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# The Business of Fitness: Understanding the Financial Side of Owning a Fitness Business

*Thomas Plummer*

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Noted industry founder, consultant and personal training expert Thomas Plummer puts his 26 years of experience into this all-encompassing resource on the business side of fitness. In sixteen chapters Plummer identifies five core topics that are crucial for those beginning a new fitness business or looking to build an existing business. In logical, easy-to-understand and apply language, Plummer covers such critical subjects as levels of maturity, building renewals and member retention, price structures, financial problem solving, reports and profit centers, business plans and strategic planning, as well as working with accountants, building premium programs, and much, much more. Large format with nearly 400 pages of information!

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