

# STUDIO GROW

BUILD A BUSINESS AS FLEXIBLE AS YOU

## How The Client Cure Helped The Dailey Method:

*How One Studio Increased Membership  
by 67% and Another Freed Up Their  
Valuable Time*

---

### CASE STUDY



**“The Client Cure was transformational for The Dailey Method Franchising Company. More than half of our franchisees signed up for the program and have seen tremendous success in their business.”**

**“** Emily Montgomery  
COO, THE DAILEY METHOD



### SERVICES PROVIDED

Consulting

Training Modules

Digital Marketing

### INDUSTRY

Health & Fitness

### LOCATION

International

# The Client

## THE DAILEY METHOD



**RAQUEL LANTING**

Owner & Trainer | White Rock



**SARAH THOMPSON**

Owner & Trainer | Ottawa



**JAMIE RIGBY**

Owner & Trainer | Ottawa

With more than 50 barre & cycle fitness classes across four different countries, The Dailey Method is at the forefront of developing rewarding, fun, and challenging group fitness classes.

Raquel Lanting is the owner of the White Rock studio in British Columbia. Sarah Thompson and Jamie Rigby co-own Ottawa’s TDM studio.

This case study focuses on how The Client Cure helped both of these Canadian studios solve their unique challenges.

# The Challenges

## INCREASING FLAGGING MEMBERSHIP NUMBERS

Raquel’s White Rock studio had deep roots in the community, but it was struggling to stay afloat financially. Month-by-month memberships gave members the freedom to come and go as they pleased, but it was hurting long-term attendance and retention.

“

We were entering our fourth year of business but we weren’t where we wanted to be financially. Something had to change or we wouldn’t be around for our fifth year.”

**RAQUEL LANTING**

## IMPROVING UPON SUCCESS

Ottawa's TDM studio had a different problem. Business was up, but co-owners Sarah and Jamie were spending countless hours each week on small tasks that were best delegated to someone else. They were always at the studio as a result, and they lacked the freedom they craved.

“

“I remember saying to Lise, ‘We have a successful business; how will The Client Cure help us?’ Now, I see that the changes we’ve made because of this program have given us more freedom.”

**SARAH THOMPSON**

## The Solutions

### LONGER MEMBERSHIPS WITH TIERED PRICING

The Client Cure helped Raquel get a handle on her sales processes. Thanks to the program, she changed her intro offer from four weeks to two weeks. She introduced tiered memberships with longer life spans. She also created a series of promotions to tempt new members and perks to reward loyalty.

“

“We used to be scared to introduce memberships. But the minute we launched the promotion for our new pricing tier, the phone rang. We had our first six-month commitment. As soon as we put the phone down, another person called. We sold eight memberships almost immediately.”

**RAQUEL LANTING**

## BUSINESS MANAGEMENT MODULES

Sarah and Jamie found value in different modules. They didn't need help adjusting their pricing or opening a new studio, but The Client Cure's instructional videos and one-on-one sessions did help them evaluate their time and tighten up their sales processes.

“

“We got the most value from The Client Cure's instructional videos and their one-on-one calls with an expert. They helped us tweak our sales intake and marketing.”

**JAMIE RIGBY**

## The Results

### 67% INCREASE TO MEMBERSHIPS WITHIN 2 MONTHS

Since joining The Client Cure, Raquel's made a lot of changes to her studio's sales intake processes—and she's already seeing some early results. Her studio has gone from having 24 month-to-month members to 40 long-term members, with commitments ranging from 6 to 12 months.

“

“I love all of Lise's programs. The Client Cure helped us set up our program to nurture consistent, stable memberships. Revenue Remedy has taught us which offerings to focus on and how to bring in revenue.”

**RAQUEL LANTING**

## MORE FREEDOM TO FOCUS ON WHAT THEY LOVE

The Client Cure has helped Sarah and Jamie understand the value of each task in their studio—and it's given them the peace of mind they needed to hire extra help, especially for tasks that shouldn't demand their attention. Now, Sarah and Jamie have more time and freedom to focus on the classes they teach and the continued growth of their business.

“

“The Client Cure almost gave us ‘permission’ to hire people based on our growth, our numbers, and our needs. We always knew we needed it, but we never made that shift until we took the program.”

**SARAH THOMPSON**

## BENEFITS ACROSS THE TDM BRAND

Finally, at a corporate level, TDM's senior staff couldn't be happier. The Client Cure has helped many of their first-time studio owners ensure that their businesses are successful by providing them with the training and support they need. Those benefits ultimately translate to success for the TDM brand as a whole.

“

“Our studio owners have newfound confidence, improved their internal sales processes, dramatically increased both their retention and their client conversion rates as well as established processes for improved studio operations. In fact, we strongly recommend all of our new owners to go through the program as soon as they purchase a TDM studio.”

**EMILY MONTGOMERY**



## Say goodbye to 16 hour days and fretting over empty calendars.

Whether you want more financial freedom or just a vacation once in a while, The Client Cure's coaching, training, and support can help

[ENROLL NOW](#)