

FITFLOW LEAD MAGNET · PRINTABLE WORKBOOK

Admin Time Audit Spreadsheet

7-day activity tracker that calculates the true dollar cost of admin overhead and generates a prioritized automation plan.

COMPANION ARTICLE

The Hidden Cost of Admin Work

FRAMEWORK

3-Layer Delegation Model

TRACKING WINDOW

7 consecutive days

COMPLETION TIME

5–10 min/day

CATEGORIES

7 activity types

AUTO-CALCULATED OUTPUTS

6 metrics including ROI

Estimated results based on your inputs. Individual results vary based on client volume, business model, and implementation.

How to use this workbook

This printable workbook mirrors the interactive FitFlow Admin Time Audit tool. It is designed for trainers who want to run the audit with pen and paper before — or instead of — using a spreadsheet app.

1. **Step 1 — Baseline (page 2).** Fill in your business metrics. These inputs drive every calculation.
2. **Step 2 — Log 7 days (pages 3–9).** Log every activity as you do it. Do not estimate from memory.
3. **Step 3 — Calculate (pages 10–12).** Work through each output using the formulas provided.
4. **Step 4 — Prioritize (page 13).** Use the delegability reference to decide what to automate, delegate, or keep.

WHY THIS WORKS

Most trainers guess they spend 2–3 hours per week on admin. The audit usually reveals 8–15 hours. Measured numbers beat assumptions every time.

Step 1 — Your business baseline

Enter your current business metrics. These are used to calculate your admin cost and projected savings. All outputs are estimates based on these inputs.

INPUTS (FILL IN)

Your Name *

Active Clients *

Total clients you train in a typical week

Billable Sessions Per Week *

Total paid training sessions you deliver per week

Average Session Rate (\$) *

What you charge per session on average

Total Work Hours Per Week *

Total hours you spend working each week (training + admin + everything)

Current Monthly Software/Tool Costs (\$)

What you currently pay for scheduling, billing, and business software

DERIVED METRICS (CALCULATE AFTER INPUTS)

Estimated Weekly Revenue

Formula: $\text{sessionsPerWeek} * \text{sessionRate}$

Estimated Monthly Revenue

Formula: $\text{weeklyRevenue} * 4.33$

Current Effective Hourly Rate (Estimated)

Your actual \$/hour when you account for ALL hours worked, not just billable ones

Billed Hourly Rate

Formula: sessionRate

Estimated Admin Tax Per Hour

The per-hour revenue gap caused by admin overhead

Step 2 — 7-day activity log

Log every work activity for 7 consecutive days. Be honest — the value of this audit depends on accuracy. Set a timer or use your phone's screen time data to stay precise.

- Log activities as you do them, not from memory at the end of the day.
- Include everything: a 3-minute text exchange about rescheduling counts.
- If an activity spans two categories, split it or assign to the dominant one.
- Aim for at least 5 entries per day to capture the full picture.

CATEGORY REFERENCE

Check the single category that best fits each activity. See the full delegability reference on the last page of this workbook.

Monday

TIME	ACTIVITY DESCRIPTION	CATEGORY (CHECK ONE)	MIN.
		<input type="checkbox"/> Training <input type="checkbox"/> Admin — Scheduling <input type="checkbox"/> Admin — Billing <input type="checkbox"/> Admin — Communication <input type="checkbox"/> Admin — Marketing <input type="checkbox"/> Admin — Program Design <input type="checkbox"/> Other	
		<input type="checkbox"/> Training <input type="checkbox"/> Admin — Scheduling <input type="checkbox"/> Admin — Billing <input type="checkbox"/> Admin — Communication <input type="checkbox"/> Admin — Marketing <input type="checkbox"/> Admin — Program Design <input type="checkbox"/> Other	
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		<input type="checkbox"/> Training <input type="checkbox"/> Admin — Scheduling <input type="checkbox"/> Admin — Billing <input type="checkbox"/> Admin — Communication <input type="checkbox"/> Admin — Marketing <input type="checkbox"/> Admin — Program Design <input type="checkbox"/> Other	
Daily Total (minutes) Sum of durations above			<hr/>

Tuesday

TIME	ACTIVITY DESCRIPTION	CATEGORY (CHECK ONE)	MIN.
		<input type="checkbox"/> Training <input type="checkbox"/> Admin — Scheduling <input type="checkbox"/> Admin — Billing <input type="checkbox"/> Admin — Communication <input type="checkbox"/> Admin — Marketing <input type="checkbox"/> Admin — Program Design <input type="checkbox"/> Other	
		<input type="checkbox"/> Training <input type="checkbox"/> Admin — Scheduling <input type="checkbox"/> Admin — Billing <input type="checkbox"/> Admin — Communication <input type="checkbox"/> Admin — Marketing <input type="checkbox"/> Admin — Program Design <input type="checkbox"/> Other	
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TIME	ACTIVITY DESCRIPTION	CATEGORY (CHECK ONE)	MIN.
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- Training
- Admin — Scheduling
- Admin — Billing
- Admin — Communication
- Admin — Marketing
- Admin — Program Design
- Other

Daily Total (minutes)

Sum of durations above

Wednesday

TIME	ACTIVITY DESCRIPTION	CATEGORY (CHECK ONE)	MIN.
		<input type="checkbox"/> Training <input type="checkbox"/> Admin — Scheduling <input type="checkbox"/> Admin — Billing <input type="checkbox"/> Admin — Communication <input type="checkbox"/> Admin — Marketing <input type="checkbox"/> Admin — Program Design <input type="checkbox"/> Other	
		<input type="checkbox"/> Training <input type="checkbox"/> Admin — Scheduling <input type="checkbox"/> Admin — Billing <input type="checkbox"/> Admin — Communication <input type="checkbox"/> Admin — Marketing <input type="checkbox"/> Admin — Program Design <input type="checkbox"/> Other	
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- Training
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- Admin — Billing
- Admin — Communication
- Admin — Marketing
- Admin — Program Design
- Other

Daily Total (minutes)

Sum of durations above

Thursday

TIME	ACTIVITY DESCRIPTION	CATEGORY (CHECK ONE)	MIN.
		<input type="checkbox"/> Training <input type="checkbox"/> Admin — Scheduling <input type="checkbox"/> Admin — Billing <input type="checkbox"/> Admin — Communication <input type="checkbox"/> Admin — Marketing <input type="checkbox"/> Admin — Program Design <input type="checkbox"/> Other	
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TIME	ACTIVITY DESCRIPTION	CATEGORY (CHECK ONE)	MIN.
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- Training
- Admin — Scheduling
- Admin — Billing
- Admin — Communication
- Admin — Marketing
- Admin — Program Design
- Other

Daily Total (minutes)

Sum of durations above

Friday

TIME	ACTIVITY DESCRIPTION	CATEGORY (CHECK ONE)	MIN.
		<input type="checkbox"/> Training <input type="checkbox"/> Admin — Scheduling <input type="checkbox"/> Admin — Billing <input type="checkbox"/> Admin — Communication <input type="checkbox"/> Admin — Marketing <input type="checkbox"/> Admin — Program Design <input type="checkbox"/> Other	
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TIME	ACTIVITY DESCRIPTION	CATEGORY (CHECK ONE)	MIN.
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- Training
- Admin — Scheduling
- Admin — Billing
- Admin — Communication
- Admin — Marketing
- Admin — Program Design
- Other

Daily Total (minutes)

Sum of durations above

Saturday

TIME	ACTIVITY DESCRIPTION	CATEGORY (CHECK ONE)	MIN.
		<input type="checkbox"/> Training <input type="checkbox"/> Admin — Scheduling <input type="checkbox"/> Admin — Billing <input type="checkbox"/> Admin — Communication <input type="checkbox"/> Admin — Marketing <input type="checkbox"/> Admin — Program Design <input type="checkbox"/> Other	
		<input type="checkbox"/> Training <input type="checkbox"/> Admin — Scheduling <input type="checkbox"/> Admin — Billing <input type="checkbox"/> Admin — Communication <input type="checkbox"/> Admin — Marketing <input type="checkbox"/> Admin — Program Design <input type="checkbox"/> Other	
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TIME	ACTIVITY DESCRIPTION	CATEGORY (CHECK ONE)	MIN.
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- Training
- Admin — Scheduling
- Admin — Billing
- Admin — Communication
- Admin — Marketing
- Admin — Program Design
- Other

Daily Total (minutes)

Sum of durations above

Sunday

TIME	ACTIVITY DESCRIPTION	CATEGORY (CHECK ONE)	MIN.
		<input type="checkbox"/> Training <input type="checkbox"/> Admin — Scheduling <input type="checkbox"/> Admin — Billing <input type="checkbox"/> Admin — Communication <input type="checkbox"/> Admin — Marketing <input type="checkbox"/> Admin — Program Design <input type="checkbox"/> Other	
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TIME	ACTIVITY DESCRIPTION	CATEGORY (CHECK ONE)	MIN.
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- Training
- Admin — Scheduling
- Admin — Billing
- Admin — Communication
- Admin — Marketing
- Admin — Program Design
- Other

Daily Total (minutes)

Sum of durations above

Step 3 – Calculate your results

All figures below are estimates based on your inputs. Individual results vary based on client volume, business model, and implementation.

1. Total Admin Hours Per Week (By Category)

Sum of all non-Training activity durations from your 7-day log.

METRIC	HOW IT IS CALCULATED	YOUR RESULT
Hours per week in [category]	$SUM(durationMinutes \text{ WHERE } category = [category]) / 60$	
Estimated Total Admin Hours Per Week	$SUM(all \text{ perCategory } hours)$	
Total Training Hours Per Week	$SUM(durationMinutes \text{ WHERE } category = 'Training') / 60$	
Estimated Admin as % of Work Week	$(totalAdminHours / totalWorkHoursPerWeek) * 100$	

2. Admin Cost in Estimated Lost Billable Revenue

Each admin hour could theoretically be a billable training hour. This calculates the opportunity cost. Note: actual recovery depends on demand, capacity, and implementation.

METRIC	HOW IT IS CALCULATED	YOUR RESULT
Estimated weekly revenue cost of [category]	$categoryHours * billedHourlyRate$	
Estimated Total Weekly Admin Cost	$totalAdminHours * billedHourlyRate$	
Estimated Total Monthly Admin Cost	$totalWeeklyCost * 4.33$	

METRIC	HOW IT IS CALCULATED	YOUR RESULT
Estimated Total Annual Admin Cost	<code>totalMonthlyCost * 12</code>	

3. Delegation Priority Score (By Category)

Higher score = higher priority to automate or delegate. Score is based on time spent, frequency, and delegability. Categories with high scores offer the most estimated ROI if addressed first.

METRIC	HOW IT IS CALCULATED	YOUR RESULT
Priority Score for [category]	$\left(\frac{\text{categoryHours}}{\text{totalAdminHours}} \right) * \left(\frac{\text{entriesInCategory}}{\text{totalEntries}} \right) * \text{delegabilityRating} * 100$	
Your Estimated Delegation Priority Ranking	<code>Sort categories by priority score descending</code>	

4. Estimated Annual Revenue Recovered

Projects the estimated revenue recovery if you automate or delegate the top 3 priority categories. Assumes partial recovery based on delegability rating. Actual results will vary based on implementation quality, client demand, and business model.

METRIC	HOW IT IS CALCULATED	YOUR RESULT
Estimated annual recovery from [category]	$\text{categoryWeeklyCost} * \text{delegabilityRating} * 52$	
Estimated Total Annual Revenue Recovery (Top 3 Categories)	<code>SUM(perTopCategory for top 3)</code>	
Estimated Annual Automation/Delegation Cost	$\text{SUM(automationCost for top 3 categories)} * 12$	
Estimated Net Annual Revenue Recovery	$\text{totalEstimatedRecovery} - \text{estimatedAutomationCost}$	

METRIC	HOW IT IS CALCULATED	YOUR RESULT
Estimated ROI on Automation Investment	$\frac{\text{estimatedNetRecovery}}{\text{estimatedAutomationCost}} * 100$	

5. Effective Hourly Rate: Before vs. After (Estimated)

Compares your current effective hourly rate to the estimated rate after automation. The 'after' rate assumes recovered admin hours are converted to billable hours at your current session rate. Actual results depend on client demand and capacity.

METRIC	HOW IT IS CALCULATED	YOUR RESULT
Current Estimated Effective Hourly Rate	$\frac{\text{weeklyRevenue}}{\text{totalWorkHoursPerWeek}}$	
Estimated Weekly Hours Recovered	$\text{SUM}(\text{categoryHours} * \text{delegabilityRating for top 3 categories})$	
Estimated Effective Hourly Rate After Automation	$\frac{(\text{weeklyRevenue} + (\text{estimatedHoursRecovered} * \text{sessionRate}))}{\text{totalWorkHoursPerWeek}}$	
Estimated Effective Rate (Same Revenue, Fewer Hours)	$\frac{\text{weeklyRevenue}}{(\text{totalWorkHoursPerWeek} - \text{estimatedHoursRecovered})}$	
Estimated Hourly Rate Increase	$\text{afterRate} - \text{beforeRate}$	
Estimated Hourly Rate Increase (%)	$\frac{(\text{afterRate} - \text{beforeRate})}{\text{beforeRate}} * 100$	

6. Visual Breakdown: Your Work Week

Pie/donut chart data showing how your work week splits between training and admin categories.

METRIC	HOW IT IS CALCULATED	YOUR RESULT
	For each category: { label, hours, percentage, color }	

Step 4 — Delegability reference

Each admin category has a pre-assigned delegability rating from the 3-layer delegation model. These ratings are used to calculate priority scores. You can override them if your business context differs.

CATEGORY	LAYER	RATING	AUTOMATION COST (TYPICAL)
Training Paid training sessions, assessments, and in-session coaching	KEEP FOREVER	0.00	—
Admin — Scheduling Booking, rescheduling, cancellations, calendar management, no-show follow-ups	AUTOMATE FIRST	0.90	\$20-\$50/month
Admin — Billing Invoicing, payment follow-ups, package tracking, failed payment recovery, expense tracking	AUTOMATE FIRST	0.95	\$30-\$60/month
Admin — Communication Client texts, DMs, emails, check-in messages, progress updates (outside sessions)	DELEGATE NEXT	0.50	\$15-\$30/month (templates + automation) or VA at \$15-\$20/hr
Admin — Marketing Social media content, email newsletters, website updates, lead follow-up	DELEGATE NEXT	0.60	\$200-\$500/month (VA or content service)
Admin — Program Design Writing programs, updating templates, creating workout PDFs, copying exercises into apps	DELEGATE NEXT	0.40	\$30-\$80/month (software with template libraries)
Other Continuing education, commute, breaks, networking, admin not covered above	KEEP FOREVER	0.20	—

Final decision log

Once you have results, write down your top three actions.

#1 task to automate or delegate

Highest priority score

#2 task to automate or delegate

#3 task to automate or delegate

Tool or VA you will try

Budget cap: \$___/month

Date you will re-audit

Recommend 30 days from today

Compliance and disclaimers

- Estimated results based on your inputs. Individual results vary based on client volume, business model, and implementation.
- Revenue recovery projections assume recovered hours can be filled with billable sessions. Actual recovery depends on client demand, local market, and capacity utilization.
- Automation cost estimates are industry averages as of 2026. Actual costs vary by provider and feature set.
- This tool provides directional estimates to help prioritize decisions. It is not financial advice.

FitFlow — fitflow.digital · This workbook is an educational tool, not financial advice.