Personal Trainer Software Tools Cheat Sheet

Running a personal training business takes more than passion and deep fitness knowledge. As you already know, there's a lot more to it than that!

You've got to manage clients, stay on top of admin, and grow your brand. Luckily, there's a world of tools out there to help you spend less time on busy-work and more time coaching.

So, in the spirit of saving you time and effort - we've put together this cheat sheet featuring some of the best (and most essential) software tools to help trainers!

📅 CLIENT MANAGEMENT & SCHEDULING

Keep your calendar full, your sessions organized, and your clients showing up.

ABC Trainerize: Your hub for client communication, training plans, nutrition coaching, and habit tracking, all in one powerful platform.

Google Calendar: Easy-to-use scheduling with reminders, recurring events, and seamless sharing across devices.

Calendly: A must-have for booking sessions, consultations, and check-ins without the email ping-pong.

💡 **Pro Tip:** Sync Calendly or Google Calendar with ABC Trainerize so clients get automatic, real-time availability and reminders.

🏋️ PROGRAM DELIVERY

Ditch the spreadsheets and bring structure, accountability, and progress tracking into your clients' routines.

ABC Trainerize: Create custom workouts, assign programs, and track results, all from your phone or desktop.

YouTube (Free Plan): Host exercise demos, how-tos, or form tips. Embed your own videos into ABC Trainerize workouts for extra personalization, or to showcase any movement modifications!

⭐ **Note:** A well-delivered program = better results, happier clients, and more referrals.

📣 MARKETING & SOCIAL MEDIA

Put your brand out there and stay top of mind—without spending hours every day.

Canva: Templates for Instagram posts, stories, ebooks, and more. Create polished content even if you're not a designer.

Buffer or Hootsuite: Pre-schedule your social media content across platforms like IG, Facebook, and X so you can "set it and forget it."

Mailchimp (Free Plan): Build email lists and send updates, promo offers, or newsletters to keep your audience engaged and informed.

🚀 **Free Resource:** The Social Media Cheat Sheet for Personal Trainers

💼 BUSINESS & FINANCIAL TOOLS

Simplify your finances, protect your business, and stay organized behind the scenes.

Stripe: Secure payment processing (that integrates directly with ABC Trainerize!) for seamless client billing.

🌟 Stripe also simplifies automated program delivery – so once a client purchases a pre-made program it immediately becomes available to them and your work is done!

QuickBooks: Bookkeeping and accounting software that tracks income, expenses, and tax info in one place.

HelloSign (Free Plan): Send contracts, waivers, or onboarding forms with legally binding e-signatures—no printer required.

🛠️ **Keep it simple:** Clean operations mean fewer headaches and more time doing what you love.

🔗 INTEGRATE & AUTOMATE

Here at ABC Trainerize, we provide trainers with fitness, nutrition, and habit-coaching features – plus in-app messaging, progress tracking, and more!

In addition to our own features, our platform integrates with a whole host of other incredible tools that make it easy to manage your business in one streamlined system.

Explore the full list of integrations on the ABC Trainerize Integrations Page and start stacking your tech to save time and scale faster.

SEE FOR YOURSELF BY STARTING A 30-DAY FREE TRIAL TODAY!

GET STARTED