

Who Is Your Gym For?

A one-page positioning exercise for gym and martial arts school owners.

This worksheet backs the Gymdesk Originals capstone [Successful Gym Business Strategies: 5 Plays from 20 Real Gyms](#). The gyms that worked did not open for "everyone in the area." Each one picked a specific person the market had walked past, and built the whole room around them. Print this, fill it in, and pin it where you plan.

Part 1: The one sentence

Finish it out loud. If you can't, that's the work.

This gym is for the person who _____

If you wrote "anyone who wants to train," start again. "Anyone" is not a person. It's the absence of a decision.

Part 2: Pressure-test your answer

Run your sentence through these. Every box should end up checked.

- ☐ I can picture **one real person** who fits it — a face, not a demographic.
- ☐ It **excludes** somebody. (A "who" that turns nobody away isn't a "who.")
- ☐ It describes **who they are or what they need**, not the martial art you teach.
- ☐ Someone that person trusts could repeat it back after one conversation.
- ☐ It points at a person **other gyms in my area overlook**, not the one everybody fights over.

If any box is empty: your positioning is still a category, not a person. Narrow it until all five are checked.

Part 3: Twenty gyms, twenty answers

Real schools filmed for Gymdesk Originals. Not one sells "martial arts." Each one names a person. Use these as models — notice how specific every answer is.

Gym (Area)	The person they built the room for
Lion's Heart (Ancaster, ON)	The kid sent home from every other program for being "too much"
King Jiu-Jitsu (Thornhill, ON)	The striver who wants the podium badly enough to earn it the hard way
NEO Martial Arts (Brampton, ON)	The mom waiting in the lobby, and the overlooked teenager
Tanuki (The Danforth, ON)	The grown-up who hates being sold to
Active Range (Newmarket, ON)	The person priced out of one-on-one training
Doggpound MMA (Brampton, ON)	The whole multi-generational neighborhood, for as long as they'll stay
OCTA (Oakville, ON)	The immigrant family that wants somewhere to belong
Grapple Zone (London, UK)	The grappler who wants to train without the gym politics
Carlson Gracie Hackney (London, UK)	The working person who can only train before work
OB Jiu-Jitsu (Ocean Beach, CA)	The creative, laid-back beach-town crowd
TEAMSMMA (Chula Vista, CA)	The person who wants military-grade structure
Sunny Dojo (Serra Mesa, CA)	The family that wants no competition, ages 4 to 83
Adayama (El Cajon, CA)	The practitioner in a neighborhood every other gym skipped
Alliance Charlotte (Charlotte, NC)	The serious student who wants a world champion's room
Alliance Fort Mill (Fort Mill, SC)	The kid who needs an adult who actually wants to be there
King Tiger (Harrisburg, NC)	The kid who needs an outlet, and the adult who wants more than one art
NC Budo (Belmont, NC)	The three-to-ten-year-old whose parents need after-school care
Nova Jiu Jitsu (Rochester, NY)	The student who wants technical depth, not week-one sparring
Rochester Jiu Jitsu (Irondequoit, NY)	The family that wants more than one thing to train, together
Shogun West (Gates, NY)	The kid, and anyone for whom cost is genuinely tight right now

Part 4: Turn the "who" into the room

Your person is chosen. Now make five decisions in their favor. Write the answer your person would want.

- **Schedule** — When can *they* actually train? _____
- **First class** — What does *that person* need to feel, walking in the first time?

- **Price** — What makes sense for *their* life, not the market average?

- **Marketing** — Where does *this person* already spend attention? _____

- **The room** — What's one thing you'll put in (or take out) so *they* stay?

The discipline is almost beside the point. The person is the whole strategy.

See how twenty owners built around their answer — and the four strategies that follow from it — in [Successful Gym Business Strategies](#). When you're ready to run the gym around that person, [Gymdesk](#) keeps the admin out of your way so you can.