

*Building a*  
**BADASS  
BOUTIQUE**



# **WORKBOOK**

**YOUR 10-TOUCH JOURNEY TO DESIGNING  
A FITNESS STUDIO THAT ROCKS**

**EMMA BARRY**  
GLOBAL FITNESS AUTHORITY



## GET SET FOR SUCCESS

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*“Cultivate the yearn to return”*

–EMMA BARRY

## START WITH THE END IN SIGHT

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**Boutique fitness delivers a specialized offering to a like-minded community within an intimate, high-touch experience and with a pay-as-you-go model. These smaller, curated experiences are enticing more people to move as they enjoy the luxury touches and hyper-personalization demanded by the Millennial mindset today.**

By the end of these 12 classes I would like to...

# BUILDING YOUR 10-TOUCH JOURNEY TO DESIGNING A FITNESS STUDIO THAT ROCKS

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## TOUCH BY TOUCH

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Let's break down each Touch. Here they are at a glance, along with some questions to establish where you are at now.

### BRAND

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- ▶ **Touch 1–Purpose**
- ▶ **Touch 2–Pain**
- ▶ **Touch 3–Positioning**

The first three Ps establish your branding. Why you exist? How you position for the market and against competitors? And what solution you are bringing to your community?

### PRODUCT

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- ▶ **Touch 4–People**
- ▶ **Touch 5–Programming**
- ▶ **Touch 6–Place**

This set of Ps speak to your tangible product. The parts of your business your customers see and value. Your exercise formats, your talent, your facility.

### SYSTEMS

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- ▶ **Touch 7–Processes**
- ▶ **Touch 8–Plan**
- ▶ **Touch 9–Pace**

The final three Ps address your systems—the processes you need in place to make your business hum.

## AND FINALLY...

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### ▶ Touch 10–Polish

Everything comes together in a symphony at the end as you assemble your Badass Boutique Blueprint.



### NOTES

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# THE MACRO-TRENDS FUELING BOUTIQUE FITNESS

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*“Fundamentally, customers do not want choice; they just want exactly what they want”*

—PINE AND GILMORE

**TAKE NOTE THAT ARE RELEVANT TO YOU, TO YOUR BUSINESS AND TO YOUR COMMUNITY...**

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▶ *Chasing Experiences*

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▶ *Hyper-personalization*

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▶ *Community*

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▶ *The enablement of technology*

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▶ *High-touch service*

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▶ *Pay-per-class experience*

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▶ *Stretching into a lifestyle brand*

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▶ *Fitness snacking is rampant*

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▶ *Word-walls, mantras and 'The Gram'*

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 **NOTES**

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## BOUTIQUE BAROMETER

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*Honestly answer the 10 questions below to establish a temperature check on your boutique business. Give yourself a score out of 10 for each question and plot it on the Boutique Barometer Wheel. This will give you a visual guide for where you need work. We'll then go into each topic in more detail in the chapters that follow.*

- 1. How deeply embedded is your 'why'?** *First of all, do you know your why? Really? Does it sit beneath every key decision? Has it been socialized within your team and do they live and breathe it like you do?*

- 2. How elegant and comprehensive is your solution for members?** *Are you crystal clear on the pain you solve for members? Do you have a full and satisfying solution for that?*

- 3. How powerful is your brand?** *Does the local community know who you are and what you do? Do you have a strong identity? And a good reputation? Does the press call you for insightful quotes and represent you with generous write-ups?*



4. **How much do your staff and members adore you?** *Do you have an energetic, loyal tribe of people who uphold the company values and do their best when you aren't in the room?*

5. **How impressive is your programming?** *Is your programming philosophy sound, sitting on science, refreshed regularly, thrilling to do and delivering the results your members crave?*

6. **How inspiring is your studio?** *Does it provide the backdrop for physical, mental and emotional transformation? Are you inspiring the best work from staff and members?*

7. **How slick, intuitive and seamless are your processes?** *From booking and paying to cleaning and maintenance, training and communication to sales and promotion, do your processes make things simple?*

**8. How robust is your plan?** *Do you have all business aspects covered? Do you have some contingency? Are you set up to be agile?*

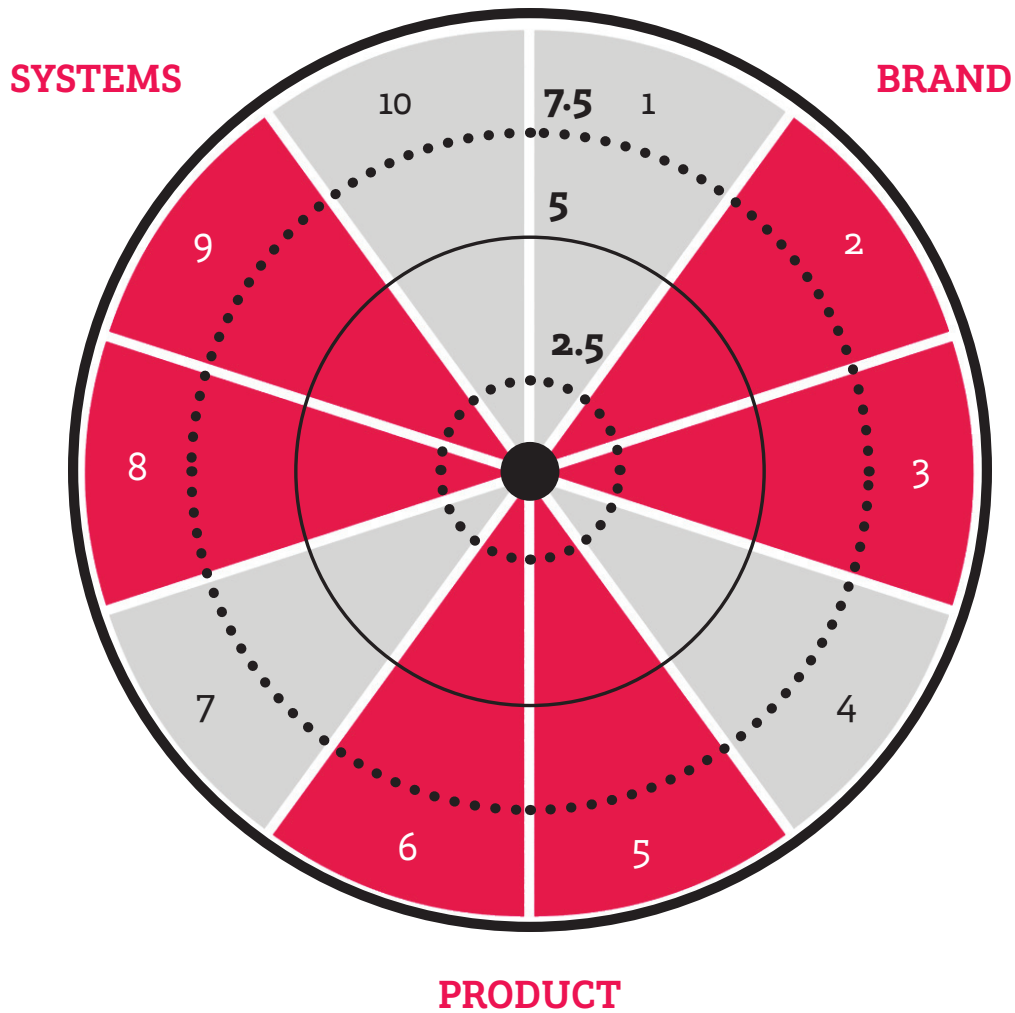
**9. How well-paced are you?** *Tempo is critical in an organization. You want to maintain an energetic momentum that keeps people excited, but without burning them out. You want to innovate and remain fresh but still execute with excellence. It's all about balance.*

**10. How well does your overall blueprint deliver your dream?** *Are all the pieces in place? Is your plan balanced? Sustainable? Inspiring?*

 **NOTES**

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## Boutique Barometer Wheel



Fill out your wheel and identify where you need to focus in on your business. Any revelations?

## HOT TIPS

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*Have a go at using these two tools...*

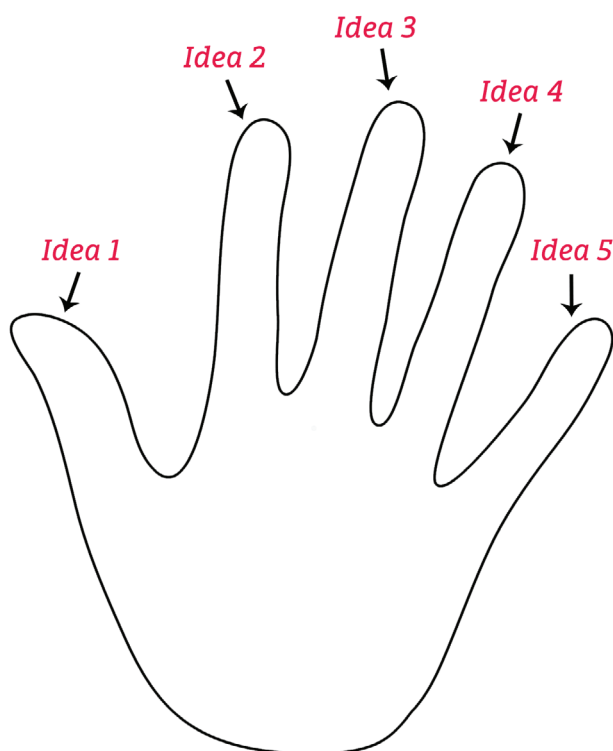
### **High Five**

1. *Check sales funnel for number of leads*
2. *Check scripts and steps to improve conversion*
3. *Check attrition and address issues*
4. *Plan a campaign to bring a friend*
5. *Pitch to local corporates and businesses*

*High Five is a great exercise to kick-start your creative muscle and harness it for problem-solving.*

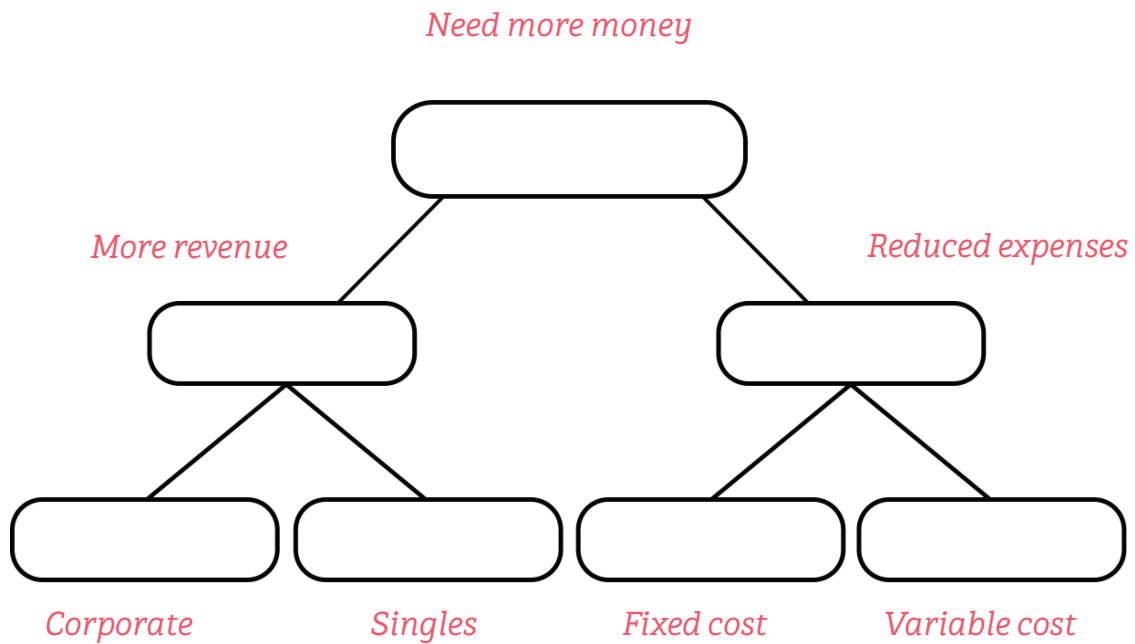
*The model maintains that there are at least five routes out of any given challenge. It will require you to consider options you may not like, but the point is to see the full spectrum of choices you could make.*

*For example: We should have 220 active members to perform well, but at the moment we only have 186. Five ways we could address this are...*



## Challenge Tree

Take a challenge and create branches that break down the ways in which it could be tackled. Apply your own problem in the boxes using the example in red (*Need more money*). For example:



## NOTES

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# PRINCIPLES

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These principles will help you get more from this masterclass and your business.

## #1—EXPLODE YOUR MINDSET

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▶ *I will do this by...*

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## #2—SLOW DOWN

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▶ *I will do this by...*

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## #3—SPEED UP

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▶ *I will do this by...*

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## #4—BE SINGLE MINDED

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▶ *I will do this by...*

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## HOT TIPS

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1. *Use your head—does it make sense?*



2. *Use your heart—how does it make you feel?*



3. *Join the weekly zooms for live Q&A.*
4. *Direct any questions to **badass@buildingabadassboutique.com***



## NOTES

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