# zenplanner

BETTER SOFTWARE FOR YOUR FITNESS PASSION

# CHECKLIST: 9 Things to Know Before Buying Software to Run Your Business

## Ask the Right Questions

Selecting your business management software is a big decision. With so many options out there, it's easy to get buried in the details and find yourself with a solution that doesn't quite meet all your needs. We've created a checklist of the most important things you'll need to ask when evaluating software to make things easy.

By using this list as a guide, you're sure to find the solution that gives you more time in your day and makes growing your business effortless.

☐ **1. Ease of Use**
- Is the software easy to use?
- Can you transition to your new software in a matter of hours or days?
- How easy is it for my members to use?
- Can you members use the software in a self-service fashion?
- Can you members easily signup for classes and pay online?

☐ **2. Payment Processing Capabilities**
- Does the software automate payments?
- Is the process simple for your members?
- Does it allow for you to do E-checks to save money, not just credit cards?

☐ **3. Email Automations**
- Can you automate your emails?
- Can the automations be triggered by member information you already have?

☐ **4. Website Integrations**
- Will the software integrate with your website?
- Can you embed calendars and prospect forms?
- Can you embed calendars that are interactive to allow for sign up or reservations?

☐ **5. Reporting Capabilities**
- Can you easily get a snapshot of your business with simple to run but comprehensive reports?
- Can you customize your reports to fit your business?
- Can you access financial data, in addition to membership and attendance metrics?

☐ **6. Workout Tracking**
- Does the software provide workout or belt tracking?
- Is the data viewable in a historical format for past performance results?
- Can you share workout results?
- Is there an option for a Leaderboard?
- Can you log results via a mobile device?
- Can you use your own equipment?
- Can members track their own workouts?

☐ **7. Alerts and Automations**
- What types of alerts or automations are available?
- Will the software let you know if a payment fails or a student has not been to class in a while?

☐ **8. Event Management**
- Can you use it to manage events?
- Will it allow students to register and pay different rates for the event depending on the criteria you set?

☐ **9. Customer Support?**
- What type of support is available?
- Can you read someone by email and phone?
- Is there weekend help if you need it?
- Will you get free training?
- How many customer advocates are willing to speak publicly for the company?

## About Zen Planner

Zen Planner's all-in-one software gives you everything you need to turn your passion into a successful business. With integrated payment processing, scheduling, membership management, workout tracking, email and website templates, you have everything required to develop and grow the fitness community you worked so hard to create.

For more information on how Zen Planner can help you better manage your business, visit us on the web at zenplanner.com or give us a call toll-free at 866-541-3570. You can also sign up for a free trial at zenplanner.com/try-now