




Limitless Studio

 Headquarters
Burien, WA

 Website
thelimitlessstudio.com

 Founded
2016

 Industry
Yoga / Fitness

Overview

The owner of a boutique fitness studio on the West Coast has a whole host of daily demands of her time. She didn't want to be tied to a front-desk presence. She wanted to veer away from a marketing and sales vibe and simply allow the space to embody wellness. It was important that the software she selected be easy to use and manage for her, her instructors, and her clients. Selecting OfferingTree has extended the brand experience of The Limitless Studio. When the technology enables instructors and clients, everyone can make changes in real time. It's that control, clarity, and accuracy that allows everyone to walk in the door – ready for wellness.

"I appreciate that OfferingTree reflects our wellness philosophy of come as you are – we're happy you're here. If clients need to cancel, they can do that on their own, no questions asked. I also like that I can easily go in and make accommodations for client's special circumstances. It allows us to just be more encouraging about people coming and celebrating when they can come. The focus is on what we ARE doing, not how we AREN'T doing, or falling short."



Challenges

As fitness studio owners evolve and grow their business and offerings, software to support that can quickly feel limiting.

What were you using before?

Prior to migrating to OfferingTree, our studio was using Mindbody Online.

What were your challenges?

With the Mindbody Online software, I'd run into barriers during the process of attempting to add functionality or streamlining my systems. I couldn't access what seemed like intuitive offerings that fitness studio owners would want. Or if they were available, it required an upgrade to a higher monthly fee. I also found long hold times with Mindbody's customer support frustrating. Inability to get a quick answer set me back in getting out timely class or event related information to our clients.



Solution

How did the transition go?

The transition to OfferingTree went very smoothly. The website was up in no time and successfully launched. It was great being able to talk directly with Eddie and Alec, the knowledgeable creators at OfferingTree. They understood where I was at with my current software, my time and resource restraints as a career professional and studio owner, and how I wanted to grow the business. The ease of the transition showed me that they personally understand how wellness and technology intersect with the goal of serving me as a business and studio owner, not showcasing all the bells and whistles of the software.

Other Takeaways

The pandemic showed us just what's possible through technology. In many studios across the country, the front-desk person is no longer needed. Fitness instructors who got really good at marketing themselves on Instagram and TikTok have continued to create their own following as influencers. This means owners of brick and mortar fitness studio spaces can shift their marketing to supporting and elevating instructors; and their operations to creating intuitive, seamless transactional experiences.

Results

How is life better now that you are using OfferingTree?

Simple answer: I'm more in the space of doing what I love – bringing people into a space of acceptance, support and love – celebrating whoever shows up and how they show up. I'm less in the weeds with technology and transactions. And because the software follows the flow that clients would expect, it's easy for them to self-register, sign-up for classes, and even cancel last-minute if they need to. Our instructors love it! They can find their own substitute teachers for classes and update the info, an often rather last-minute task and fairly common occurrence.

How has this impacted your business short and long-term?

My sole focus has been on creating the experience in our studio space. Up to this point, I've done very little marketing and we've grown through word-of-mouth and consistent excellence of instruction. In the short term, OfferingTree immediately freed me of the daily multiple interruptions I used to experience. With our instructors feeling in control of their schedule and edits, I've seen them personally marketing their classes more, resulting in stronger attendance. Now months out from the transition, through the software's analytics, I see patterns and connectivity for our clients. These observations could translate into new classes, events, and ways to build value and community.

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Get started quickly, even if you have zero tech ability by working along side Yoga Teacher Ashley Hagen as she explains the OfferingTree dashboard, helps set up a quick website, shares how to set up new events, and offers a ton of tips along the way.

Get started in under an hour!

offeringtree.com/on-demand-demo

