

PRODUCT SPOTLIGHT:
BARRE INTENSITY



Q&A with
STEPHANIE LYONS

Q How did you get started in the health and fitness industry? Growing up I was a dancer, so physical activity was always a major part of my daily life. My professional career started in the digital advertising world, but during that time a friend of mine introduced me to barre and I loved it right from the start. For me, barre was the perfect package of dance and group fitness all in one. I started teaching barre for fun while working my 9 a.m. to 5 p.m. job, never thinking it would be more than just a hobby. Fast forward 9 years — I left the agency world behind, purchased a barre and Pilates studio, and developed the Barre Intensity instructor training program.

Q What is the biggest challenge you've had to overcome and what did you learn from it? As a small business owner, resources and time are limited, and often the items needed to grow the business get pushed aside. Sales and marketing was a challenge. I understood it was vital to the success of the business, but I could not find the time to do the job effectively. I decided to leverage HubSpot, an inbound marketing platform, along with hiring a sales and marketing prospector. Together, these two added resources have increased revenue and helped with brand awareness. I learned that in order to grow, an investment in people and technology must be made.

Q What advice would you give to others for running a successful business? Successful businesses don't start off successful. It is a

bit of trial and error, hard work and a lot of passion. Seek feedback from your clients or end users and take what they say to heart in order to better the business.

Q What are the keys to Barre Intensity's success? The people who power it. Not only do we have the skills to get the job done, but we have the passion to do it right and the desire to always improve.

Q How does Barre Intensity differentiate from competitors in the industry? Our technique not only focusses on small isolated movements to burn and fatigue the muscles, but also large range of motion to elevate the heart rate. Although our technique incorporates elements of dance, we shy away from using ballet terminology and stick to words the general public can understand. For those that are certified in our technique, there are no fees or requirements to maintain the certification, nor are there monthly fees in order to remain an active instructor.

Q What is the vision for your company's future? Our vision is for Barre Intensity to be synonymous with the term "barre certification." We will go beyond the weekend certification and be a program that barre instructors can truly grow and better themselves with.

Q Favorite business book? My favorite business book is "How to Win Friends and Influence People" by Dale Carnegie.

DETAILS



TITLE:
**Barre Intensity
 President and Lead
 Master Trainer**



YEARS OF SERVICE:
**20 Years of Dance
 Experience**



LOCATION:
Michigan

For more information visit barreintensity.com
 or call 248.219.1164.