

12 Month Business Plan - SpinalFit

Phase 1: "Sure up" Dr. Carlyle Wellness

Primary Focus: Hire and Train Office Manager in First Quarter

Summary: The first phase in building the SpinalFit arm of the business is to first ensure the operation of Dr. Carlyle Wellness is anchored by the right Office Manager and showing signs of positive growth. Currently, Dr. Carlyle is overseeing every managerial aspect of the business which has taken focus away from growing the SpinalFit arm. Without the right Office Manager, this will be an ongoing issue.

1. Design the right Job Description. Ideal responsibilities would include:
 - Oversee all managerial tasks (Insurance, Scheduling, etc).
 - Oversee marketing specifically for Dr. Carlyle Wellness
 - Oversee staff training and operational excellence (ensuring a consistent high quality customer experience)
2. Sourcing
 - Online Job Postings (LinkedIn, GlassDoor, Monster, etc.)
 - Physical Job Postings (community job boards, newspaper, etc.)
3. Selection and Training

Resources:

"Good to Great" by Jim Collins (specifically chapter 3)

"Who: A Method for Hiring" by Geoff Smart and Randy Street

Phase 2: SpinalFit St. Simons

Primary Focus: Grow St. Simons Location to 75 Members in Second Quarter

Summary: The second phase focuses predominantly on the growth of only the St. Simons location for SpinalFit. Ideally, as the office manager of Dr. Carlyle Wellness has settled into their new role, Dr. Carlyle is now freed up to focus primarily on growing SpinalFit St. Simons. It is critical that the St. Simons location reaches 75 members before shifting focus to overall growth of the brand. This will prove the scalability of SpinalFit and provide a roadmap for success in other locations.

1. Implement the provided digital media strategy
2. Ensure Dr. Carlyle Wellness and SpinalFit are distinct businesses with separate logos to create clarity
3. Implement reference incentives with current members
4. Implement introductory discounts

Phase 3: SpinalFit Brunswick & Third Location

Primary Focus: Replicate Success at the Two Established SpinalFit locations in Third Quarter

Summary: The third phase now shifts focus to the two established locations of SpinalFit. Based on performance and capacity of the hired office manager of Dr. Carlyle Wellness, consider promoting him or her to Director of Operations role overseeing the operations of both Dr. Carlyle Wellness and SpinalFit St. Simons. This will ensure continued positive momentum as attention shifts to building the 2nd and 3rd SpinalFit locations. In this third phase, the success of SpinalFit St. Simons is replicated by sharing marketing resources with the owners

of those locations. Additionally, implement measures to ensure that classes are conducted properly to ensure brand consistency and quality customer experience.

1. Put together marketing plan based on which strategies were most effective to grow St. Simons location
2. Make these resources readily available to the other two locations
3. Plan visits/meetings with the other owners to consult to best practices for growth
4. Plan visits/meetings to consult to the quality and execution of SpinalFit classes
5. Goal of 40 active members at both locations

Phase 4: SpinalFit Overall Brand Growth

Primary Focus: Brand is Ready for Full Relaunch in Fourth Quarter

Summary: With the success of three SpinalFit locations, focus can now shift to growing the SpinalFit brand through additional coaching certifications. A strategic hire should be considered at this phase: a Director of Marketing could effectively oversee marketing of Dr. Carlyle Wellness, SpinalFit St. Simons, and SpinalFit Brand allowing the Director of Operations to focus primarily on the successful operations of Dr. Carlyle Wellness and SpinalFit St. Simons. Dr. Carlyle could then focus primarily in 3 areas of business: chiropractic care, SpinalFit St. Simons classes, and Consulting/Training of additional SpinalFit coaches.

1. Hire Director of Marketing utilizing the same strategies from Phase 1.
2. Along with continuing growth of both Dr. Carlyle Wellness and SpinalFit St. Simons, develop marketing plan to engage potential base of future coaches.
3. Enroll 3 coaches in certification class.
4. Provide best practices/marketing strategies based on success of 3 locations.