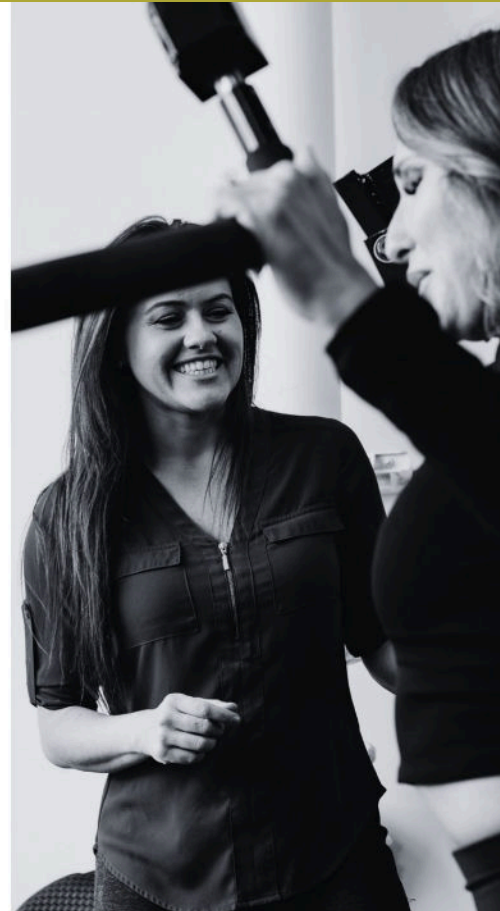




A DISCOVER STRENGTH FRANCHISE OWNER'S PLAYBOOK

7 Steps to Growing Your Client Base as a Studio Owner

How to fill your intro session calendar, week after week

Building a steady stream of new members is the ultimate goal of your studio's local marketing — and it's one of the biggest reasons candidates choose to own a Discover Strength franchise.

**You're not building a marketing plan from a blank page.
You're running the local half of a system Discover Strength
has already built.**

Home office manages the national brand, the website, and a full library of marketing tools. Your job as the owner is to run the local plays that turn your trade area's busy professionals into members — the same seven, repeatable moves every day one franchise owner learns during training.

**There's no single tactic that fills a studio. It's these seven, worked
consistently.**

None of them require a marketing background. They require an owner who understands the Discover Strength member, shows up locally, and lets home office's systems do the heavy lifting.



7 Steps to Growing Your Client Base as a Studio Owner

1. **Know your studio's ideal member.** Discover Strength serves a specific person: a busy, affluent professional who values evidence-based results over trendy classes and doesn't have three hours a week to spend at a gym. Picture that person in your own trade area — where they work, where they shop, what they've tried and been disappointed by. The narrower your local focus, the faster your intro sessions fill.
2. **Build your local email list.** Every lead who isn't ready to join today is still worth capturing. You don't own your social media following, and the algorithms change constantly — but you do own your email list. With it, home office's email campaigns can nurture a local prospect until they're ready to book an intro session.
3. **Make one thing obvious on your studio's page: book a free intro session.** Every visitor to your studio's website should immediately see one clear next step. Home office builds and maintains that page for you — your job is to keep every local ad, email, and social post pointing back to that same button.

Discover Strength franchise owners execute local marketing using the playbooks, templates, and website infrastructure built and maintained by home office. Individual studio results vary by trade area, local execution, and market conditions.



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4. **Put our lead-generating content to work locally.** A prospect who lands on your page isn't always ready to join — but they'll gladly trade an email address for something genuinely useful, like our guide to the science behind the 30-minute workout. Home office builds these; you promote them to your trade area.
5. **Your studio's social media is about your members, not you.** The posts that convert aren't studio announcements — they're member wins: a strength PR, a five-year member's story, a testimonial about finally sticking with a program. Keep the spotlight on the people getting results.
6. **Lean into what makes members talk.** Every studio has a "talk trigger" — the thing members can't help but tell their friends about. For Discover Strength, it's the model itself: 30-minute, twice-weekly sessions, backed by exercise science, led by a degreed exercise physiologist instead of a rotating cast of trainers. Build your referral program around it and word of mouth does a lot of your prospecting for you.



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7. **Get into the room with your ideal member.** Discover Strength's member is exactly the person you'll find at a Chamber of Commerce mixer, a BNI chapter, or a local corporate wellness event: a working professional who values their time. Join a networking group in your trade area. It takes consistency, but for this member profile, it's one of the highest-return moves available to a local owner.

With these 7 steps, you're ready to keep your intro session calendar full — using a system Discover Strength already built for you.

You Won't Be Building This Marketing Plan Alone

A National Brand & Studio Website

Home office builds and maintains your studio's local page, so every campaign you run locally points somewhere that's already built to convert.

Plug-and-Play Marketing Content

Lead-generating guides, email campaigns, and social templates are built by our marketing team — your job is to put them to work in your trade area.

Demographic-Driven Site Selection

We use PiinPoint demographic mapping to help place your studio where your ideal member already lives and works.

Ongoing Marketing Coaching

You're never running local marketing in a vacuum — home office support is there to help you execute and adjust as your studio grows.

This is the same local marketing system built into every Discover Strength franchise — so growing your client base starts with a plan, not a blank page.