

Reaching a database of 400+ potential clients before opening

About Reform & Glow

In this 8-bed Reformer Pilates studio, you won't get that big-box gym feel. At Reform & Glow, its studio creates a cozy, inclusive space, where **Pilates feels personal**. The studio in Leicester, UK has become a place many call their workout home, just a few months after opening.

With nearly 100 5-star reviews only 3 months after launch, Reform & Glow's success is something all opening studios can be inspired by.



In order to achieve such a strong start, the studio needed to be supported from the beginning: that's where bsport came in.

A founder's journey: making the dream work



While working her full-time job along being involved in the fitness scene, owner Jodie decided to follow her passion and open her own business. "I just loved teaching reformer so much. And then I just thought, **why am I not doing this myself?**"

Among the long list of things to do when opening a studio, Jodie thought ahead; **getting the right studio software should be at the top of the list**. So, why bsport? "It looked great, did everything I needed it to do, and I got the app as well at a decent price that was affordable for me as a new business".

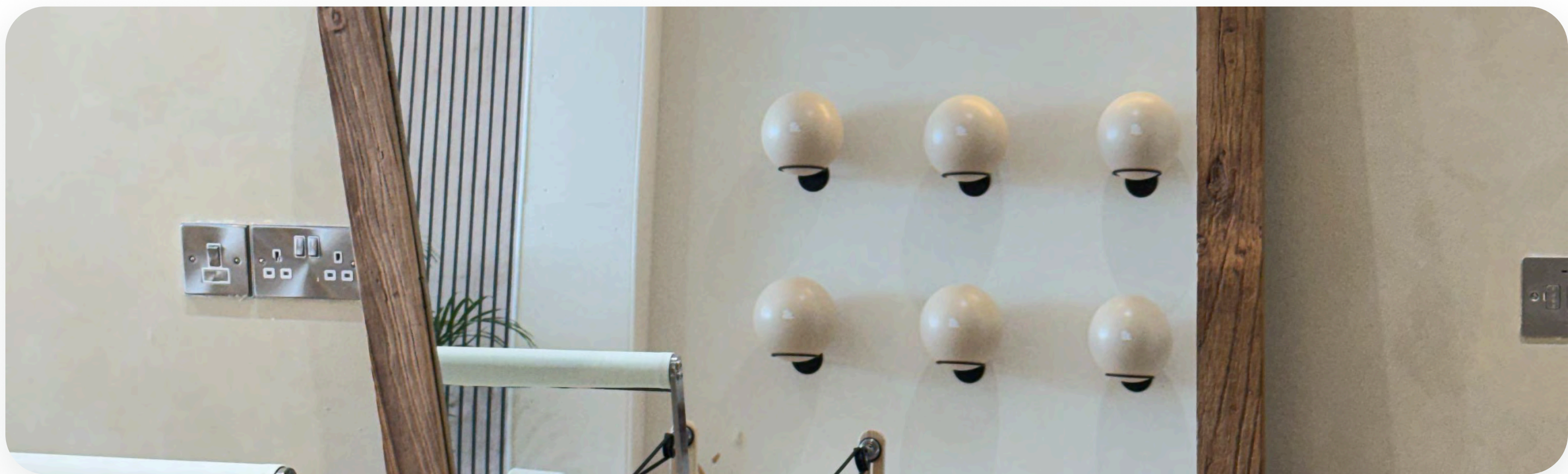
“ I have lot of clients who are regulars now, it's really important that they've got something simple that they know they can use, like the booking system and the app that that they like. ”

Setting up early with bsport

Avoiding chaos by being prepared

Before even getting the premises, Jodie signed up with bsport. Giving herself the time to get to grips with the system well before opening was the best plan, as she got to understand and familiarize herself with the tools before opening the door to customers.

With this practice and new knowledge, Jodie felt comfortable in how bsport would help her business and ensure a seamless opening.



“ You need to give yourself time to learn. That will be my advice to someone, make sure you get on as early as possible. ”

Building an owned client database

Reform & Glow

Opening Soon

Sign up for exclusive perks
& be first to get notified!

First name

Last name

Email

Phone number

Let's Glow

One of the biggest fears new owners have is not having enough clients at opening day.

To ensure the studio would be full from day 1, Jodie took advantage of placing a **lead acquisition** waitlist form on her website. New **potential clients signed up early through bsport** to gain access to special perks like 24 hr pre-opening booking access.

Because of this, she was able to gather contact information of **more than 400 potential new clients**, giving her peace of mind and the data necessary to kick-start a growing community.

Attracting early with opening-day promotions

Thanks to bsport, Jodie was easily able to set up promotions that would get people in the door and keep them coming back again.



Free class promotion

The day Reform & Glow opened, they offered a full day of free classes. However, clients only got access to this if they signed up to the pre-opening waitlist.



Exclusive time-limited intro offers

Reform & Glow offered a special promotion: £10 off their intro promotion of 2 classes for £30. This offered value for clients, and promise of a return visit for the studio.



Understanding new member behavior

Utilizing Smartlists to group clients helped map new member buying actions, guiding them to memberships or class packs that made sense for them.

Ready, Set, Glow!



Thanks to the early adoption of bsport and early-opening planning & marketing strategies, Reform & Glow was able to **successfully launch with a full studio and a strong start to a thriving community.**

From taking meetings on her lunch break to painting after work, Jodie experienced how challenging opening a small business can be — **but also how rewarding.** For her, work is now a labor of love, where she helps people feel empowered every day.

bsport does everything for me daily. It manages all the client's bookings and takes the payments so that I don't need to think about it.

[Learn more](#)

