

# Want to Open a Fitness Studio?

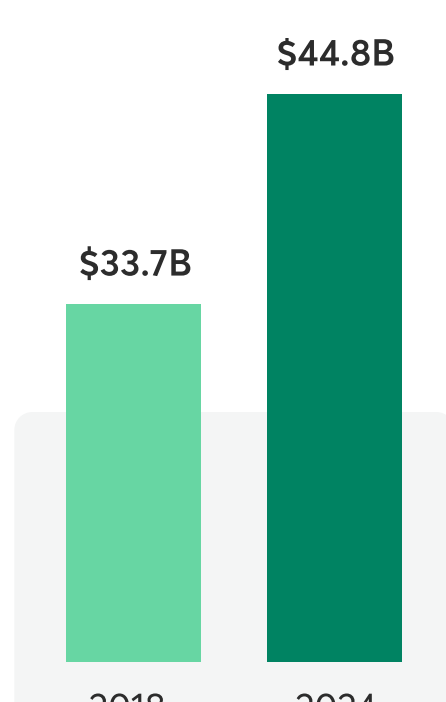
You've always wanted to be your own boss and help people be their best selves. But things quickly get overwhelming when the planning starts. Do you want to abandon a steady job for the unknown? What if you fail?

It's a tough call. But you're tough, too. Here's what you need to know.

## Your top fitness business questions—answered

### Is starting a fitness business a financially sound idea?

It is. Revenue from gym, health, & fitness clubs was \$33.7B in 2018. It was projected to trend up almost to \$35B in 2023, but actually reached \$44.8B in 2024.<sup>1</sup>



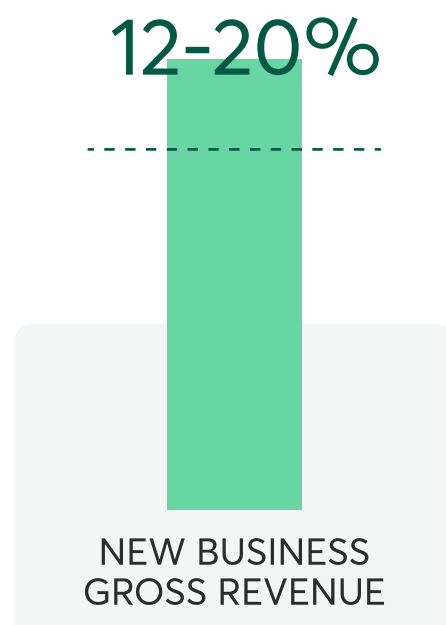
### Once I get going, is a fitness business sustainable?

Yes! The average fitness business in 2024 earned \$475K to \$500K annually, up from \$246K in 2017.<sup>1</sup> If you have the right partner sharing your journey, you'll be better set up to succeed.



### Is a marketing budget important?

You bet! According to a ClassPass study, a newer fitness business spends 12-20% of their gross revenue on marketing.<sup>2</sup> A good business plan will help you establish your strategy, your needs, and your budget.



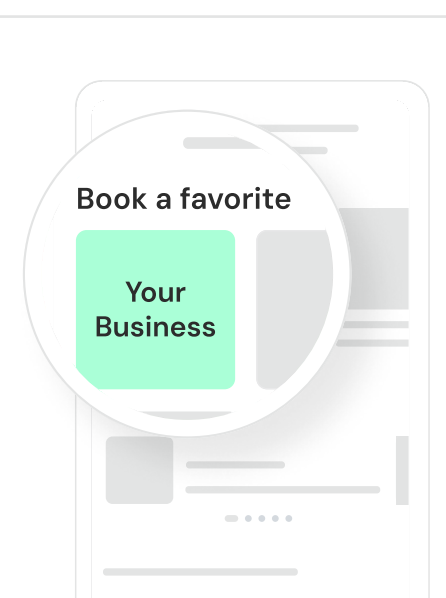
### How will I find clients?

They will find you! Mindbody brings clients right to your door. In 2024, 120M classes or appointments were booked on the Mindbody app and 129K consumers discovered a new business every month.<sup>3</sup>



### Can you rely on search only as your marketing?

Not exactly. According to Mindbody data, Yelp and Google deliver traffic, but they only convert at 34% and 31%. Compare that to a 67% conversion rate for customers who find you through the Mindbody app.<sup>4</sup>



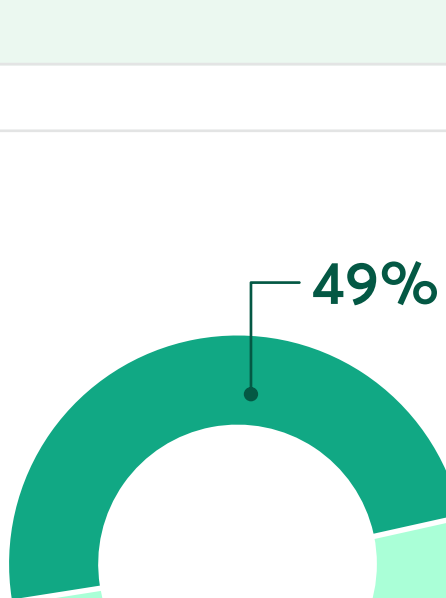
### Are walk-ins a reliable source of revenue?

Yes, with an asterisk. Mindbody shows the rate at which its users' walk-ins become members is 31%.<sup>4</sup> That rate improves dramatically when they're referred by current clients or use dynamic pricing or intro offers.



### How can I attract more customers and retain the ones that visit?

Dynamic pricing and intro offers. On Mindbody, 42% of clients who visit with a dynamic pricing offer are new to that business and 49% of dynamic pricing visitors come back again.<sup>5</sup> Intro offers easily draw new clients in your doors.



Mindbody helps you seamlessly handle classes, payments, and merchandise wherever you are. You've got the talent, the drive, and the passion; we've got the tools to help you make it happen.

Visit [mindbodyonline.com](https://mindbodyonline.com) to learn more and get a tour of our software.

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1. Gym, Health & Fitness Clubs in the US - Market Size (2005-2031)

2. How to Determine Your Studio's Marketing Budget

3. Registered app users refers to the total number of consumer users of the Mindbody app. Bookings refers to the act of a spot or a booking time.

4. Gym, Health & Fitness Clubs in the US - Market Size (2005-2031)

5. How to Determine Your Studio's Marketing Budget