

*Building a*  
**BADASS  
BOUTIQUE**



# **PLAYBOOK**

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

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# YOUR BADASS BOUTIQUE PLAYBOOK

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Now, this isn't to say that plans won't change along the way—they invariably do—but there must be a roadmap to reference out of due diligence. This is why you need to create your Badass Boutique Playbook. This is your overall operational guide: how you operate, SOPs (standard operating procedures), who to contact when each scenario happens, how to deal with sound complaints, health and safety, requirements regarding suppliers etc.

## PLAYBOOK

Your business checklist. Your GO-TO for all staff. Your source of truth kept 100% up to date.

### PURPOSE (WHY)

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#### Vision, Mission, Values

▶ *Why do you exist?*

▶ *What do you do?*

▶ *Who do you serve?*

▶ *How do you guide daily behaviors?*

## Strategy & Business Plan

- ▶ *Strategy: 3-5 years, online/offline, franchise/license, exit, fundraise*
- ▶ *business plan: quarterly, annual*
- ▶ *PLOTT-T key projects*
- ▶ *single site, multi-site, local, regional, national, international*
- ▶ *partnerships*

## Financials

- ▶ *What is your path to profitability?*

- ▶ *Do you have a bookkeeper?*

- ▶ *Any loans or investors?*

- ▶ *What is your breakeven point?*

- ▶ *What is your payback period?*

- ▶ *Are you hitting targets regularly?*

- ▶ *What are your variations: weekly, seasonal, location, daily?*

- ▶ *Do you know*

- budget*
- cash flow*
- gross and net margin*
- profit and loss accounts*
- EBITDA*

## PRODUCT (WHAT)

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### People

- ▶ *What is your organizational structure?*

- ▶ *Is each role clearly defined?*

- ▶ *Do you have a competitive compensation package (base pay-rates, performance-based bonus, team bonus, profit-share, mixed model)?*

- ▶ *Is there a complete and updated list of staff and suppliers?*

- ▶ *What is the staff journey?*

- recruitment (auditions, scouting, members, advertising)*
- onboarding & offboarding*
- training*
- performance reviews*
- recognition and reward (gifts, accolades, love language)*
- mentoring and ongoing development*
- career-pathing and progression*

▶ *What is your culture?*

▶ *What language is used throughout the studio and in coaching models in class?*

▶ *Are your staff trained to 100% satisfy member needs in your absence?*

▶ *Do you address positive and negative feedback with staff in a timely manner?*

▶ *Is your schedule and staffing managed seamlessly?*

▶ *Do you have a communication schedule: daily, monthly, quarterly, biannually, annually?*

## Program

- ▶ *What are the class touchpoints?*

- ▶ *How do you test, release and deliver new programs and concepts?*

- ▶ *What proven results do you offer members?*

- ▶ *How do you capture and integrate staff and member feedback?*

- ▶ *How do you track fitness and other business-critical trends?*

- ▶ *What formats do you offer (live, streamed, on-demand, express classes, hybrid workouts)?*

- ▶ *What is your legal music solution?*

- ▶ *What partnerships do you have (retail, café, ecotourism, apparel, footwear, toiletries, events)?*

- ▶ *What secondary businesses do you support (café - shakes, juices, supplements, meals, bars, protein powder)?*

**Place**

- ▶ *How big is your facility and what is the cost per square foot/meter?*

- ▶ *How well is the space utilized? (zones: entrance/retail/café/studio/wet areas/waiting/staffroom)?*

- ▶ *Is it a quality fit-out?*

- ▶ *Are you embracing green building standards?*



- ▶ *How good is your air and water quality?*

- ▶ *What is the lighting and sound journey throughout your studio?*

- ▶ *Is the space “Instagrammable” (promotes your brand in a good light)?*

- ▶ *How clean is the facility?*

- ▶ *Is everything well maintained and what is the schedule?*

- ▶ *What is your replacement timeframe: equipment, re-surfacing, refurbishment?*

## PROCESSES (HOW)

### Operations

- ▶ *Is your front of house and back of house in order?*

- ▶ *Are standard operating procedures (SOPs) in place for all key processes?*

- ▶ *Are passwords, combination numbers and other business critical information available?*

- ▶ *Is there a system to capture and address maintenance issues?*

- ▶ *Is there an effective Customer Relationship Management (CRM) system?*

- booking*
- schedule*
- payment*
- additional services*
- equipment-hire*
- retail*
- café*
- challenges*
- retreats*
- events*

▶ *opening*

▶ *closing*

▶ *room turnover*

▶ *cleaning (daily, deep cleans)*

▶ *maintenance (how is this recorded and actioned)*

▶ *additional services required*

- towels*
- plants*
- water*
- legal services*
- bookkeeping services*
- consultancy services*