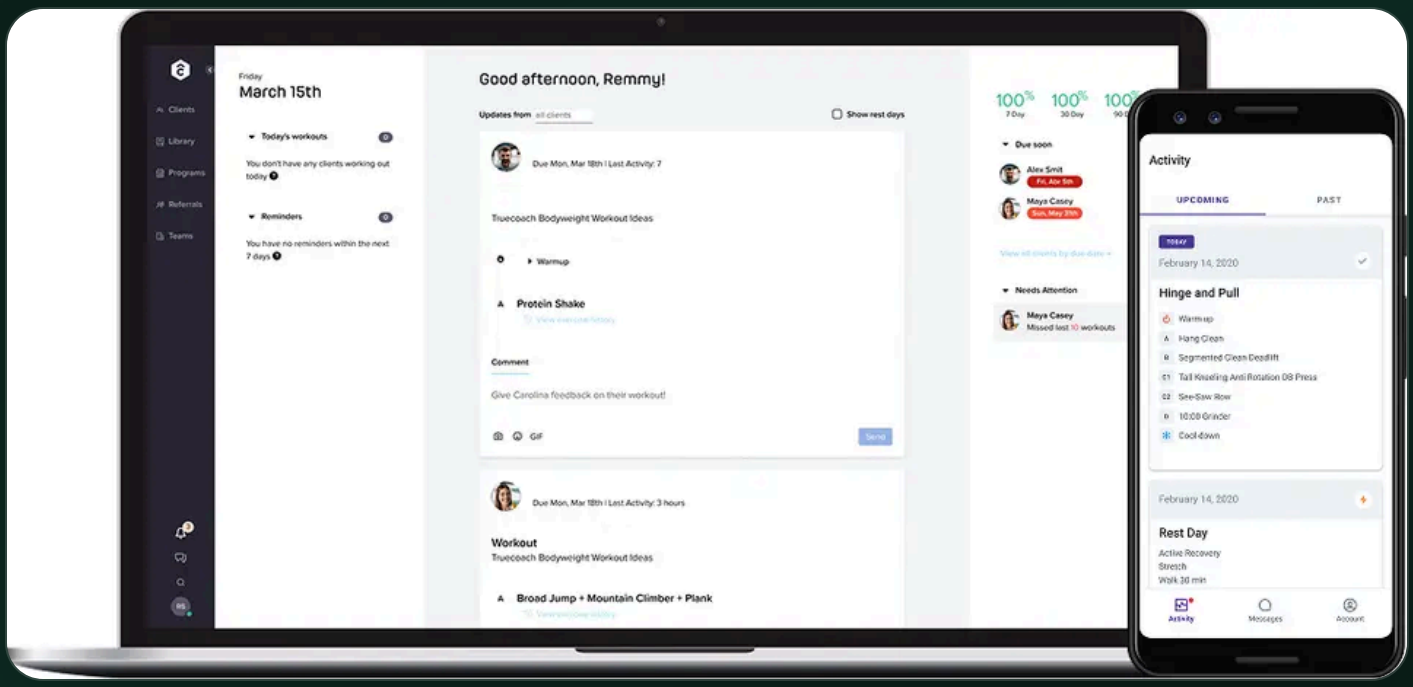
ToolGPA

NOVEMBER 2026

TrueCoach

The Insider's Guide

Workout programming and client coaching app for trainers

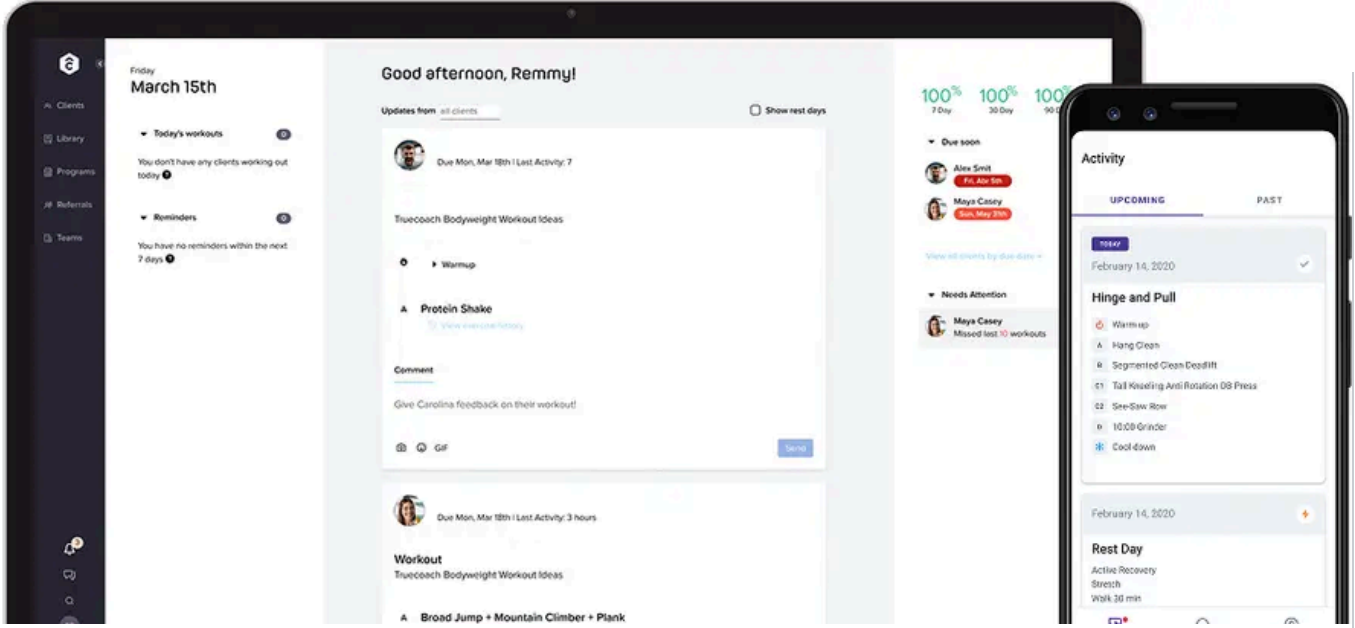


Every plan, grade, refund rule and rival among salon, spa and studio booking apps, read from TrueCoach's own pages.

Made by TrueCoach, Inc. · checked Nov 13, 2026 · toolgpa.com

2.2

GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from TrueCoach's own pages, its app-store listings and our grades. Every fact in it is on TrueCoach's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 48 of the 85 other salon, spa and studio booking apps we grade

TrueCoach is coaching software for personal trainers and fitness professionals. Coaches build workout programs from a video exercise library, track client progress, message clients and collect payments through Stripe. Clients use the app at no cost, and plans are priced by the number of active clients.

To get you started, here are **9 things to know about TrueCoach**, taken from its own pages and our grades.

> **No store rating on record, and a coach has programs and clients to build before it is useful.**
>
> From our grade for ease of use

1 **Best for one-to-one online workout coaching**

TrueCoach is a workout programming app for trainers with clients, covering a workout builder, tracking, messaging and payments.

2 **Paid plans start at $26.34 a month**

As its pricing page puts it: $26.34 per month, up to 5 clients, billed annually.

3 **You can try it first**

14-day free trial, no credit card required

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Program and workout builder**

Build workouts with drag and drop, save templates and copy them across clients, using a library of 3,000+ exercise videos or your own.

6 **Client tracking**

A dashboard follows progress, milestones, custom metrics and exercise history, and clients see their own graphs.

7 **Nutrition and habits**

MyFitnessPal syncs calorie and macro goals, and custom habits appear in the client's calendar.

8 **A 2.2 GPA, above 48 of 85**

That is against the other salon, spa and studio booking apps we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace TrueCoach you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

TrueCoach at a glance

PRICING Free trial, from $26.34 per month, up to 5 clients, billed annually	FREE PLAN No
FREE TRIAL 14-day free trial, no credit card required	RUNS ON Web, iOS, Android
MADE BY TrueCoach, Inc.	CATEGORY Salon, Spa & Studio Booking
OUR GRADE 2.2 GPA, fair	STORE RATING 4.9 on the App Store, 35,951 ratings

The report card

Best for one-to-one online workout coaching

TrueCoach is a workout programming app for trainers with clients, covering a workout builder, tracking, messaging and payments. Plans cap you at 5, 20 or 50 active clients, and it is not a booking tool for classes or a gym desk.

TOOLGPA REPORT CARD — **TrueCoach** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Starter is $26.34 a month for 5 clients, just above the category's $25 cheaper-quarter line. Standard is $57.99 for 20 clients and Pro $136.99 for 50.
Free plan and trial	C	A 14-day free trial with no card needed. There is no free plan.
Features	C	Program builder, client tracking, nutrition, messaging and payments for coaching. It does no class booking, which is the category's other half, and the page contradicts itself on Zapier.
Ease of use	C	No store rating on record, and a coach has programs and clients to build before it is useful.
Platforms and integrations	B	Web plus iOS and Android, with Stripe, Zapier, Apple Health, Garmin, Oura, WHOOP and MyFitnessPal.

Grade point average — Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who TrueCoach is for

- ✓ Fits if you coach clients one-to-one and send them workouts to track
- ✓ Works for trainers who want wearable and nutrition data next to the plan

Who it is not for

- ✗ Tight if you have more than a few clients, as plans stop at 5, 20 and 50 active clients
- ✗ Watch out: wearables, public profiles and the custom-branded app need Standard or Pro
- ✗ Not for you if you book group classes or run a gym front desk, as it is built for one-to-one coaching
- ✗ Watch out: the pricing page lists Zapier on Standard but says it is Pro only elsewhere
- ✗ Pricey if you pay monthly, as Starter is $29.98 against $26.34 billed annually

Good to know

Good for

- ✓ Personal trainers who coach clients remotely with set programs
- ✓ Coaches who want clients to use the app without paying for it
- ✓ Small practices that grow in steps of 5, 20 and 50 active clients

Worth knowing

- ⓘ Plans are capped at 5, 20 and 50 active clients; above 50 the page says to email for special pricing.
- ⓘ Wearables, public profiles and the custom-branded app need Standard or Pro.
- ⓘ The page is inconsistent on Zapier: the Standard card lists it, while the feature text says it is exclusive to Pro.
- ⓘ It is built for one-to-one coaching, not for booking group classes or running a gym front desk.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$26.34

A month to start

TrueCoach is a paid product with a free trial, starting at $26.34 per month, up to 5 clients, billed annually.

STARTER

$26.34

per month, up to 5 clients, billed annually ($29.98 monthly)

Program builder, client tracking, MyFitnessPal nutrition and habit tracking, messaging and automated payments.

STANDARD

$57.99

per month, up to 20 clients, billed annually ($69.98 monthly)

Adds public coach profiles, wearables data, a custom-branded app and advanced habit and nutrition tracking.

PRO

$136.99

per month, up to 50 clients, billed annually ($164.98 monthly)

For established businesses with up to 50 clients; the page says Zapier automations are exclusive to Pro.

Trying it first

14-day free trial, no credit card required

Read from truecoach.co on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing saves up to about 2 months

The pricing page shows lower monthly rates on annual plans, equal to one month free on Starter and two months free on Standard.

Stated on truecoach.co

OTHER SAVINGS

90-day money-back guarantee on annual plans

First-time subscribers on an annual plan can get a refund within 90 days; the page notes that restrictions apply.

Stated on truecoach.co

What it does

Its main features, where it runs, what it works with and who makes it

3

Places it runs: Web, iOS and Android

Workout programming and client coaching app for trainers. Here is what it does, as its own site describes it, and what it covers: templates, workflow automation, time tracking, habit tracking, dashboards.

"

Program builder, client tracking, nutrition, messaging and payments for coaching.

From our grade for features

Program and workout builder

Build workouts with drag and drop, save templates and copy them across clients, using a library of 3,000+ exercise videos or your own.

Client tracking

A dashboard follows progress, milestones, custom metrics and exercise history, and clients see their own graphs.

Nutrition and habits

MyFitnessPal syncs calorie and macro goals, and custom habits appear in the client's calendar.

Messaging

In-app chat supports photos, videos and GIFs, with push and email notifications for workouts and feedback.

Automated payments

TrueCoach Payments, run on Stripe, sets up recurring client subscriptions.

Wearables and custom app

Standard and Pro connect Apple Health, Garmin, OURA and others; Standard and up also offer a custom-branded app.

Where it runs

Web · iOS · Android

What it works with

MyFitnessPal · Stripe · Zapier · Apple Health · Garmin · OURA · WHOOP

TrueCoach is made by TrueCoach, Inc.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

48/85

Other salon, spa and studio booking apps it is graded above

TrueCoach's GPA of 2.2 is higher than 48 of the 85 other salon, spa and studio booking apps we grade, and level with 9.

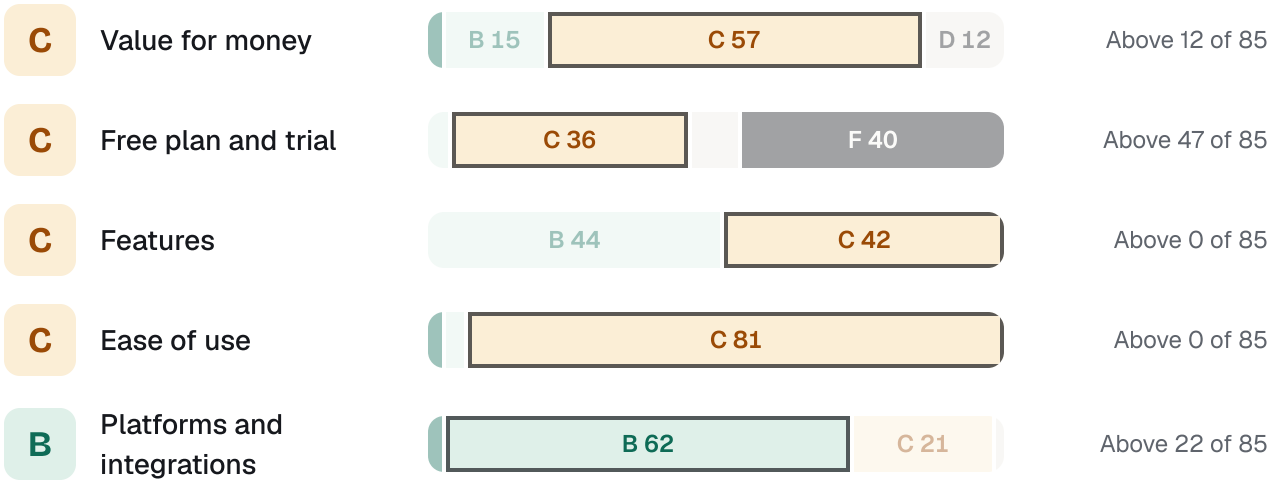
It stands best on platforms and integrations (B, above 22 of 85) and worst on features (C, above 0).

Its paid plans start at $26.34 a month, against a middle price of $49 for the category: 19 of the 57 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 10 tools score higher and cost less.

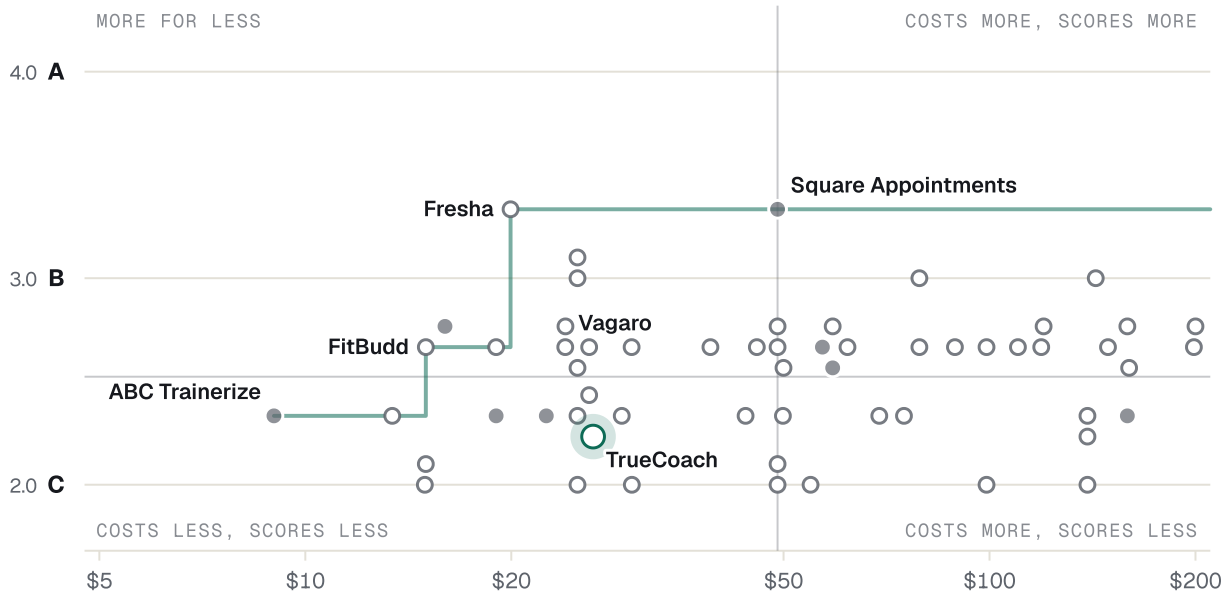
Each grade against the category

Every bar is all 86 salon, spa and studio booking apps we grade, cut by the letter each got. TrueCoach's own letter is outlined.



Price against what you get

Each dot is one of 58 salon, spa and studio booking apps. Further left costs less; higher up scores better on features, ease of use and platforms. TrueCoach is the marked dot.



What paid plans start at, a month (each step along is roughly double) ⍰

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace TrueCoach you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

It costs $316.08 a year.

What you could make

- Habit tracking, templates and time tracking: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.

- Connections that pull numbers from dozens of other services.
- A real app for iOS and Android. Something home-made would be a web page.
- People on the other end: coaches. No app builder makes those.

What this rests on. TrueCoach's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Everfit, ABC Trainerize, Virtuagym, FitBudd and Exercise.com

The 5 tools TrueCoach is most often weighed against, with where each one differs from it.

2.8 GPA

Everfit

Free plan · from $16/mo

Online coaching platform for trainers, gyms and nutrition coaches.

- Everfit has a free plan. TrueCoach does not, though it has a free trial.
- TrueCoach also covers time tracking and dashboards.
- Everfit also covers forms, community and appointment booking.

TrueCoach and Everfit compared in full

2.2 GPA

ABC Trainerize

Free plan · from $9/mo

Online and in-person coaching app for personal trainers and gyms.

- ABC Trainerize has a free plan. TrueCoach does not, though it has a free trial.
- TrueCoach also covers templates, workflow automation, time tracking and dashboards.
- ABC Trainerize also covers community, appointment booking and class booking.

TrueCoach and ABC Trainerize compared in full



1.6
GPA

Virtuagym

Paid

Gym and studio management with coaching and member apps.

- Only TrueCoach lists iOS and Android apps.
- TrueCoach also covers templates, workflow automation, time tracking, habit tracking and dashboards.
- Virtuagym also covers reports, appointment booking and class booking.

TrueCoach and Virtuagym compared in full



2.6
GPA

FitBudd

Free trial · from $15/mo

Branded fitness app and coaching software for trainers and gyms.

- TrueCoach also covers templates, time tracking and dashboards.
- FitBudd also covers video calls, community, appointment booking and class booking.

TrueCoach and FitBudd compared in full



1.8
GPA

Exercise.com

Paid

Gym, studio and trainer software with booking, workouts and apps.

- Only TrueCoach lists iOS and Android apps.
- TrueCoach also covers templates, workflow automation, time tracking, habit tracking and dashboards.
- Exercise.com also covers reports, email campaigns, online courses, appointment booking, class booking and sMS marketing.

TrueCoach and Exercise.com compared in full

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is TrueCoach free?

No, TrueCoach is a paid product, but you can try it first. 14-day free trial, no credit card required.

How much does TrueCoach cost?

TrueCoach lists 3 plans. Starter: $26.34 per month, up to 5 clients, billed annually ($29.98 monthly).

What platforms does TrueCoach work on?

TrueCoach is available on Web, iOS and Android.

Does TrueCoach offer any discounts?

TrueCoach publicly lists the following: Annual billing saves up to about 2 months; 90-day money-back guarantee on annual plans.

How is TrueCoach rated?

TrueCoach's iPhone and iPad app averages 4.9 out of 5 from 35,951 ratings on the App Store in the United States, as read on Nov 13, 2026.

Does TrueCoach have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. TrueCoach is listed for Web, iOS and Android.

Does TrueCoach have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. TrueCoach is listed for Web, iOS and Android.

Is TrueCoach open source?

TrueCoach is not described as open source on its own site, as read on Nov 13, 2026.

What does TrueCoach integrate with?

TrueCoach's listing names MyFitnessPal, Stripe, Zapier, Apple Health, Garmin, OURA and WHOOP.

Who makes TrueCoach?

TrueCoach is made by TrueCoach, Inc.

What are the alternatives to TrueCoach?

The closest alternatives to TrueCoach in our directory are Everfit, ABC Trainerize, Virtuagym, FitBudd and Exercise.com.

How does TrueCoach compare with other salon, spa and studio booking apps?

TrueCoach's GPA of 2.2 is higher than 48 of the 85 other salon, spa and studio booking apps we grade, and level with 9.

Is TrueCoach good value for money?

ToolGPA grades TrueCoach C for value for money. Its paid plans start at $26.34 a month, against a middle price of $49 for the category: 19 of the 57 others that charge start lower.

Could I make my own version of TrueCoach?

To replace TrueCoach you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from TrueCoach's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from TrueCoach's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by TrueCoach, Inc. Prices change, so check truecoach.co before you buy.

truecoach.co/pricing/

truecoach.co/about/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

TrueCoach, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/truecoach

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "TrueCoach: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/truecoach
```

Know someone choosing between salon, spa and studio booking apps?

Send them this guide:
toolgpa.com/tools/truecoach/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded salon, spa and studio booking apps after TrueCoach, each with an Insider's Guide of its own.

Salon, Spa & Studio Booking Insider's Guide

Every one of the 86 salon, spa and studio booking apps we grade, compared

Square Appointments Insider's Guide

Booking, point of sale and payments for appointment businesses

3.2 GPA

Fresha Insider's Guide

Salon and spa booking with a consumer marketplace for new clients

3.0 GPA

Barberly Insider's Guide

Barbershop booking software with a branded mobile app

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what TrueCoach's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. TrueCoach is a trademark of its owner, and this guide is not made, paid for or approved by TrueCoach, Inc. Prices and plans change: check truecoach.co before you buy.