

The *Calm* System *Playbook.*

admin systems that give Pilates studio owners their time back
—without hiring more staff.

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You didn't open a studio to do *admin all day.*

But somewhere between chasing no-shows, answering the same DMs at 9pm, and manually filling cancelled spots — **that's exactly what's happening.**

It's not a you problem. It's a systems problem. And every single piece of it is fixable.

SYSTEM 01

Cancellation *Response*

- **Build a backup roster.** 3-5 instructors who can cover at short notice. Keep
- **Create a contact sequence.** Who gets called first, second, third. Takes the
- **Automate client notification.** One trigger. Every affected client gets a mes

Waitlist Fill + *DM Follow-Up*

- **Waitlist Fill:** When a spot opens, your waitlist gets notified automatically. Fill
- **DM Follow-Up:** Every inquiry that doesn't convert gets a follow-up sequence
- **Both systems run 24 hours a day** — even when you're on the reformer.

Onboarding + *Weekly*

→ **Onboarding:** Welcome sequence, intake form, and pre-class prep delivered

→ **Weekly:** A clean digest of what happened, what needs attention, and what t

A woman with curly hair, wearing a bright pink jacket over a white crop top, black shorts, and white sneakers, is taking a selfie with her smartphone in a Pilates studio. The studio is filled with Pilates reformers and pink exercise balls. The background is slightly blurred, emphasizing the woman in the foreground.

I teach here.
I see it
every shift.

I teach across three studios — Hapana, Momence and Mindbody. I don't build generic systems from the outside.

I build the exact system your platform needs — **because I use it every week myself.**

Your studio. *Running calmly.* Finally.

DM Peace	— Instagram automation	\$797
Booking Bliss	— Waitlist + cancellation	\$1,497
Command Center	— Full backend	\$2,997
Studio OS	— Complete automation suite	\$4,997

DM CALM TO GET STARTED

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