

THE OWNER PROFILE

What It Takes to Own a Discover Strength

The traits we look for in a franchise partner, the seven responsibilities every owner carries, and an honest way to find out whether ownership is right for you.

SALES

MARKETING

ADMIN

NETWORKING

OPERATIONS

FINANCE

HUMAN
RESOURCES

START HERE

You Don't Need Fitness Experience. You Need an Owner's Skill Set.

The most common question we hear from candidates is some version of, "I've never worked in fitness — can I really own a fitness business?" The answer is yes, and here's why.

A franchise exists to solve the industry-knowledge problem for you. Discover Strength has spent twenty years building the workout, the science behind it, the sales process, the studio design, the technology, and the staffing model. Your workouts are delivered by degreed exercise physiologists, not by you. When you sign, you go through two five-day training blocks at our Minneapolis home office, and our team stays alongside you through site selection, buildout, pre-sale, opening, and beyond. The "how to run *this specific business*" part is our job to teach and your job to learn.

What a franchise *cannot* hand you is the skill set of an owner. Nobody can train you to be the person who figures things out when the plan meets reality, who takes a program from the home office and actually implements it in your market, who builds a process and holds a team to it, and who understands that when it comes to your studio, every result belongs to you. Those are the traits we're looking for, and they're the same traits that make people successful in any business they run.

What We Teach vs. What You Bring

DISCOVER STRENGTH PROVIDES

- The evidence-based workout & programming
- The exercise physiologist staffing model
- Sales process, pricing & membership structure
- Site selection, design & buildout guidance
- Brand, website & plug-and-play marketing content
- Home office training & ongoing coaching

YOU PROVIDE

- The drive to figure things out
- The discipline to implement programs as designed
- The ability to build and run repeatable processes
- Leadership that sets the tone for your team
- A relationship-builder's approach to your community
- Full ownership of every outcome in your studio

On the next page is the checklist we use when we think about who makes a great Discover Strength partner. Read it honestly. You don't need to check every box today, but you should recognize yourself in most of them.

THE OWNER CHECKLIST

The Traits We Look For in a Franchise Partner

Discover Strength is a mutual-selection process. We're evaluating fit as carefully as you are. These are the qualities that show up again and again in our most successful owners.



Servant Leader

You lead by developing people. Your team of exercise physiologists will follow your example, so you set the tone for a positive, high-performing culture every day.



Hands-On Owner

You plan to be engaged with your team and your studio, not to invest and disappear. Our best owners are present, visible, and coaching.



Figure-It-Out Mentality

When something breaks or a plan doesn't land, you get curious and solve it. You don't wait to be rescued, and you don't need every answer handed to you.



Implementer of Systems

You see the value in a proven playbook and you actually run it, consistently and as designed, rather than reinventing it to suit your preferences.



Builder of Processes

You can take a program from the home office, turn it into a repeatable routine in your studio, train people on it, and hold the standard.



Owns Every Outcome

You understand that in your studio, everything is your responsibility: results, culture, numbers, and problems. Accountability is a mindset, not a job title.



Relationship & Lead Builder

You're comfortable generating leads, meeting people in your community, and continuously bringing new members through the door.



Customer-Obsessed

You want to build the greatest customer-service company in the world, one member at a time, so every client feels valued, understood, and supported.



Lifelong Learner

You thrive on learning, welcome coaching, and value a science-based approach to both training and business.



Mission-Driven

You're inspired by leading the movement in evidence-based exercise and genuinely interested in health and fitness as a way of life, even if you've never worked in the industry.



Proactive About Your Future

You're creating your own path rather than waiting for one. Ownership appeals to you because you want to be the one steering.



Financially Prepared

You have good credit and the liquidity to establish and grow a studio: a minimum of \$150,000 liquid and a \$750,000 net worth.

THE 7 SPINNING PLATES OF OWNERSHIP

Every Business Owner Keeps Seven Plates in the Air

It doesn't matter what industry you're in. When you own the business, seven responsibilities are always spinning at once, and every one of them is yours. The plates don't stop just because you're busy with another one.



Not sure you can keep every plate spinning yourself? That's normal, and it isn't a disqualifier. The key is knowing which plates are yours to spin and being deliberate about **who you hire** to spin the rest. The next page walks through each one.

PLATE BY PLATE

What Each Plate Means in a Discover Strength Studio

Here's what each responsibility looks like as an owner, plus the honest question to ask yourself. If a plate isn't your strength, the answer isn't to let it drop. It's to hire well for it and manage the person who spins it.

1 Sales

Turning interested prospects into members: intro sessions, follow-up, and confidently presenting the value of a 30-minute, science-backed workout.

NOT YOUR PLATE? Hire or develop a studio manager who owns the sales process, and manage the pipeline numbers with them weekly.

2 Marketing

Executing the local marketing plan with home-office content: email list, social presence, local promotions, and keeping your studio visible in your market.

NOT YOUR PLATE? Lean on our plug-and-play content and coaching, and assign a team member to run the local calendar on a schedule.

3 Administrative

The paperwork that keeps a business legal and orderly: contracts, licenses, insurance, payroll, vendor accounts, and the details nobody notices until they're wrong.

NOT YOUR PLATE? A part-time bookkeeper or virtual assistant handles this well. You still review it; you don't have to do it.

4 Networking

Being the face of your studio in the community: chambers, referral groups, corporate wellness contacts, physicians, and the local relationships that feed your pipeline.

NOT YOUR PLATE? This one is hard to fully delegate. If it's not natural for you, pair with a manager who thrives on it and commit to showing up alongside them.

5 Operations

Running the studio day to day: scheduling, the client experience, equipment, cleanliness, and delivering the Discover Strength standard every single session.

NOT YOUR PLATE? Our operations playbook does much of the heavy lifting. Hire a detail-oriented lead exercise physiologist to own daily execution.

6 Finance

Knowing your numbers: cash flow, membership revenue, retention, labor cost, and the studio KPIs that tell you whether the business is healthy.

NOT YOUR PLATE? Engage a bookkeeper or CPA for the mechanics, but learn to read your dashboard yourself. The owner always understands the numbers.

7 Human Resources

Hiring, onboarding, developing, and retaining degreed exercise physiologists, and building the culture that makes great people want to stay.

NOT YOUR PLATE? We offer optional staff onboarding through the home office. But culture can't be outsourced; that plate stays in your hands.

The takeaway: Great owners don't personally spin all seven plates. They know which ones they spin brilliantly, they hire deliberately for the rest, and they never forget that every plate is still their responsibility.

YOUR NEXT STEP

Do You Have Any of These Skill Sets?

You've seen the traits we look for and the seven plates every owner keeps spinning. Now ask yourself the questions that matter.

Do you recognize yourself in most of the owner checklist?

Are you ready to implement a proven system rather than build one from scratch?

Are you inspired by evidence-based exercise and the people it serves?

Which of the seven plates would you spin naturally, and which would you hire for?

Do you want to lead a team and be present in your business?

Do you meet the financial requirements to be well-capitalized from day one?

If you answered yes to even a few of these, we'd like to talk. Discover Strength is a mutual discovery process: we'll walk you through the model, the numbers, the support, and what ownership actually looks like, and together we'll determine whether Discover Strength is the right fit for you and whether you're the right partner for us.

LET'S FIND OUT TOGETHER

Reach out and let's walk through it.

It starts with a 30-minute pre-qualification call, followed by our mutual discovery process and a Join the Movement Day at our home office in Minneapolis. No pressure, no obligation, just an honest conversation about fit.

DISCOVERSTRENGTHFRANCHISE.COM

STEP 1

30-minute pre-qualification call

STEP 2

Mutual discovery process

STEP 3

Join the Movement Day in Minneapolis