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It's easy to see that Lora Anderson's and Nichole Martinez-Barreto's business partnership has grown into a solid friendship. Co-owners of Pilates Studio City, they bristle at the mere implication that running their business might feel like a job. Lora says, "It's not that we 'have to go to work'—we get to come to the studio." She knows very well that the two have built something special: "In a huge city like Los Angeles, you need a community, and this has become ours."

Pilates Studio City is about getting in shape and engaging your core, but it's

also about making “friends for life.” We’re pretty chummy, too: Pilates Studio City has been a MINDBODY client for five years. Prior to that, Lora not-so-fondly recalls their fledgling days with pen and paper business management: “We were always shopping for more erasers. There were more mistakes and problems communicating, but it was what we knew,” she says. Then, a revelation: “We met MINDBODY at a conference, and they beat out all the competitors: they were fresher, and they knew what we needed.”

Reflecting on their success, Lora and Nichole both regard online scheduling as transformational: “The benefit of offering online scheduling is challenging to quantify,” Nichole says. “It has been such a dramatic improvement for our front

desk and clientele.” A real win-win, online scheduling shifts the burden of appointment booking off the front desk while giving clients the power to book whenever it’s most convenient.

Not surprisingly, Lora says camaraderie is the key to starting a business and



sticking with it. "Create a team around you that's going to support you, whether it's a business partner or a mentor who has been in the business," she suggests. "You also need what we call 'the balcony people': the people that are up there cheering for you, who believe in you. That's MINDBODY: they've shared in our success and they were there when we needed help too."

Supporting business owners like Lora and Nichole is what we do best. Just give us a balcony; we'll cheer you on.



Lora Anderson
Nichole Martinez-Barreto

Co-Owners, Pilates Studio City
MINDBODY Clients Since 2006

READY TO MAKE YOUR DREAMS A REALITY?

To find the support system that's right for you, consider reading our guide, *7 Questions to Ask About Software*.

Is MINDBODY exactly what you've been looking for? Don't hesitate—make your dreams a reality today.

MINDBODY's Pilates studio management software is the fastest-growing software provider in the industry. With our web-based software solution, reaching nearly 15,000 clients worldwide, you have all the tools to manage your business, all online.