

A person is shown from the waist down, sitting in a yoga pose (likely Padmasana) on a dark floor. They are wearing a white crop top and light-colored leggings. Their hands are resting on their knees in a mudra. In the background, there are lit candles, creating a warm, ambient atmosphere. A green vertical bar is on the left side of the image.

# Actionable Tips to Grow Your Yoga Studio

**(With Checklists)**

**For Growing Yoga Studios & Solopreneurs**

Effective strategies designed to help you sustain your business growth

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## **Step 1:** **Positioning with Authority**

This step will teach you how to position your brand effectively in a crowded marketplace to stay attractive to a growing audience.

## **Step 2:** **Enhancing your Reputation**

This step will show you how to establish your brand and build trust using your existing customers, your positioning, and your values.

## **Step 3:** **Social Media Engagement**

This step will guide you through the most effective strategies to engage your community on social media platforms and consolidate your brand presence online.

## **Step 4:** **Memberships and Programs**

This step will help you create attractive membership plans designed to improve client retention and drive more memberships in the long run.







# Introduction

Hello,

If you downloaded this guide, then you must have been running your yoga business for a while now. You may be running it on your own, or with other trainers through a studio.

You have retained your existing customers and they adore your business. You want to grow your business but also don't want to lose that connection you have with your customers today.

You're worried about the impact of growth on your current customers. It is only understandable that you would want to maintain that personal relationship with each customer.

But what if there was a way to not only maintain this relationship with your customers, but replicate it with hundreds more without even breaking a sweat?

On the contrary, you will find your life easier after checking everything off this simple, yet comprehensive checklist.

In this actionable guidebook, we take you through the various steps you need to take to grow your yoga studio, while making your job easier at the same time!

Good luck!

# Step 1: Positioning with authority



Over the last decade, the practice of yoga has seen significant growth in popularity across the country. If you are a yoga trainer or owner of a studio trying to **grow your business**, there is no better time than the present.

Today, there are at least **36 million Americans** practicing yoga in some form and the average yoga practitioner currently **spends up to \$90** to learn more about the ancient practice. That said, yours isn't the only business trying to enter the big leagues. There are currently over **6,000 yoga studios in the US** alone without counting individual trainers and practices and at least **40%** of these teach anywhere between **100–500 students** a week.

If you want to gain prominence against such widespread competition, the first thing you need to do is **set your business apart** from the rest. As a yoga studio, you need to identify the unique value you can add to your customers' lives and **position your brand and business** accordingly to attract a bigger audience.

Positioning your brand begins with recognizing your **core values** through a concise statement, **identifying your target market** in terms of spend, and the unique characteristics or **key differentiators** that set your business apart. Below is a simple checklist designed to help you map out your positioning. Be sure to fill it out before moving on to the next section!



## Clarify your mission statement

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## Identify your market segment

- ☐ Low-budget
- ☐ Mainstream
- ☐ High-end
- ☐ Bespoke
- ☐ Professional

## What are your key differentiators?

1. 

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2. 

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3. 

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4. 

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5. 

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# Step 2: Enhancing your reputation

Now that you have your brand positioning in place, it's time to **build credibility effectively**. Today, nearly **two-thirds of all small businesses** are focused on getting their website right and you need to be ahead of the curve to attract the right customers to your studio.

To begin with, your website must **reflect your brand positioning**. From the right hero banner to introducing you and your team, it is essential to ensure that every element brings out the brand position you mapped out in the previous section.



You can give your audience a peek into what they might get from your classes with a gallery of images and videos and a full list of facilities at your studio. These will allow your audience to feel more familiar with the studio before they make their decision.

Another great way to build your credibility – and perhaps the most important element you'll need on your website – is **testimonials from your existing customers**. Ask your customers to **review your business listing on Google**, talk about their experience on **social media**, or **create a section on your website** where they can send in their testimonials. No matter how you get the testimonials, it is essential to highlight the best ones on your website.

Below is a simple checklist to make sure your website is following on from your positioning. If you have a website, compare it against this list and make any changes necessary. If you don't, then the checklist is the best tool to help you get started! Make sure you complete this section before moving on to the next!





# Website Checklist

- ☐ Hero banner displaying your target customer
- ☐ About us section
- ☐ Gallery of media from your classes
- ☐ List of facilities
- ☐ Featured customer testimonials
- ☐ Studio contact information

# Step 3: Social Media Engagement

When you have a growing community, the opportunities for engagement are endless and the need for engagement is at its highest. With a sizable base of customers, you will be serving people with diverse tastes, interests, and outlooks. It is up to you to ensure that this diversity is identified and respected.

This may have been challenging in the past, but today it all seems so simple with social media! That is where the perception ends, however, because today's **social media platforms are becoming increasingly complex and the means of engagement are virtually infinite**. From the video revolution on Instagram to the transformation Facebook has undergone over the years, social media platforms continue to come up with new and innovative forms of expression that leave you with a whole bunch of decisions to make!

This means you will need to identify not only the right platforms to engage with your customers, but also the **right strategies to reach more people and connect effectively with everyone**. Let us first take a look at the key social media platforms available and what your studio could find on these platforms.





With the wide variety of engagement options available on each platform, you will need to identify where and how your audience is most likely to engage with your content.

- Identify key target groups on each platform
- What kind of posts do they engage with more often?
- What are your competitors doing on each platform?
- What kind of content would you be able to produce best?
- What would your customers like to see on your social profiles?

As you go deeper into mapping out these answers, you will get a clearer picture of what you need to do for your social media profiles, and the best platforms and tools to execute them.

Ultimately, you need to make sure your content is **authentic, represents you and your brand, and connects with your community effectively**. This way, your content will eventually form a true representative for your brand and the real-time conversations taking place across platforms will draw people to your studio like never before!



# Social Engagement Worksheet

## Key target group(s):

Instagram: \_\_\_\_\_  
Facebook: \_\_\_\_\_  
Twitter: \_\_\_\_\_  
Linkedin: \_\_\_\_\_

## Popular studio-specific posting styles:

Instagram: \_\_\_\_\_  
Facebook: \_\_\_\_\_  
Twitter: \_\_\_\_\_  
Linkedin: \_\_\_\_\_

## Competitor analysis:

Instagram: \_\_\_\_\_  
\_\_\_\_\_  
Facebook: \_\_\_\_\_  
\_\_\_\_\_  
Twitter: \_\_\_\_\_  
\_\_\_\_\_  
Linkedin: \_\_\_\_\_  
\_\_\_\_\_

**What kind of content would you be able to produce best?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**What would your customers like to see on your social profiles?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



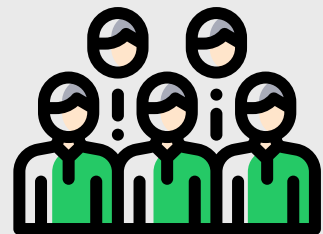
# Step 4: Memberships and Programs

Having a wide and diverse customer base brings you healthy revenue and enhances your studio's reputation. That said, it is more important for you to ensure this community stays with you in the long run. Not only will they provide a healthy recurring revenue, their commitment to your studio will ensure better insights into their preferences and help you improve their experience.

By now, it is well-known that you might spend up to five times more to acquire a new customer than you would to retain one. But did you also know that just a 5% increase in **member retention could increase your profits by anywhere between 25% to 95%**? You also have a significantly higher chance of selling more to a member than to a customer!

## Why memberships matter

- Increase recurring revenue
- Collect more data from members
- Gain deeper insights into customer behaviour
- Create more value beyond your services
- Bring your brand and community closer



With all these clear signs pointing towards the benefits of memberships, adopting a strategy that centers around your member experience is just what you would need to maximize your revenue.

## Crafting attractive memberships

To customers, memberships would only be as valuable as the benefits you would offer them, which is why you need to make your memberships the most unique and attractive plans in the market. Here's what you could do before you start working out your membership packages:

- Survey your customers beforehand
- Study existing data on their behavior and preferences
- Map out your average customer's spending pattern
- Look at what your competitors are offering
- Identify the most valuable services and benefits you can offer

Once you have laid out your findings, it is time to finalize your membership packaging. You could set up a **single package that works for all**, or offer **multiple packages that offer various levels of benefit**. You can decide which works best for your studio based on your customer's spending patterns and preferences.

If there is less diversity in these areas, then a single package should work for most of your members. If there is greater diversity, however, offering multiple packages may be necessary. In both cases, **it is essential to offer them something they wouldn't normally get from your services**, so study your data closely and use your findings to create unique and attractive memberships for your loyal customers!

**Note:**

Automating key membership management operations will go a long way towards helping you focus on crafting a delightful member experience. [Click here to know more!](#)



# Membership Management Worksheet

## Membership management checklist

- ☐ Survey your customers beforehand
- ☐ Study existing data on their behavior and preferences
- ☐ Map out your average customer's spending pattern
- ☐ Look at what your competitors are offering
- ☐ Identify the most valuable services and benefits you can offer

## List your membership-worthy services and benefits:

Services	Benefits (Discounts, bonus classes, etc.)



# Propose membership package(s)

Membership Level 1	Membership Level 2	Membership Level 3



If you are looking for the right software that will help you cover your technology checklist and then some, visit **[www.getomnify.com](http://www.getomnify.com)**

Omnify offers a free demo of their easy-to-use, secure, and comprehensive yoga studio management software with highly affordable plans to help you grow your business today.

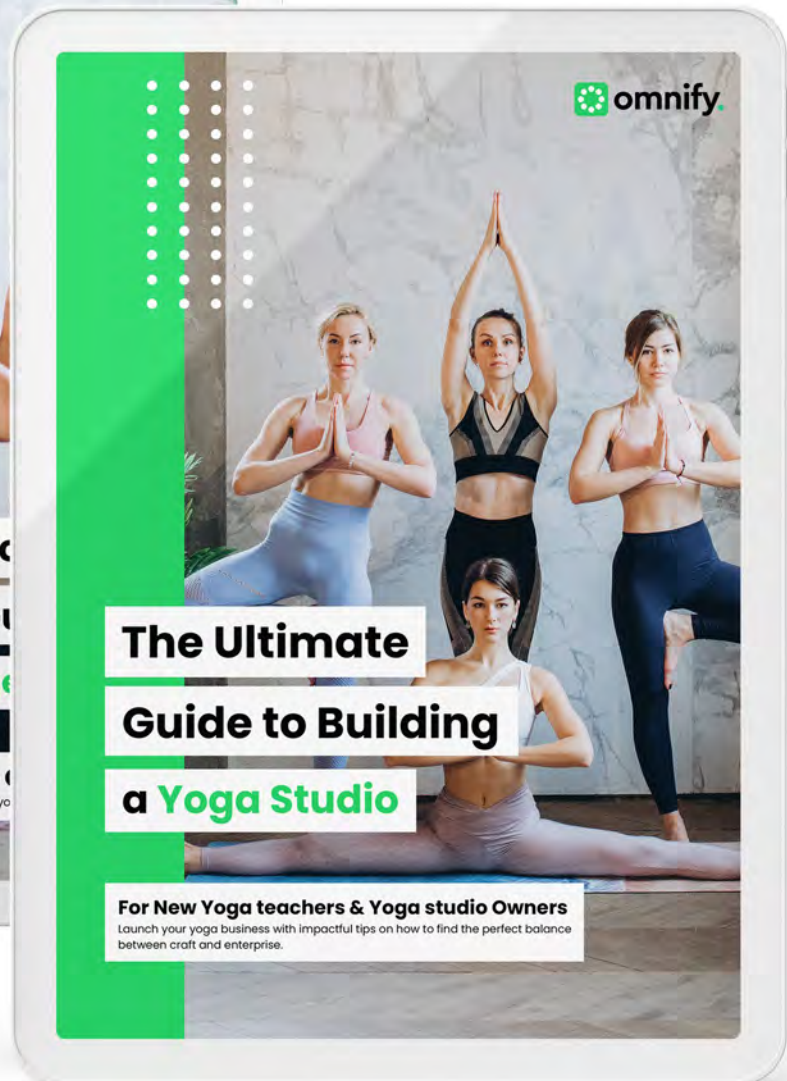
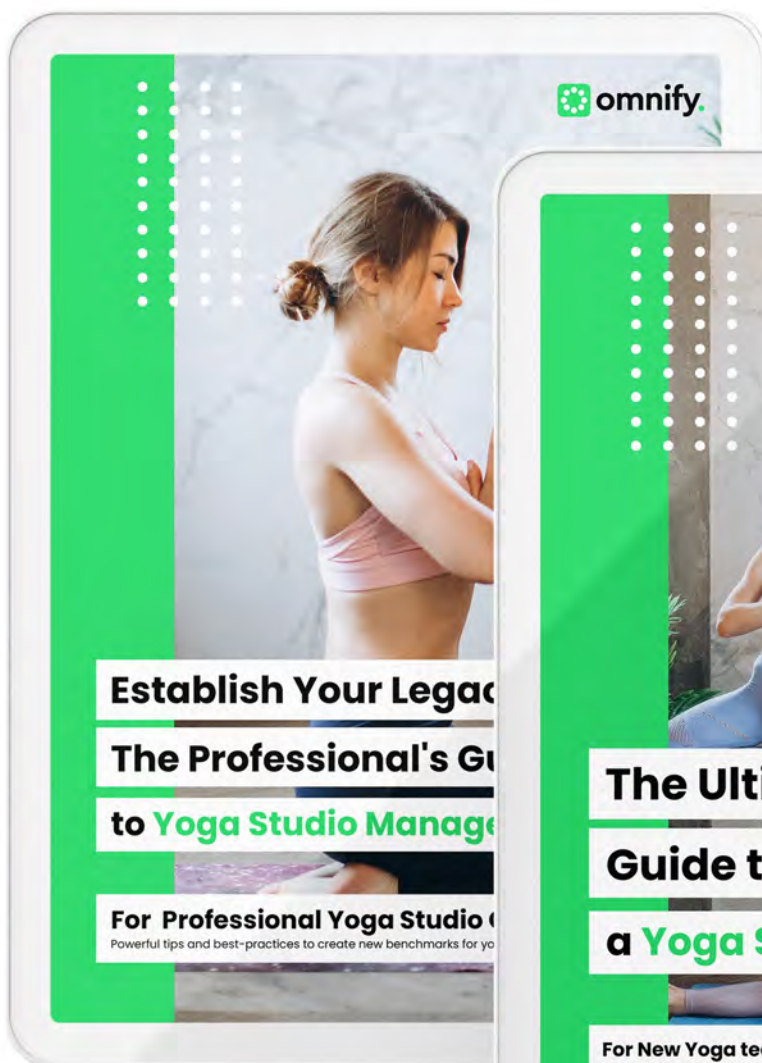
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# Explore other resources in our **Yoga Studio** series

**Establish Your Legacy: The Professional's  
Guide to Yoga Studio Management**  
*For professional Yoga Studio owners*



**The Ultimate Guide to Building a Yoga Studio**  
*For new Yoga Studio Owners*