



How to Create a Business Plan for Your Future Yoga Studio

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Introduction

Yoga is your passion – one you want to share with others. That's why you decided to open a yoga studio.

We understand, and we want to help you. Starting a business is a great undertaking, one that needs planning and strategy. This guide, designed specifically for yogis turned entrepreneurs, will help you with the first step: creating an effective business plan.

A business plan is your guide to getting started and your road to success. It helps you get the not-so-fun details out of the way so you can focus on what you love. With a business plan, you'll figure out how to staff your studio, where to rent a space and how you'll fund it. You'll have an idea of how much money you'll make over the years, how to price your classes and how to grow your business.

Let's take a look at the must-have parts of a business plan:

- ✓ **Executive summary.**
- ✓ **Company description and market analysis.**
- ✓ **Organization and management.**
- ✓ **Service.**
- ✓ **Marketing and sales.**
- ✓ **Financial projections and funding.**



ONE

Executive Summary

Provide an overview of your business – what types of classes, services and products do you plan to offer? Who is your ideal customer? How is your studio different from the competition?

These are the types of questions you'll want to answer in your executive summary, the part of your business plan that outlines the major details in the pages to come.

Think of it as a way of solidifying, organizing and pitching your ideas for any reader.

As the owner of a yoga studio, your executive summary will likely include your reason to teach yoga, your target market, community benefits and projected success. If you're looking to get funding, your summary should be compelling enough to get a potential investor excited about your studio and convince him or her to read more of your business plan.



TWO

Company Description and Market Analysis

The company description goes into greater detail about your future yoga studio. It outlines the problems you'll solve (bringing greater health to the community), goes into detail about your average consumer (a member of the local community interested in health and wellness) and, most importantly, underlines your competitive advantage.

What makes your business stand out from other studios? Do you have years of training and experience under your belt? Are you located in a more populated or convenient location? Does your studio offer workshops or teacher certifications? Do you offer a unique style or interesting member benefits? Having a clear vision of the ways your studio differs from others in the area will help with everything from marketing to decorating to funding.

The market analysis, meanwhile, describes in depth your industry outlook and target market. Who will be your primary target customer? Will you be providing a broad range of classes to appeal to

a wide audience? Or will you be offering services that reach a more niche audience? For example, if you are in a college town, you may offer more classes targeted to 18-24 year-olds. If you are in a retirement community, you may want more restorative/gentle yoga offerings. Think carefully about the type of student that you want to attract.

This is your chance to see what your competitors are doing and make more informed decisions about how to run your own studio, especially when it comes to location and pricing.

Market research doesn't end once your business gets off the ground, however. Continuing with it helps you keep evolving. Before you even open your doors, you should research and start using studio management software so you have the data you need to manage your business.

THREE

Organization and Management

Use the organization page to define the legal structure of your business. You will want to consult legal counsel or your local government website to determine the best approach for you.

For the management section of your plan, you'll outline how your staff will be structured and who will be responsible for what. Including a visual aid like an organizational chart is a good idea. Some considerations for this section include:

- › The number of staff you need.
- › Whether you will manage or hire a manager.
- › Whether you will use employees or independent contractors.
- › Who will have keys to the studio.
- › How you will pay your team.
- › If you will offer incentives (bonuses, discounted classes, merchandise, etc.).



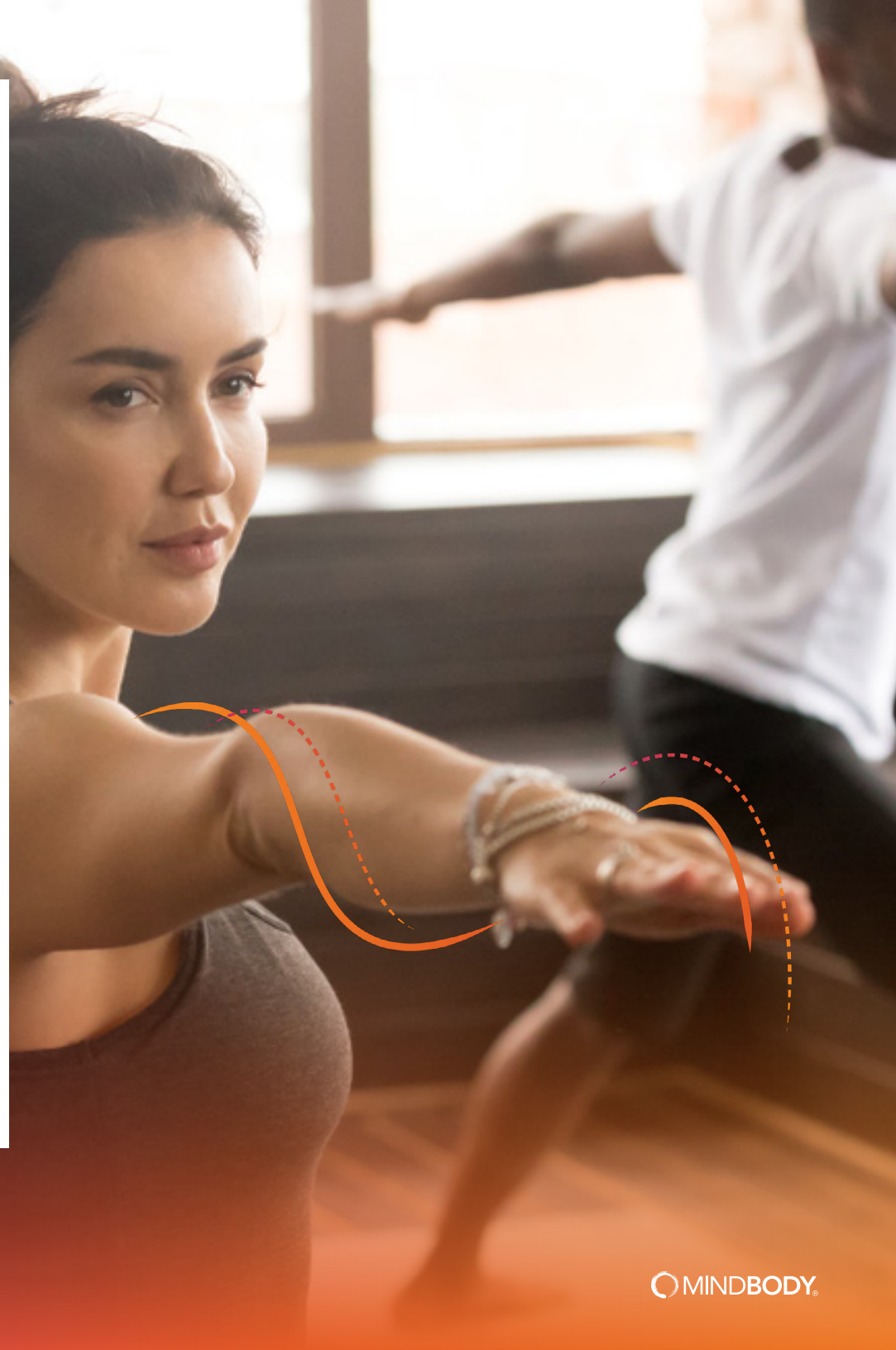
FOUR

Service

This section features a compelling description of your yoga service, going into more depth here than in the executive summary. A few relevant topics include:

- › Type of practice (Hatha? Vinyasa? What mix of classes will you offer?).
- › Class types and descriptions – consider teacher trainings, intensives, workshops, retreats or series classes.
- › How students book classes.
- › What, if any, inventory you will choose to sell.
- › How your studio collects revenue.
- › Patents and licensing (Are you using a trademarked form of yoga like Bikram? Did you design your own form you'd like to license?).

You can also describe the sales cycle for your studio here, outlining the journey from discovery to membership. Make sure you're thinking about all of the possible sales touchpoints – don't leave a potential dollar on the table.



FIVE

Marketing and Sales



The marketing section answers the question, “How will you attract and retain students?”

Small businesses can’t operate effectively without a marketing strategy; otherwise, no one will know your studio exists. This part of your business plan may include options like:

- › Local print advertising.
- › Paid online marketing.
- › Sponsored social media posts.
- › Networking with potential customers.
- › Connecting with social influencers within the yoga community.
- › Partnerships with other businesses in the area.
- › Local events.

The sales portion outlines the journey of a single customer. Here, you should include each way a customer discovers your studio and pays for a class, including:

- › In-person discovery.
- › Through your website.
- › On social media.
- › Via a branded app.

Describe how a customer discovers your business through each of these methods, signs up for a class, turns into a repeat customer and eventually purchases a membership.

The studio management software you choose can have a big impact on your marketing and sales effectiveness. Does your software allow your customers to book your classes through online channels like Facebook, Instagram and Google? Does it easily support membership set up? Does the software put your offers directly in front of consumers in your market?

SIX

Financial Projections and Funding

A financial outlook helps you manage spending and, if necessary, convinces investors to fund your business. In a way, this is the most important part of your business plan. Class descriptions and marketing strategies are great, but none of it will work without solid finances.

Create a timeline of financial considerations that will take you through the next five years. Be sure to include:

- › Start-up costs, including licensing, decor, signage, marketing, sales inventory, hardware and software.
- › Fixed costs, like rent, employee pay and other recurring payments that don't change much.
- › Variable costs, such as future advertising and inventory.
- › Income projections based on payment type (online versus in-studio).
- › A breakeven analysis (how many clients you need to cover expenses).

Include considerations that will affect your financial projections such as:

- › Class prices.
- › Realistic membership revenue goals.
- › Maintenance costs.
- › Taxes.
- › Rent and utilities.
- › Materials and merchandise.

The funding page is where you'll explain what assistance you'll need, how long you'll need it and what you plan to use it for to a bank or investors. Be as detailed as possible here; you want them to be completely assured that your business is a good investment.



Conclusion

A thorough business plan serves two major functions. It's a guidebook for getting your dream off the ground and a way to secure funding.

Think of this plan as gathering everything you need for success before getting started. Researching locations, choosing studio management software, networking with customers, securing funding – a business plan outlines all of these steps.

Once you open your doors, your business plan will be a guide to help you along the way. Coupling it with [yoga studio management software](#) like MINDBODY, you're set for success every step of your journey. Congratulations, good luck and know that we're with you every step of the way.

- › [Download our free Business Plan Template to get your planning started.](#) →
- › [To learn how MINDBODY can position your new business for success, schedule a guided tour today.](#) →

How to create a business plan for your future yoga studio

Business Overview

(This is your elevator speech)

Marketing and Sales Strategy

(How will people find you)

Mission Statement

(A formal summary of the aims and values of your company)

Projected Annual Costs

(Estimate)

1. Start-up costs:
2. Fixed costs:
3. Variable costs:

Target Market

(Future customers)

Projected Annual Income

Competitive Advantage

(What sets you apart)

Potential Investors:



To learn first-hand how MINDBODY can position your business for success, [schedule a guided tour today.](#)