

The Pilates Club

Chartered Physiotherapist, STOTT
Trained Pilates Instructor and Owner
of The Pilates Club, Julieann Behan
Describes The Added Benefits To
Partnering With Peak Performance And
The Positive Impact The **Pilates Profit
Acceleration Program™** Has Had.

As one of North Dublin and Ireland's
leading Pilates reformer studios, The
Pilates Club has always endeavored to set
the highest standards in client care and
provide clients with the most positive
experience of Pilates to be found anywhere.

As a Physio-led Pilates studio dedicated to
hiring the best instructors in the
marketplace they offer reformer Pilates
classes from a tranquil, 10 reformer studio.

The Goal :

✓ **Build a Stronger Pilates Studio**

✓ **Reinvigorate My Confidence As Owner**



The Pilates Club owner, Julieann Behan recognised the potential for her Pilates business and what could be achieved but realised that there was something missing and this was preventing her taking the business to that desired next level.

After just 6-months of support from Peak Performance the business is now on a different trajectory with a renewed and motivated business owner already planning her next expansion project!

"Not only are we seeing an increase in customers coming to us each month seeking to join but we are seeing a renewed energy in the studio from existing clients, classes are consistently filling up, clients are pre-booking earlier and the whole studio atmosphere has lifted"

"When I started seeing results it brought a new sense of confidence in my ability as an owner, what I am capable of and what is possible. It's refreshing to have someone not only believe in me but who truly buys into helping my business succeed"

*—Julieann Behan
Owner, The Pilates Club*

It was clear to Julieann that additional resources or a fresh perspective was needed to increase awareness of the studio and the positive impact she wanted it to have in her local community. Like so many other Pilates business owners who find themselves at the helm of a business without having gone to business school or completed a degree in marketing. It doesn't take long for the ideas to dry up and growth to stagnate.

"I felt a little stuck to be honest and I knew I needed to start brainstorming again, to get new ideas flowing and start taking some positive actions. It was becoming increasingly hard to be motivated to try to build the business after I had been teaching all day, had a family to attend to and the results were unflattering. I had a desire for this to change but recognised I couldn't do it alone"

Before Julieann ever entered the **Pilates Profit Acceleration Program™** she could see the positive impact it was guaranteed to have on her business through the **Profit Acceleration Simulator™** where her business was analysed upfront and she could see the potential that existed.

"When someone not only shows you upfront how they can help you realise the dream you always had but are willing to share with you the path to get there, there is a warm feeling that emerges. I never doubted that this could be anything but positive for me and my business. the simulator showed me the potential, I just needed to commit and to take the journey with Peak Performance"

Over the next 6 months Julieann worked 1:1 with Brendan to implement changes that were required to stabilise the business, start attracting new clients and improving the financial position.

"Peak Performance has brought a new lens for me to look at the business thru. I never really reviewed the data, we certainly do now and I can see the value of knowing what's behind the numbers. Before any agreement was reached I was shown the ROI and had a 100% guarantee. Within 1 month I had realised my next years investment. The decision to partner was easy to make."

— Julieann Behan



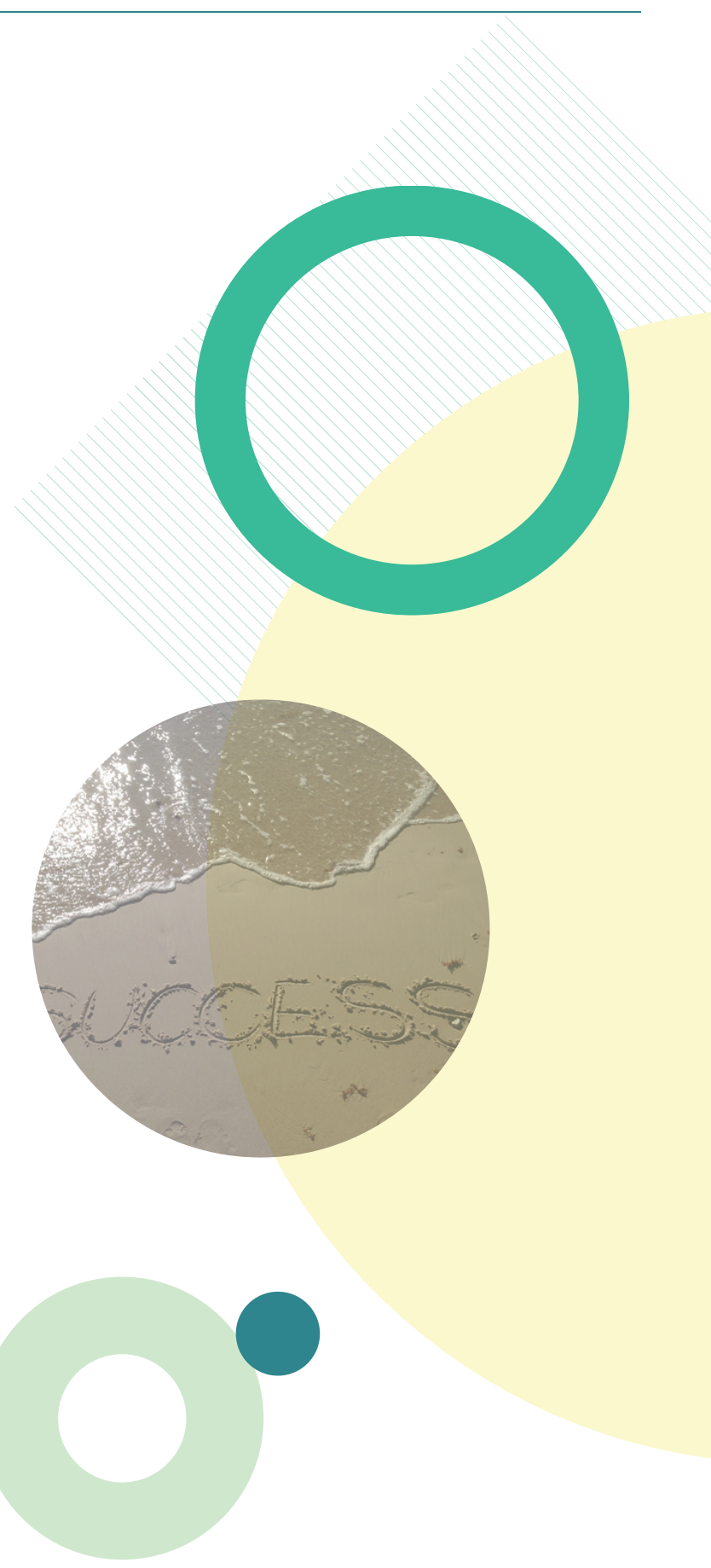
"I achieved so much in such a short time, partly due to the accountability that I now have with Brendan. The way we work together is seamless, we share ideas, Brendan brings proven strategies and tactics I never thought about implementing and we figure out together how we can apply them to my business. I know in advance they are going to work, we just need to figure out how we make them work most effectively for me. We are constantly working towards the overall vision and the plans we set out to hit this vision which keeps me on-track continuously"

Julieann has achieved some impressive results in such a short time, she now has a vision set out for the business and knows where she wants to take it, she has implemented a new lead generation strategy and is able to convert prospects into clients much easier, the occupancy rate in The Pilates Club has increased by 50% and the business is on course to more than double its year on year sales. More classes are being offered and further expansion is on the cards.

"As a small example, we had a target of bringing in 20 new clients per month, last month I brought in 36! - It's incredible to watch all of the small pieces you change come together. Everything we do now is purposeful and Brendan helps steer me away from chasing ideas that sound good in theory but don't necessarily improve the business. I am much more focused now and operating with intent which suits my busy lifestyle with everything else I need to get done"

Julieann is just scratching the surface of where she wants to go with the business and recognises that Peak Performance will play a vital role in her future plans.

"It's been an incredible few months and the business is on a new course now, my expectations have shifted as well as I've not only seen but achieved results I only once aspired to. I'm motivated and really looking forward to what lies next and how I can make The Pilates Club reach its full potential."





PEAK PERFORMANCE

EMPOWERING INDIVIDUALS TO REACH THEIRS

ABOUT Peak Performance

Peak Performance specialises in offering coaching, consulting and mentoring services to Pilates business owners wishing to move their business forward. Through our experience we have developed expert knowledge on how to stabilise, grow and expand smaller studios and empower owners to realise their dreams. While it is the business owner who ultimately has responsibility for the actions, we pride our approach as being hands on and we work together with our clients on all strategies and implementation steps, we truly are a partner in the business. If you have a vision for your business and would like to discuss it further with us contact...

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