

STUDIO TOOLKIT · 4 GUIDES IN ONE

# Coaching Software Decision Toolkit

Everything you need to figure out if you're overpaying — and what to do about it.

If you're on Trainerize, TrueCoach, Everfit, MyPTHub, or FitBudd — and you've ever wondered whether the math still makes sense for your practice — this toolkit is for you. Four short guides, all written for working coaches by people who built coaching software for them.

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Educational. No sales pitch in the toolkit itself. If Cadence is the right fit after you read this, the door is at [vantagedigital.dev/cadence](https://vantagedigital.dev/cadence) — but the math is the math regardless.

PART 1

# Real Cost Calculator

Most coaches know their platform's headline price. Few have done the math on the all-in cost — subscription + add-ons + transaction fees + Apple Developer Account + setup amortization.

Here's what 50-client all-in costs actually look like across the 5 major platforms (sourced from each platform's published pricing pages, May 2026):

PLATFORM	BASE	ADD-ONS / FEES	ALL-IN AT 50 CLIENTS	PER-CLIENT
<b>Trainerize</b>	\$50/mo	\$45 Nutrition + \$45 Habits + \$25 Branding	\$130-\$225/mo + \$169 setup	\$3.50 – \$4.50
<b>TrueCoach Pro</b>	\$69/mo	5% transaction fee at \$5K MRR = \$250/mo	\$319/mo	\$6.40
<b>Everfit</b>	\$77/mo	\$45 Meal Plans + \$12 Autoflow	\$134/mo	\$2.70
<b>MyPTHub</b>	\$59/mo	\$10 AI check-ins + \$30 white-label add-on	\$89-\$135/mo	\$2.00 – \$2.70
<b>FitBudd Super Pro</b>	\$149/mo	\$99/yr Apple Dev Acct + \$25 Google Play	\$165/mo + \$124/yr	\$3.30
<b>Cadence Coach</b>	\$79/mo	0% platform fees (Stripe Connect direct)	\$79/mo	\$1.58
<b>Cadence Founding</b>	\$49/mo locked	0% platform fees, locked for life	\$49/mo	\$0.98

**The math says:** if you're on Trainerize at 50+ clients, you're paying 2.2x to 4.6x more per client than Cadence. If you're on TrueCoach with the new 5% fee, you're paying 4x more.

## How to use this at YOUR roster size

Run the live version of this calculator at [vantagedigital.dev/compare-coaching-apps](https://vantagedigital.dev/compare-coaching-apps) — drop in your roster size and it computes your actual numbers in 5 seconds. Free, browser-only, no signup.

## PART 2

## Should You Switch? Decision Tree

Five quick yes/no questions. If you answer YES to 3 or more, you're in the switching zone.

### Q1: Are you over 25 active clients?

Below 25, the per-client math doesn't compound enough yet to justify switching friction. Above 25, every additional client is ~\$5-\$10/mo extra to your platform if you're on per-client pricing.

### Q2: Do you pay add-ons that cost more than your subscription?

Trainerize is the classic example — base \$50, add-on stack \$100-\$150. If your real bill is 2x+ the headline, you're paying 'fee architecture tax', not 'feature value'.

### Q3: Do you charge clients via the platform (paying transaction fees)?

TrueCoach's 5% fee at \$5K/mo MRR = \$250/mo. Stripe Connect direct (Cadence) = 0% platform fees. The difference at \$10K/mo MRR over 12 months is \$6,000.

### Q4: Does your platform name appear anywhere your clients see?

If clients see 'Powered by Trainerize' or any platform branding in the app — you don't own the brand experience. True white-label means YOUR business name IS the app.

### Q5: Did you have to pay \$99/yr for an Apple Developer Account just to launch?

If yes, you're on FitBudd, Vagaro, Mindbody, or similar. PWA-first platforms (like Cadence) skip the App Store entirely. Saves \$99/yr + 4-6wk DUNS delay + ongoing maintenance.

## Score yourself

**0–2 YES:** You're probably fine where you are. Switching cost outweighs benefit. Wait 6 months and re-run.

**3 YES:** You're in the switching zone. The math says it makes sense, but the friction will be real. Use Part 3 to plan the migration carefully.

**4–5 YES:** You're *significantly* overpaying for software architecture that doesn't fit your practice. The 21-day migration sequence (Part 3) is for you.

## PART 3

## 21-Day Migration Sequence

Summarized here. Full version: [vantagedigital.dev/migration-playbook](https://vantagedigital.dev/migration-playbook) — it's our 6-page free PDF with per-platform export instructions and the full announcement template.

DAYS	PHASE	WHAT HAPPENS
1–3	<b>EXPORT</b>	Get your data out of the old platform first. Trainerize/TrueCoach/Everfit have built-in CSV exports; Fit
4–7	<b>PILOT</b>	Run the new platform in parallel with 2-3 willing clients. Frame it as YOU testing, not THEM.
8–14	<b>ANNOUNCE</b>	Send the announcement email to your full active roster. Quality framing, not cost framing.
15–18	<b>MIGRATE WAVES</b>	Wave 1: top 5 spenders (personal touch). Wave 2: next 15-20 (light touch). Wave 3: everyone else +
19–21	<b>CANCEL</b>	Final fresh export from old platform. Cancel old subscription. Archive CSV.

*Coaches who follow this sequencing typically retain 95%+ of their roster through the transition. The biggest single factor is the announcement framing in Phase 3: "service upgrade for you", NOT "cost decision for me".*

## PART 4

## White-Label Launch Checklist

If you're switching to a true white-label platform (your brand IS the app), here's the 7-day setup. This is the Cadence sequence, but the same pattern applies to any structurally white-label platform.

### DAY 1: Domain + brand assets

- Register your custom subdomain (e.g., training.yourname.com) — most coaches use a subdomain of their existing site
- Upload high-res logo (PNG, transparent background, 1024x1024 minimum)
- Pick brand color palette: primary, accent, dark mode background
- Write 1-line app tagline (shown to clients on the install screen)
- Take 1 hero image of you coaching (used on the install confirmation screen)

### DAY 2: Programs + check-in templates

- Import your 10-15 most-used program templates
- Set up your weekly check-in form (5-7 questions max)
- Configure your default macro/calorie targets if applicable
- Set up auto-DM responses for common client questions

### DAY 3: Billing + Stripe Connect

- Connect your Stripe account (if you don't have one, create at stripe.com)
- Set tiered pricing if applicable (1-on-1, group, hybrid)
- Test a \$1 transaction to confirm the funnel works end-to-end
- Disable any old billing methods on your previous platform

### DAY 4: Welcome flow

- Write your welcome message (shown to clients on first login)
- Record a 60-second welcome video (optional but converts well)
- Set up the auto-onboarding sequence (4-7 days of touchpoints)

### DAY 5: Test installs

- Install on your own iPhone via PWA (if PWA-based)
- Install on your own Android device

- Have 1-2 family/friends test the install + first session
- Fix anything that breaks (rare, but DO test)

## **DAY 6: Pilot client onboarding**

- Send install link to your 3 pilot clients
- Walk them through their first session via screen-share or in-person
- Note any friction points — typically nav confusion or notifications

## **DAY 7: Roster announcement**

- Send the broadcast email to your full active roster
- Stagger install links by tier (top 5 first, then next 15, then everyone)
- Stay near your phone for first 48 hours to answer install questions

**WHAT'S NEXT**

## If the math says switch.

Two next steps depending on where you are.

### **Option A: Run the live calculator on your roster**

Browser-based, no signup. Drop in your roster size and current platform. Get your specific numbers in 5 seconds.

[vantagedigital.dev/compare-coaching-apps](https://vantagedigital.dev/compare-coaching-apps)

### **Option B: Free 15-min audit**

We do the math for you. Live or async — your call. No pitch, no follow-up unless you ask. We'll tell you which platform is right for your practice — even if it's not Cadence.

[vantagedigital.dev/audit](https://vantagedigital.dev/audit)

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About the Vantage Digital studio: we build personal-OS for operators. Cadence (this toolkit's reference platform) is our flat-fee white-label coaching app. We share these toolkits free because the friction of NOT KNOWING is what keeps coaches stuck on platforms whose math broke 50 clients ago.

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