

Outdoor Boot Camp 101:

You need a smart, well-thought business plan to start a boot camp

Pricing

- Will you charge for each class or will you charge a lump sum?
- Will you give participants a discount for referring friends?
- If you charge by the class, will you offer punch cards?
- Will participants receive a discount for bulk purchases?
- How will you collect funds, cash, through an app or through PayPal?
- How will you handle refunds?

Legal Details

- Never assume that because it's a public place that you can use it for business without seeking permission first
- Be prepared to provide a copy of your certifications, CPR certification, and copies of your insurance
- If you take your training outside and on your own for boot camps, you must carry your own insurance

Paperwork

The mandatory forms that you should be sending out to participants include:

- PAR-Q form
- Basic health history form
- Waiver of liability
- Media release

Marketing

- Print Flyers and Virtual flyers
- Paid advertising
- PicMonkey and Canva are free online programs you can use to create professional flyers.
- Add some nice images, with no-cost royalty-free images from websites like Unsplash and Death to Stock.

Basics

- Who will sign up?
- What's the local climate like?
- How frequent will classes be?
- How long will one boot camp last?

Location

- Know that, aside from your own backyard, you may need to reserve the times in advance, get a permit or some other type of permission, or even pay a rental fee to hold your boot camp

Equipment

- There's no reason to spend a lot of money on equipment right away
- Ask your clients to bring one or two gallon milk jugs filled with water to use as weights during class

Essentials

- Bottled water
- Electrolyte powder packets
- First aid kit
- Sign-in sheet and clipboard
- Safe place for cash