

## PILATES STUDIO CITY

**Industry:** Pilates

**Owned by:** Lora Anderson & Nichole Martinez

**Locations:** Studio City & Porter Ranch, California

**Open since:** April 2004

**Using MINDBODY since:** May 2006

**Services offered:** Pilates, Gyrotonic, Teacher Training, Nia, Nutrition, Surfing, Hip Hop and more.

**Website:** [www.pilatesstudiocity.com](http://www.pilatesstudiocity.com)

Pilates Studio City first opened its doors in April 2004 in Studio City, California, and then expanded to nearby Northridge in February 2008 as owners Lora Anderson and Nichole Martinez saw a need for a Pilates studio in a developing community. Pilates Studio City offers a variety of activities for their clients to choose from, such as Pilates, Gyrotonic, Nia, Nutrition, Surfing, Hip Hop, and more. In fact, their service offering is so broad that **Pilates Studio City was recently named Pilates Style Magazine's "Most Multi-Tasking Studio!"**

MINDBODY sat down with owner Lora, who said that PSC has such a diverse array of services "for the health of our clients, but also to keep ourselves entertained!"

**MINDBODY:** What is your favorite aspect of working with Pilates Studio City?

**Lora Anderson:** Working with clients! I also enjoy the fact that we're creating a community. Spending time with people who are like-minded, where everyone learns from each other, helps make this the best job in the world. Every day brings a new challenge, so things are always changing and I am always learning.

**MB:** How long have you been using MINDBODY?

**Lora:** Since May 2006. **MINDBODY has really helped us to analyze our business, keep track of our clients and their interests, and treat our customers better with improved customer service.**

**MB:** So, what made you and Nichole decide to choose MINDBODY?

**Lora:** It was actually a big decision for us. **But I believe that the software pays for itself one hundred percent, in many ways.** We use it to track sales, our clients book and schedule online, and we use many of the client tracking features such as contact logs and client indexes and class levels.

**MB:** What do you find are the major challenges as a business owner?

**Lora:** Time! It's difficult to find the time to dig into staff management and business statistics on a monthly basis, or set aside the time to better our business. Day to day tasks like changing light bulbs get in the way of keeping a long term perspective and a bird's eye view of our mission. Also, both running a studio and teaching can be hard; it's difficult to constantly change hats.

**MB:** Has MINDBODY helped you to meet these challenges?

**Lora:** Yes – **MINDBODY has helped give us more security. We appreciate that we have a solid, reliable system running many of the day-to-day tasks of our business.** It's a relief to be able to track cancellations and look up who has modified appointments, for example.

Once we learned how to use MINDBODY, it became really handy and it is easy to learn new features. We also like that it provides business statistics that are easily analyzed. The Help menu and Users Guide are great resources for our staff, where they can quickly look up information. **I think it's great that you guys are constantly upgrading and improving the software!**

**MB:** Congratulations on opening your second location! What went into the decision to expand?

**Lora:** We saw a need in a new, developing community, and wanted to expand geographically to meet that need. And I really believe that working with MINDBODY made this possible. **There's been a direct connection between MINDBODY and our decision to expand.** We were able to duplicate best practices learned at the Studio City location, and being able to access each business, wherever I happen to be, makes a big difference. **MINDBODY has also given us more time to think "big picture," our clients love that they can schedule themselves online, and we're able to monitor each location from our laptop – it doesn't get any better than that!**

**MB:** And what lies in the future for you and Pilates Studio City?

**Lora:** On June 28th, we have our World Health & Healing Bazaar with over 15 vendors and classes such as Yamuna Body Rolling, Belly Dancing, Hip Hop, and Drumming. This event is dedicated to raising awareness and proceeds for LA Loves and "The Worst Crime Campaign."



*Pilates Studio City owners Lora Anderson & Nichole Martinez*

**Contact us today to learn how MINDBODY works for your business!**

[www.mindbodyonline.com](http://www.mindbodyonline.com) | 877.755.4279