



Ebb&Flow had the desire. MINDBODY provided the know-how.

★ **Business Name:**

Ebb&Flow

📍 **Location:**

Farnham, England, U.K.

⚙️ **Industry:**

Fitness

🏠 **Number of Locations:**

1

Warmth. Light. Peace.

Jill and Katy Simpson's design led, tech-savvy Ebb&Flow yoga, Pilates, and barre studio gives customers all three feelings upon entry. The mother-daughter duo worked hard to make the space—and the business—an attractive and inviting place for clients to shed their anxieties and live in the present.

So attractive, in fact, that there's a waitlist for classes at Ebb&Flow, a testament to the popularity it's gained since opening in October 2017.

That sort of overnight success actually takes a long time to prepare. About a year and a half, in fact.

The Problem:

Exceling in an unfamiliar industry

Jill and Katy began working on Ebb&Flow about 18 months before opening the doors, Jill says.

Katy had a background in yoga as an instructor. Jill's background is in entrepreneurship—she'd started a successful corporate events business, and eventually bought a luxury hotel and spa. As a hotelier, Jill was award-winning, but left the business and its demands behind, ready to take on a challenge with Katy.

Then the idea of the studio percolated.

“Both of us then needed to collect a lot of information and meet a lot of people to get this to be a financially successful—and pretty ‘smart’ studio—but how?

That’s where MINDBODY yoga management software came in.

“I know only too well that if you build a ‘quick and dirty’ solution for your business and 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—and the laundry list of questions Jill and Katy asked him.

“Who are the big leaders? Where is the growth? Is the market in growth or has it matured?,” Jill recounts. “Who in Europe is doing a great job of it? We needed to see what good looked like, as well as—importantly—who had a business model that was reliable.”

Armed with help and contacts from Ben, the pair embarked on a European tour, partly to get an idea about what sort of looks would be right for their studio, and partly to pick the brains of successful studio owners on the continent.

After the fact-finding mission, the duo trained on MINDBODY’s software.

“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 and it will come back to bite you in the long run,” Jill says. “I would recommend to anyone thinking of taking this journey to make room to invest in your business plans, and for ample MINDBODY training... and go to regular MINDBODY conferences. These things will turn out

The Results:

A business in boom

to be invaluable in the long term.”

To keep up with demand, the Simpsons hired a creative director and studio manager to develop classes and find instructors and keep the wheels turning at the studio.

MINDBODY, of course, is still very much there, providing support via a branded app Jill lauds as “straightforward,” and web integrations that help customers book from their phone or computer.

“We’ve only just got going,” Jill says.

If you're ready to reach your goals in the fitness and wellness industry, MINDBODY is here to help. Reach out today.



For more educational resources, including webinars, guides, conference presentations and online courses, visit uk.mindbodyonline.com/business-software.

To learn first-hand how MINDBODY can position your business for success, schedule a guided tour today at uk.mindbodyonline.com/business-software, or give us a call at 0203 514 1894.

