of time I can spend with my family and friends, but it has also allowed me to focus on tasks that move my business forward and keep it growing.

### Next Action Steps:

- Print it out this list
- Highlight the tasks that you are currently doing but would like to delegate
- Number them in the order that you would like to start delegating
- One at a time, create (write it down) the exact process that it takes for a specific task to be done correctly (including a way for you to regularly check and make sure it's completed)
- Delegate the task!
- Rinse & repeat

Happy Delegating :-)

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[www.FitProEssentials.com](http://www.FitProEssentials.com)

***P.S. If you want help with systemizing, delegating, or outsourcing in your own business, [CLICK HERE](#) to set up a free strategy call with me! I'll personally help you to identify your highest leverage tasks so you can spend your time on your business instead of in it!***