

New Client

BOOTCAMP

5 FREE Days to fill your in-studio and virtual sessions today

The last year has been unprecedented for boutique fitness. You've dealt with shutdowns, grappled with social distancing requirements, and confronted the difficulties of manning a team in tough times, all while trying to keep your clients as healthy and engaged as possible. That has included virtual classes, over come rain or shine outdoor sessions, via private sessions that were never in some studio's business plan and so much more...

But, there is a light at the end of this tunnel.

At Studio Grow, we've spent over a thousand hours intimately engaged with studio owners in 34 countries, assisting them to pivot, take action and thrive in this EXACT situation.

We've developed THE model for studios who are growing their members, both in group classes and privates, both in person and virtually. And, I can't wait to share it with you.

Hi, I'm Lise



I'm a multi-7 figure boutique fitness entrepreneur and fitness business expert who's been featured in some of the biggest publications in the world. By the time I was 36, I'd built 6 multi-7 figure studios across the US , generated over $18.6 million dollars in revenue, and served over 12,000 clients across four states.

Today, I'm the Founder of Studio Grow and The Boutique Fitness Coalition: the largest consulting and advocacy group (and greater community) of boutique fitness studios in the world.

Each week my team and I reach over 50,000 studio owners with the top boutique fitness industry podcast Ready. Aim. Empire and work intimately with over 1,200 studios each and every year (fact check: in 2020 our clients included over 80 7-figure studios and an average client growth of 32%).

I'm doing one heck of a happy dance that you're a part of this FREE virtual bootcamp that's devised to do one very important thing (and nothing more): assist YOU in enrolling LOTS of new clients, both in person and online, swiftly and inexpensively.

Studio Grow helps studio owners grow both their business and their profits, serve their greatest purpose in their communities, and build a work/life balance that celebrates 2-day work weeks. And, in 2021, we're more steadfast than ever in our mission.

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From March 22nd-26th, I'll be going live every day for our trainings at **12 PM EST** over Zoom and in our private New Client Bootcamp Facebook Community. This 60 minute training will be filled with the simple and proven strategies we've created to get you more clients, today. During this hour, I'll be teaching and reviewing your homework from the previous day and ('cause we believe all hard work should come with a side of fun) giving away some crazy good prizes.

After you've had a bit to absorb our quick and concise training during our first week, you'll be invited to join our 60 minute Make It Happen Session at 4 PM EST. Think of this as your chance to ask any questions that have come up that day, dive into your homework, and simply stay focused and on target to hit your goals.

Ready to reach all your wildest goals?

Follow these three steps to begin converting more clients and members, today!

Step 1

Join Our Private Community!

I'll be going LIVE each day of the Challenge on our Private New Client Bootcamp Facebook Community so make sure to join the group!

JOIN THE CHALLENGE COMMUNITY

- The group officially opens on Wednesday, March 17th. The community, accountability, and trainings in the group are crucial to implementing the strategies I'll be teaching and achieving your client and member goals.
- Join now so that you'll be able to access the Live Challenge Trainings and Q & A's each day!

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Step 2

Setup Reminders to Alert You When I Go Live!

Take a moment to add the New Client Bootcamp to your calendar. I've included the complete daily schedule below.
We know life gets busy, so we've built in some extra reminders to help make sure you're at the trainings and Q & A's live!

SIGN UP FOR SMS TEXT REMINDERS

Step 3

Be sure to check your email inbox for all our updates.

Every day before we go live, we'll send you an email complete with everything you'll need for that day's New Client Bootcamp. So make sure you're checking your inbox March 1-5.

If you happen to miss a Live Training or Q & A, we'll be emailing a special link of replays that will be available until Monday, March 8th, at midnight.

See you on March 22nd!

Lise

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Your Schedule

Day 1

Drafting Your Studio Blueprints

Before you build your dream home, you're gonna have a killer architect create your blueprints. In Day 1, we're flipping roles and you'll be at the drafting board with me, mapping out your specific goals for the rest of 2021 so you have complete focus and a clear roadmap. Ready to add 50% new revenue in 2021? Double your membership? Grow your virtual studio income? Dream big, baby, cause we're building you a skyscraper!

MONDAY, 9AM PACIFIC
MONDAY, 12PM EASTERN
MONDAY, 5PM GMT/UK
MONDAY, 6PM CEST/PARIS
TUESDAY, 1AM PERTH
TUESDAY, 4AM SYDNEY
TUESDAY, 6AM NEW ZEALAND

Make it Happen Q&A Session

MONDAY, 1PM PACIFIC
MONDAY, 4PM EASTERN
MONDAY, 9PM GMT/UK
MONDAY, 10PM CEST/PARIS
TUESDAY, 5AM PERTH
TUESDAY, 6AM SYDNEY
TUESDAY, 10AM NEW ZEALAND

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Day 2

Profit Projections

All this work to grow your studio doesn't add up to much if we don't increase your profit margins. And, Profit Margins = Your Paycheck. So we'll spend Day 2 getting down and dirty crafting a Profit Projection Plan that means 2021 will be your biggest year ever.

TUESDAY, 9AM PACIFIC
TUESDAY, 12PM EASTERN
TUESDAY, 5PM GMT/UK
TUESDAY, 6PM CEST/PARIS
WEDNESDAY, 1AM PERTH
WEDNESDAY, 4AM SYDNEY
WEDNESDAY, 6AM NEW ZEALAND

Make it Happen Q&A Session

TUESDAY, 1PM PACIFIC
TUESDAY, 4PM EASTERN
TUESDAY, 9PM GMT/UK
TUESDAY, 10PM CEST/PARIS
WEDNESDAY, 5AM PERTH
WEDNESDAY, 6AM SYDNEY
WEDNESDAY, 10AM NEW ZEALAND

Day 3

Classical Conversion

Regardless of the goals you created on Day 1, it's time for a return to the classics to get your new member numbers up. Today is all about what we're doing to enroll new members in group, small group and private sessions, virtually or in person.

WEDNESDAY, 9AM PACIFIC
WEDNESDAY, 12PM EASTERN
WEDNESDAY, 5PM GMT/UK
WEDNESDAY, 6PM CEST/PARIS
THURSDAY, 1AM PERTH
THURSDAY, 4AM SYDNEY
THURSDAY, 6AM NEW ZEALAND

Make it Happen Q&A Session

WEDNESDAY, 1PM PACIFIC
WEDNESDAY, 4PM EASTERN
WEDNESDAY, 9PM GMT/UK
WEDNESDAY, 10PM CEST/PARIS
THURSDAY, 5AM PERTH
THURSDAY, 6AM SYDNEY
THURSDAY, 10AM NEW ZEALAND

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Day 4

Map Out Your Marketing

Yes, marketing is changing faster than I'm typing this. Yes, advertising online can feel a lil crowded. Which is why we're gonna map out simple, easy to execute plans to simply (and inexpensively) draw your IDEAL new clients through your doors and onto your virtual products in 2021. By the end, you'll discover my "ace in the hole marketing plan" and how to implement it so your dream clients can't help but get started.

THURSDAY, 9AM PACIFIC
THURSDAY, 12PM EASTERN
THURSDAY, 5PM GMT/UK
THURSDAY, 6PM CEST/PARIS
FRIDAY, 1AM PERTH
FRIDAY, 4AM SYDNEY
FRIDAY, 6AM NEW ZEALAND

Make it Happen Q&A Session

THURSDAY, 1PM PACIFIC
THURSDAY, 4PM EASTERN
THURSDAY, 9PM GMT/UK
THURSDAY, 10PM CEST/PARIS
FRIDAY, 5AM PERTH
FRIDAY, 6AM SYDNEY
FRIDAY, 10AM NEW ZEALAND

Day 5

Iconic Retention

The fastest way to grow your studio's revenue? Iconic levels of retention. The more clients who stay, the faster your revenue compounds. Today is all about keeping your clients at your studio. If 2020 taught us anything, it's the value of the clients we already have. So buckle up my dear, today is all about long-term, always growing, consistent as can be revenue.

FRIDAY, 9AM PACIFIC
FRIDAY, 12PM EASTERN
FRIDAY, 5PM GMT/UK
FRIDAY, 6PM CEST/PARIS
SATURDAY, 1AM PERTH
SATURDAY, 4AM SYDNEY
SATURDAY, 6AM NEW ZEALAND

Make it Happen Q&A Session

FRIDAY, 1PM PACIFIC
FRIDAY, 4PM EASTERN
FRIDAY, 9PM GMT/UK
FRIDAY, 10PM CEST/PARIS
SATURDAY, 5AM PERTH
SATURDAY, 6AM SYDNEY
SATURDAY, 10AM NEW ZEALAND

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Day 5 (cont.)

We Made It Happen Party!

Come Celebrate With Us!

You're more than cordially invited to a celebration of everything we've made happen together (don't forget all the wins...you'll have quite the list)!

This training is the final piece of the puzzle where we'll combine everything we've learned over 5 days of trainings, insights and wins, and build a "can't help but make it happen" New Client Plan for the rest of 2021. Yes, you'll want to book out 2 hours so you can finalize your plans.

I'll teach you exactly how the strategies and steps of the last five days come together so you can follow through on your New Client goals, even when the craziest of circumstances (I'm lookin' at you Covid) comes to town.

This day is filled with some very special guests and our biggest prize...

Spoiler Alert: It's worth over $2000!

TUESDAY, 30 MARCH 2021:
TUESDAY, 9AM PACIFIC
TUESDAY, 12PM EASTERN
TUESDAY, 5PM GMT/UK
TUESDAY, 6PM CEST/PARIS
WEDNESDAY, 1AM PERTH
WEDNESDAY, 4AM SYDNEY
WEDNESDAY, 6AM NEW ZEALAND

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New Client
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Make It Happen Moments

Day 1

Day 2

Day 3

Day 4

Day 5

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New Client
BOOTCAMP

Day 1
Drafting Your Studio Blueprints

_____ /30

_____ /40

_____ /30



	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	TOTAL

ONE x x =

TWO x x =

THREE x =

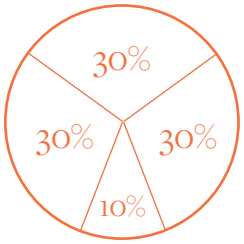
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New Client
BOOTCAMP

Day 2
Profit Projections

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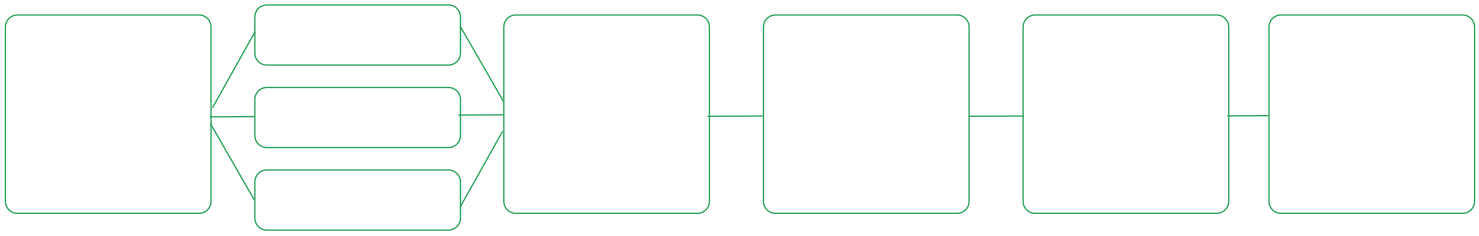
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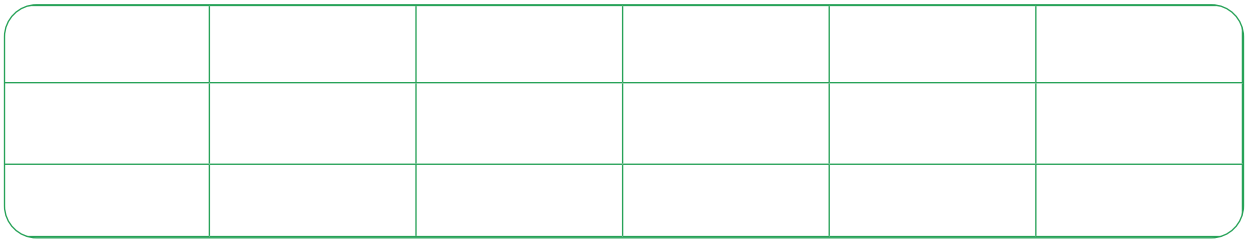
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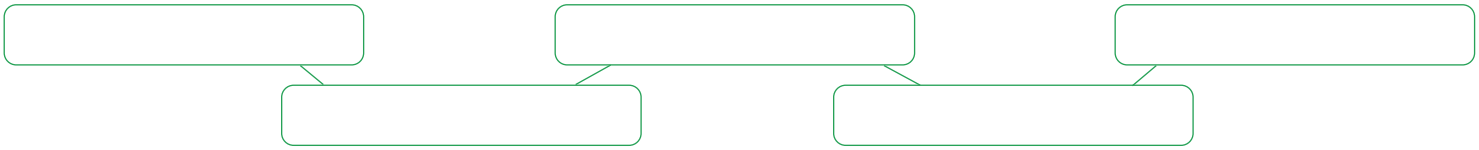
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Day 4
Map Out Your Marketing

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New Client
BOOTCAMP

Day 5
Iconic Retention

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M _____ 2			

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Join Me for the Celebration Party!

Tuesday, March 30 from 12 PM EST to 2 PM EST

Yes, we're giving away over $2,000 in prizes LIVE as we celebrate!

You're more than cordially invited to a celebration of everything we've made happen together (don't forget all the wins...you'll have quite the list)!

This training is the final piece of the puzzle, where we'll combine everything we've learned over 5 days of trainings, insights and wins, and build a "can't help but make it happen" New Client Plan for the rest of 2021. Yes, you'll want to book out 2 hours so you can finalize your plans.

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testimonials



Elizabeth O'Malley

"Working with Studio Grow taught me the processes and gave me the one on one support I needed to evolve from clinical PT/Pilates Instructor to the proud owner of a 6 figure brick and mortar/virtual studio that was once just a vision.

Michelle Fama



"In just two months of working with Lise's team, I'm up $11,366 in recurring revenue each month. (and that's in NYC in the Winter of 2020!)



Vedrana Gjivoje

"I found myself deliberating over whether to close the studio full stop or do something drastic and that's when Studio Grow came into the mix. Within a 4 week period, I had an influx of 20-30 new members, roughly $10-$12k in added gross revenue and 90% of the new clients converted into long term memberships.

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Testimonials



Magda Hashem

I would not be the success story I am today without Studio Grow. I was able to make over $2,500 in sales in one day and also increase this year's revenue by $10k - and that was in a year where we were flustered by so much chaos and so many ups and downs in our industry.

Pam Brown



When we decided to launch our virtual wellness membership, we used all the tools, information and encouragement we got from the Studio Grow team, and we were able to sell 53 memberships in a single week!



Annie Trotta

Studio Grow is a fantastic, incredible team that helped me get 175 prospects and 23 participants in my 6 Week program. I was able to add $11k to my bottom line and gain 20 new monthly paying members.

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Notes

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