

A DISCOVER STRENGTH FRANCHISE OWNER'S PLAYBOOK

5 Steps to Building a Million-Dollar Studio

What it actually takes to grow a Discover Strength franchise — and the support behind every step

DISCOVER STRENGTH

A million-dollar studio isn't the result of one big idea. It's five disciplines, run consistently, by an owner who leads rather than teaches the workout.

These are the same five disciplines Discover Strength builds into your training, your systems, and your ongoing support — before you ever open your doors.

Franchised studios open 24+ months average **$872,951** in annual unit volume systemwide, with our top-performing studios reaching as high as **$1.63 million**.* Getting there isn't left to chance — it's the product of a proven operating model and a home office built to accelerate every step below.

<u>This is your roadmap from studio owner to million-dollar operator.</u>

None of it requires a background in fitness, exercise science, or marketing. It requires an owner willing to lead a team, trust a proven system, and stay obsessed with the one number that matters most: keeping the members you already have.

*Reflects Discover Strength franchised studios open 24 months or longer as of the date noted in our Franchise Disclosure Document, Item 19. Your individual results may vary. This is not a representation of the actual performance you should expect to achieve. See our FDD for complete financial performance representation details.

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STEP ONE

Establish Your Vision for the Studio

Clarify what you personally care about, why you're building this business, who you want your studio to become known for serving, and the big, audacious goal you're building toward — one location, or a multi-unit territory.

With that vision in place, you and your team start rowing in the same direction from day one.

HOW DISCOVER STRENGTH ACCELERATES THIS

You're not writing a brand purpose from scratch. Discover Strength's mission, niche, and evidence-based positioning are already established nationally — your job is to bring the leadership and local vision that puts it to work in your market.

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STEP TWO

Get the Right People on the Bus

Become obsessed with recruiting, hiring, onboarding, training, developing, compensating, rewarding, and retaining great exercise physiologists. You can't build a great studio without great people — and if you get great people, you can't help but build something great.

HOW DISCOVER STRENGTH ACCELERATES THIS

Every workout is delivered by a degreed exercise physiologist, not a rotating cast of certified trainers — a staffing model built into the franchise itself. Home office offers optional staff onboarding support to help you hire and train your team, so you're not building a recruiting process alone.

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STEP THREE

Develop Systems That Make the Workout Experience Consistent and Replicable

With the right systems and processes in place, you and your team can "run the play" and produce a standard, repeatable customer experience — every session, every member, every day.

HOW DISCOVER STRENGTH ACCELERATES THIS

The programming, exercise protocols, and studio operating systems are already built and proven across the system. Every new owner completes two five-day training blocks at our Minneapolis home office before opening, so you're running a tested playbook from week one, not writing your own.

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STEP FOUR

Develop a Marketing Plan Based on a Clear Target Market and Differentiation

Who is your studio really designed to serve, and what's unique about the experience? Consumers don't buy the "better" or "best" option — they buy because they understand and value the difference.

HOW DISCOVER STRENGTH ACCELERATES THIS

Home office builds and maintains your studio's website, supplies plug-and-play email and social content, and uses PiinPoint demographic mapping to help place your studio where your ideal member — a busy, affluent professional — already lives and works. Your differentiation is already proven: peer-reviewed exercise science delivered in 30 minutes, twice a week.

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STEP FIVE

Become Obsessed With Client Retention

Too many studio operators focus primarily on new client acquisition and cutting expenses. The most profitable area to focus on is retention. Build systems, processes, and a studio culture where keeping the client is the first priority — because it is.

HOW DISCOVER STRENGTH ACCELERATES THIS

Systemwide, Discover Strength studios post an 80% member retention rate and a 95 Net Promoter Score.[†] That's not an accident — it's what happens when the workout itself, not a sales gimmick, is the reason members stay for years.

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Don't Overcomplicate It

The more you pour yourself into these five elements, the faster your studio will grow.

These aren't five separate initiatives competing for your time. They compound — the right people run your systems well, your systems create the experience your marketing promises, and all of it adds up to the retention that turns a good studio into a million-dollar one.

Discover Strength, by the Numbers

$529K–$870K TOTAL INVESTMENT RANGE	**$58,000** FRANCHISE FEE	**1,800–2,200 sf** STUDIO FOOTPRINT
$150K / $750K MIN. LIQUID CAPITAL / NET WORTH	**$872,951** AVERAGE UNIT VOLUME*	**80% / 95** RETENTION / NPS†

*Average unit volume for Discover Strength franchised studios open 24 months or longer, per Item 19 of our Franchise Disclosure Document. †Systemwide retention and Net Promoter Score figures as reported company-wide; individual studio results vary and are not a guarantee of future performance. This is not an offer to sell a franchise; offers are made only via delivery of an FDD. See Items 5, 6, 7, and 19 of our FDD for complete details.

DISCOVER STRENGTH

Ready to Build Your Own Million-Dollar Studio?

You've seen the five disciplines. You've seen the support system built to accelerate every one of them. The only step left is a conversation.

Reach out to our Franchise Team to learn more about owning and growing a Discover Strength location in your market.

GETTING STARTED

Start the Conversation

Connect with our Franchise Team for a no-obligation conversation about territory availability, investment, and what ownership would look like in your market.

discoverstrengthfranchise.com