



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

EMMA BARRY GLOBAL FITNESS AUTHORITY

YOUR BADASS BOUTIQUE PLAYBOOK

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)

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?



BUILDING A BADASS BOUTIQUE

• Are you hitting targets regularly?

What are your variations: weekly, seasonal, location, daily?

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□ cash flow

- gross and net margin
- profit and loss accounts
- EBITDA



PRODUCT (WHAT)

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?

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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)

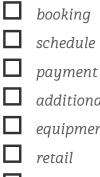
Operations

▶ 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?



- additional services
- equipment-hire
- 🗋 café
- *challenges*
- retreats
- events



▶ opening

► closing

room turnover

cleaning (daily, deep cleans)

maintenance (how is this recorded and actioned)

additional services required



plants

water

legal	services

bookkeeping services

consultancy services

