Business Profile Pro

BUSINESS PROFILE PRO · FREE GUIDE

The Coach Session Planner Pack

Printable drill plan and session templates for pickleball, padel, tennis and fitness coaches, plus a 30-point checklist for the business side.

For trainers & coaches

TEMPLATES

COACH		GET BOOKED		KEEP CLIENTS
Drill plan	Session plan	Credibility	Booking	Follow-up

WELCOME

Coach more. Chase less.

Going independent means you run the business as well as the sessions. This pack starts with what you use every day: a drill plan for court sports and a session plan for strength and conditioning. Print them, fill them in, and put your logo on them. Then a 30-point checklist covers the business side: how credible you look, how easy you are to book and pay, and how well you keep clients, without overpromising.

It follows the published rules that matter most for coaches online: the FTC's Endorsement Guides and its rule on consumer reviews, Google's review policy, FCC texting rules, the CAN-SPAM Act and, for junior athletes, the FTC's children's privacy rule. Every rule we mention is linked on the sources page.

COMPLIANCE

One important caveat: coaching is not health care

Stay inside your scope. In Nevada, NRS 640E reserves the **practice of dietetics** and the **dietitian** title for licensed dietitians, and diagnosing or treating injuries belongs to licensed health professionals. This guide is general information, not legal or medical advice.

How to use this pack

- **Use the templates first.** Print the drill plan or session plan, fill in the blanks and run your next session from it.
- **Work one area at a time.** Each area has a goal, the checks to score and a simple number to track.
- **Check the business side.** Work through Areas 0–6, then tick the 30-point checklist and fix your lowest area first.

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TEMPLATE 1 · DRILL PLAN

Court drill plan

For a 60-minute group or private session in pickleball, padel or tennis. Pick one theme, keep every player hitting, finish with live play.

Coach · Date · Players / level · Court(s)

Theme for today · One thing players should take home

Block	Minutes	Drills, feeds and cues	Done?
1 · Dynamic warm-up	5–8	Footwork, mini-rally, easy serves and returns	
2 · Skill focus 1	15		
3 · Skill focus 2	15		
4 · Live play / games	15	Points or a scoring game built around today's theme	
5 · Cool-down & homework	5	One drill to practise before next time	

After the session

What clicked · What to repeat · Next theme

TIP

Make it your own free download

Add your logo and booking link, fill in your three favourite drills for one theme, and offer it on your website in exchange for an email. Many coaching sites give away a practice plan like this.

TEMPLATE 2 · SESSION PLAN

Training session plan

One page per session for personal training or small groups. Write what you planned, then what was actually done.

Client · Date · Session # · Goal for this block

Warm-up (5–10 min)

Exercise	Sets	Reps / time	Load	Rest	Done / effort

Conditioning · Cool-down / mobility

Notes and form cues · Between sessions · Next focus

COMPLIANCE

Stay in your scope

Screen new clients before training (a PAR-Q is a common health screen), refer out for pain or medical questions, and keep session notes private.

BEFORE YOU START

Licenses, insurance and your business facts

00

A few one-time steps make everything after this easier, and make you look like the professional you are.

1 · Licenses and setup

- [ ] **State business license.** Nevada's NRS 76.100 says a person can't conduct business in the state until they get a state business license from the Secretary of State, unless an exemption applies. Apply at SilverFlume.
- [ ] **Local business license.** In Southern Nevada, use the jurisdiction locator to see whether you're licensed by Clark County or a city. Coaching only online from home? Ask your jurisdiction what applies.
- [ ] **Separate business bank account** and a payment processor for packages.
- [ ] **Liability insurance.** Ask a licensed insurance agent what fits your work and any gym or park you train in.

2 · Your coach facts sheet

Business name customers know you by:

Who you coach (one sentence):

Credentials you hold, with certifier and expiry date:

Where you coach (in person, online, or both):

Booking hours · one phone or email you control:

TIP

Put your CPR/AED and certification renewal dates in your calendar now. A lapsed credential on your website is a problem you can avoid with a reminder.

AREA 1

AREA 1 · CREDIBILITY

Show credentials you can verify

01

AREA 1

List only what you hold, described accurately

Goal: every credential on your site is current, correctly named and checkable.

- [ ] **Use the certifier's exact name** for each credential, for example "ACE Certified Personal Trainer" or "ICF Associate Certified Coach (ACC)."
- [ ] **Know accredited from non-accredited.** ACE, for example, offers both an NCCA-accredited personal trainer certification and a separate, non-accredited certificate. Only call a credential "accredited" if it is.
- [ ] **Keep it current.** ACE says its certification renews every two years with 2.0 continuing education credits (CECs). Check your certifier's rules.
- [ ] **Link to the certifier's public lookup** or directory where one exists, so clients can check.
- [ ] **Describe experience honestly**: years coaching, who you've coached and where, with nothing you can't back up.

TRACK Credentials listed · Expiry dates set · Lookups linked

Coaching credentials at a glance (ICF)

Credential	Coach-specific education	Coaching experience	Mentor coaching
ACC Associate Certified Coach	60+ hours	100+ hours	10 hours
PCC Professional Certified Coach	125+ hours	500+ hours	10 hours
MCC Master Certified Coach	200+ hours (PCC first)	2,500+ hours	10 hours

Source: ICF, Coaching Credentials: the ACC, PCC and MCC. Requirements change; check ICF before you apply.

AREA 2

AREA 2 · OFFERS

Build a clear offer ladder

02

This is about structure, not what to charge. Three clear steps beat a long menu.

Step 1 · A free first step

A consult, a sample session, a starter plan or a written first lesson. No card, and nothing that rolls into a paid plan automatically.

Step 2 · A starter package

A fixed number of sessions or weeks, one clear price, and an end date. Say whether it is one-time or recurring.

Step 3 · An ongoing program

For clients who want to continue. If it renews automatically, say so plainly, before they pay, and make cancelling easy.

Not ready yet? An interest list

For a program you haven't launched. Nobody is charged or enrolled automatically.

Your plan table: say what is and isn't included

Package	Included	Not included
[Starter] · [price] · [one-time / monthly]	[sessions or weeks] · [check-ins] · [app access]	[e.g. nutrition plans, travel to your home]
[Ongoing] · [price] · [renews how?]	[sessions] · [program updates] · [messaging]	[e.g. guaranteed results, medical advice]

TIP

Write your refund, cancellation and missed-session policy before you sell anything, and show it before checkout. Clear terms prevent most disputes.

AREA 3

AREA 3 · BOOKING & PAYMENTS

Your website, booking and payments

03

AREA 3

One home base instead of five apps

Goal: a new client can learn who you help, book a first step and pay, from one link.

- [ ] **Point your link-in-bio to your own site**, not straight to a payment page.
- [ ] **Put "Book a free consult" at the top of every page**, with your real availability.
- [ ] **Add consult reminders and a no-show follow-up** so missed consults get rebooked.
- [ ] **Connect payment links** for each package, with terms shown before checkout.
- [ ] **Coach in person?** Set up a Google Business Profile. If you travel to clients, Google says to hide your address and set a service area.
- [ ] **Test on a phone.** Book, pay and submit every form yourself, and check speed with {a("psi","PageSpeed Insights")}.

TRACK Consults booked ——— · No-shows rebooked ——— · Packages sold ———

Pages every coaching site needs

- [ ] **Home**: who you help, the free first step, one button
- [ ] **About & credentials**: your story and what you can verify
- [ ] **Programs & packages**: the plan table
- [ ] **Book**: consult calendar
- [ ] **Results policy**: what clients can expect, honestly
- [ ] **FAQ**: the questions you hear in every DM
- [ ] **Tips or blog**: useful, short posts
- [ ] **Privacy, terms & refunds**

AREA 4

AREA 4 · INTAKE

Collect less, protect more

04

- [ ] **Ask only what you need** to coach safely: goals, schedule, experience and a short readiness screen. Skip anything you won't use.
- [ ] **Get consent in writing** for coaching, for photos or video, and, separately, for marketing texts.
- [ ] **Store forms in one secure place** with a strong password, and limit who can see them.
- [ ] **Refer out** when a client mentions an injury, condition or medication outside your scope.

Don't promise "HIPAA compliance"

FEDERAL RULE

HHS explains that the HIPAA Rules apply to covered entities (health plans, health care clearinghouses and health care providers that transmit certain information electronically) and their business associates. Most independent trainers and coaches aren't covered entities, so say what you actually do to protect information instead. Source: HHS, Covered Entities and Business Associates.

Nutrition: stay general

NEVADA LAW

Under NRS 640E, someone who isn't a licensed dietitian may not engage in the practice of dietetics or use titles like "licensed dietitian." Nevada's law also has exemptions, including for general nutrition information, so long as you don't represent yourself as a dietitian. Keep nutrition talk general and refer medical nutrition questions out.

JUNIOR ATHLETES

Coaching kids? A parent owns the account

The FTC's COPPA Rule requires a website operator to get verifiable parental consent before collecting personal information online from a child under 13. Simplest approach: a parent or guardian fills in every form and owns the account, you collect as little as possible, and you never post a child's photo without a parent's written consent. Source: eCFR, 16 CFR Part 312.

AREA 5

AREA 5 · HONEST CLAIMS

Results, testimonials and reviews

05

Summarized from the FTC's Endorsement Guides (16 CFR Part 255) and its rule on consumer reviews and testimonials (16 CFR Part 465).

Topic	What the rule says, in plain English
Typical results	A testimonial about a key result is taken to mean that's what clients generally get. If it isn't, clearly disclose what clients can generally expect (§ 255.2(b)). The FTC says "results not typical" style disclaimers are unlikely to be enough.
Before & after photos	Use real photos of the actual client. A picture of someone else that misrepresents the result is deceptive (§ 255.1(g)).
Freebies for reviews	A free session or discount for a review is a material connection that must be clearly disclosed (§ 255.5), and it can never depend on the review being positive (§ 465.4).
Fake or edited reviews	Banned: fake reviews and testimonials, and rewording that distorts what the client said (§ 465.2, § 255.1(b)).
Expert claims	If you present yourself as an expert, your qualifications must actually match (§ 255.3).
Suppressing reviews	Don't hide or filter out negative reviews or threaten reviewers (§ 255.2(d), § 465.7).

☆ GOOGLE RULE

Google reviews: Google says businesses must not offer incentives for reviews, discourage negative reviews or ask only happy clients. Ask every client the same way. Source: Google Maps user contributed content policy.

AREA 6

AREA 6 · KEEP CLIENTS

Follow-up that keeps clients

06

AREA 6

Nobody falls through the cracks

Goal: every lead gets a reply, every client gets a check-in, and every package ending gets a conversation.

- [ ] **Move every DM into your CRM** the same day, as a lead with a next step.
- [ ] **Send a 30-day check-in**: what's working, what to change, what's next.
- [ ] **Set a renewal reminder** two weeks before each package ends, and talk before it renews.
- [ ] **Ask every client for a review** after their first month, the same way for everyone.
- [ ] **Nurture people who aren't ready** with a short email series and a clear opt-out.

TRACK Check-ins sent ——— · Renewals ——— · Reviews ———

Texts and email

FEDERAL RULES

- **Texts:** the FCC says autodialed texts to mobile phones need the recipient's consent first, and **commercial texts require written consent**. People can opt out in any reasonable way. Register your business texting number for A2P 10DLC through your provider (The Campaign Registry). Source: FCC.
- **Email (CAN-SPAM):** honest headers and subject lines, identify ads, include your valid physical postal address, and honor opt-outs within 10 business days. Source: FTC CAN-SPAM guide.

SAMPLE SCRIPTS

Words to start with

Make these sound like you. Fill in the brackets. Text only people who gave you permission.

SCRIPT 1 · REPLY TO A DM

"Thanks for reaching out! The easiest next step is a free [20]-minute consult so I can learn your goals and suggest the right package. You can pick a time here: [booking link]. No card needed."

SCRIPT 2 · CONSULT REMINDER

"Hi [Name], it's [Coach] from [Business]. Reminder: your free consult is [day] at [time]. Need to move it? Use this link: [reschedule link]. Reply STOP to opt out."

SCRIPT 3 · RENEWAL CHECK-IN (2 WEEKS BEFORE)

"Hi [Name], your [package] wraps up on [date]. Want to grab 10 minutes to look at what's worked and what's next? No pressure either way. [booking link]. Reply STOP to opt out."

SCRIPT 4 · REVIEW REQUEST (EVERY CLIENT, AFTER MONTH ONE)

"Hi [Name], thanks for training with me this month. If you have a minute, would you share your honest experience? It helps other people find the right coach: [review link]. Thank you! Reply STOP to opt out."

Send it to every client, with nothing attached for a positive review and no "only if you're happy" wording.

BUSINESS CHECKLIST

Score your coaching business

One point for each yes. Fix your lowest area first.

Area	Check	Yes?
Credibility	Every credential is listed by its exact name and is current	
Credibility	Accredited is only claimed where it’s true	
Credibility	Certifier lookups are linked	
Credibility	Renewal dates are in your calendar	
Credibility	Your experience is described with nothing you can’t back up	
Offers	There’s a free first step with no card required	
Offers	A starter package has one price and an end date	
Offers	Auto-renewal is stated plainly before payment	
Offers	A plan table shows what is and isn’t included	
Offers	Refund, cancellation and missed-session policies are written	
Booking	Your link-in-bio points to your own site	
Booking	"Book a free consult" is at the top of every page	
Booking	Consult reminders and a no-show follow-up run	
Booking	Every package has a payment link with terms shown first	
Booking	You booked, paid and submitted forms yourself on a phone	

BUSINESS CHECKLIST, CONTINUED

Area	Check	Yes?
Intake	Intake asks only what you need	
Intake	Separate written consent for coaching, photos and marketing texts	
Intake	Forms are stored securely with limited access	
Intake	You never promise "HIPAA compliance"	
Intake	Parents fill in forms for anyone under 13	
Claims	Testimonials reflect typical results, or say what's typical	
Claims	Before-and-after photos are real and consented	
Claims	No reward is tied to a positive review	
Claims	No negative reviews are hidden	
Claims	Nutrition talk stays general (no dietitian claims)	
Follow-up	Every DM becomes a CRM lead the same day	
Follow-up	Clients get a 30-day check-in	
Follow-up	A renewal reminder goes out two weeks before a package ends	
Follow-up	Every client gets the same review request	
Follow-up	Texts go only to people who gave written consent	

Your score

Area	Credibility	Offers	Booking	Intake	Claims	Follow-up	Total
Points	/5	/5	/5	/5	/5	/5	/30

There's no passing grade. The checklist shows you where to start, not how you compare with anyone else.

DISCLAIMER

Please read

Business Profile Pro is a marketing and technology service. It is not a law firm, insurance agency, health care provider or certifying body, and it is not affiliated with or endorsed by ACE, ICF, NCCA, the FTC, the FCC, HHS, Google, Stripe, the State of Nevada or Clark County.

This guide is general educational information, not legal, medical, insurance or tax advice. Rules change and vary by state, city and profession. Check with the agency that licenses you and a qualified professional before acting on anything here.

Stay within your scope of practice. Coaching and personal training are not medical care, physical therapy or dietetics. Refer clients to licensed professionals when needed.

Calls, texts and email are covered by laws including the TCPA, FCC rules, carrier A2P 10DLC requirements, the CAN-SPAM Act and state privacy laws. **Children's information** is covered by the COPPA Rule.

Reviews and testimonials must follow the FTC's Endorsement Guides (16 CFR Part 255), its rule on consumer reviews and testimonials (16 CFR Part 465) and Google's policies.

No results are guaranteed. Package prices and inclusions are set by Business Profile Pro and may change; see businessprofilepro.com for current terms.

Information checked against the sources on the next page as of November 2026. SOURCE

SOURCES

Sources & further reading

CREDENTIALS

- ACE, Personal Trainer Certification (NCCA-accredited certification vs. certificate, CPR/AED, renewal): acefitness.org ... /personal-trainer-certification
- ICF, Coaching Credentials (ACC, PCC, MCC): coachingfederation.org ... /icf-credentials-overview

FEDERAL RULES

- 16 CFR Part 255, Endorsement Guides: ecfr.gov ... /part-255
- 16 CFR Part 465, Consumer Reviews and Testimonials: ecfr.gov ... /part-465
- 16 CFR Part 312, COPPA Rule: ecfr.gov ... /part-312
- HHS, Covered Entities and Business Associates: hhs.gov/hipaa ... /covered-entities
- FTC, CAN-SPAM Act: A Compliance Guide for Business: ftc.gov ... /can-spam-act-compliance-guide-business
- FCC, Stop Unwanted Robocalls and Texts: fcc.gov/consumers/guides/stop-unwanted-robocalls-and-texts
- The Campaign Registry (A2P 10DLC): campaignregistry.com

GOOGLE

- Maps user contributed content policy: support.google.com/contributionpolicy/answer/7400114
- Guidelines for representing your business on Google: support.google.com/business/answer/3038177
- PageSpeed Insights: pagespeed.web.dev

NEVADA & CLARK COUNTY

- NRS Chapter 640E, Dietitians: leg.state.nv.us/NRS/NRS-640E.html
- NRS Chapter 76, State Business Licenses: leg.state.nv.us/nrs/NRS-076.html
- SilverFlume, Nevada's business portal: nvsilverflume.gov
- Clark County, General Business License guide: clarkcountynv.gov ... /general-license-guide
- Business license jurisdiction locator: maps.clarkcountynv.gov ... /jurisdiction
- SBA, Apply for licenses and permits: sba.gov ... /apply-licenses-permits

All sources checked November 3, 2026. ftc.gov, fcc.gov, hhs.gov and coachingfederation.org block automated link checkers; those pages were opened or confirmed by search on the same date.

Business Profile Pro

COACH & TRAINER WEBSITE PACKAGE

Your coaching website, booking and follow-up, live in 7 days

We build your site, connect booking and payment links, set up a simple intake form and a GoHighLevel CRM that follows up on every DM, consult and package renewal, so you can coach instead of chasing messages.

WHAT YOU GET

- Coaching website with a clear offer ladder
- Free consult booking with reminders
- Payment links for your packages
- A short intake form with consent
- Renewal reminders and 30-day check-ins

DIY Templates	**$297** one-time
MOST POPULAR **Done-For-You**	**$997** setup + $97/mo
Done-For-You + Marketing	**$1,497** setup + $297/mo

Ready to coach more and chase less?

Book a 20-minute fit call. We'll look at how clients find and book you today, pick a tier and set your 7-day launch date.

Book my fit call → businessprofilepro.com/coach-trainer-website-package

No contract required to talk. If you're not live in 7 days, your setup fee comes back.