

Creating a personal fitness training business : an honors thesis (HONRS 499)

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Abstract:

This thesis is a guide to small business that has everything I need to start my own business. It is written in a casual, "how-to" format. It is a guide to success in entrepreneurship based on my research and advice gained from professors and my experience at Ball State. The thesis project is meant to be a guide for entrepreneurs, specifically, independent contractors of fitness services. This thesis combines everything I have learned in the last four years about marketing and selling, especially in my senior-level capstone courses: Strategy management, Marketing Management, Channel Management and the Business Strategy Game. I have also incorporated my two areas of interest: entrepreneurship and personal fitness training. I completed an Independent Study in marketing this semester in which I made a business plan. The sample company I created is Fitness for Life. Examples from the business plan for Fitness for Life are included in this thesis. I also included sample forms for entrepreneur.com, the best resource for small-business owners, in my opinion.

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Newly-certified personal trainers or personal trainers who want to revamp their business have multiple challenges and opportunities ahead of them. One of the keys to success when it comes to

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starting a personal training business is following tried and true advice from the experts. With over twenty years in the business, AFPA has a long history of certifying personal trainers and equipping them with the know-how to start and build up their own businesses. If you are entering the profession of personal training, it is a time of growth and opportunity. Awareness of the benefits of personal traini... In the spring semester, (HONORS 499 DL) the class will meet together bi-weekly to discuss methods for gathering data and analysis of data. The class will meet once weekly one on one to discuss individual projects. Students will conduct their thesis research projects, including their data collection, analysis, and write-up. Students will complete and defend an individual Honors Thesis by creating an instrument to pursue a biological science research question. Using data collected with their instrument students will create an "instructable", supplemented with imagery or video, that describes their instrument, how it works, and how to make one. Interested in doing a creative honors project? Would you like to develop a multimedia project, photojournalism, documentary? Management Fraud: A Dilemma of loday's Society An Honors Thesis (HONRS 499) by Tara L. King Ms. Linda VanScyoc Ball State University Muncle, Indiana March 12, 1992 Graduation Date May 2, 1992 _~. C.II 1he ~.I~ /I, ,~'1 C Individuals as well as businesses Many participate in fraudulent acts to benefit themselves. reasons and ways are available to implement these deceptions and illegal events which will be examined throughout this The basic definition of fraud is the act of deceiving or misrepresenting the truth in order to induce another party 1 into surrendering something of value or a legal right. Deciding whether a person has a strong desire for gain is a difficult personal amount of