# THE Studio Grow MASTERMIND

Grow Your Studio. Live Your Dream. Build Your Legacy.



STUDIO GROW

BUILDING STUDIOS
AS STRONG AS YOU ARE

## If you're reading this, you're probably a studio owner ***working way too hard*** and ***making way too little.***

If you're done wondering when you're finally going to pay yourself what you deserve...

If you're still doing it all in spite of paying a team way too much of your profits...

If you're tired of the 74 hour work weeks, 5 AM Saturday morning starts and never seeing the freedom you started this studio for in the first place

The current state of your studio is probably costing you hundreds of thousands of dollars in potential revenue and some of the most precious years of your life.

At Studio Grow we know every obstacle you face as a studio owner and a few you couldn't even imagine, cause we are studio owners. And, we've spent years building the processes and systems that don't just address those obstacles, they solve them once and for all.

If you've spent a sleepless night worried about your studio in the last year, then Studio Grow's Mastermind is the perfect solution. This 1:1 coaching program is designed to give you the exact solutions for your very unique studio, alongside of all the processes, systems, marketing playbooks and so much more that Studio Grow is known for.

If you're like me, you may not have started a studio to run the business side of a studio. But, if you don't tackle the business problems inside of your studio, they're only going to get worse not better. And, this isn't just going to cost you the hundreds of thousands of dollars that could change your life. It's going to cost you years of actually savoring the success your studio could bring.

Let us work alongside you to transform your studio today. After all, if you're changing the lives of those around you, you deserve someone who's helping transform your studio and your life. And, you can transform both.

We look forward to welcoming you into Studio Grow's Mastermind.




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When you Join Studio Grow's MASTERMIND
You Step Onto *Studio Grow's*

# Studio Success PATH

**MODEL**
- Business
- Profit
- Location
- Exit

**PRODUCTS**
- Offers
- Pricing
- Stack

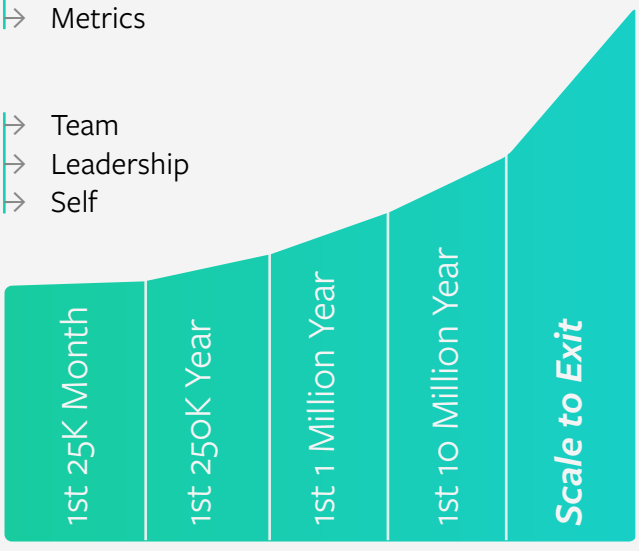
**ACQUISITION**
- Sales
- Marketing
- Retention

**OPERATIONS**
- Daily
- Weekly
- Monthly
- Quarterly
- Annually

**NUMBERS**
- Projections
- Budget
- Metrics

**TQ**
- Team
- Leadership
- Self

**SCALE**





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# First year in the MASTERMIND

## 1 Onboarding Your Studio

No one knows your studio better than you do

*PROBLEM*

Our SG team knows just how to get all the data and details we need to know in our Studio Diagnostics Audit.

*SOLUTION*

## 2 Pricing Your Studio

Your pricing isn't optimized.

*PROBLEM*

Our expert pricing team will create a living pricing structure that we'll adapt as you grow.

*SOLUTION*

## 3 Weekly One on One Coaching Begins

Your studio has its own unique challenges

*PROBLEM*

We work 1:1 to solve them

*SOLUTION*

## 4 Attend 1 Day Intensives

Virtual's great, but you still want an in person community

*PROBLEM*

Join us for 1 Day Intensive Retreats in spots like Miami, Marrakesh, DC, Copenhagen, Singapore, Houston and many more to collaborate live.

*SOLUTION*

## 5 Virtual Marketing Retreats

You aren't marketing right

*PROBLEM*

Our $500K test budget let's us build the best marketing and AI tools just for you.

*SOLUTION*

## 6 Train Your Team

Your team isn't giving you an ROI.

*PROBLEM*

We'll manage them with you in 1:1 coaching calls.

*SOLUTION*

## 7 Attend our next Conference

You only want to hear from the best.

*PROBLEM*

We bring the best of the best to create experiences you'll never want to miss.

*SOLUTION*

## 8 Learn from Industry Experts

You need expert help

*PROBLEM*

Every week SG Team and a variety of industry experts show up to give you million dollar answers and solve your biggest problems.

*SOLUTION*

## 9 Mastermind for a year! *What's next?*

You've never grown faster and you don't want it to end

*PROBLEM*

You've never grown faster and you don't want it to end. The Mastermind is designed to be a year over year program, and most of our clients stay for three or more years with us. **You can too...**

*SOLUTION*


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Embarking on a **transformative journey** within the MASTERMIND means immersing yourself in a **tailored approach** focused on the

# 6 CORE Pillars *of Studio Growth*

PILLAR 1

## Building your Foundation

Establishing the groundwork for longevity and success, this pillar helps you master your CEO time, cultivate a lead tracking system, immerse in foundational metrics, and solidify your online brand identity.

*A well-built foundation is the first step towards sustainable growth.*





PILLAR 2

## Maximizing Conversions by Optimizing Client Experience

*Step into a journey where every client interaction is an opportunity.*

With a strategic website design tailored for introductory packages and nuanced selling techniques, we ensure your studio becomes synonymous with unparalleled client experiences and increased conversions.


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PILLAR 3

## Financial Mastery

*Dive deep into the financial backbone of your studio.*

From mastering pivotal KPIs and setting transparent financial goals to optimizing revenue streams, this pillar is all about ensuring you're both profitable and sustainable, positioning you for future growth and stability.





PILLAR 4

## Cultivating Solid Retention

Focusing on member longevity, this pillar guides you in crafting a ***member journey that fosters loyalty,*** nurturing members who might waver, and ***building a culture where members feel more than just clients — they feel like family.***

PILLAR 5

## Elevating Your Marketing and Brand Presence

*Your brand's voice deserves to be heard.*

We focus on honing your brand message, optimizing SEO, and implementing strategies that not only elevate your digital presence but also make it resonate with your target audience.





PILLAR 6

## The CEO Mindset

*Transitioning from an "owner" to a visionary CEO* requires reflection, strategy, and a mindset shift. This pillar supports you in this evolution, offering roadmaps for team alignment and leadership prowess, ensuring you steer with confidence and clarity.


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# *You have access to...*

## Studio Grow Operations Training Vault

Filled with ***strategies, processes and done-for-you templates*** so that you fill your studio to the brim with new members.

Have you ever wanted a ***checklist on how to run a studio successfully,*** complete with every process already done for you- well, it's in there. All the job descriptions, comp plans, legal contracts, financial spreadsheets customized and ready to go from budget to projections, every lead tracking tool, marketing training on FB and Google ***and SO much more!***

## Quarterly Marketing Retreats

Every quarter we host a ***Virtual Marketing Retreat.*** These are led by the studio grow team of digital marketers, ad strategists and copywriters. We sit down as a group and plan, customize and roll out ***all your marketing for the next 90 days.***

## Quarterly Done-For-You Templates and Scripts

For marketing emails and social media so you see near instant results.
***Copy > Recreate > and Paste*** every image you could need

## Studio Grow Sales + Marketing Vault:

***Full access to our library*** of marketing playbooks, sales and hiring training.

Complete with every single piece of ad copy, ad images, social posts email and text message templates to make this as easy as can be.

***We've got dozens of award winning campaigns.***

## Access to our private Mastermind Community:

Where you'll build life-long relationships with other studio owners, celebrate one another's wins and learn new strategies.


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## Regular Expert Coaching and Office Hours:

I mentioned this is a ***program of coaching, community, accountability, and collaboration*** right?

We also offer **BONUS live calls each and every week.**

These are all recorded and live in our curriculum portal if you can't attend live. These are not required but please feel free to watch the replays

- Tuesday's: Lise Live Q&A
- Wednesday's- Coaches Panel- Hot Topics
- Thursday's- Marketing

We also work with our specialized coaching team and experts (Shannon Simmons with Profit First, Tara Zirker our very own FB and digital ad expert and , Amy Lafko) who focuses on all things team and hiring, will join us every month to answer your questions, provide insights that actually shift your business and the support to grow your legacy.

We've built this program to have ***all the support you need without having to hire another "expert."***



## 2 Additional Seats at No Cost:

***For anyone on your staff*** to join you in the Mastermind.

## Updated All-In Facebook & Google Ads Deep Dive

with SG's Ads expert

## 1 & 2 Day Retreats:

While we know digital consulting is brilliant, sometimes ***it's nice to get together in real life.*** Your access to the Mastermind includes joining us for our ***1 and 2 day intensive implementation retreats,*** which are held in some of the most lovely spots in the world.

You'll ***work intimately with our coaching team*** to build everything you need for success.



This is an ***application-only experience*** and we spend an enormous amount of time ensuring we have the right fit for you and for our community as a whole.

This is a zero pressure process so if you're interested, *there's nothing to lose.*

ENROLL FOR THE MASTERMIND TODAY


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# Here's just a *taste of what's possible* inside of the MASTERMIND




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# Margaret *Virden*

## at *Provision Studio*

Hi, I'm ***Margaret*** and I'm the owner of **Provision Studio** in Alabama.

We started five years ago and like a lot of people, even though I'd majored in business in college, I didn't know how to run a studio, but I knew we'd figure it out as we go!

I leased 1300 square feet and bought six reformers. While I loved offering Pilates, I wanted something else to offer. Cardio and Pilates was my preferred workout so we created a cardio circuit class where you use treadmills, trampolines and strength training. We had two group fitness rooms, and we knew we could maximize our space and serve our clients more so we added privates on the side during times when we had no group sessions. And, my studio did well.

I had plenty of people coming through the door, but I had no follow through and no process for what do after all these new leads came into the studio for the first time. And, that was okay, until I decided to double my square footage in January 2020. I know what you're thinking? ***GREAT timing.***

And it was great timing. It allowed us the space to spread people out across two even larger group fitness rooms, two private rooms and across lots of new reformers. So now, we were able to do two group classes and two privates during peak times.

We joined Studio Grow's Mastermind after our studio expansion largely to create an extraordinary client journey, maximize our leads and serve our clients even better.

We had leads coming in from everywhere... DM's on Instagram. Emails into our inbox. Through our Facebook Ad campaigns. Plenty of referrals. And, even phone calls every single day.

But, we were only tracking the leads that landed in our Studio CRM. All the people that just reached out and didn't buy were lost and that wasn't working for us. So we used Studio Grow's Lead Tracker, yes, it's a critical piece of the puzzle, and started tracking every single lead.

We determine where they came from, their name, their email, and their phone number. We have next points of contact based on where they came from, and what contact information we have for them. We've used Zapier, an amazing connection software, to automate the tracker, and this helps us to make sure no leads slip through the cracks and that we can always reach back out to them!

Has it (and Studio Grow) changed my studio? ***Absolutely and it's changed my life as well.*** I'm looking forward to some big plans and the chance to change even more lives.

*Margaret*




Scan this code to listen to Margaret's journey!


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# Erica *Zeil*

## at *Core Athletic & Knocked-Up Fitness*

I'm ***Erica Zeil*** and I'm the founder of **Core Athletic and Knocked Up Fitness**.

I'm not new to the industry. I've had a successful online business with features in plenty of major publications like Shape, People, MindBodyGreen and Well & Good.

But, when I decided to open a 19,000 square foot studio in Southern California, I didn't know what I didn't know. And, I wanted to learn from Lise and the whole team at Studio Grow from the beginning. I didn't want to stumble or make any mistakes, simply because I didn't have the right tools, processes and systems. And, I didn't want to reinvent anything I didn't have to.

More importantly I didn't want anything...

My time after all I'm busy and time is something I don't have extra of.

My money and resources because I want a profitable business from day one.

> And, that goal, cash flow positive the day I open, I'm on track to make that come true, which means I'll be paying myself and that's HUGE, right? If you don't pay yourself, it just gets a lot harder to keep running your business.

I had almost signed up a year before–and part of me wishes I had.

Even though I've been in the online space for the last 7 years, I've learned so much AND I'm applying it to my online business.

> I knew that my investment would pay off tenfold just in the beginning of getting things started. I feel so much more confidence [and] peace of mind to just know that I'm not in this alone.

And, that's worth everything.

*Erica*





Scan this code to listen to Ericas's journey!


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# April *Estrada*

## at *Hippie Yoga*

I'm ***April Estrada,*** and I'm the founder of **Hippie Yoga,** which is located on the coast of Michigan.

It's been a record breaking break year and few things helped catalyze this growth, namely...

Our sales process! I didn't have a system before at all. We were getting people in, but we just didn't get them to convert. So the sales process 100% was the biggest change that we made.

But, it was followed by the pricing Studio Grow developed. I finally focused more on ensuring the majority of my revenue was from memberships as opposed to drop-ins, which was a big change around pricing.

> I feel like we've increased our value at our studio, so that I could increase my prices.

And, that let us hit 80% capacity in our studio, which has allowed us to grow and expand and serve even more clients.

Most people still walk through our doors because they heard about us through word of mouth, but adding a simple sidewalk sign has been the cheapest game changer I could have imagined. More people come in from that sign than anything else.

I know one of the biggest places we were stuck was our client communication and journey. We've added automated emails and text messages that go out right away once they create an account or once they reach out to us. Once they've signed up for a class, they also have email and text messages. Once they take a class, they get those email and text messages and I personally call everybody after their first visit there. I try to personally reach them at least three times over their introductory offer.

And, this Client Journey has led to an incredible conversion rate from Intro Package onto membership. It may sound simple, but it's one of the biggest reasons we've grown so fast.

I just celebrated my 8th year anniversary at Hippie Yoga. And, I've learned more than a few lessons, namely to be nice to yourself!

When I first started [Studio Grow] I was very overwhelmed because I thought that there were so many things that I wanted to do. I identified what was the biggest thing I could change and get the biggest impact - which was my sales process. So, definitely having that as first priority, and then creating a brand that's unique for you. I think if I hadn't had the brand and really fine-tuned what I was, I wouldn't have been able to differentiate myself from other yoga studios.

And, that's led me to an incredible place with a studio full of clients and a chance to change the world.

*April*




Scan this code to listen to April's journey!


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# Stephanie *Dunlop*

## at *Club MVMNT*

Hi I'm ***Stephanie Dunlop*** and I'm the founder of **Club MVMNT** in Rosharon, Texas.

I'm an emergency medicine physican, which may not be the schooling you think of when you think boutique fitness studio owner, but I knew exercise was medicine. And, if I could reach more people before they found me in the ER I'd be doing everyone a service.

So I decided to open a multi-modality studio in the winter of 2023. We have a bit of everything–– we do barre, sculpt, spin, bounce, HIIT, dance fitness, plus we've focused on wellness and recovery options. As great as fitness is, it should be balanced with recovery and we offer muscle compression therapy, stretch therapy massages and saunas.

And, as for Wellness we're now offering iv nutrition and drips, plus nutritional consults and healthy meal prep to ensure that our clients have everything they need.

> Thanks to Studio Grow, we opened profitably with 160 founding members, which is pretty awesome.

The biggest reason we opened profitably was the pre-sale marketing, pricing and processes Studio Grow helped us develop. The processes are so well laid out that I don't have to do it anymore and our front desk staff owns that. We also used Studio Grow's sales process and booked our intakes for every client over the phone, which was how we sold a lot of our pre-sale memberships. We really got that process down which helped us with where we are at now, which is doing full intakes in the studio since it's open. I feel a lot more comfortable with teaching our staff our intake process now, and conversions are a lot higher now than what I think they would have been without that process.

Now, the biggest thing we're focused on is retention because we did have so many founding members, that we want to hold on to as many of those people as humanly possible. So our efforts have shifted more to retention, but we're also consistently building our marketing out to keep our growth high. Since we are growing very rapidly, we also want to make sure that we can keep up with capacity as well.

I took a big leap of faith following my passions from medicine to fitness. Leaving the ER, and the income that comes with it, I knew that I needed to take the steps to make sure that it was gonna be worth it. My end goal, just like in the ER, was to help as many people as I could - and work more in the preventative medicine realm rather than the more reactive side like in the ER. That's my big focus and my passion and what's driven me. That is also why I chose a lot of the ancillary services that we have, because I did take the time to really research them to be able to tell my clients the benefits of them and how they're going to contribute to their longevity and their quality of life. Thanks to Studio Grow that leap has paid off in dividends.

*Stephanie*




Scan this code to listen to Stephanie's journey!


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