

How Ebb&Flow launched a successful studio with Mindbody's powerful software

There's a design-led, tech-savvy yoga, Pilates, and barre studio southwest of London that exudes three qualities upon entry—warmth, light, and peace. A mother-daughter duo, Jill and Katy Simpson, worked hard to make their space, and their business, an attractive and inviting place for clients to shed their anxieties and live in the present.

So attractive, in fact, that there's usually a waitlist for classes at Ebb&Flow, a testament to its enduring popularity. While they may have seemed like an overnight success, they took a long time to prepare—about a year and a half, in fact—before Jill and Katy actually opened their doors.

The Challenge

Excelling in an unfamiliar industry

Katy had a background as a yoga instructor, while Jill was an entrepreneur. She'd already started a successful corporate events business, as well as a luxury hotel and spa. As a hotelier, Jill excelled, but she decided to leave her award-winning businesses and their demands behind to take on a new challenge with Katy.

The idea of the studio slowly percolated. "Both of us needed to collect a lot of information and meet a lot of people to create a financially successful studio—but how?". That's where Mindbody's all-in-one software came in.

“From previous experience in the hotel industry, with their in-house systems, I know only too well that if you build a 'quick and dirty' solution for your business it will come back to bite you in the long run.

Jill Simpson
Owner, Ebb&Flow



The Solution

Do your homework

Enter Ben—a London-based Mindbody sales specialist. Jill and Katy asked him a million questions. “Who are the big leaders? Where is the growth? Who in Europe is doing a great job of it?” Jill recounts. “We needed to see what good looked like, as well as seeing who had a business model that was reliable.”

Armed with suggestions and contacts from Ben, the pair embarked on a European tour. Their goals? Get an idea about what look might be right for their studio, and pick the brains of successful studio owners on the continent.

After the fact-finding mission, the duo trained on Mindbody’s all-in-one software, which they chose as the backbone of their business operations.

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I would recommend to anyone thinking of taking this journey to make room to invest in your business plans, and for ample Mindbody training. These things will turn out to be invaluable in the long term.

*Jill Simpson
Owner, Ebb&Flow*

The Result

A booming business

Thanks to their meticulous preparation and their comprehensive suite of Mindbody tools, they opened strong and haven’t looked back since. To keep up with demand, the Simpsons even hired a creative director and studio manager to develop classes, find instructors, and keep the wheels turning at the studio.

With Mindbody as a vital partner, supporting Ebb&Flow’s growth and development as a business, “We’ve only just begun,” Jill says.

