

STUDIO GROW

BUILD A BUSINESS AS FLEXIBLE AS YOU

How **The Client Cure** Helped 105F Increase Memberships by Over 34% Year Over Year

CASE STUDY



“The Client Cure understands our business better than any marketing company. They’ve already had a big impact on our retention and membership numbers.”



Maura Vella,
OWNER & TRAINER, 105F



105F

SERVICES PROVIDED



CONSULTING



TRAINING
MODULES



DIGITAL
MARKETING

The Client

105F

INDUSTRY
Health & Fitness

LOCATION
Chicago, USA

Founded in 2001, 105F is Chicago's original hot yoga studio. Their three locations offer a wide variety of yoga classes, including hot, warm, and not hot. 105F is committed to helping its clients live healthier, relax and energize their bodies, and reach their goals.

The Challenge

LOW RETENTION DUE TO INCREASED COMPETITION

105F was Chicago's first hot yoga studio. In the early days, that was enough to attract new clients and differentiate their classes from those offered by other boutique fitness businesses.

Since 2010, however, 105F has had to compete against a huge number of new barre, pilates, yoga and other fitness studios to recruit new clients. Maura Vella, Director at 105F, tried everything she could to attract new clients and keep them coming back.

But business didn't improve. Worse still, because memberships were paid for on a month-by-month basis and clients were able to pause or cancel their commitments at any time, it was impossible to guarantee steady revenue.

Maura needed help. She found The Client Cure.

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“Competition is stiff. The market is oversaturated, and we've noticed it; we've taken a hit. We tried to offer new classes, teach workshops, use Groupon to attract clients, and find ways to cut expenses. It kept us afloat, but business was flat.”



The Solution

IMPLEMENTING LONGER, RECURRING MEMBERSHIPS

Over the course of five modules, and with the help of one-on-one coaching from a specialist, Maura learned how to improve her business strategy and positively impact her bottom line.

Lisé Kuecker and her team at The Client Cure specialize in helping boutique fitness studios attract and retain clients. With their guidance, Maura refined 105's offerings and completely restructured their plans and packages.

The Client Cure also helped Maura in other ways. For example, they aided her in optimizing her AdWords campaign and connected her to a support community of other boutique fitness owners. 105F also hosted a January sale in early 2018 on The Client Cure's suggestion.

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“The Client Cure’s program teaches you how to get people in the door and keep them in the door. It’s so well put together, and it’s also adaptable to wellness businesses other than boutique fitness, such as massage parlors or chiropractic studios.”

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The Result

RECORD-BREAKING MEMBERSHIP NUMBERS

As a result of The Client Cure's modules and coaching, Maura has ditched the old month-by-month agreements. Now, new members sign up for 12 months at a time, which has stemmed dropouts and guaranteed 105F more financial stability.

As a result, active memberships are up 34.4% year over year and 105F just enjoyed a record-breaking January in terms of revenue. They were able to sign on 120 members immediately after launching their new plan. Of those, 45 were brand new members and 96 people signed on for a full 12-month commitment.

Best of all, The Client Cure taught Maura and her staff of 40 how to deepen their connection with their clients. Maura's confident that her business is back on the right track. Retention is at an all time high, and 105F's commitment to its customers is already turning heads and distinguishing it from its competitors.

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“We've just had record January membership numbers and our best overall revenue numbers in our 17 years of business. I attribute that to The Client Cure's modules and suggestions. They've helped us get to know our clients and improve our bottom-line using our authentic voice, without any 'sleazy' sales methods.”





Ready to cure your flat business numbers?

The Client Cure gives you all the coaching, training, and support you need to take your yoga or pilates studio from 'stagnant' to 'success!'

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