



Swerking to a second studio:

How MVP Dance Fit expanded with MINDBODY

- ★ **Business Name:**
MVP Dance Fit
- 📍 **Location:**
Kettering, Ohio
- ⚙️ **Industry:**
Fitness
- 📍 **Number of Locations:**
2

Lift your booty, love your body – that’s the motto of MVP Dance Fit. Home of the fitness phenomenon known as swerking – that’s sweat, work, twerk – MVP has encouraged many women to boost their confidence by hitting the dance floor. But what happens when there are too many bodies in the room and no one has space to get their groove on?

The Problem:

Too many dancers, not enough room

Owner Rachel Vickhouse struggled with that question after the success of her first studio in Kettering, Ohio. Doors opened in 2014, and Rachel began using MINDBODY a year later. MVP quickly reached max capacity. The signs were clear: She needed to open a second location.

“By January, it was literally survival of the gym,” Rachel laughed. “There were so many bodies they made a line down the hallway each night. I quickly realized we couldn’t survive another January like that.”

Of course, the thought of opening a second place caused a bit of fear.

"It's a big risk, taking on another place," Rachel explained. "It was tough as a business, but that was the only way we could go. Otherwise, we'd jeopardize the quality of what we were giving."

Others had suggested alternative options like raffles and assigned spots. At one point, the idea of a pseudo MVP-fit bouncer to check people in was tossed around. Rachel quickly shot down that idea and, bolstered by the success of her first studio, felt confident in opening a second.

We took advantage of everything MINDBODY had to offer.

Rachel Vickhouse, Owner, MVP Dance Fit

The Solution:

Expanding and advertising with MINDBODY

"We took advantage of everything MINDBODY had to offer," Rachel said. "We used push notifications to alert customers to our new location in our customized app. We sent out emails. We made posts on YouTube, Instagram, Snapchat and Facebook. The goal was to hit everything in a full sweep."

She also used her prior experience to make sure everything about her second location – from the space itself to the amenities and more – went smoothly.

"We tracked the build-out of the first location, so we knew what costs would be for the second," she said.

She used a similar approach when hiring instructors. Rachel wanted as much overlay between her original team and her new hires as possible. She met with instructors and looked beyond their certifications and experience, searching for traits that fell into MVP's core values and strategic niche.

"We did demo classes and paired them up with similar instructors at our existing location," she said. "We tried to make it like an apprenticeship and catch them up."

Everything worked perfectly, and MVP Dance Fit's second location had a packed house of a grand opening.

The Results:

A full house and continued success

From that first day on, MINDBODY was there to help expand Rachel's brand.

"Our locations have a different sales tax, and MINDBODY works with that," she said. "Transfer of inventory is very simple. There's a section in the customized app that lets us see what's going on at both locations. For our customers, toggle features allow them to look at what classes are offered that day at either studio."

As an owner, Rachel is particularly pleased with the ability to check in on her studios in real time wherever she is using her mobile phone.

Comparing first-year first year revenues really put things into perspective. Within 12 months of opening, MVP's second location made 250 percent more than the first over a comparable time period.

If you find yourself on the verge of opening a second studio just like Rachel was, MINDBODY will be right there for you through every step of the process.



For more educational resources, including webinars, guides, conference presentations and online courses, visit www.mindbodyonline.com/resources

To learn first-hand how MINDBODY can position your business for success, schedule a guided tour today at www.mindbodyonline.com/business-software, or give us a call at 877.755.4279.

