

STUDIO GROWTH & CLIENT RETENTION

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PILATES UNLIMITED & OF-COURSEONLINE

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So, let's not even beat around the bush! Let's get right to it and create a studio or space that booms with success, value and amazing experiences.

BEFORE YOU START

It is important to know that:



Let's get real
and tell it like it is!

- It will never be perfect
- There will always be challenges
- You will definitely have to hone in on your people skills
- You will need to develop guts, gumption, ambition, perseverance and strength.
- You will need to develop a professional persona and leave the personal issues where they belong
- You will need to understand that people are people as are you and therefore you need to be empathetic but not a push over. In other words, be strong, stick to your rules and understand that this is a business and not a charity organization.
- You will learn more now than ever before
- You will have sleepless nights
- You will pay your staff before you pay yourself
- You will need cash flow to pay for marketing
- You will need to deal with difficult clients if you do not have the means to pay an assistant
- You will need to manage instructors which in itself is a challenge
- You will not always be popular
- Many may not agree with all your methods but if you stay educated, read as many business books as you can and stay on-top of your goals then you will be ok
- Remember, your business feeds your family and others will not always understand that
- If you persevere then you will reap the benefits of your studio's growth

Is it easier to work for someone else?

Of course, it is! But if you are ready for a challenging ride with all the mountains, rocky hills and beautiful scenery, then opening and owning a studio is perfect for you!



Do you have a passion
for your work?

What are your goals?



- Small studio
- Medium studio
- Large studio
- Single instructor
- Two instructors
- More instructors



- Single instructor offering mat only
- Single instructor offering mat & equipment
- Contractors
- Permanent employees

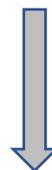


- Calculate your expenses
- Calculate your income required to pay expenses
- Calculate how many instructors you need to reach your goal

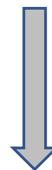
What is your business model?



- Single instructor
- Commission
- Permanent employee
- Client packages
- Client upfront payments per session



- Your % fee
- Employee % fee
- All clients to pay upfront for 4 – 10 sessions



- How much do you need?
- How much is fair as a split that will cover costs?
- Unexpected Fees

What funds do you have available?



- Do you need a loan?
- Do you have funds available?
- What will these funds be able to cover?



Funds must cover:

- Equipment
- First 5 months' Rent
- First 6 months marketing
- Technology
- Studio interior



- List your equipment
- Calculate rent
- Plan marketing
- List technology
- Plan studio interior

In order to grow your studio, you need to be able to envision the bigger picture and know that it does not come without challenges.

The number of instructors is dependent on your expenses.

The % split is dependant on the experience and qualification of the instructors. Times have changed and people expect more and more, however, when starting your studio, your sole purpose should be positive growth for the ***greater good of all involved***. Those who are invested in the business and who have similar values and morals as you do, will grow with you. You will also see that those who do not have the same values as you should not be part of the business.

Always remember, ONE ROTTEN APPLE can spoil the entire basket.

Sometimes a change that is very necessary may seem like a small mountain, but THIS TOO SHALL PASS and this is where your determination and ambition come into play!

Let's talk figures

- **NEWBIES** - 40/60 split means that you will have 60% to pay expenses and help the studio grow
- **MORE EXPERIENCED** - 45/55 split means that you will have 55% to pay expenses and help the studio grow
- **EXPERIENCED** – 50/50 split means that you will have 50% to pay expenses and help the studio grow
- **VERY EXPERIENCED** – 55/45 to a split means that you will have 45% to pay expenses and help the studio grow

And from there, there is room for increase and growth in salaries.



In order to charge competitive fees, you would need to do some research on the studios in your area.

- What do they charge?
- What are their packages?
- Do they offer Body Assessments?
- What additional services do they offer?
- What is their USP?
- What is your USP?

Now make a list of what you have to offer.

- What is your USP?
- What makes you different?
- What facilities do you have available?

If you are a great competitor then your fees can be on par or slightly higher. Never ever undersell yourself. People will pay for quality.

GIVE MORE VALUE THAN YOU RECEIVE IN REMUNERATION

NEVER TAKE WITHOUT GIVING MORE THAN YOU TAKE

YOUR COMPETITORS

In order for you to understand what is needed for you to grow, you should have a better idea of what you are up against. This can be the exciting part of the journey. The steps are simple:

1. What facilities do they have?
2. What fees do they charge?
3. What security do they have?
4. What area are they in?
5. How active is their marketing? Where do you see their advertising?
6. Contact them anonymously and request class details and you will get a great idea of their customer service.

Once you have all of this information, it is up to you to find your USP, use your USP and tick all the boxes of many companies' shortfalls.

ADMIN

Be prepared: Ensure that your studio logo colours run throughout the studio and branding

- Logo design
- Studio policy and procedures
- Instructor code of conduct for you and them
- Instructor contracts
- Client indemnity forms
- Studio letter head
- Studio booking system and diary
- Studio bank account (sole proprietor)
- Set up studio email and header for email with signature (NO GMAIL ACCOUNTS)
- Set up studio website - you can get a professional or use something like WIX
- Decide on your studio uniform if any
- Set up body assessment forms
- Decide how you will monitor clients progress
- Order a telephone line or designate a cell phone to the studio. However, a Telkom line is more affordable.

Identify the various methods of marketing that would be ideal for a Pilates Studio:

Please ensure that the graphics of your advertising is top notch. It is fairly easy with a variety of APPS. Paying a graphic designer could cost a lot. Educate yourself on how to use paint, photoshop etc. It will save you a lot of money and you will have control over your marketing.

1. **Facebook page;** See examples below
2. **Delivering a small gift with a small postcard** and business card to businesses in the area; see example below and add in a small chocolate for the receptionist
3. **Finding sports clubs, book clubs and sewing clubs** and delivering a similar gift to them with a post card and business cards
4. A great **website** that is user friendly and that has elements in of; products, human element, clients moving, stunning photos and great reviews. Check out www.of-courseonline.com (our international website). A website like this will cost you in excess of \$30 000, but you do not need this. Our studio website is www.pilatesunlimited.co.za which we set up for FREE with Wix.
5. Google marketing is a very effective way for people to find you and for you to target an area. Shop around for google marketers with realistic fees
6. Personally, go to businesses nearby and introduce yourself to them. Build relationships.
7. Use your contacts by singling out clients who work for companies.

Be careful of:

1. Generic emails and information
2. Boring Facebook posts that do not represent your product or company 'lingo'
3. Speaking to possible clients as if they are robots in your emails
4. Selling your product before you know why they want to use your product
5. Not following up with a personal email, sms or phone call. It is not only about the sale but more about the human interaction
6. Chasing numbers and forgetting that you may have existing clients who need assistance
7. Loosing track of what the instructors are doing within your studio. Your eyes and ears are always open
8. Delivering a mediocre body assessment. This has to be AMAZING if you would like them to come back. Remember why they are here and make sure that you address that in your Body Assessment. This is your one shot to grab them hook, line and sinker. You can also look at our [Client Movement Assessment](#) course at www.of-courseonline.com.

Should you pay a graphic designer for your artwork?

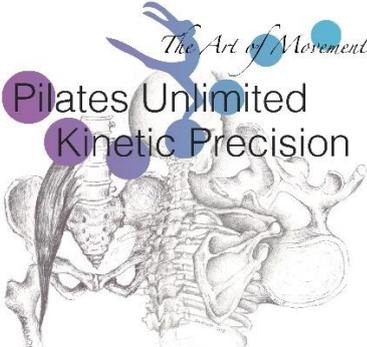
As a small business, paying a graphic designer can be quite expensive. There are other options:

1. Learn to work on adobe photoshop. This is going to save your thousands in unwanted bills. It might take some time, but this has been our saving grace. Anything that we want, we can design at the drop of a hat and there is no high invoice popping into our inbox. Check our Facebook page [@Of-CourseOnline.com](#) and our website. It was all designed by us.
2. Purchase templates at affordable prices for social media and use these for all of your designs. There are so many template apps for social media. Just type in Instagram templates and take your pick.

Experience Pilates!

Post Card Size

We have 20 years experience in the Movement, Pilates & Exercise Industry



The Art of Movement

Pilates Unlimited
Kinetic Precision

What to expect.....

1. An established Pilates studio.
2. A client body assessment... Let us assess what you need?
3. A choice of different classes: Private, Duet, Trio, Quad, Group.
4. Professional instructors with top qualifications.
5. A welcoming and inspiring health environment.
6. The advantages of a PRIVATE Pilates Studio.
6. Classes that are focused on YOUR NEEDS & therefore you obtain great results.

♥ Pilates is a Life Saver!



www.pilatesunlimited.co.za / info@pilatesunlimited.co.za / +27 (0)12 348 0088

Pilates for Longevity!

Exercise for YOUR Health @ Pilates Unlimited!

Post Card Size



The Art of Movement

Pilates Unlimited
Kinetic Precision

Toning, rehabilitation, sport specific training, stress relief, mind-body work, posture Improvement, flexibility, general health & client specific training!

What do people want to know about? (Make a list)

Facebook

Pilates Unlimited & Kinetic Precision SA
Published by Tanya Thompson [?] · November 10 at 4:19 PM · 🌐

☀️ WHAT TO DO ON A SATURDAY MORNING? 🤔🤔...We know 😊
✓ Join Sarah Grace Adendorff for some AMAZING PILATES classes every SATURDAY !
#pilates #pilatesmat



603 People Reached 65 Engagements [Boost Post](#)

👍👍 Monja Rousseau, Jo Strutt and 6 others 4 Shares

Pilates Unlimited & Kinetic Precision SA
Published by Tanya Thompson [?] · November 3 at 10:13 AM · 🌐

We are firm believers in doing things that makes exercise more fun and enjoyable... Doing bright coloured #activewear just makes those reps soooo much easier 😊 ... and it makes presenting course so much more fun 🙌 Besides... who needs more BORING in their life 🤔
Happy Weekend All!... See More



347 People Reached 29 Engagements [Boost Post](#)

👍👍 Marianna Marais, Carmen Roberts and 3 others

Focus on:

- What you want to sell
- The human factor
- Interesting facts
- Your personality
- What makes your space amazing
- Your clients and how well they are doing

REAL PEOPLE REVIEWS

Facebook

Pilates Unlimited & Kinetic Precision SA
Published by Tanya Thompson [?] · November 2 at 4:00 AM · 🌐

📍 Quad equipment sessions are a great way to stay motivated within your session. Let's call it Peer Pressure and lots of fun 🌟
Join today: info@pilatesunlimited.co.za
#pilates #wundachair #pilatespretoria



347 People Reached **74** Engagements [Boost Post](#)

👍❤️👏 15 1 Comment 1 Share 154 Views

👍 Like 💬 Comment ➦ Share

Most Relevant ▾

Write a comment...

Rose Hull Looks good 🍷 1
Like · Reply · Message · 1w

Of-CourseOnline
Published by Of-CourseOnline [?] · November 5 at 5:16 AM · 🌐

🌟 Get that **GLUTE MED** effectively !
📍 a few small tweaks and good instructions can take hip stability work to the next level.
📍 **FREE EASY MEMBERSHIP:** <https://www.of-courseonline.com/register/>
... See More



8,125 People Reached **1,040** Engagements [Boost Post](#)

👍❤️👏 اعمار احمد كوجاچي, Etzanne Webb and 46 others · 3 Comments 36 Shares 3K Views

👍 Like 💬 Comment ➦ Share

Oldest ▾

View 1 more comment

Christie Otto You are a fabulous instructor I learn something every time I watch your videos thank you
Like · Reply · Message · 1w

Of-CourseOnline Thank you so much for the compliment Christie. So happy to hear that it helps 📍

CUSTOMER SERVICE

A great studio is dependent on:

- Your first point of contact
- Your follow up
- Your studio persona
- Your service delivery
- The value of the body assessment
- The classes that you give
- Are you achieving THEIR goals?
- The team that you employ
- Your hands-on approach at all times
- A distinctive plan and goal
- Assessment of that goal
- The 10/10/10 ratio

MAGIC



10/10/10 Ratio

10% price increase - 10% more sessions - 10% more clients

FOOD FOR THOUGHT & SUCCESS



IT IS THE LITTLE THINGS THAT COUNT

1. **Do everything to the best of your ability** no matter how small the task might be because this will lead you to great places.
2. **Care more, love more & be patient.** In doing so, you become conscientious which is a priceless attribute.
3. Always **do more than is expected** regardless whether it is noticed as it is an act of self-growth, progression and gratification.
4. Always **be present** & in that presence give 110%.
5. Be truly **grateful** for your health, your job, your family and any opportunity to learn for these are necessities that many do not have.
6. **Always be helpful & friendly** to family, colleagues and friends in order to nurture relationships. All good relationships are worth gold in the present and in the future.
7. Ask yourself daily.....**What positive difference can you make today?**
8. Are you a **contributor** or a taker?
9. Do you **deserve to receive** or do you expect to receive? If you analyse your conduct carefully, you might see that it is in favour of expectation and not deserving.
10. A state of happiness is a personal and mindful choice whereby **you receive what you give.** Be rude and impatient and others will retaliate with same. Those who are mindful will choose not to choose you.
11. **Bring all your energy everyday** & make each day just another day for all those around you to love you.
12. **Environment is not a factor;** your attitude and conduct are.
13. **Always give more in value than you receive!**
14. Have **UNWAVERING FAITH**
15. **Believing in that which you cannot see** places you on an extraordinary level of achieving anything.

FINANCES

1. Employ an accountant to do your tax and if you have the time, do your books so that you learn the ropes. At a later stage, you can hand this over to the accountant.
2. Calculate monthly expenses so that you know what you need to earn in order to cover them, then implement the 10 / 10 / 10 ratio which you can view below
3. Never miss month end books
4. Negotiate your rent, start smaller and expand from there. Everything is negotiable

The golden rule – NEVER SPEND A CLIENTS CREDIT

Expenses:

TAX YEAR: 1st March – 28/29 February Annually

	March	April	May
Income	0,00	0,00	0,00
Accountant	0,00	0,00	0,00
Advertising	0,00	0,00	0,00
Bank fees	0,00	0,00	0,00
Charity	0,00	0,00	0,00
Cleaning products + milk	0,00	0,00	0,00
Client and staff gifts	0,00	0,00	0,00
Communications	0,00	0,00	0,00
Company snacks	0,00	0,00	0,00
Credit card business	0,00	0,00	0,00
Domestic worker	0,00	0,00	0,00
Income tax provisional	0,00	0,00	0,00
Insurance	0,00	0,00	0,00
Internet	0,00	0,00	0,00
Lawyer	0,00	0,00	0,00
Loan repayment	0,00	0,00	0,00
Medical	0,00	0,00	0,00
Petrol	0,00	0,00	0,00
Rent (Bond)	0,00	0,00	0,00
Repairs & maintenance	0,00	0,00	0,00
Salaries	0,00	0,00	0,00
Tax	0,00	0,00	0,00
Staff enrichment	0,00	0,00	0,00
Stationery / printing	0,00	0,00	0,00
Stock purchases	0,00	0,00	0,00
Studio interior	0,00	0,00	0,00
Studio Booking System	0,00	0,00	0,00
New Technology or devices	0,00	0,00	0,00
Uniforms	0,00	0,00	0,00
Water for clients	0,00	0,00	0,00
Water and electricity	0,00	0,00	0,00
Refunds	0,00	0,00	0,00
TOTAL	0,00	0,00	0,00
PROFIT			

It is important that once you have completed the spreadsheet above that you:

- Calculate the total client's credit and ensure that the profit is additional to this credit. You might find that the profit is not exactly as it should be but this will improve over time if you keep the 10 / 10 / 10 ratio in mind at all times.

Example:

Client Credit	Client Debit	1. Bank balance before expenses	2. Bank balance after expenses	3. Profit
27 000	2 000	65 000	35 000	5000 above your salary
29 000		1 – 2 + 3 = R35 000 (This is what you should have in your account now)		
29 000		Expenses paid, client credit is there and profit is there		

It is importance that passion does not cloud skill in various aspects of your business. Nothing should take a back seat.

You need to be able to:

- Give amazing classes
- Be an accountant
- Watch your finances
- Manage people
- Employ instructors
- Work with people
- Manage people
- Be confident
- And ALWAYS TRUST YOUR GUT!
-

BOOKS

We never know it all, in fact when we start, we are Virgins at making this work. Always get business educated and stay on top of what is happening as well as what is new.

Here are a few books that will take you from Virgin to Greatness:

- 100 great marketing ideas
- 100 great branding ideas
- The richest man in Babylon
- The power of the subconscious mind
- The master key system
- Who stole my cheese?
- Customer service
- Jab, jab, jab right hook

NOW GET CRACKING AND GO OUT THERE AND DO SOMETHING AMAZING!

If you had to ask me what the best advice is that I could give any small business owner it would be:

- Act on inspired thought
- Don't procrastinate
- Take calculated risks
- Build your confidence
- Dare to be different
- Read as many business books as you can and implement what you have read
- Have faith in your own capabilities
- Keep learning in your field as this will reflect in your work
- Work the hours initially that others will not do
- Do the things that others are not prepared to do
- Wake up early and get your day going before everyone else
- Set goals and go for them, reward yourself with something small when you achieve them

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