

FOR COACHES ON TRAINERIZE

# The Trainerize Add-On Stack Audit

How to figure out what you're really paying — and what to do about it.

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If you're on Trainerize Pro at \$50/mo and you've been adding features as you grew — Nutrition, Habits, Branding, Stripe Payments — you're probably paying 2-4x more than the headline price. This 4-page toolkit shows you exactly what your real bill is, where the leak is, and what your options are.

**Spoiler: the average solo Trainerize coach at 50 clients is paying \$175-\$225/mo all-in. Per-client cost: \$3.50 – \$4.50. The flat-fee alternative is \$79/mo flat, \$1.58 per client.**

PART 1

## What you're really paying on Trainerize

Trainerize markets the headline price (\$50/mo Pro). The full all-in cost depends on which add-ons you've stacked.

LINE ITEM	MONTHLY	WHO PAYS IT
Pro tier subscription	\$50	Almost every solo coach
Advanced Nutrition add-on	\$45	~60% of coaches who do nutrition coaching
Habits add-on	\$45	~40% of coaches running daily check-ins
Custom Branding add-on	\$5-\$25	Anyone who doesn't want Trainerize-branded app
Stripe Payments add-on	\$10	Most coaches collecting via Trainerize
Setup fee (one-time, amortized over Y1)	\$14	All new accounts
<b>TOTAL TYPICAL</b>	<b>\$169 – \$189</b>	

**The math says:** the average solo coach who does nutrition + habits coaching ends up at \$175-225/mo. That's per-client cost of \$3.50-\$4.50/mo at a 50-client roster. Compare to a flat-fee architecture: \$1.58/client at \$79/mo flat.

## PART 2

## Your three options

### Option A: Stay on Trainerize and accept the math

Honest: this is the right choice if your roster is under 25 clients. The per-client math doesn't compound enough yet to justify switching friction.

It's also the right choice if you're *using* the add-ons heavily and the \$175-225/mo is buying you genuine value. Don't switch just to switch.

### Option B: Drop the add-ons you don't use

Most coaches stack Habits + Nutrition out of habit, not necessity. Audit yours: when did you last use the Habits dashboard? If less than weekly, you're paying \$45/mo for a feature you've outgrown. Same audit for Custom Branding — Trainerize's white-label is a re-skin (the platform brand peeks through).

Honest take: dropping add-ons can shave \$50-\$90/mo off your Trainerize bill without switching. Worth doing this audit even if you stay.

### Option C: Switch to a flat-fee platform

If you're 30+ clients and using add-on features (so dropping them isn't realistic), flat-fee architecture saves you \$90-\$150/mo at 50 clients. At 100 clients, it's \$200-\$400/mo. The savings compound — that's college tuition over 5 years.

Cadence (\$79/mo Coach tier, \$49/mo Founding cohort) bundles everything Trainerize stacks as add-ons (programs + nutrition + habits + check-ins + branding) into the base price. Stripe Connect direct = 0% platform fees. PWA install = no Apple Developer Account.

Other flat-fee platforms exist (Everfit, MyPTHub at certain tiers). The 5-platform side-by-side calculator at [vantagedigital.dev/compare-coaching-apps](https://vantagedigital.dev/compare-coaching-apps) shows you all of them at YOUR roster size.

## PART 3

## If you switch — the 5-step Trainerize migration

### Step 1: Export your data

Trainerize → Settings → Account → Export Data → CSV. Export clients + programs + check-ins separately. Save to a folder on your computer. Even if you don't switch, this is one-time data hygiene that protects you from any platform-side incident.

### Step 2: Audit your client roster

Pull your active client list from the export. Identify: who's paying you, who's pausing, who's dormant. The dormant clients are a re-engagement opportunity during the switch ("new app, fresh start").

### Step 3: Pilot with 2-3 willing clients

Run the new platform in parallel with 2-3 clients (high-engagement ones who'll give honest feedback). Frame it as YOU testing, not THEM. 2 weeks pilot.

### Step 4: Announce + migrate in waves

Send the announcement email to your full roster. Use quality framing ("upgrade for you"), NOT cost framing ("saving money on platform"). Migrate top 5 spenders first, then next 15, then everyone else.

### Step 5: Cancel Trainerize on day 21

Final fresh export from Trainerize. Cancel subscription. Archive CSV for at least 12 months in case you need historical lookups.

*Coaches who follow this sequencing typically retain 95%+ of their roster through the transition. Full 6-page playbook with announcement template at [vantagedigital.dev/migration-playbook](https://vantagedigital.dev/migration-playbook).*

Want us to run the math on YOUR specific Trainerize bill? Free 15-min audit at [vantagedigital.dev/audit](https://vantagedigital.dev/audit). We compute your real all-in cost vs flat-fee alternatives. No pitch, no follow-up unless you ask.

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