

Case study: personal trainer



Rocky Patten is a personal trainer and group exercise instructor in Oakland, California.

Her challenges:

- Attract new clients
- Maintain a web presence
- Payment processing
- Enforce cancellation policies

SweatGuru has helped her:

- Increase her client base by 50% (*n=15 clients*)
- Accept payments online
- Charge clients for late cancellations without damaging relationships
- Maintain an up-to-date web presence

Case study: bootcamp owner



Christi Matson is a new bootcamp owner and instructor, trying to establish an independent outdoor business after teaching at various studios around San Francisco.

Her challenges:

- Establish a regular client base
- Manage classes and clients across multiple locations
- Market her new business
- Establish reputable presence in multiple outdoor locations

SweatGuru has helped her:

- Attract new clients from surrounding communities
- Keep track of clients and payments
- Communicate and market to existing clients

Case study: fitness enthusiast



Aamir Syed is a fitness enthusiast who has just moved to San Francisco.

His challenges:

- Discover new fitness classes and providers
- Keep track of class passes and memberships at various studios
- Invite friends to attend classes with him

SweatGuru has helped him:

- Find classes in his new community
- Keep track of attendance, purchases, and schedule
- Share his fitness experiences with friends and community