

Creating a Path to Membership

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MINDBODY Certified Consultant

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“Visualize your Business Potential”

Who we are



Andres Moran
CEO/Founder – iKizmet

- Fitness, Wellness and Beauty Industry for +10 years.
- Founding Member at MINDBODY
 - ✧ Technology
 - ✧ Sales
 - ✧ Business Development
 - ✧ API Ecosystem
- 15 Years in Internet Technologies

Who we are



Laura Munkholm
Owner - Studio Solutions
MINDBODY One Community Lead

- Certified MINDBODY Business Consultant
- 4 years experience in Fitness & Wellness Industry
- Managed large, profitable yoga studio in San Diego
- 10 years experience in sales & recruiting

Converting new visitors to studio members is an uphill battle that every business owner encounters.

To Conquer the Challenge

You need to REALIZE the following 3 things:

1. it's not easier for other owners
2. Requires discipline
3. Requires accountability

Commonly Used Practice

\$79 Unlimited
Month

3 for \$30

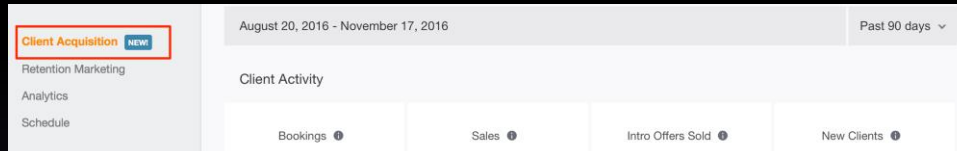
OFFER

30 Day Challenge

\$25 Unlimited
Week

\$30 For 30 Day

The Common Approach to Managing these offers



This is only
part of the
story...

Vanity Metrics

*New Student OH / Farm Special: \$30 for 40 days 0 \$0 0 0%

4 of 3 offers | [Manage Offers >](#)

Path to taking New Visitors to Members

Requires 3 easy steps:



Be Strategic

About the deals you offer

Track Purchase Patterns

Number of Intros Sold per Week, per Month

Set a target using historical data

Track Conversion

Monitor your conversion patterns

Set targets using past data

Identify Unconverted

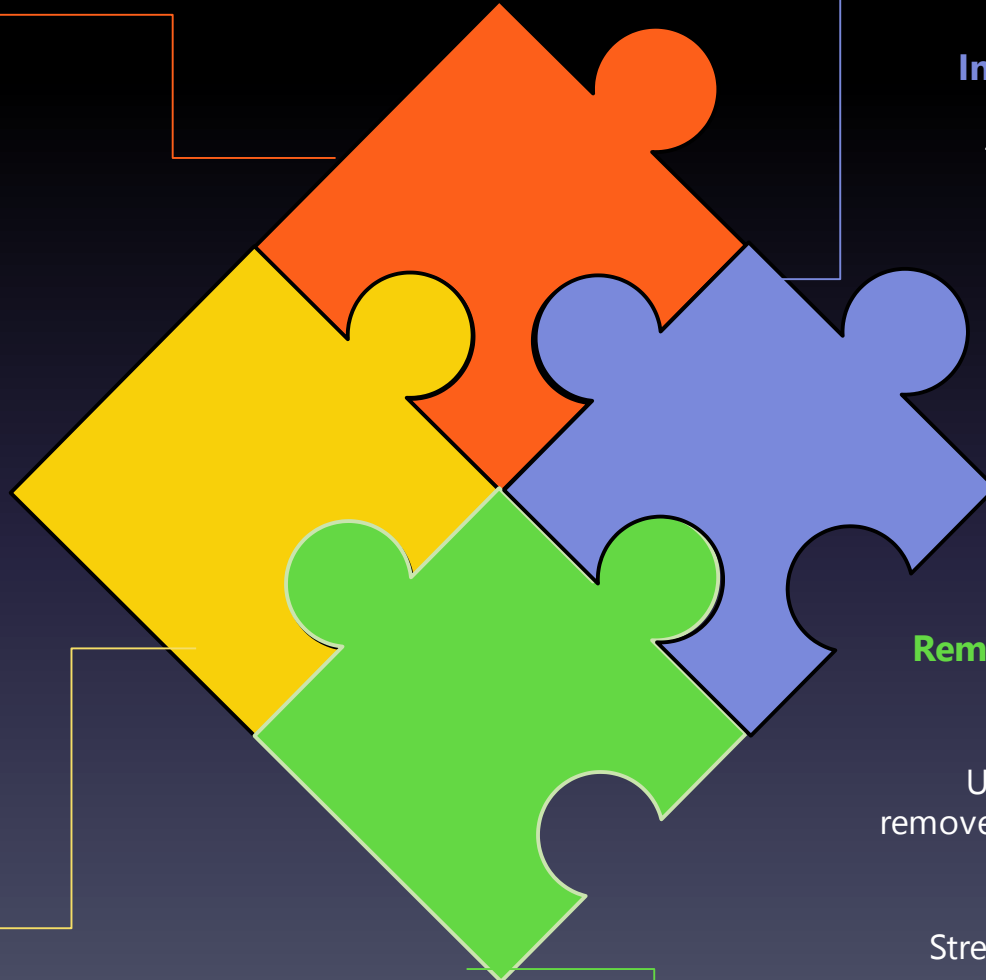
Add the other piece of the story to your current studio operations

"Who hasn't converted"

Remove steps to identify qualified prospects

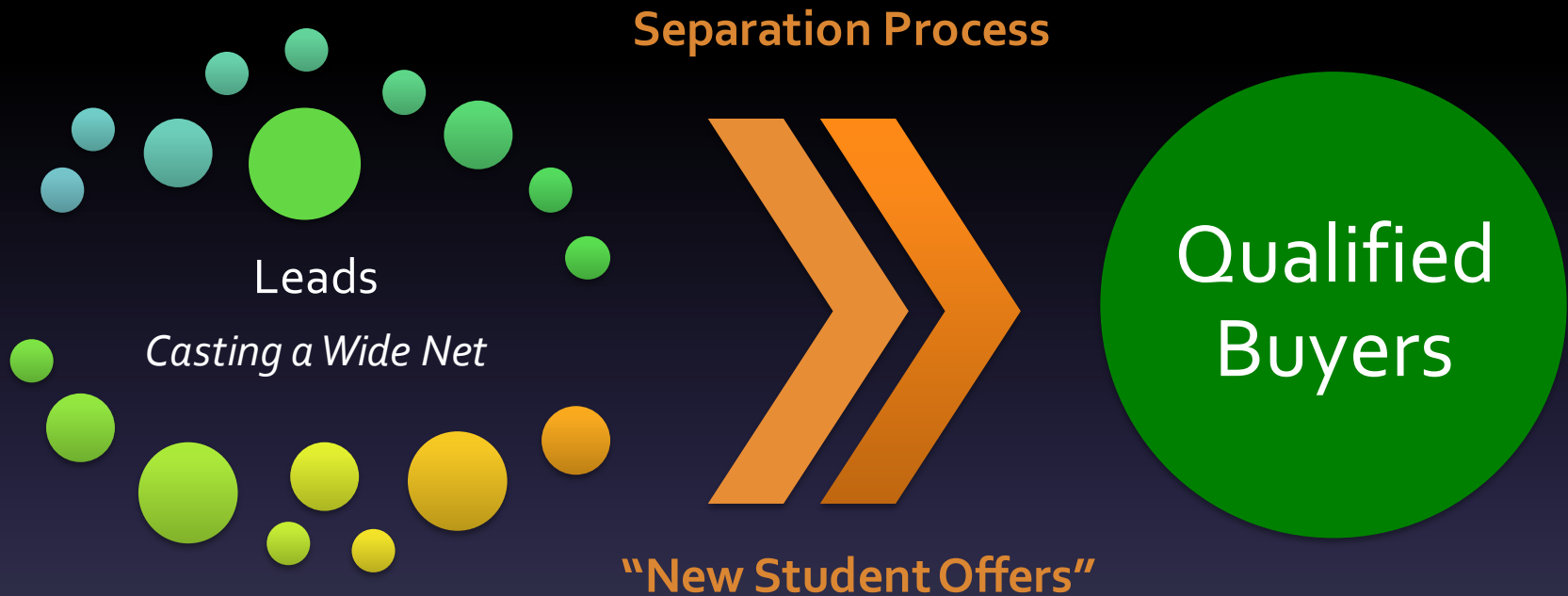
Use a tool like iKizmet to remove steps and process that slow down the process

Streamline, Not cut corners



DEMO

Your New Student Offer is **your** sales funnel

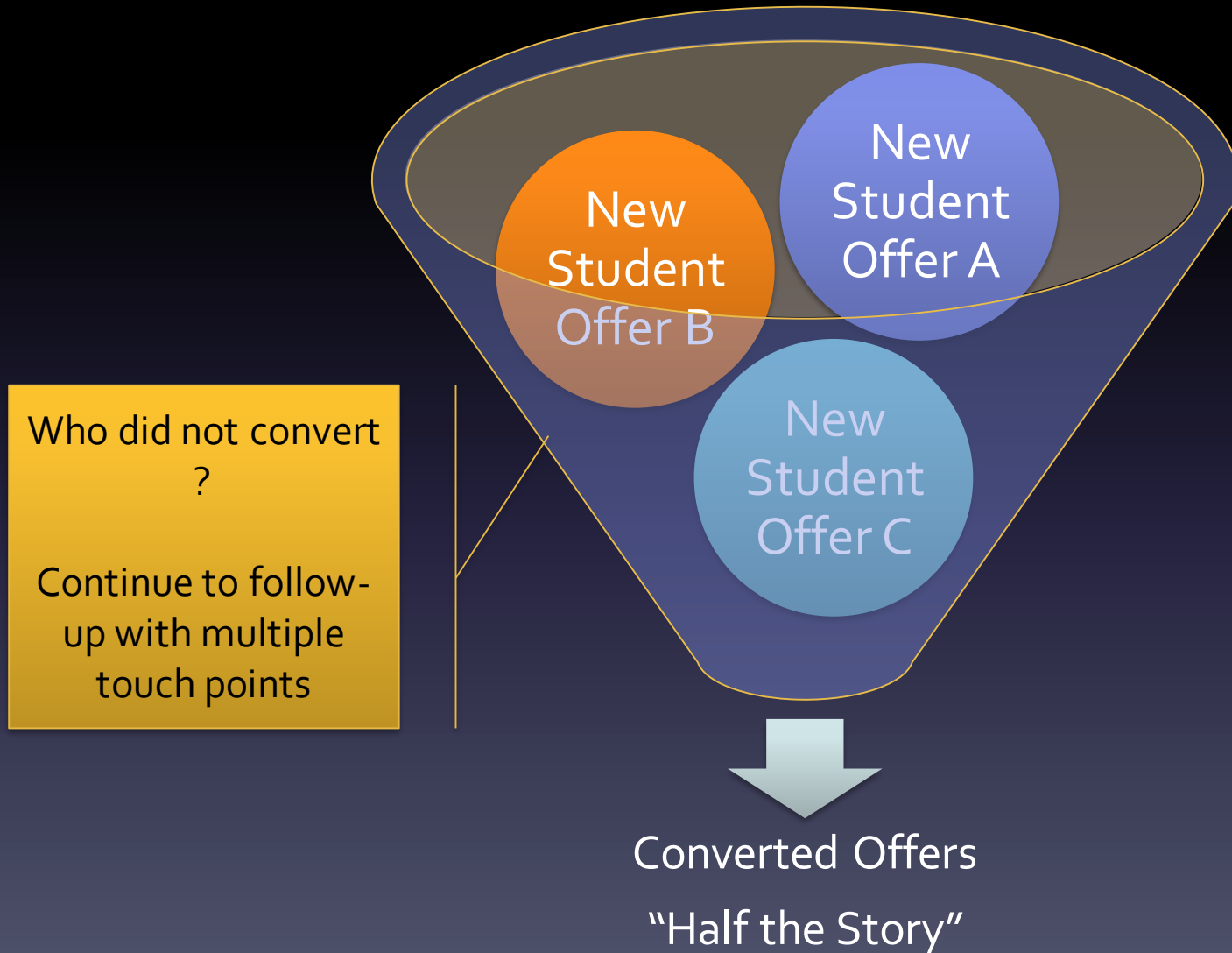


- Free passes
- First Visit Drop-ins
- Non Committal
- Travelers
- New Student Offers

**Are Qualified
Opportunities**

iKizmet

Simplifies your process by cutting steps



Customers are individuals and expect to be treated accordingly



Connect with Laura

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