

1. Introduction

1.1 Business overview

Service model: “The Life Project” (TLP) is a boutique fitness club located in the center of Chania, Crete. It specializes in customized small-group, semi-personal and personal fitness trainings and Pilates, complemented by open gym and massage. The service model is highly personalized: All clients receive an individualized assessment and training recommendation, which is currently delivered informally. Positioned between mainstream gyms and physiotherapy clinics, TLPs focus is on health, habit formation, and injury prevention and recovery rather than physical performance. This positioning aligns with the local market context, where general fitness levels are relatively low, making accessible, safe, and credible training options particularly attractive.

Customers: The primary customer base consists of adults over 35 and seniors who seek structured, health-focused exercise to maintain mobility and well-being. A secondary segment of younger adults (20–35) participates primarily in Pilates, focusing on posture and general fitness. A small segment of tourists and freelancers uses Personal Training and the Open Gym on a short-term basis.

Capacity: Customer activity follows a daily rhythm: seniors train mainly in the morning, working professionals in the evenings, while midday hours remain underutilized. Pilates reformer, Pilates mat, and personal training sessions operate at full capacity in the evening, while Pilates reformer and groups scheduled during the day are under capacity. The open gym plays a complementary role and is lightly used. Strength classes and collaboration with a nutritionist are being considered. Cardio classes have not been considered so far, but the owner regularly recommends jogging as part of the programme.

Unique Selling Proposition (USP): A key element of the studio’s positioning is its high community reputation and trust, which has contributed to high customer retention and stable recurring attendance. Additionally, the founder’s background in clinical fitness, with a specialization in exercise for people with diseases and chronic conditions is a unique characteristic of the club.

Within the local market, TLP occupies a clearly defined niche. Mainstream gyms focus on low-cost, self-directed training with little personal support; Pilates studios address a narrower demographic; and rehabilitation clinics offer medical oversight but not long-term training or community. By operating at the intersection of these segments, the studio has secured a distinct market position. The business remains strongly founder-led, with personal reputation and relationships driving client acquisition and retention.

1.2 Problem statement

The current business set-up is heavily dependent on the founder, both in service delivery and daily operations. This creates constraints on capacity, limits scalability, and poses resilience risks in the event of workload fluctuations or operational disruptions. However, finding additional staff presents a challenge. In addition, capacity utilization is uneven across the day, services and pricing do not fully reflect demand, and the studio’s unique value proposition is not consistently communicated to customers. These factors together limit the business’s ability to grow and to operate at optimal profitability.

1.3 Project goals and approach

The objective of this project is to support the professionalization and strategic development of TLP, enabling it to grow in a structured and sustainable way without compromising the values that define its success to date. The project focuses on three interlinked priorities:

- **Increase demand:** Clarifying and amplifying the value proposition to make the health-first positioning more visible and comprehensible to customers and partners, and developing sales and marketing.
- **Increase profitability:** Strengthening the economic model to increase revenue per hour and margin per class, and to achieve more stable capacity utilization throughout the day and year.
- **Improve operations:** Building operational resilience, improving productivity, reducing dependency on the owner and increasing the potential to scale through process and systems optimization.

All strategic recommendations will be developed within a set of principles that reflect the owner's vision for the business:

- **Focus on customization:** The studio will retain a customization focus, emphasizing high-touch coaching with curated program development.
- **Focus on quality:** Quality will take precedence over profit, with coach-to-client ratios kept low and high standards in coaching always maintained.
- **Focus on customer loyalty:** The business will prioritize customer loyalty and stability over rapid volume growth; pricing strategies should enhance sustainability without risking churn.
- **Focus on employee loyalty:** The business builds on trusting long term relationships with its employees rather than short term/seasonal employees
- **Low risk-taking:** When in doubt, the owner prefers a low-risk business development.
- **Health-first positioning:** The club will continue to focus on improving the health of unathletic and sick clients rather than optimizing performance or aesthetics.

The following sections provide a structured assessment of the current business model and operating structure. This analysis will form the basis for strategic recommendations in the next chapter.

2. Gaps analysis

The following assessment of development opportunities for TLP is based on two in-depth interviews with the owner as well as an analysis of the website and social media presence. It is structured around three key pillars aligned with the project goals: Communications (2.1), Services (2.2), and Operations (2.3). A SWOT analysis (2.4) will summarize the main findings and provide a segue to the recommendations in section 3.

Overall, TLP demonstrates strong customer loyalty, an authentic and health-oriented philosophy, and highly qualified staff. However, growth and sustainability are constrained by heavy owner dependence, limited automation, and lack of customer orientation in terms of clarity of communication and service-market fit. Systematizing these areas would unlock significant potential for efficiency, revenue, and scalability.

2.1 Communications

2.1.1 Marketing and brand communication

Marketing currently relies mainly on word-of-mouth and class-specific, descriptive Instagram posts, with few leads from Google Maps where visitors often expect a conventional gym. Paid activity is minimal, with a small monthly Instagram budget. Social media posts focus primarily on class photos and schedules, rarely linking content to benefits or next steps. Strategic partnerships with referral partners such as clinics or hotels have not been developed yet.

This approach sustains local loyalty but limits reach, especially for under-utilized services. The club's unique positioning — a clinically informed, community-based training environment with personalized support — is not consistently expressed across channels, and there is no structured mechanism to generate, qualify or nurture leads.

2.1.2 Website

The website communicates authenticity and professionalism but is not optimized for clarity or conversion. Several usability and content issues hinder prospective clients from understanding the offer and taking action, including (but not limited to):

- **Information architecture & navigation:** Core paths ("Programs/Classes," "Schedule," pricing) are fragmented; schedule lives in PDFs; menus differ by page and are not designed intuitively. The

absence of a “How it works” section leaves visitors uncertain about how to join, creating unnecessary dependence on personal explanations. Taken together, this significantly increases obstacles to get in touch.

- **Conversion & booking:** There is no option for direct booking, even for services that do not require prior assessment and placement. All enquiries must be handled manually, which causes drop-offs, delays and manual coordination effort for the owner.
- **Content & messaging:** Several pages contain outdated or inconsistent information (e.g. Yoga, instructor profiles, address variations). The schedule is not integrated between services, creating the perception of a sum of siloed services rather than one brand. Imagery tends to focus on facilities and exercises rather than benefits or atmosphere. Text does not fully convey the studio’s value proposition around personalization, habit-building, community and health. English content is partial and not aligned with the Greek version.
- **SEO & technical hygiene:** Duplicate/outdated listings (e.g., directory pages) and inconsistent Name/Address/Phone. On-page SEO basics underused (eg Unique titles/H1s, internal links from “How it Works” to Programs, structured data for LocalBusiness/Events/FAQ). Google search leads to outdated website.

2.2 Services

TLP’s service mix aligns with the brand but is not fully matched to actual demand patterns due to packaging rigidity, onboarding friction, limited measurement, and uneven capacity utilisation.

2.2.1 Programme design

- **Service-market fit:** TLP offers small-group fitness, semi-personal fitness, Pilates (mat and reformer), personal training, and open gym. Massage is offered as a complementary service. Small groups show high retention and community cohesion. Personal training is consistently overbooked, suggesting pricing or capacity misalignment. Daytime Pilates Reformer sessions have low occupancy; open gym is inconsistently offered and lacks clear framing. Semi-personal trainings could be offered more, especially for seniors who need more attention. A clinical rehabilitation pathway, despite being core to the owner’s expertise, has not been formalized. The intended partnership with a nutritionist remains pending. Classes are only offered during the week, even though high demand can be expected during the weekend.
- **Customer programmes:** Each client receives a tailored verbal programme recommendation which typically starts with one core service and adds additional services or recommendations after a couple of months, based on the owner’s assessment. This process is informal and not documented and includes recommendations which are not offered as services (running, nutrition). As a result, its professional value is not fully leveraged and perceived. 99% of customers choose one type of service rather than a mix – it remains unclear whether this reflects real demand or is the result of lack of mixed packages.
- **Pricing:** All group-based services are offered as subscriptions with a mandated 2 trainings per week, which offers planning security to the club, but reduces customer choice. Single class bookings/trials are negotiated on a case-by-case basis rather than offered as a standard part of the customer journey, which creates uncertainty and likely negatively impacts customer experience. At the same time, while the subscription-focussed set-up stabilizes cashflow for the club, it discourages new sign-ups and short-term sign-ups from visitors or seasonal residents. Pricing is low–medium for Chania; several clients have proactively suggested modest increases, but price changes are constrained by the owner’s risk aversion and desire to protect customer loyalty and stability.
- **Group admission:** All prospect group participants require an initial personal training to ensure proper placement at the right level and preparation of technique, based on bad experiences with lack of skills of new-joiners who overestimated their skills. Requiring a personal training session before group entry improves placement quality but raises the barrier to sign-up, especially if not transparently communicated as is currently the case.
- **Goals setting and measurement:** The club currently uses three subjective success metrics: The clients subjective feeling of wellbeing, their loyalty and the instructor’s impression of progress. No

data-driven goal setting or progress measurement is implemented, which could be an opportunity to increase sign-ups and commitment.

2.2.2 Capacity usage

- **Studio utilization:** The club consists of three studios – studio 1 is suitable for low equipment classes (Pilates Mat and semi-personal trainings with seniors); studio 2 is suitable for personal, semi-personal and group fitness trainings; and studio 3 is suitable for Pilates reformer classes. The studios are not fully utilized: demand clusters in mornings/evenings, midday is underused, and some peak windows still run below potential capacity due to space constraints, timetable staggering and lack of instructors.
- **Seasonal lows** (Aug–Sep, mid-Dec–Jan, Easter) depress utilization; weekend closure further restricts revenue opportunities.

2.2.3 Customer relations

- **Manual client management:** Client relationships are exceptionally strong but maintained manually. There is no digital system to design programmes, allow direct booking, track progress, offer upsells, collect feedback, or manage follow-ups. The absence of a structured customer-management process limits opportunities for retention tracking, upselling, and workload reduction.
- **No referral programme:** New clients arrive mainly through referrals, yet no formal referral or loyalty programme exists.
- **Inconsistent feedback management:** While relationships are strong, client feedback (e.g., price tolerance, appetite for goal-based programmes) is not captured or acted on consistently.

2.3 Operations

2.3.1 Staff

- **Owner overreliance:** The Life Project’s instructors are highly qualified and aligned with the studio’s principles. However, operations depend heavily on the founder, making temporary absences financially and operationally challenging. In addition to fitness groups, personal training, client correspondence and general management, the owner also cleans the studio himself to save costs. Current staffing gaps include a shortage of qualified fitness trainers able to support group and personal sessions, and limited scheduling flexibility among Pilates instructors.
- **Staff management:** Compensation averages €10 per hour, which seems low given their required high quality. While instructors receive holiday and performance bonuses, these are unpredictable and paid at the discretion of the owner, posing a risk for employee loyalty. There is no formal performance framework or long-term remuneration path, which could be missed opportunities for employee engagement and loyalty.
- **Hiring:** The owner has been looking for a fitness trainer who could take over group trainings and personal trainings from the owner, and additionally offer strength classes. However, it has not succeeded yet due to other priorities of the candidates. At the same time, finding a Pilates trainer for the evening hours has been a challenge. While there may be a lack of qualified trainers in Chania, it is likely that gaps in staff incentives (see above) might contribute to this.

2.3.2 Systems and processes

- **Booking:** Intake, scheduling, and check-ins are manual (including face recognition at the door). Clients cannot self-book; website/social enquiries route to the owner for follow-up, which slows response, loses short-notice demand, and caps scale even with stable groups.
- **Scheduling:** Bookings, waitlists, cancellations, and reschedules are handled case by case. Daytime capacity is hard to fill because discovery and booking depend on owner availability. Attendance is verified visually, and cancellation windows or credits are not enforced automatically.
- **Account management:** Client details (intake notes, waivers, contraindications, progress) are dispersed or verbal, so instructor access is uneven. Renewals and payments are coordinated over

messages, and policies for refunds, freezes, and exceptions are not consolidated, creating inconsistent handling.

- **Analytics:** Core operating metrics (eg lead→assessment, assessment→plan, adherence, utilisation, PT waitlist) are not produced on a routine cadence. There is no integrated system linking enquiries, booking, check-in, payments, and communications, leading to double entry and limited self-service. The hands-on model works for long-standing groups but adds friction for newcomers, tourists, and variable schedules; inconsistent confirmations and reminders can feel ad hoc as volume grows.

2.3.3 Facilities and spatial use

The club operates three studios that could theoretically function concurrently but face several constraints:

- **Crowding:** Lack of a reception or waiting area causes congestion during class changeovers.
- **Noise:** Sound from fitness sessions in Studio 2 can disrupt concurrent Pilates lessons.
- **Ventilation:** Air circulation is insufficient when all studios are active.
- **Front-desk coverage:** The desk inside Studio 1 is unmanned during sessions, resulting in missed walk-ins.
- **Open Gym:** Open Gym uses a key lock for entry during closed hours; while monitored by cameras, the lack of staffing entails security and liability risks that are not communicated on site

These factors limit effective capacity, complicate coordination, and contribute to the owner’s administrative burden.

2.4 Assessment summary

Strengths	Weaknesses
<ul style="list-style-type: none"> - Distinct niche: health-first small-group model for adults 35+ and seniors. - Strong reputation, loyal customer base with high retention and community spirit. - Highly qualified instructors, special physiological education of owner - Central location - Latent capacity: Three studios enable concurrent operations once coordination/noise/ventilation issues are addressed (gives headroom for growth). - Cash-flow stability: Subscription model provides predictable revenue (even if it currently reduces trial/mix). 	<ul style="list-style-type: none"> - Heavy dependence on the owner for delivery and coordination. - Market fit: Pricing low–medium vs. demand; PT capacity overbooked; groups rigid at 2×/week (barrier to mixing). Mandatory pre-group PT raises trial barrier; lack of systematic programme development and data-driven goals/progress metrics. - Processes: Manual intake/check-in; no CRM; clients cannot self-book, no referral process. - Communications: Website and marketing not aligned with USP; inconsistent and missing content; weak EN parity. - Facility: Studio under-utilization at midday; weekend closure; space/noise/ventilation constraints - Front-of-house capture: No reception/host during changeovers → congestion and missed walk-ins. - Staff: Low baseline pay and ad-hoc bonuses; no progression framework—hurts attraction/retention (distinct from the separate “owner dependence” point). - Analytics: No routine reporting for funnel, utilisation by room/hour, adherence, or PT waitlist (beyond outcomes metrics already noted).

Opportunities	Threats
<ul style="list-style-type: none"> - Communications: Clarify brand narrative and strengthen marketing funnel; enable online booking; unify GR/EN content. - Client management: CRM-led lifecycle management: referrals, feedback loops, reviews, re-engagement. - Programming: Rebalance schedule (evening Reformer, 60+ mornings, midday express), introduce weekend pilots. Pricing/membership simplification; short-term passes for tourists; nutrition collaboration. - Systems: Self-service booking + unified calendar + QR/check-in + payments + messaging; automate cancellations/credits and reduce manual load. - Analytics: Regular KPI pack (lead→assessment, assessment→plan, rev/hr/room, occupancy by slot, adherence) to drive timetable and pricing decisions. - Formalize clinical pathway and senior programmes with local medical partners - Ops fixes: Front-desk micro-shifts at peaks; documented SOPs; outsource cleaning— frees owner time and improves consistency. 	<ul style="list-style-type: none"> - Over-reliance on founder exposes business to operational risk. - Competitive gyms with lower price points may obscure differentiation. - Seasonality of local demand and instructor availability. - Security/liability exposure from unstaffed Open Gym access during closed hours. - Potential reputation risk if medical populations are not managed under formal protocols. - Gaps in staff management (compensation, long term planning) threaten staff loyalty

3. Recommendations

3.1 Increase demand by improving communications

3.1.1 Marketing and brand communication

a) Objective

Establish a consistent, credibility-led brand presence that generates predictable, founder-independent demand. Shift from ad-hoc, technically focussed social media posts to an always-on marketing system that: 1) leads with TLP’s health and community benefits, 2) fills under-utilized slots, and 3) converts interest into bookings.

b) Develop consistent brand narrative

Example:

- Core promise (tagline): *Train smart. Move for life.*
- Positioning line: Clinically informed small-group and personal training in Chania - personalized, healthy, sustainable.
- Proofs: Owner’s clinical physiology background; small class caps (≤ 8 / ≤ 3); written programme after Assessment; progress reviews every 8–12 weeks.
- Tone: Calm, expert, welcoming; outcome-oriented; bilingual (GR primary, EN secondary).
- Brand: Speak with one TLS voice – do not decentralize marketing to different instructors without using standard templates.

c) Social media strategy

- Channels: Facebook, Instagram
- Targeting: Targeted ads for specific target audiences with specific goals, leading with desired results

- Content options:
 - o Offers/seasonal Programmes (Assessment spots this week, evening Reformer cohorts, morning 60+ windows).
 - o Education (movement myths, back-pain basics, safe strength at 60+, habit tips).
 - o Outcomes (client stories with concrete results; before/after narratives; progress graphs).
 - o Coach-led (cueing, corrections, “how we tailor your plan”).
 - o Community (class moments, small wins, events).
- CTA: Use native CTAs linking to Book Assessment / Schedule.
- Cadence: 2 feed posts/week + 3–5 Stories/week (GR/EN as relevant)

d) Email marketing

- Emails sent to leads post Assessment: summary + recommended format → booking link
- Emails sent to signed up clients: Monthly digest, upselling or discount promotions

e) Walk-ins

Walk-ins should be served respectfully even if no reception is in place, eg with a flyer, poster or tablet which explains the club and how to sign up

f) Referrals & partnerships

- Member referral: “Bring-a-Friend Assessment”—friend books Assessment; referrer gets a defined perk (e.g., free Open-Gym week or €X credit).
- Clinical partners: 2–3 local physiotherapists/clinics; co-branded education posts; simple referral form; periodic outcome summaries (with consent).
- Local businesses: Hotels (summer PT/Open Gym), employers (small-group blocks and lunch express formats), pharmacies/health food stores (cross-promotions).

g) Assets to produce

- 6–8 templated post layouts
- 3 60–90s explainer videos (eg How it Works; Small Group vs Semi-Personal vs Personal; Why Assessment first).
- 6–10 testimonial tiles with short, specific outcomes (GR/EN).
- FAQ pack (eg pain/injuries, placement, cancellations, language, parking).

h) Measurement & targets (first 90–120 days)

Set up a set of analytics to measure and improve your marketing, eg:

- Lead→Assessment conversion: ≥ 35% (website + socials combined).
- Assessment→First plan: ≥ 60%.
- Referral share of new clients: ≥ 25% with tracking.
- Cost per Assessment (paid): stabilize within a €10–25 range after 4–6 weeks of testing.
- Content engagement: saves + shares on Education posts ≥ 5% of reach (proxy for usefulness).

i) Guardrails

- No discount-led messaging that undercuts premium, safety-first positioning or client loyalty.
- Keep visuals inclusive of 35–75 age range; avoid “hardcore” imagery.
- Always point to Assessment as the first step; avoid bypassing placement.

3.1.2 Website update

a) Objective

TLP’s website not only serves as a lead generation and booking tool, but also as a credibility asset. Therefore, even if the website is not used as a main marketing tool, it is important to maintain a high quality as it reflects back on the business’ reputation.

The goal is to turn the website into a clear, bilingual (GR/EN) acquisition and self-service tool that reduces manual workload, improves conversion from first visit to paid assessment and supports reputation. The following recommendations address the navigation, booking, content accuracy, and USP clarity gaps

identified in Chapter 2. They are directional and require further detailing out and testing within the constraints of the website software.

b) Information architecture & navigation

- New top navigation: Home / Services (schedule, how it works and pricing. Subpages = classes in detail) / About us (philosophy and instructors / Facilities / Contact (mirror in EN).
- Consolidate or retire inactive pages (e.g., Yoga if not offered).
- Enforce one canonical NAP (Name–Address–Phone) across all pages and languages.
- Add an FAQ page

c) Booking flow & funnel

- For visitors/non-clients:
 - o Enable direct online booking for all services. Strongly recommend to take a Kick-off Assessment, but allow them to book all services directly as well by assessing themselves as L1 or L2 via a guided questionnaire (optionally, explainer content such as videos to explain difficulty if needed). Safeguards:
 - Add disclaimer that correct level cannot be guaranteed with self-assessment.
 - Add a short, guided intake form (goals, availability, injuries, language) before booking confirmation.
 - o Replace generic “contact us” with action CTAs on every service page (e.g. “Book” or “Book Assessment”)
- For clients:
 - o Install a membership portal (if not already used) and enable booking of new services and classes for which a subscription exists

d) Content & messaging

- Lead with the USP: safe progress, injury prevention, habit building through small-group, semi-personal, and personal coaching. Example content:
 - o Homepage
 - Hero
 - Tagline: Train smart. Move for life.
 - Subline: Clinically informed small-group and personal training in Chania - personalized, healthy, sustainable.
 - Summary of page with links
 - o Services
 - “How it works” (3 steps):
 - Start with an Assessment (45’): Get a personalized assessment and programme recommendation. Prefer self-booking? Assess your own level and join directly.
 - Lock in your plan: choose a monthly or yearly plan; progress reviews every 8–12 weeks.
 - Schedule: native page (not PDF) with filters (Class, Level, Language, Coach) and real-time availability; each slot has a Book button (Trial vs Member). Show “New here? Book the Kickstart Pack” above the schedule.
 - Pricing: single page with three recommended plans by goal/frequency, each linking to checkout/booking.
 - Types of trainings: Dedicated page for each service (Small Group, Semi-Personal, Reformer, Open Gym), linked from the schedule: “Who it’s for / not for,” benefits, class cap, schedule highlights, pricing, instructor bio, booking call to action
 - Format options:
 - Small Group (≤8): coached strength & mobility, social accountability, lower cost.
 - Semi-Personal (≤4): more feedback/progression; ideal for cautious or rehab-minded starters.

- Personal: targeted coaching for specific goals (e.g., back pain, runners, pre/post-natal).
- Trust assets (see above)
- 60–90s explainer videos (How it Works; Small Group vs Semi-Personal vs Personal; Why Assessment first).
 - 6–10 testimonial tiles with short, specific outcomes (GR/EN).
 - Display “5.0 ★★★★★ (46 Google reviews)” + 2–3 short review snippets.
 - Photo sets: Assessment in action; Semi-Personal Reformer; progress moments.
 - FAQ pack (pain/injuries, placement, cancellations, language, parking).

e) SEO & technical hygiene (incl. verified fixes)

- Correct content errors
 - Pilates Mat page incorrectly states “we provide Reformer sessions.”
 - Unify address: EN homepage shows Kotsampasi Square while other areas show Πλατεία Μάχης Κρήτης 29 → adopt one canonical NAP (GR + EN transliteration) across site, Google Business Profile, and socials.
 - Retire Yoga page in EN if discontinued.
- On-page standards: unique Title tags (≤60 chars) and Meta descriptions (140–160); one H1 per page; short, keyworded URLs (e.g., /pilates-reformer-chania, /personal-training-chania).
- Structured data & profiles: LocalBusiness schema (JSON-LD) with sameAs links, opening hours, geo, priceRange; align Google Business Profile (NAP, services with pricing anchors, interior photos, weekly posts).
- Internal linking: every service page links to Schedule, Pricing, and Book a Trial.
- Accessibility & performance: descriptive alt text (coach actions/cues); compress hero images, lazy-load below the fold, defer non-critical scripts, set loading="eager" only for the LCP image.
- Policies: publish Terms, Privacy, Health disclaimer, Cancellation/No-show (required for paid bookings).

f) Platform note (Sportshunter)

If the current Sportshunter setup limits native booking, filters, or analytics, evaluate embedding booking/CRM tools or migrating to a CMS with integrated scheduling; decide based on rework effort versus conversion gains.

g) Success criteria (first 90–120 days)

Track conversions properly:

- ≥ 35–50% of website leads self-book an Assessment.
- Assessment → first plan conversion ≥ 60%.
- Manual touches per new client reduced by ~50% (intake form + direct booking).
- Schedule page time-on-page and CTA click-through improve versus current baseline.

3.2 Boost profitability by optimizing service-market fit

3.2.1 Adjust services to demand

- Create new services to address gaps:
 - “Express fitness”/“mid-day express” (under-used hours): Lunch slots framed as low-sweat habit anchor for desk workers (targeted through office partnerships)
 - Include strength, cardio and nutrition services to address customer demand and complete the portfolio
 - Seasonal “Keep-active” series (Aug/Dec dips)
 - Include open gym as a standard service (not an add-on) to fill schedule gaps
 - Tourist programmes (May-September), eg:
 - posts in EN for PT/Open Gym with clear availability windows.
 - Weekly summer challenge: Package of 2x personal, 2x semi-personal, 1x nutrition coaching and open gym flatrate for 300€

- Repackage existing services to better explain them:
 - o “Kickstart Assessment” (formalize intake PT): Instead of an unspecified amount of personal trainings before a class, market one single personal training session plus programme development as a “Kickstart Assessment” which becomes the primary CTA for all leads (secondary: direct booking). Pricing: 50€
 - o “Semi-personal 60+” (improve targeting): Develop this specific branding for semi-personal groups targeting seniors and sick people.
 - o L1/L2 levels: Add levels to class names to allow clients to book classes without prior discussion with the owner/instructors

3.2.2 Optimize schedule and space utilization

- To avoid crowding and the resulting bad client experience, facilitate short instructor breaks and at the same time increase profitability of classes, shorten all classes to 45 minutes. Exceptions can be made when simultaneous classes are not planned anyway, eg on weekends or during off hours. Offer some “express” sessions for lunch breaks and to further relax the schedule (see above in services section).
- Pilot weekend classes

3.2.3 Improve customer journey

- **Standardize intake:** All new customers are recommended a 45 min. personal assessment priced at 50€, which includes 1 personal training and the development of a custom programme, which is sent via Email. Use a standardized checklist to allow future employees to do this assessment on Giorgos’ behalf. Your unique service of a customized programme development is highlighted and valued stronger if you formalize it this way. At the same time, you reduce the number of hours spent on cheap PT and on course preparation. If someone needs more than an hour to prepare, he needs to pay per personal training.
 - If people prefer a direct booking, they can do so but are warned with a disclaimer (see above in website section)
- **Programme development:** Clients receive recommendations, but are not pushed towards a specific programme (eg 2x per week minimum, certain order of classes etc.). They can book and attend whatever classes they want, with a minimum of one class per week.

3.2.4 Overview of recommended services and schedule example

Overview of services and potential studio allocation:

	Studio 1 capacity	Studio 2 capacity	Studio 3 capacity
Pilates Mat (45’) L1/L2	1	1	0
Pilates Reformer (45’) L1/L2	0	0	1
Small group fitness (45’) L1/L2	0	1	0
Semi-personal (45’) L1/L2	0	2	0
Semi-personal (45’) 60+	1	1	0
Express fitness (30’) all levels	1	1	0
Personal fitness (45’) all levels	0	2	1
Cardio (30’) L1/L2	1	1	0
Nutritionist (30’) all levels	1	0	0
Strength (45’) L1/L2	0	1	0
Open gym	0	6	0
Massage	1	1	1

Schedule framework (to be completed – just for visualization of new structure):

	Studio	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8:00	1	Senior semi (Giorgos)	Senior semi (Giorgos)	Senior semi (Giorgos)	Senior semi (Giorgos)	Senior semi (Giorgos)		

Business development strategy for The Life Project

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	2	Fitness L1 (x)	Fitness L2 (x)	Fitness L1 (x)	Fitness L2 (x)	Fitness L1 (x)	Open gym	Open gym
	3	Reformer L1 (x)	Reformer L2 (x)	Reformer L1 (x)	Reformer L2 (x)	Reformer L1 (x)		
9:00	1	Senior semi (Giorgos)	Senior semi (Giorgos)	Senior semi (Giorgos)	Senior semi (Giorgos)	Senior semi (Giorgos)		
	2	Open gym	Open gym	Open gym	Open gym	Open gym		
	3							
10:00	1							
	2	Personal (Giorgos)						
	3							
11:00	1							
	2	Fitness L2 (Giorgos)						
	3	Semi-personal (x)						
12:00	1	Pilates	Pilates	Pilates	Pilates	Pilates	Pilates	Pilates
	2	Fitness express	Fitness express	Fitness express	Fitness express	Fitness express		
	3	Reformer	Reformer	Reformer	Reformer	Reformer		
13:00	1	Pilates	Pilates	Pilates	Pilates	Pilates		
	2	Fitness express	Fitness express	Fitness express	Fitness express	Fitness express		
	3	Reformer L1	Reformer L2	Reformer L1	Reformer	Reformer		
14:00	1	Pilates express	Pilates express	Pilates express	Pilates express	Pilates express		
	2	Fitness express	Fitness express	Fitness express	Fitness express	Fitness express		
	3	Reformer	Reformer	Reformer	Reformer	Reformer		
15:00	1							
	2							
	3							
16:00	1							
	2							
	3	Reformer L1	Reformer L2	Reformer L1	Reformer L2	Reformer L1		
17:00	1							
	2	Strength						
	3	Reformer L1	Reformer L2	Reformer L1	Reformer L2	Reformer L1	Massage	
18:00	1							
	2	Fitness						
	3	Reformer L1	Reformer L2	Reformer L1	Reformer L2	Reformer L1	Massage	
19:00	1							
	2							
	3	Reformer L1	Reformer L2	Reformer L1	Reformer L2	Reformer L1	Massage	

20:00	1	Mat L1	Mat L2	Mat L1	Mat L2	Mat L1		
	2	Semi-personal	Small group fitness	Semi-personal	Small group fitness	Semi-personal		
	3	Reformer L1	Reformer L2	Reformer L1	Reformer L2	Reformer L1		

3.3 Pricing

To increase profitability without risking customer loyalty or reputation, a) increase the share of high value services, b) shorten hours to 45' as an indirect price increase, and c) introduce yearly prepaid pricing. Communicate new prices clearly and simply. Example pricing table:

Type	Monthly subscription (-20% for yearly prepaid)			Single
	1x/week	2x/week	3x/week	
Groups (fitness and Pilates mat)	€30	€50	€80	€10
Express group	€25	€40	€70	€8
Semi-personal (fitness and Reformer)	€60	€100	€160	€20
Personal (fitness)	€160	€300	€420	€45
Nutrition coaching				€30
Open gym	Flatrate 40€			€10
Massage				€40

3.4 Customer management

Systematize relationship management via standard actions, facilitated by a CRM (see below), eg:

- Progress and satisfaction Check-ins
- Social gatherings
- Once a client is in, keep increasing their lifetime value (LTV) via add-ons or ongoing programs.
E.g. personal training, supplements, membership tiers, continuity billing

3.5 Operations

3.5.1 Customer Relationship Management (CRM) system

- Introduce a CRM which keeps customer contact and contract data and automizes communication. Choose a CRM which integrates with Sportshunter or choose an integrated solution which includes a website and a CRM (eg Wix).

3.5.2 Address facility bottlenecks

- Install self-check-in (eg QR code scanner) linked to CRM (and included in monthly report)
- To improve security during open gym, install cameras and communicate their existence openly
- Add insulation between studio 1 and 2 to address noise bleed
- Address poor ventilation issue

3.5.3 Optimize staff

- Enforce evening Pilates sessions via Giorgia or new instructor
- Hire second fitness trainer to complement/replace Giorgos and run strength and cardio trainings on demand. Use a systematic training and assessment approach to develop the person (vs. letting him watch and wait until he is ready)
- Pay model: increase pay to eg €15/hour (10€ feels inappropriately low) or €10/hour + €2 per attendee or 50/50 split of profit. Standardize bonus payments based on predictable indicators and offer a long term development path.
- Outsource cleaning to free up time for more high value tasks

Business development strategy for The Life Project

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Author: Anna Klissouras



- When growth picks up, consider hiring a front desk and right hand who manages operations (potentially the same person)

3.6 Think Big ideas for future consideration

- Once the gym is at capacity and profitability is maximized, expand to more gyms
- Introduce membership tiers, eg “basic” (2x/week), to “pro” (5x/week)

4. Next steps:

Deadline	Owner	Action
9 November	Owner (Giorgos Athousakis)	Provide feedback via document comments or in feedback session
16 November	Giorgos & Anna	Feedback and finetuning session
23 November	Anna	Delivery of V02 strategy
30 November	Giorgos & Anna	Feedback and finetuning session, cooperation agreement
6 December	Anna	Preparation of action plan