

GYM/FUSE

A C A D E M Y

6

SOFTWARE TOOLS TO BOOST YOUR FITNESS BRAND

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More Output Less Time...

We are all so busy.

From work to fitness to social to family life, the list goes on. There is barely enough time to keep up with our current output, let alone increase it. But how do we grow if our output is constant? I hear you ask.

Making use of some smart software tools is a good place to start.

Leveraging software can be one of the simplest methods to increase productivity when growing your brand. A number of founders we speak to begin their business alongside a full-time job which is no mean feat. Regardless if you are working on your brand full-time or it is a side hustle, a smart use of simple software can 10x your output. After all, who on earth enjoys making bookkeeping spreadsheets.

The combination of tools below have been selected on the following criteria, they must meet one of the following:

- Do what I'm doing now but better
- Reduce the time it takes me to do something that im already doing
- Allow me to do something that I thought was beyond my skill

The tools below are classified into 5 categories; Design, Website, Organisation, Finance and Marketing. Each site is linked on its respective page

We hope you find them as useful as we have.

Tool One

Even amateurs can make pro graphics.

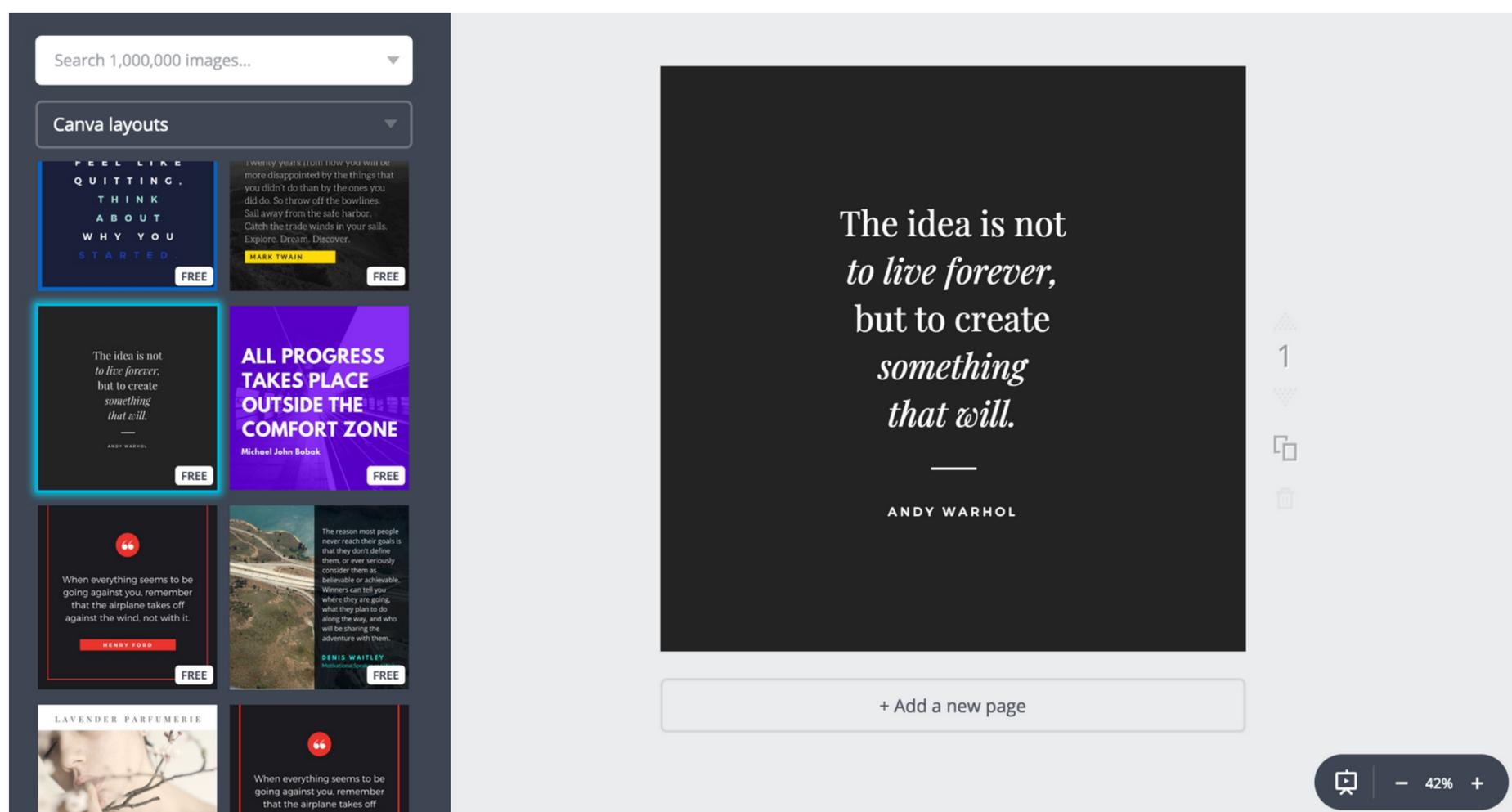
Category - Design

Canva - Free & Paid Options

Kicking off the list is one of our all-time favourites. The free features are plentiful and allow you to create stunning visuals on anything from logos, flyers, presentation or social media posts.

There are far too many use cases to document, but here is an idea for Instagram: the ever popular aesthetically pleasing “quote” post.

1. Select the instagram image size
2. Use a template provided on the left hand bar
3. Select the font you use on all platforms
4. Switch the colours used to your brands colour set
5. BOOM, now you have a template for all future “quote” posts



Tool Two

Do those annoying image manipulations.

Category - Design

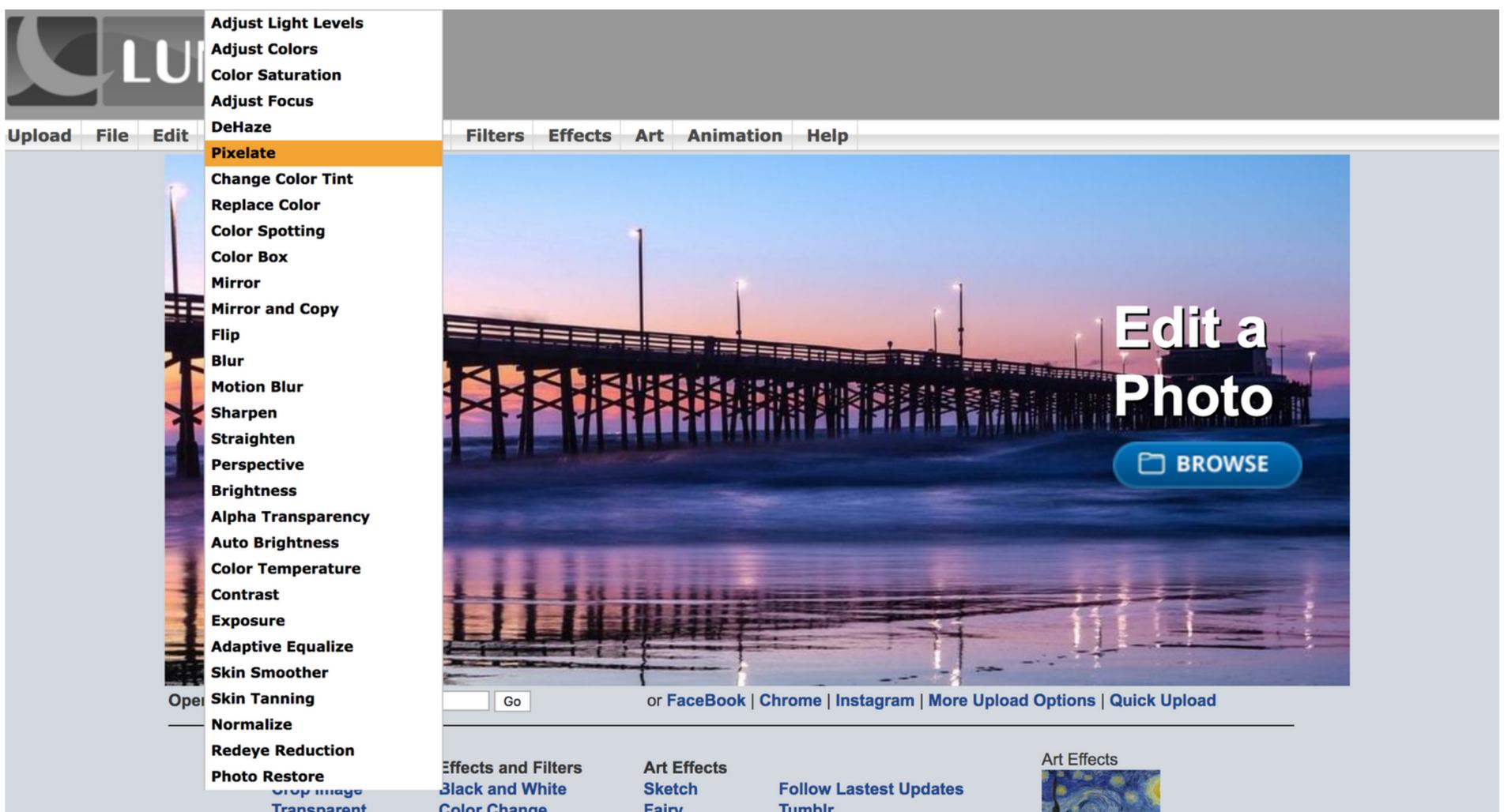
Lunapic - Free

No, you haven't entered a time warp to 2002.

Admittedly the Lunapic website is a little outdated, but who cares, this gem is free and it works wonders. For anyone who has Adobe Illustrator, you can skip over this one but if not, keep reading.

This tool allows you to do a number of those annoying tasks such as making the background transparent on a JPG file or switching the red colour in your design to blue.

Simply upload your image and begin experimenting.



Tool Three

Sell stuff beautifully.

Category - Website

Shopify - Free Trial, Paid Plans

The market leader in easy to build, drag and drop e-commerce website builders.

GymShark claimed the shopify growth trophy last year and have been able to scale effectively using the premium version. The platform has been praised by start-up brands, through to more established companies experiencing large traffic numbers.

Plenty of visual options with easily accessible themes, both free and paid.

Hosting and all technical elements are taken care of, allowing you to focus on developing a standout visual experience for users.



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Get started

[Clothing](#) · London, UK

Trim Apparel

Opened in 2016 · www.trim-apparel.com



Tool Four

Never forget another moment of genius.

Category - Organisation

Evernote - Free

Doesn't it p&\$s you off when you have a moment of inspiration on the go, only to lack a simple method of logging it?

Evernote is a cross device note keeping machine, allowing you to make a note on your mobile and automatically syncing it to your other devices.

Rather than a messy all-in-one list, you can categorise and tag notes for easy searching later on. There are also some fancy features, such as the ability to search images for the text they contain.

If you are working in a team, simply invite them to your 'notebook' - collaborative note taking made simple



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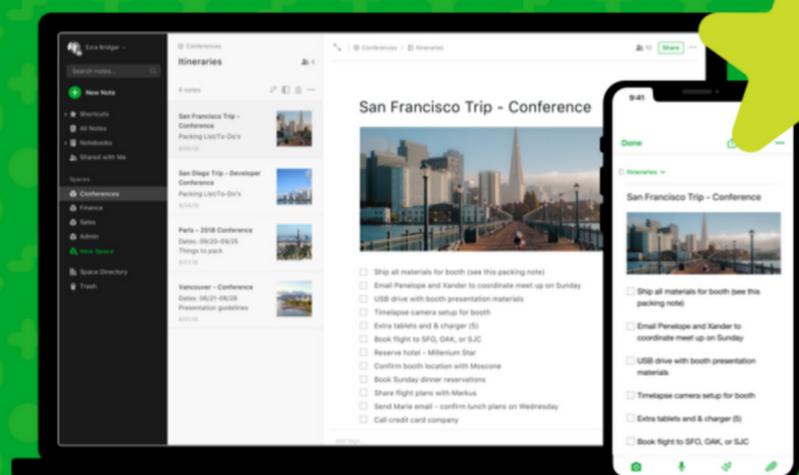
[Sign up](#) or

[Log in](#)

Feel organized without the effort

Evernote helps you capture and prioritize ideas, projects, and to-do lists, so nothing falls through the cracks.

[SIGN UP FOR FREE](#)



Tool Five

Ditch spreadsheet accounting.

Category - Finance

Xero - £10+ Monthly

Making excel spreadsheets with purchases and sales on isn't most people's idea of fun. If, like us you detest them, try Xero.

Xero allows you to automatically feed transactions from your bank and other sources such as PayPal to enable easy reconciliation. By creating 'rules' the software learns how to deal with transactions and enables you to sit back and simply 'OK' them.

In addition all HMRC (UK people) can collate and submit returns directly through the platform.

Possibly the biggest time saving tool in the list, especially for brands who are experiencing a strong number of sales.

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Stop chasing unpaid invoices

Get paid faster with mobile invoicing, automatic reminders and online payments.

[Find out more](#)



Don't drown in paperwork

Automate bank transaction imports, reconciliation, payments and much more.

[Find out more](#)



Stay productive on the move

Run your business from the palm of your hand with the easy-to-use Xero app.

[Find out more](#)

Tool Six

Post more, post better.

Category - Marketing

Later - Free

Instagram is undoubtedly the best platform for fitness brands, experts and influencers to grow an audience.

The highly engaging (addictive) nature of new content in photo and video format by the second ensure we can reach our target customers instantaneously.

But posting on the fly is mentally taxing. Later enables you to batch schedule your posts in advance, meaning more clarity in the overall strategy and less time wasted thinking of a funny caption.

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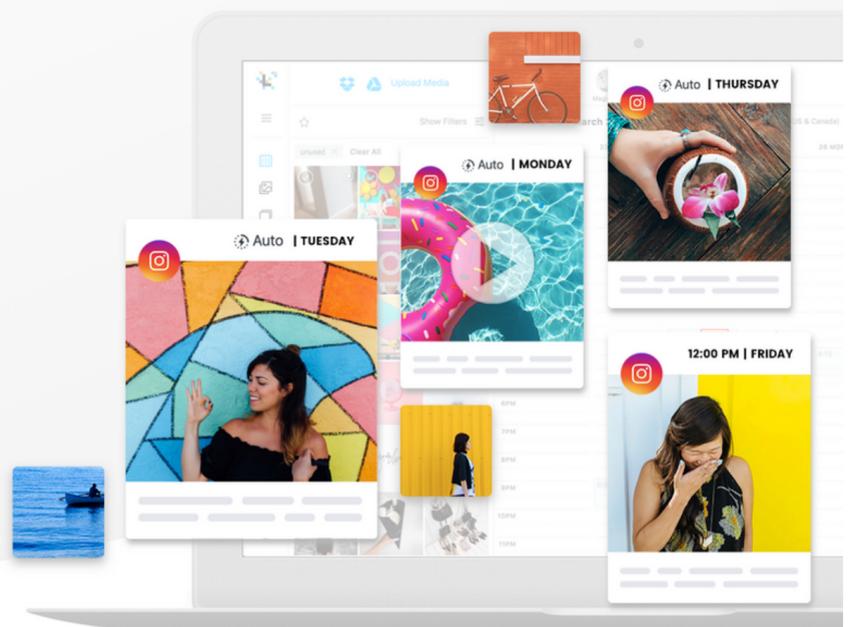


#1 Marketing Platform for Instagram

Visually Plan & Schedule Instagram Posts

[CREATE ACCOUNT WITH INSTAGRAM >](#)

Free forever. Set up in minutes. No credit card required



Thank you for reading

Wrapping it all up.

We hope some or all of the tools mentioned in this guide will assist you in your journey. If a certain tool is not relevant now, don't worry, it may become more useful moving forward.

The 6 Tool Summary:

One: Canva

Two: Lunapic

Three: Shopify

Four: Evernote

Five: Xero

Six: Later

We'd love to hear from you regarding the tools mentioned in this guide, success stories are why we do this. If you have any questions leading on from the points discussed above, do not hesitate to email us at info@gymfuse.co.uk.

We are proud of the brands we work with, some have been fortunate enough to have been featured in the following industry leading publications:

