

Fitness entrepreneur cuts administration by 50% and increases earning potential



As a fitness guru for nearly 30 years, Sharon embodies, teaches, and fosters both fitness and wellness.

Sharon opened her Austin-based business, [Amber Moon Studio](#) in 2006 where she has helped countless clients achieve their health and wellness goals through triathlon training, pilates, yoga, swim/run/bike training, cranial-sacral therapy, and massage.

After integrating vcita, I no longer had to dedicate a full day each week to administration. Because I get paid for client sessions, not admin work, I increased my earning potential as well. I found solutions to keep me away from the computer! Both my wallet and my neck thank vcita!

CHALLENGE

Cut administration time and increase client session time.

With an ever-growing studio to manage, Sharon struggled to keep up with unending administrative tasks. While Sharon was thrilled with her business growth, she was overwhelmed by the backend office work it required. She devoted a full day to administrative work each week, giving up precious (and billable!) session time with her clients.

Dealing with administrative, computer-based tasks like sending out reminders, collecting payments, filing away profiles, and scheduling appointments frustrated her, forcing her to spend time in the office instead of training clients.

When COVID-19 started, Sharon's business took an additional hit as new regulations and restrictions prevented her from serving her clients the way she was used to.



SOLUTION

vcita, step by step, feature by feature

vcita enabled Sharon's business to evolve and grow by providing features that matched her needs at every stage.



Streamlining payments

Sharon started using vcita's online [payments feature](#) to let her clients pay upon booking. With payments collected upfront online, Sharon doesn't have to face the hassles of payment collection and **never worries about chasing clients to get her money in the bank.**



Boosting revenue

With the [packages feature](#), Sharon bundles different combinations of her services and offers by offering package deals as the best value. With packages, Sharon has increased her revenues and rewarded her clients for their loyalty.



Online classes

With the online training trend on the rise, Sharon converted her in-person pilates clients into [online classes](#) by using vcita's seamless Zoom integration. Sharon now **enables her clients to book, pay for, and attend, online video classes** from any device anywhere in the world.



Automated booking & reminders

Sharon first integrated vcita with the sole purpose of **regaining control of her workday**. Since clients can view her availability and book online, Sharon gets fewer clients asking to book sessions in the evenings and weekends. Thanks to vcita, Sharon is able to keep her personal time personal. Sharon no longer has to spend valuable time actively managing scheduling changes. While she used to spend a full day each week on administration, she now spent only a few hours, **earning her a full day of potential client session time.**



Marketing

With vcita's [marketing features](#), Sharon segmented her clientele into groups and sends them automated and personalized messages announcing new sessions or classes, and advertising specialized packages to appropriate customers.

RESULTS

vcita cut admin time by 50% and increased earning potential by 20%

The full suite of vcita features positioned Sharon to spend more time with clients, less on administration, and move her entire business online.