

ServiceYourBody

Physiotherapist and Pilates Business Owner Andy Tully has become one of Ireland's Pilates success stories with support from Peak Performance over the past 5 years.

From its headquarters in Lucan, Co Dublin ServiceYourBody has now spread its wings to neighbouring Kildare and Meath with 3 vibrant Pilates studios and a thriving Physio business. Andy has built a mini Pilates empire with the future bright for further successes.

With a strong emphasis on setting the highest standards of Pilates classes achievable while at the same time making Pilates accessible and affordable to the widest possible community, the offering and ethos of this business is exceptional.

Goals



Expansion and Growth



Staying Aligned to Customers Needs

SUCCESS STORY



ServiceYourBody owner Andy Tully found himself with a desire to expand his business beyond his physio practice and into the world of Pilates.

"I could never have imaged starting out where this would have ended up 12 years on - an extremely healthy physio practice and 3 reformer studios was not on the cards but sometimes life gives you those opportunities and it's just about strapping in and going on the ride!"

It was clear to Andy from an early stage after running mat classes that the real opportunity he could see was in reformer Pilates and it was here where he committed his business future and invested in his first 6 reformers.

"I saw the potential and a gap in the market. I just needed to back myself and go for it. Sure glad I did"

—Andy Tully
Owner, ServiceYourBody.ie

"Once I got going in reformers I could see both the business potential but more importantly the desire from the public to adopt Pilates as part of their health and wellness programs - the challenge and versatility of reformers means that once people try it they get hooked. After that it's about keeping them engaged, continuous education as to the benefits and making the business as flexible as possible"

Following on from the success of his initial studio, Andy decided that he wanted to expand and after careful consideration choose Celbridge in Kildare to be the location of his second studio.

"Of course expansion brings risks and nervous moments however from get go in Celbridge the response has been phenomenal. It was around this time I decided that both I and the business needed something additional, maybe it was some fresh thinking or simply to have someone to bounce ideas off. Whatever it was I had seen what Brendan was doing and knew we could work together, so it made sense to partner - 5 years and a lot of tea later we're still working together on a weekly basis."

There can be a loneliness to being a business owner. It's not always possible to bring it home or talk about the business to others. To have someone in your corner who is outside the business but still championing your success while challenging you to move forward is a powerful combination.

"Issues in the business are discussed and shared and while some may take time to resolve there are now two heads working on it as opposed to me having to come up with all the answers. Peak Performance and I have developed a system of trust whereby ideas can be shared, if we don't think they're workable we call it out quickly. If we do we go after them rigorously"

"There is isolation in running a business on your own. It's not always possible to share what's happening even with those closest to you. Finding a non-judgmental partner and building a trusted network is vital to long-term success. To those finding it tough running your Pilates business, reach out for the support you need"

—Andy Tully



"Working with Peak Performance allows me the space to step away from the day to day, to start thinking strategically. We've spent a lot of time on my vision for the business and goalsetting - with Brendan's help I am clear where I want to take the business and we are clear the plans we need to fulfill this vision."

Ofentimes business owners believe there is that one magic bullet or secret to being successful but more often than not the secret lies not in dramatic changes but in incremental improvements across the entire business. Andy understands this and his story is one of dedication and hard work, continuously striving to make small calculated improvements to make the business that little bit better.

"We've put systems in place and targeted specific areas within the business for improvement - for example we put a single lead capturing process in place that consistently brings in 2-3 leads per day, add that up over a year and it's huge - best thing about it is we built it to automatically run in the background - that's nearly a 1000 leads happening without any input from me. It's things like that which really bring the old cliché to life - work smarter, not harder"

The future for Andy and ServiceYourBody is bright, with new plans in the pipeline and a business owner that is consistently looking for ways to add value to his clients and allow more people to experience the benefits of Pilates. Without a shadow of a doubt, and I know his clients will back this up, Andy and the team are changing lives for the better and Peak Performance is happy to play a continuing role in this incredible story. Last word to Andy...

"If you have the dream, put in the hours, get the help and go for it - we're only here once!"





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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