

Build Confidence and Purpose with Pilates

Episode 2 · Blank business plan · Tania Huddart

A business plan is simply your studio written down. It helps you think clearly, spot the gaps before they cost you money, and explain your idea to a bank, a landlord or a business partner.

Work through it one section at a time. You don't need to finish it in one sitting, and it doesn't have to be perfect. Rough notes are a fine place to start.

1. Summary

A short overview of the whole plan. Many people write this part last.

- What your studio is for (your mission)
 - What you will offer
 - What makes you different
 - What you want to earn
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2. Your studio

- Name and location
 - How your business is set up: on your own, with a partner, or as a company. Talk to an accountant where you live about which suits you.
 - Your mission and values
 - What you will offer: private sessions, group classes, workshops
 - Who you want to serve: their age, their lifestyle, what they need
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3. Your market

What is going on around you.

- What is happening in Pilates and fitness at the moment
- Who your ideal clients are
- Other studios nearby, and what they do well and less well
- Your strengths and weaknesses, and the opportunities and risks you can see coming

4. Marketing

How people will find you, and what they will see when they do.

- Your look and message: logo, colours, style, the way you speak
- Online: your website, social media, what you will post
- Offers: introductory deals, referral rewards, working with other local businesses
- Advertising: online ads, community events, getting out locally

5. People and how you run things

- Who owns and manages the studio, and what experience each person brings
- Staff roles and who does what
- Who you need to hire, and how you will train them
- Your key policies: cancellations, payments, how you look after clients

6. What you offer and what it costs

- Types of classes: private, duet (two clients), group Reformer, mat, workshops
 - How people pay: single classes, memberships, packages, any discounts
 - Anything extra: wellness coaching, massage, nutrition, online classes
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7. The numbers

Use your own currency and local costs. If the numbers feel daunting, an accountant or bookkeeper where you live can help.

Start-up costs

What you need before you open	Amount
Studio fit-out and equipment	
Marketing and branding	
Registering your business, legal advice, insurance	
Money to run on for the first three months	
Total	

Monthly costs

What it costs each month	Amount
Rent	
Staff	
Utilities and supplies	
Marketing	
Insurance and admin	
Total	

Income and break-even

How much you expect to bring in each month and each year. And when you expect income to cover your costs. That point is called **break-even**.

	Amount
Expected income each month	
Expected income each year	
When I expect to break even	

8. Funding (if you are borrowing or asking for investment)

- How much you need
- What you will spend it on
- How and when you will pay it back, or what an investor gets in return

9. Supporting documents

Things to keep with your plan.

- A short CV for each owner or manager
- Your licences and insurance papers
- Any research you have done on your market
- Samples of your marketing
- A floor plan of the studio, or a list of your equipment

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