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jeff howard  
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Welcome to.....

# Unique Programming for Boutique Gyms

Unique is the name of the Game! Unique = Experience

**TWO  
TRUTHS  
AND A  
LIE.**  
(Guess which  
is which!) 

...I have 2 cats named  
pole & yoga.

...I am a Guinness World  
Record holder.

...I done a underwater  
photoshoot.











**Today we are going to talk about the fitness boutique concept, my experience in this world, & how maybe you can add a little “Spice” to your existing gym or how you can start exploring the fitness boutique option.**

# What is the possibility?

- Adding a **NEW** exciting program to your existing gym or studio.
- The ability to bring something **FUN & FRESH** to your clients or students.
- A **NEW** revenue stream for your business.





My name is Carla and I own the Stiletto Gym a boutique style fitness facility located in Kansas City Missouri. I am also the creator/owner of Polga (pole yoga) Fitness Program

# **A little bit more about me & my experience with a boutique style fitness studio.**

- **Owned the Stiletto Gym since 2006**
- **I created Polga (pole yoga) as a class in 2010**
- **Opened as a yoga studio & then saw a need for a specialized studio adding poles in 2007**
- **Began to add parties to my studio as a way to advertise.**
- **I have grown into a larger space**
- **Added online membership site, teacher training, & courses.**



**Fun & Fresh classes and offerings are leading growth in the fitness industry.**

# Definition of Fitness Boutique

**A word used to describe a fitness studio that offers a specialized workout experience.**

**By definition, a boutique fitness studio is a small gym, generally between 800 and 3500 square feet, that focuses on a more community-like group exercise in one or two specific fitness areas. Some popular studios include SoulCycle, Orange Theory, Barry's Bootcamp, CorePower Yoga, and Barre studios.**





With the fitness industry being turned inside out and upside down in 2020 those of us in the “fitness boutique” realm are relying on our low overhead, fun & unique classes, and our ability to think outside the box to aid in our ability to be agile and survive.

Boutique fitness studios are leading growth in the fitness industry. Many exercisers are increasingly empowered by the intimate boutique experience and environment where they can enjoy fun, motivation, and camaraderie as they work up a serious & in my case Sexy sweat or "*SweXy*"

**Growth at boutique studios is booming. According to the International Health, Racquet, and Sportsclub Association, between 2013 and 2017, membership at traditional gyms grew by 15%, while membership to boutique studios grew by 121%.**

A boutique fitness studio is generally viewed as a small gym (800 to 3,500 square feet) that focuses on group exercise and specializes in one or two fitness areas. One of the most remarkable aspects of boutiques is the premium price tag. The popular group cycling studio, Soul Cycle, charges roughly \$34 per one-hour group class, and other boutiques average \$20 or more per class. So what is the appeal? Will this rapid growth continue?



# Fitness Boutiques “back in the day”!



## Jazzercise

1980's Born

Single class

Pay per class model



## Spinning in the 1990's

Wheeling our bikes into  
the aerobics studio!



## Curves Franchises

Circuit Training  
facilities

Big Box intimidation  
was removed!

# Today's Fitness Boutique Studio Samples



Soul Cycle

[Soul Cycle](#)



Barry's Bootcamp

[Barry's Bootcamp](#)



The Body Lab

[The Body Lab](#)

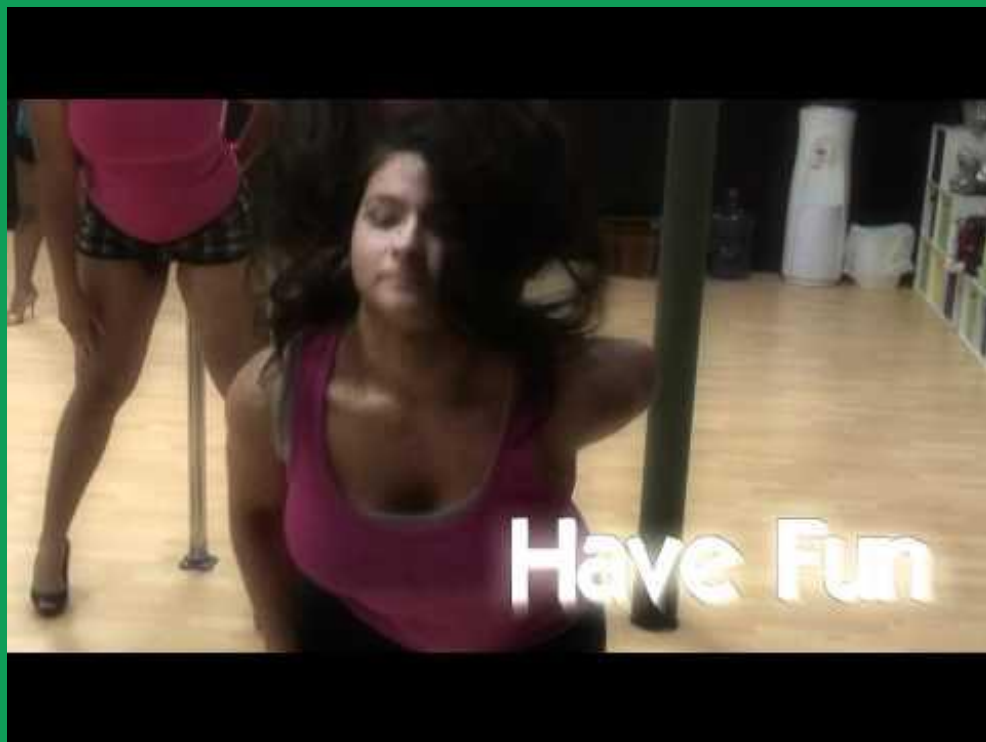


The Stiletto Gym

[The Stiletto Gym](#)

**Let's talk about what I know the most about  
my studio & offerings.**

**Let's take a look at the Stiletto Gym & Polga  
(pole yoga).**

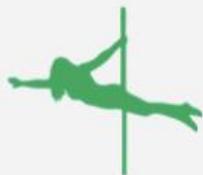




# Our Studio offerings

- Fitness Classes/ single pay
- “Celebrate Sexy” Parties/ single pay
- Workshops & Specialty classes/ single pay

**88%**  
SINGLE VISIT



**8%**  
10-SESSION BUNDLE



**4%**  
5-SESSION BUNDLE



# Chairletto



***Fun chair/lap dance  
cardio classes!***

This is a Sexy & Fun  
cardio class that are  
used as a single fitness  
class or part of our  
party packages.

Cost per class \$15-\$25



## ***Pole dance fitness classes!***

This is a Sexy & Fun cardio class that are part of our fitness schedule and part of our party packages.  
Cost per class \$15-\$25



## ***Polga (pole yoga) classes!***

Combining pole fitness with yoga is the perfect blend & class option or party option.

Cost per class  
\$15-\$25



# Parties!

Our parties are our main revenue stream and is the perfect way to introduce individuals to the space and sample our classes.

Cost per party \$20-\$25



**Why do people love the boutique experience?**

- **You're surrounded by energetic people in a social atmosphere**
- **The space itself is attractive and upscale.**
- **The class is led by an amazing instructor.**
- **They're playing motivating music.**
- **You're pushed to your limits in a unique blend of fun, intensity, and camaraderie.**
- **The boutique experience is intimate. it's trendy, fun.**



And what does this mean for traditional health clubs that have dominated the exercise scene for decades?



Will traditional clubs  
alter their model and  
create compelling  
experiences to inspire  
members in new ways?





**Open a studio with your space!**

**Use underutilized space to your advantage by creating studio space while still providing members with the variety offered by a standard health club. Focus on something trendy, invest in the atmosphere of exclusivity, and build hype. And, don't be afraid to charge for it. Remember, boutiques charge premium prices and you can too.**



**Offer more than a single boutique!**

**Boutiques tend to lack variety and operate with a small footprint. Traditional clubs have the ability to provide more. For example, offer childcare. Eighty percent or more of boutique customers are female, many have children.**



# Do what boutiques do/Just different!

There are other ways to create an atmosphere of exclusivity without building out a separate studio space. Why not create phenomenal small group training, workshop or specialty class options, which might require a small investment of time or creativity. Focus on the space. Provide dedicated space (even if just for certain hours) .Focus on the instructors. Not all personal trainers excel at high-energy small group or dance class training. Make sure instructors are a good fit for the programs they're running. Remember boutique style facilities or classes are all about the experience.

# Rules that are broken by the boutique fitness model!

- **Focusing on shifting one's soul or mindset instead of focusing on burning calories or lifting weights.**
- **Turning off the lights and replacing them with dimly lit rooms with candles or chandeliers.**
- **Dancing, laughing, having fun alongside sweating and getting fit.**
- **Creating raving fans and not customers**
- **Reversing how we hire instructors, hiring talent for their charisma and ability to connect, inspire, and entertain their class. Then teaching these individuals how to be fitness professionals.**

**Creating "Exertainers" Exercise Entertainers.**



**What is NEXT! How to I learn more?**

**Start your very own “Boutique Fitness studio/experience. We have developed courses designed to help you achieve success with our unique approach to fitness. If you have ever wanted to add some “Spice” to your current schedule or if you want to explore studio ownership please check out our 3 courses designed to help you achieve success.**

## Option 1:

### Open a Stiletto Gym or Polga (pole yoga) Licensed Facility?

The Stiletto Gym & Polga Fitness has built a system to enhance your already existing fitness facility, studio, or gym. If you already have a Gym or Facility the Stiletto Gym will just “set up shop” in your existing facility and our classes and parties will become another revenue stream for your Gym/Facility.

## Option 2:

**Become a Stiletto Gym Mobile Licensee (becoming a G.E.M (gorgeous, entrepreneurial, mogul)).**

Your Stiletto Gym Mobile license or Polga (pole yoga) certification will be operated out of your home. You will lead The Stiletto Gyms or Polga (pole yoga) structured parties and classes in facilities and homes. The Stiletto Gym Mobile has made it easier than ever to help women get fit or just have a fun girls night out by bringing The Stiletto Gym's creative and innovative programming directly to the women.' Or bringing Polga classes to a gym or studio.

## Option 3

**Unique structure & programming for boutique fitness studio.** “the Stiletto Gym” business program

This business program is designed for studios who are just opening and who need some guidance and instruction on how to open a pole fitness based studio but who want to operate under a different name “their own name” but may offer “Stiletto Gym” or Polga (pole yoga) classes within that studio. This course is 12 weeks and covers from planning to opening, and beyond.





**How do we connect?**

[Carla@polgapoleyoga.com](mailto:Carla@polgapoleyoga.com)

**Call (816)200-0067**

**Fill out online form for training options.**

<https://form.jotform.com/201616963799167>

**Please join us in our virtual booth this weekend!**