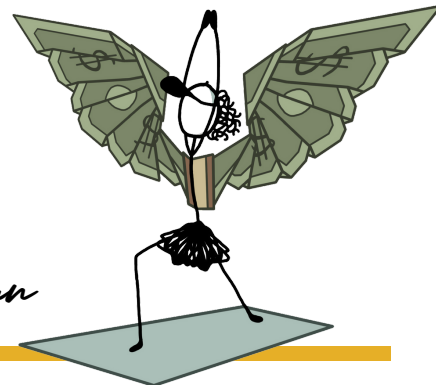




HOW TO BE A WILDLY PROFITABLE YOGA STUDIO

The proven system.

with Cate Stillman



1. Uplevel to the **most profitable, highest-impact revenue model**

Do you want repeat, scalable profit? Then your studio needs a **high-end upsell**. Yoga Teacher trainings are an upsell that generate competition. Instead, serve your students exclusively by offering a unique club within your studio. This is the **smartest, sustainable upsell that yields a steep increase in profit**.

So, what's a **Club**? It's a revenue model that is unique to you. A Club gives your students what they need most: your expertise, convictions and daily wellness habits. Your insiders' Club is a significant commitment to a **year-long wellness journey**. This Club produces lasting wellness results much faster than unlimited drop-in classes. I'll explain...



2. Customize Your Studio's Club

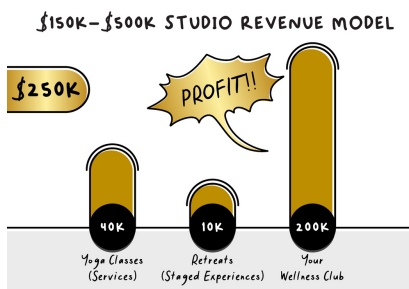
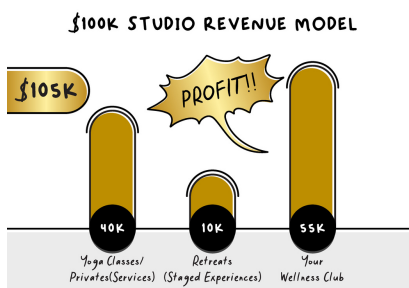
First, you customize your Club to serve the students who want profound transformation.

Ask yourself: What wellness expertise do my students need? How do I define my wellness convictions? What are my daily wellness habits? What is my studio's vibe? The answers are the foundation for your Club.

You are evolving from delivering a service (yoga classes) to guiding a **lasting transformational journey**.

Go hog wild customizing. We will help, as we do this for a living. Customizing drives pricing to premium. Your Club will serve a **select group**. Premium increases profit. Profit funds free classes and community-building events, which drive new members. Your community impact soars.

You will have **less competition** the more you customize based on you as owner or Club leader.



3. Price & Enroll at a Premium

Next, you base your Club's tuition on the **value of the results**. In your Club, members become smarter investors -- in themselves. Earning a return on their wellness wisdom, members experience better, faster results. **The Club pays for itself**.

We guide you step by step to implement the whole Club system: from customizing to enrolling, coaching to building your waitlist.

4. Lead from Your Wellness Lifestyle

Your Club is customized to your wellness expertise, convictions, habits, and personal vibe. When you lead from your lifestyle, you generate power. You **root in integrity** and **lead the way by experience**. This makes a bigger impact on your community by growing revenue AND student results.

I invite you to schedule your profit coaching session today!



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