



## Build Your Studio in Phases

The moon doesn't become full overnight. Neither does a thriving studio.

At Crescent, we make room for every phase: the new-moon spark of "What if?", the first sliver of possibility, the growing glow of momentum and the full-moon moment when you can see the bigger picture. Some seasons call for bold moves. Others need a pause, a little pruning and a fresh intention.

You don't have to be in a "full moon" season to begin. Bring your big idea, your messy middle or your next chapter. We'll find your phase and build from there.

### Meet your mentor



I'm Hilary Paris, a studio leader with 20 years in the health and wellness space. I've worked with corporate clients including Nike, Expedia, Microsoft, The Gates Foundation, lululemon and more, as well as some of the country's leading boutique yoga and fitness studios.

As the current Director of Operations at Be Yoga, I oversee a mid-sized business with multiple locations and have opened multiple studios. My experience spans every facet of studio life, from teaching full time to managing a team to overseeing operations across locations.

I understand what happens in the classroom, at the front desk and behind the scenes. I bring that perspective to our work together, helping you connect the member experience with the people, systems and decisions that keep your business moving.

Outside the studio, I help run a household with five kids. I know what it means to juggle full calendars, competing priorities and a lot of moving parts. That experience shapes how I mentor: with practical systems, clear communication and room for a full life beyond the business.

# Mentorship Packages

Choose the support that fits your current phase. Each package can be booked independently.

## **New Moon Strategy Session** \$225

90 minutes

*Plant the idea. Find your direction.* A focused session to explore one challenge, clarify your priorities and leave with an action plan.

## **Crescent Moon Mentorship** \$650 per month

Two 60-minute calls each month

*A little light. A little guidance. Steady growth.* Ongoing business guidance, accountability and limited email support as your next steps take shape.

## **Waxing Moon Launch Mentorship** \$1,200 per month

Weekly calls · Three-month minimum

*Build the momentum. Bring your studio to life.* Guidance through launch planning, pricing, founding memberships, hiring and operations as you work toward opening day.

## **Full Moon Studio Intensive** \$1,500

One half-day session

*See the whole picture. Make your next bold move.* A deep dive into your strategy and financial picture, with a customized roadmap for what comes next.

## **Eclipse On-Site Team Training** Custom pricing

In person at your studio · Duration tailored to your team

*Bring your team into alignment.* I come to your studio for hands-on training shaped around your goals. Focus areas can include member connection, sales and conversion, service standards, team communication, leadership and daily operations.

We'll agree on the training priorities, schedule and fee before the visit. Travel and lodging expenses are covered by the client, in addition to the training fee, with arrangements and costs agreed in advance.

**What phase are you in?** Reach out with your idea, your challenge or your next big goal. Let's find your starting point.

Founding rates in USD. On-site training is quoted separately. Support scope, scheduling and deliverables are agreed before we begin. Payment is accepted via Zelle and is due before each session. The 30-minute discovery call is complimentary and requires no payment.