

# 8 Steps to Opening a Yoga Studio

Starting a studio is your chance to fulfill your passion and take control of your career. Start off strong with Mindbody's suite of software tools and resources to get you up and running.



Ready to get started? Here are the eight steps you'll need to take to open your yoga studio:



STEP 1

## Establish a purpose

Ask yourself a very important question: Why do you want to start a yoga studio? This answer will guide the rest of your business plan and your marketing, acting as your north star as you grow.



STEP 2

## Develop your business plan

A detailed plan will help you stay on track. To secure funding, include your market analysis and financial projections with pricing and membership strategies. Remember branding—logo, colors, and imagery, too.



STEP 7

## Get ready to open

Launch your website at least 90 days before you open. Publicize a great pre-sale deal only available before that date. Try an annual pass or a 1-month unlimited offer that only applies to your founding members.



STEP 8

## Retain your clients & grow your business

Once you open your doors, work on growing your client list. Good yoga studio software will help you find new faces—and keep them. It'll grow with you when you add new staff or expand into a new location, too.



STEP 3

## Research your space

Choose a popular location that isn't too saturated. Prioritize accessibility with parking and good foot traffic. Be sure to review the terms of the commercial lease, check out the neighbors, and stick to your budget.



STEP 4

## Choose your software

Start strong with software that goes beyond scheduling to manage nearly all aspects of your business. Once you get your software set up, enter your schedule and start publicizing it. (Your software should help with that, too!)



STEP 5

## Staff your studio

It's almost impossible to operate a business alone, so find dedicated team members who share your vision. To optimize staff management, be sure to create a contract and employee handbook.



STEP 6

## Purchase equipment

Get all the supplies you need to be ready for opening day. If clients need to bring their own mats and towels, have a few spares on hand. Selling retail? Get stocked up well in advance to avoid shipping delays.

Mindbody will help you launch your yoga studio right. Our comprehensive platform supports all your needs— marketing, scheduling, retail, and beyond. Learn more at [mindbodyonline.com](https://mindbodyonline.com).

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