



# If I Were Starting Over Again: Virtual Studios/Digital Products

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## **Virtual** might be a new ‘it’ keyword

*But, how can you turn a virtual product into your biggest moneymaker?*

In 2020, one of the few silver linings I saw in the industry was how much people embraced change.

Now, we’re a notoriously traditional industry. We love our face-to-face interactions, physical contact, and zen studio spaces.

But, when time came for us to innovate, man oh man did we do it.

In fact, Studio Grow has helped over 1,200 studios **radically** transform their businesses (to incredible results) last year.

## And one of the biggest changes we made was the switch to a virtual product.

So, in this FINAL part of the ‘If I Were Starting Over Again’ series, I’ll be discussing everything I’ve learned about creating an incredible virtual product, how you can apply it to your studio, and how you can make sure that it covers your marketing cost in full.

So, let’s get right into it shall we?

# What is a Virtual Studio and why choose it?

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Now, by virtual studio I don't mean a Peloton or Mirror situation where you're renting out equipment by the millions and punching out hundreds of workout videos a day.

Let's face it, that kinda juice is almost impossible for the boutique fitness industry.

And, a virtual studio doesn't need to be that way for it to be successful.

**For me, a virtual studio is designing ANY virtual product.**

Studio Grow has specialized in this very quietly over the years.

In fact, we created virtual studios long before it was cool for 3 clients who then went on to make over 10 million dollars in revenue.

So, this rodeo clearly works.

Despite the overwhelmingly positive results, when I bring up virtual studios to people, the immediate reaction I'm met with is worry.

Owners, especially after 2020, are worried that the market is just too crowded to even try to stand out. They talk themselves out of creating a virtual product before they can even begin.

Y'all, I think that's a dangerous corner to back yourself into.

I think (and data shows) that there's still plenty of room in the market.

And we're going to break down how to make virtual work for you.



## The Virtual Studio Model

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Now, with all that preamble out of the way, let's get into the meaty stuff.

I'm going to share an overview of an incredibly successful virtual business model that has worked for us.

Don't worry, I'll be talking about budget and all the technical stuff too, I don't want you jumping into this blind!

So, here we go, this is the two-step virtual studio I'd build out in 2021:

**STEP ONE:** Build out a time-finite digital product (like a 4-week challenge or accelerator)

**STEP TWO:** After people finish the above, direct them to a *Membership Site*.

By 'membership site', I don't just mean an on-demand library. I often find that those don't really lead to high level retention.

Instead, I'm talking about a complete monthly plan. A plan where you can recommend daily workouts to your clients based on their needs and then direct them to an on-demand functionality.

Too often, when building out a virtual studio, owners forget that their clients aren't experts. And they truly aren't, y'all. They're coming to YOU because you're the expert. So, a fully on-demand platform with no direction is like handing a bunch of keys to a toddler. Sure, they might find a way to jam those keys into a lock, but there's no way they'd know which way to turn them to get the door open.

So, your job is to provide your clients with a concrete plan. Treat this studio and membership as if the client is openly asking you one thing:

*Tell me exactly what to do next.*



# The Technical Stuff

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So, we've gotten past the WHY of building out a virtual studio. We've even touched a bit on the 'how'. But in this section, we'll really be getting into the technical details - softwares you should be using, budgets, upsell options and more!

My first bit of advice would be to build this into an app and use Vimeo OTT to host it.

I know what you're thinking! "Lise, isn't Vimeo OTT way too expensive?"

I'm not gonna lie, it IS expensive.

But, it's worth it.

Think of your hosting site as your brick and mortar rent. If you're comfortable shelling out over \$1K a month on rent, you should be willing to spend an equivalent amount on your hosting site.

But chances are it'll never work out to be that expensive anyway!

Then, add email software to your budget. It could be something like ActiveCampaign, InfusionSoft or MailChimp. Anything that helps you build out campaigns, funnels, and lets you segment.

Invest in this y'all! Email marketing is *hugely* important for your studio.

Next, dedicate one filming day per week to your virtual studio. Commit to just one working day. It can either be a full 8 hours in a stretch, or broken down.

Now, let's dive into marketing.

At Studio Grow, we've tried and tested *several* marketing programs. I think we've spent about \$150K - \$200K per year to test. Not only did this give us a chance to dive in and filter out what was working from what wasn't, it also gave us a chance to figure out forever-changing social algorithms.

So with that in mind, here are the 3 things I'd do:

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## 1 Consider creating an evergreen FREE 5-Day Challenge.

If you do this challenge right, you can sell people into a \$149-\$199 program (ya gotta pay for those ad costs somehow!).

This rate will slowly roll out into a \$24-\$49 per month offer.

## 2 Implement an Order bump.

What is an order bump? So, close your eyes and think of your local deli. When you pick up a sandwich, they ask you if you want to add a drink onto that. In most cases, you end up doing so.

An order bump is something quick and easy for your client to add to cart during checkout that will help increase your revenue.

## 3 Create TWO Upsells.

Imagine your client has already placed an order. Now, when they check out, a little box pops up and asks them if they'd want to buy other products.

Two upsells are a-okay as long as they're 1:1 and personalized to suit the clients' purchasing habits.

So, let's recap everything budget-wise, shall we?

In order to create a virtual studio, here's the base amount you should set aside:

- \$1000 for 'rent'
- \$200 for your email software
- \$5000 for Marketing & Agency



# Dare to be Different

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Virtual studios ALWAYS work better if you have a niche.

A narrow focus like 'prenatal women' works way better than trying to market to everyone. This kind of narrow marketing allows a product to truly thrive. Since you'll have to market to only a certain type of audience, your ad and marketing cost lowers significantly!

So, get specific and dare to be different!

That's it! That's how I would build out my virtual studio in 2021. If any of these tips spoke to you, come find me on Instagram ([@studiogrowco](https://www.instagram.com/studiogrowco)) and join the conversation on there! This is something I'm super passionate about and I would love to chat with you personally!

