

2025



10 STEPS TO STUDIO OWNERSHIP

Fly Fitness Franchise

[FLYFITNESSFRANCHISE.COM](https://flyfitnessfranchise.com)

Where it begins



When you start to think about a career shift or the idea that you could build a business of your own, the process can seem hard to visualize. Fly Fitness started as a dream, with a philosophy scratched out on scrap paper, and has grown into a thriving fitness business with locations across several states and growing. We've experienced firsthand what it takes to turn a dream into a successful business, so we wanted to create a guide to help fellow entrepreneurs & passionate fitness enthusiasts created a boutique fitness business of their own.

We'll be digging in more deeply to each of these steps in upcoming posts to cover questions you should be asking and identifying the conversations that will help you evaluate if owning a fitness studio is the path for you, and if so, when. At Fly, we're committed to building communities and supporting each other and we believe that everybody is a somebody, so let's dive into the possibility of your own fitness community with 10 steps to owning a fitness studio.



**1**

Identify the Spark

When you close your eyes and take away all responsibilities, financial, family etc., what do you envision yourself doing that makes you happy? How do I want to feel, where do I want to spend my time & what sort of legacy do I want to build for myself? This might feel like an abstract exercise, but we know that when you have a mission that authentically aligns with you in your life, the pieces can more clearly fall into place.

2

Explore Your Options

What excites you about opening your own fitness studio? Is it the community-building? The fact that every day is different? Do you want to build something completely new, detail by detail from wall finishes to pre-opening marketing schedule to accounting systems? Do you want to build a brand from the ground up? Do you want to take a concept you love and make it your own within your community? Small businesses come in many shapes and sizes, from self-starts to franchise systems, research the pros and cons of each option, considering potential partners and what talents you're bringing to the table, because we all have a unique perspective and skillset that we can activate when the right opportunity arises.

Our franchisees are equipped with hands-on training for their ownership & management team at our franchise headquarters so they can see our business in motion. We ensure you have the information you need when it comes to blueprints, lease negotiations, pre-sales, staff training, marketing & more. From our first 5-day training through your grand opening and beyond, joining the Fly Fitness team means you have access to our experienced team to help you business succeed every step of the way.



3 Identify the Core Feeling & Function of the Business

As you continue to explore and maybe once you zero in on a company you'd be excited to explore more, you'll want to make sure it's a good fit for you based on your mission and vision. Some of the easiest ways to evaluate a company is to read their core values and mission statement. Read their Yelp or Google reviews, talk to existing clients and owners if possible (in franchising, these are called "validation calls") - you'll get a pretty clear view of what they stand for. We offer virtual studio tours for potential owners located in new locations so you can get an intimate, behind-the-scenes look of our studio design and flow of business.

Franchise Discovery

4 Lay the Foundation

Research the elements of opening your own studio, from construction to hiring, training, marketing & beyond. If you're going to be evaluating a franchise, meet with them and discuss their business philosophy, operations, design and corporate support. For franchising, many companies will do a Discovery Day (join the next virtual Fly discovery day here) so that you can tour a location and walk through why this company is unique and what kind of support you can expect to get by joining this team.

You'll also want to conduct your own market research, who would your local competitors be?

5 Make a Business Plan

Now you're ready to look under the hood and start to really evaluate the business and understand how the business will perform with you at the helm. The best way to understand the business performance is with a pro forma, which is a financial statement forecasted for the future and will give you more confidence in the business. You can read more about pro formas and why they are used in this great article from Harvard Business School. This is one element of creating your business plan.

You will also want to think about any business partners or management partners who will be investing in your business alongside you. Creating a business with a partner can bring in extra skillsets and spread the responsibilities across invested parties. If you don't have this person in mind, you absolutely can start envisioning this journey as a solo owner. In fact, that's how Fly's founder started the concept you see today. If you're pursuing a franchise relationship, know that finding the right fit can mean a true partner dedicated to your success that can provide ample resources during the setup and ongoing operations of your business.

6

Secure Funding

It's time to start thinking about financing your business. The financial investment needed to open a Fly Fitness starts at \$309,000. If creating your own concept, this means considering rent & utilities as well as payroll costs for the first few months. It also means sourcing equipment, supplies, fixtures and setting the all-important marketing budget.

Now remember, total startup costs don't need to be 100% out of pocket, whether it's a franchise or a self-start. Most owners will finance their business through a SBA loan or something similar from a lender. These loans typically need to have a 20% down payment, so this is actually about \$60,000 cash in the case of a Fly studio, with the rest of the start-up fund as a loan. Speak with any partners, potential lenders or friends & family who might be open to investing into your vision. If you want to look beyond your existing contacts, our franchise team can refer you to one of our lending partners who can give you a white-glove solution to the best lending option for your business.



7

Finalize Your Agreement & Corporate Structure

You will now need to set up your business entity. [Read more about what an LLC is and the benefits.](#) If going in the franchise direction, you will also be signing your franchise agreement and pay your franchise fee. This is what activates the onboarding process. At Fly, we set a date to have a strategic operational training with your owners & key managers to lay out your pre-opening timeline, team recruitment and training, construction & lease details, pre-sale strategy and more. We believe in guiding you step by step with complete transparency, laying out the process in advance so you always know what the timeline is and how to best prioritize your strategy moving toward your grand opening.

Next steps will be opening a business bank account. For many reasons, which we'll cover in future posts, it is important to have a solid relationship with your business banker. If you have an existing relationship, this is a great option to pursue. You'll also want to have a relationship in case you need to set up a loan, SBA loan included, access lines of credit or any financing you might not be thinking about right now. A good banker can be an asset when you need them. There may be a good reason to go with a credit union vs a large bank and you can change banks when you need to.



Location Location Location

8



Fly Fitness locations are chosen with great care. We look for locations with:

- Storefront - window space for advertising and retail space, ceiling heights, surrounding businesses
- Parking access & foot traffic
- Strategic footprint - about 2,100-3,600 square feet
- Tenant improvements and/or rent reduction during buildout and even for first few months of opening negotiated with our help during the lease signing process
- A similar market breakdown of our existing, successful studios to establish a strong foundation for membership in your city

Rent will be one of your largest ongoing fixed expenses so you'll want to make the best deal possible. You'll want to engage a lawyer who specializes in lease negotiation and terms in your area.

**9**

Prepare to Open

Now for the fun to begin. After your training process with your franchise support team, you will begin an ongoing process where our team helps you reach your set timeline, execute on all the foundational elements of your business and help you hit the ground running. You will work together on all the business processes and how to execute your pre-sale marketing, team hiring and building and all things operational. From templates to ad strategies, email outreach & marketing design, our franchise team helps you customize your pre-sale strategy to fit your market and help you start with a bang. If you choose to go in the direction of a self-start, you'll begin this process of identifying timeline, team, construction oversight, ordering finishes and launching a marketing & sales strategy! [Here are some great tips and ideas](#) for building your team correctly from the start.

10

Open the Doors to Your Fitness Business!

Now is the time to celebrate! You've done the work and now is the time for fun and the challenges that will come with business ownership.

For Fly studio owners, our experienced franchise team is on location in the days before your grand opening to help you start off on the right foot, support your studio team during the grand opening and review any opportunities right out of the gate in the days following to keep growing & getting better!

GET IN TOUCH



Fly Fitness Franchise



201 N 13th Street
Lincoln, NE 68502



866-333-5359



flyfitnessfranchise.com

