



Koa Fit Training Studio supports membership tracking and training with MINDBODY

★ **Business Name:**
Koa Fit Personal Training Studio

📍 **Location:**
Boulder, CO

⚙️ **Industry:**
Fitness

📍 **Number of Locations:**
1

Brenna Backe, owner and personal trainer at Koa Fit Training Studio in Boulder, Colorado, understands the importance of keeping a body moving. Koa Fit services focus on physical therapy, holistic lifestyle coaching, and wellness programs. Upwards of 90% of individuals who Backe and her staff work with are recovering from injury or surgery or have some type of limitation.

"A lot of people are very active in Boulder," Backe said. "But because people play so hard, we've done really well—people need something that shows them how to work out in a way that brings alignment and balance and, hopefully, prevents them injury in the future."

Building a welcoming community

Backe and her team work to bring a balance to fitness and physical recovery, enabling clients to create a foundation of alignment in their body, on which they can continually build strength. Since Backe opened Koa Fit in 2012, she's used MINDBODY software to support her mission.

Koa Fit have worked to create a unique community within the studio, where clients of all skill levels and abilities can feel comfortable. And in the physical therapy and training world, this type of community feel is very important.

"Ours is a very silly community," Backe said. "There's lots of laughing. There's lots of 'misery loves company' when it comes to our clients talking to each other."

Because of this community spirit, those who come to recover and train with Backe and her team form an unconventional type of family.

I just hired my first admin person, and it's changed my life. I see my friends again.

Brenna Backe, Owner, Koa Fit

A day in the life of a studio owner

Despite overseeing the management of the studio itself, Backe still finds time to work one-on-one with clients in personal training sessions. On a typical day, Backe will see six or seven clients a day and may even teach a group class or two.

"I just kind of want to do it all," Backe said. "I don't mind until I get home, and I'm like, 'Oh, that was a lot of hours.'"

In this type of busy environment, Backe needed advanced tools to help her manage and track memberships and to support the type of trust customers are looking for. MINDBODY provided the perfect fit. The software allowed Backe and her team to see exactly when customers came in for a session, when they canceled, and how many sessions they have remaining.

Backe said "It makes people feel motivated that you're tracking things. It just makes people feel confident that they're using what they purchased."

[MINDBODY] makes it easier to run a business.

Brenna Backe, Owner, Koa Fit

In addition to bringing transparency to client sessions, MINDBODY has also helped Backe better support her team of trainers.

"By the time I opened, it was kind of obvious that MINDBODY had figured a lot of stuff out that some competitors had not," Backe said. "MINDBODY had more to offer, the platform was just better—it was more intuitive, it was easier to train people, it was easier to teach people. And so that's originally why I started with MINDBODY—the tech support is kind of awesome!"

To find out more about MINDBODY and how it can make a difference for your gym or studio, [connect with us today](#).



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