FREE TEMPLATE FROM KO CREATIVE

Yoga Studio Business Plan Template

A fill in plan for opening or growing a yoga studio. Nine sections with prompts to fill in, plus a full marketing and launch plan.

KO Creative
Wellness marketing and brand strategy
kocreativemarketing.org

BEFORE YOU START

How to use *this template*

A business plan is only useful if it changes decisions. Write in this one, cross things out, and come back to it every quarter.

Work through the sections in order. Section 2 matters most, because every later section depends on who the studio is for. If you get stuck there, use our free positioning statement generator and then come back.

Where a section asks for numbers, use your own quotes and local research. This template does not include industry averages, because they vary too much by location to be worth guessing.

> If you are using this plan to apply for a loan or lease, your lender or landlord may want a specific format. The thinking in here still transfers directly. Ask an accountant to check the financial sections.

Contents

1. Executive summary
2. Concept and positioning
3. Market and location
4. Classes, memberships and pricing structure
5. Marketing and launch plan
6. Operations and team
7. Startup costs
8. Revenue model
9. Milestones and risks

Made by KO Creative, a wellness marketing and brand strategy studio. You are free to use, print and share this template.

SECTION 1

Executive *summary*

Write this last. It should let someone understand the whole business in two minutes.

Business name, location and opening date

What the studio is, in one sentence

Who it is for, and why they will choose it

How it makes money, and what you need to get started (investment, loan or lease)

The three most important goals for the first year

SECTION 2

Concept and *positioning*

This is where most plans are vague and most studios struggle later. Be specific.

The concept

What styles will you teach, and what will the studio feel like? Heated or not, dynamic or slow, beginner friendly or advanced practice.

Who it is for

CUSTOMER TYPE	WHAT THEY WANT	WHAT STOPS THEM BOOKING

Who are the three types of people you most want as students? Describe each one the way they would describe themselves.

Your positioning statement

For _____ who _____, _____ is the _____ that _____. Unlike _____, we _____.

What makes you different

Why would someone choose you over a gym yoga class, an app or another studio? Name something you do, not something you are.

SECTION 3

Market and *location*

Prove there are enough of the right people within reach, and be honest about who you are up against.

The area: who lives and works within a 15 minute drive or walk, and what you know about them

Evidence of demand: waitlists, enquiries, conversations, searches, busy competitors

Competitors

NAME	PRICE	WHAT THEY ARE KNOWN FOR	THE GAP THEY LEAVE

The location: why this site, visibility, parking or transport, lease terms and length

SECTION 4

Classes, *memberships and pricing structure*

Keep the structure simple enough that a new student understands it in ten seconds.

OFFER	PRICE	NOTES
Drop in class Single class price. Usually the highest per class price.		
Class packs Five or ten class packs with an expiry date.		
Unlimited membership Monthly. Decide your class capacity before you decide how many members you can take.		
Intro offer New student offer with a clear end date, often a few weeks of classes.		
Workshops and courses Beginner courses, themed workshops, teacher training if qualified to run it.		
Private sessions and retreats Higher price, lower volume. Who delivers them?		

> A permanent discount teaches people the full price was never worth paying. Use offers with a clear deadline and a reason, such as founding places or a launch week, and keep your everyday prices steady.

How a first time student moves from the intro offer to a regular commitment

SECTION 5

Marketing and *launch plan*

The section most plans rush. Your students have to know you exist, picture themselves inside and have a reason to book now.

The 90 day launch timeline

WHEN	WHAT HAPPENS	YOUR DATES AND OWNER
90 to 60 days out	Lock the positioning statement. Build the website and booking page. Start a waitlist with one clear reason to join early. Announce on your own channels and to everyone you already know.	
60 to 30 days out	Introduce the people: owner, team, practitioners. Show the space taking shape. Open founding memberships or packages with a fixed number of places and a firm deadline.	
30 to 0 days out	Run a preview event or taster sessions. Collect the first reviews and photos. Remind the waitlist weekly. Confirm opening week bookings personally.	
Opening week	Full schedule, extra staff on the desk, content every day. Capture first impressions on camera, with permission. Ask every new customer how they heard about you.	
First 90 days	Track who stays and who drops off. Follow up every trial or first visit within 48 hours. Turn the best stories into proof content. Review what is converting each month and move effort there.	

Channels

CHANNEL	WHAT YOU WILL DO THERE	WHO RUNS IT
Instagram		
Google Business Profile and reviews		
Local partnerships with physios, therapists, workplaces		
Beginner courses as an entry point		
Email to students and the waitlist		

SECTION 5 CONTINUED

Content and *measurement*

Content pillars

Plan your posts across six jobs every week: **people** (your team and founder), **teach** (answer real questions), **proof** (reviews and stories, with permission), **behind the scenes**, **community**, and **next step** (how to book). Our free content calendar generator builds a month of posts for a studio in this format.

The three questions every new student asks before booking, and where you will answer each one

Launch marketing budget

ITEM	AMOUNT
Photography and video	
Website and booking setup	
Signage and print	
Preview event or taster sessions	
Paid social, if used	
Marketing support	

What you will measure every month

MEASURE	HOW	TARGET
Enquiries	Messages, calls and form fills per week	
Trials or first visits booked	From enquiries, per week	
Conversion	Percentage of trials or first visits who buy	
Retention	Percentage still active after 90 days	
Average monthly revenue per customer	Total monthly revenue divided by active customers	

SECTION 6

Operations and *team*

How the studio runs day to day, and who is responsible for what.

AREA	WHAT TO DECIDE	YOUR PLAN
Teachers	Employed or freelance? Pay per class, per head or a mix? Cover arrangements.	
Timetable	Classes per week, peak times, room capacity, cleaning time between classes.	
Software	Booking, payments, waitlists, class pack tracking.	
Insurance and compliance	Studio and teacher insurance, waivers. If heated, ventilation and temperature controls. Check local rules.	
Props and room	Mats, blocks, straps, bolsters, sound, heating, storage.	

Owner role: what you will do yourself, and what you will hand over first

> This template is a planning aid, not legal, medical or financial advice. Licensing, insurance and regulatory rules vary by location. Check them with a qualified adviser before committing to a lease or loan.

SECTION 7

Startup *costs*

Use real quotes. Where you only have an estimate, mark it and replace it before you commit.

ITEM	AMOUNT	QUOTE OR ESTIMATE?
Lease deposit and fit out		
Flooring and heating or ventilation		
Props and equipment		
Changing area and storage		
Signage and branding		
Website and booking software		
Launch marketing		
Insurance		
Teacher onboarding		
Working capital for the first six months		
Total		

How the startup costs will be funded: savings, loan, investors, equipment finance

SECTION 8

Revenue *model*

Three scenarios. Be honest about the slow one, because that is the one you need to survive.

MONTHLY REVENUE	SLOW	EXPECTED	STRONG
Unlimited members Number of members x monthly price			
Class packs Packs sold per month x pack price			
Drop ins Drop ins per month x price			
Intro offers New students per month x intro price			
Workshops, privates and retreats Per month average			
Total monthly revenue			

MONTHLY COSTS	AMOUNT
Rent and service charges	
Staff and practitioners	
Utilities	
Software and subscriptions	
Marketing	
Insurance, loan repayments and other	
Total monthly costs	

> **Break even:** total monthly costs divided by your average monthly revenue per student tells you how many paying students you need each month to cover your costs. Write that number somewhere you will see it every day.

SECTION 9

Milestones and *risks*

Milestones

MILESTONE	TARGET DATE	DONE
Lease signed		
Positioning and brand finished		
Waitlist opened		
Founding offer launched		
Opening day		
Break even month		

Common risks, and a starting response

RISK	HOW YOU WILL RESPOND
Classes full at peak, empty off peak	Price and promote off peak classes differently. Build a beginner course that runs off peak.
Students rely on intro offers then leave	A clear next step after the intro: a beginner course or a first month membership offer with a deadline.
A key teacher leaves	Share the timetable across teachers, keep the brand about the studio and its approach, not one person.

KO CREATIVE

Want help with *section 5?*

Positioning and launch marketing are where most new studios lose months. KO Creative builds the positioning first, then the content, social media and launch plan that fill the diary.

See our wellness marketing services, or book a discovery call. Thirty minutes, no pitch deck.

kocreativemarketing.org