



# Live, Learn, Lead

## Principles of Entrepreneurship

Stephanie Helmers

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## Meet Stephanie.

A dedicated yogi, an avid fitness lover, a soul inspired entrepreneur, and a teacher through and through!

Full of passion, creativity, positivity, and a deep desire to help people find health and happiness.

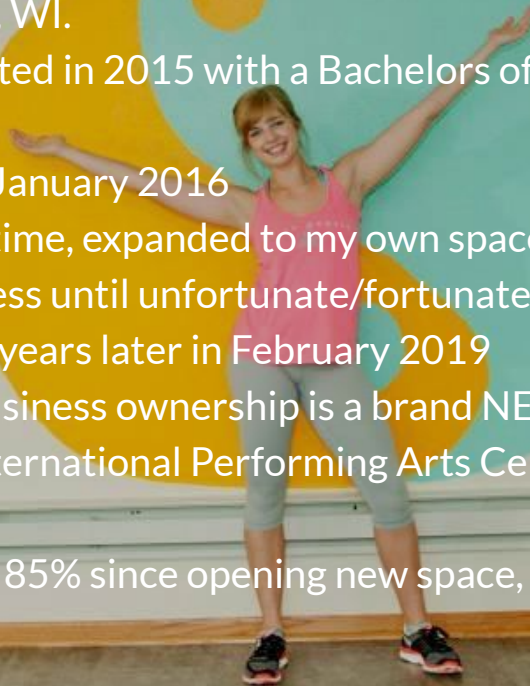


## Principles I live by...

1. Show Up with Enthusiasm
2. Embrace the Growing Pains
3. Do the Work
4. Stand for Something
5. Make Meaningful Connections
6. Do the Little Things Right
7. Walk Your Talk
8. Learn From Those Further  
Along than You
9. Leaders Grow Leaders
10. Fail Often

# Starting Young

- 20 year old college student at University of Wisconsin, La Crosse
- Teaching fitness & yoga for fun--my passion!
- Approached to open my own studio in 2013 inside 700 square foot room inside of an MMA gym in Holmen, WI.
- Switched my major, graduated in 2015 with a Bachelors of Science in History and minor in Nutrition
- Full-time entrepreneur by January 2016
- Within 1 year of being full time, expanded to my own space in 2017
- Stayed and grew the business until unfortunate/fortunate circumstances led to current studio space just 2 years later in February 2019
- 3rd studio in 6+ years of business ownership is a brand NEW state of the art multi-purpose facility in International Performing Arts Center/Misty's Dance Unlimited in Onalaska, WI.
- Increase in membership by 85% since opening new space, growing team, and growing business!





# Show Up with Enthusiasm

- **Always lead from a place of passion & purpose**

Share your passion with those around you and inspire others to come along for the ride

- **Check your energy at the door**

No matter what you're going through as a business owner, show up for those that show up for you; whether it's one or many

- **Always come back to your WHY**

On your best and worst days, remind yourself why you're in business

# Passion gives you purpose

At the end of the day, you need to be able to come back to your WHY so that you can lead with passion and purpose to serve your tribe and team





## Embrace the Growing Pains

→ **Every business owner goes through hard stages of growing pains**

Whether it's immediately, over time, or when you take a big step forward--it means you're moving up a level. Use it to your advantage to motivate and inspire you daily

→ **Slow growth over immediate success**

You can try new things, make mistakes, and learn from them without the pressure of the public eye

→ **Growing pains write your story as a business owner**

We learn more from growing pains and hard seasons than we ever learn from success; it makes you human and relatable





**Grow Slow**  
**Clients, Team, Space, Offerings, etc.**





Every next level will  
demand a different  
you.



## Do the Work

→ **Become the expert**

Be actively involved in the “doing” of your business, day in and day out

→ **Stay persistent**

Even when things are working out the way you'd hope and progress feels slow, keep going

→ **Go home or get gritty**

Do what others in your industry are not and capitalize on it; when you fall down, get back up and try again; get creative and turn your obstacles into opportunities

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Grit is passion and perseverance for very long-term goals. Grit is having stamina. Grit is sticking with your future, day-in, day-out. Not just for the week, not just for the month, but for years. And working really hard to make that future a reality. Grit is living life like it's a marathon, not a sprint.

Dr. Angela Lee Duckworth



# Obstacles...

- Not given the opportunity to renew a lease
- Two build out costs in 2 years; financially burdened
- Teaching 30+ hours a week PLUS running the business
- Burn out & health issues
- Needing to grow a team
- Scaling a business as a solopreneur



# Turned Into Opportunities

- Found a much bigger and better space to grow
- Forced to learn build outs, learn budgets, finances
- Had to learn every aspect of my business & wear many hats
- Carving out time to take care of myself and make my health a priority
- Become a better leader and create a system for growing my team
- Understanding what it takes to be a business owner at a high level



# Stand for Something

→ **Figure out what lights your fire of passion**

What "wrong" are you trying to "right" or problem are you determined to help solve?

→ **Use your voice to stand up for your principles**

Figure out what "hills you're willing to die on" and don't back down; use your platform for a higher purpose than to just grow a business

→ **Set yourself apart from the pack**

In a world where we are constantly bombarded, let your message and voice represent how and why what your business offers is different

# What Zen and Pow Stands For:

- **Inclusive and accessible movement for ALL**
- More Than Your Body--more than just weight loss!
- Tribe and community that is welcoming and accepting
- Functional, safe, and sustainable fitness and yoga experiences
- Going deeper than the physical appearance of health--mind, body, soul experience





# Make Meaningful Connections



## **Tribe**

Build your Tribe of clients and create the right connections that will help support and grow your business over time



## **Team**

Don't start with hiring a full staff; slowly grow your business from WITHIN



## **Community**

Network with other entrepreneurs and businesses you can connect with; create a great reputation





## Tribe

Figure out your ideal client

Find the right people that support you

Listen to what your clients want

You are not for everyone

Show up authentically as yourself and your people will find you



# Team

Find the right people that have bought into your philosophy & vision

Train people you trust to carry out your vision and mission

Build up your team from **within** and only hire from outside in special circumstances

Never hire in a hurry

Culture is **EVERYTHING** to create a rockstar team!





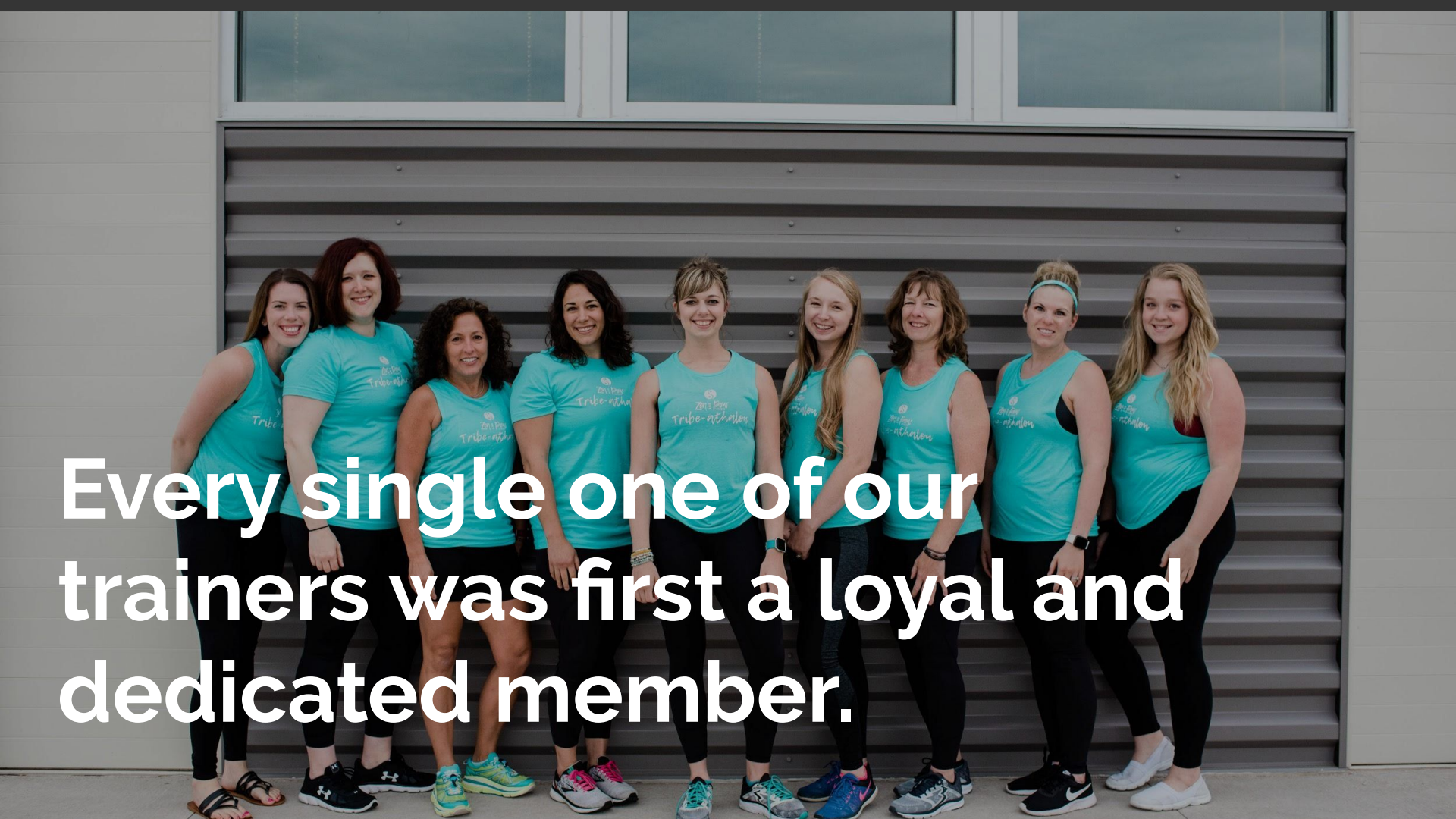
# Community

Network with other entrepreneurs for collaboration and support

Pop up classes in the community

Be active in providing value to your community

Create a strong reputation and become well known for your craft



Every single one of our  
trainers was first a loyal and  
dedicated member.





## Do the Little Things Right

→ **Creating a strong brand**

It's truly the "little things" that help you grow your business overtime and create loyal clients and brand recognition

→ **Personal Touch**

Keeping the humanness in the business

→ **Setting the Standard**

Providing valuable, consistent experiences

# Brand Awareness

Using your logo consistently on  
EVERYTHING

Brand colors on website, social media,  
print, apparel, in studio

Copy and content consistent “vibe”  
(voice/wording, slogans, hashtags,  
culture)

Hitting all forms of media--print, social  
media, website, out in the community

Zen AND POW  
STUDIO

101



## Personal Touch

Greet people with a smile

Remember EVERY person's name

Get to know members and create personal relationships

Hand written thank yous, personal messages, phone calls, VIP party!

Be REAL, share your own experiences and struggles





# Setting the Standard

Stay consistent with classes & scheduling

Build your team and train from within to create consistent culture, content, and class standards

Put out content, classes, and services that consistently provide value

Create a structure for every single product/service so that clients know what to expect

Slowly evolve over time while explaining why



A group of nine women are posing on a set of wide, grey concrete steps. They are all wearing matching teal-colored athletic shirts and black leggings. The shirts have a small logo on the left chest and some text on the front, though it's partially obscured by the text overlay. The women are arranged in a line, with some leaning forward and others standing more upright. They are all smiling at the camera. The background is a grey, horizontally-slatted wall.

**Our variety of offerings and style of  
yoga and fitness is unique in our  
local industry**

**It is through our brand, our personal touch, and our  
standard that sets our studio apart**



## Walk Your Talk

### → Integrity is everything

Stay true to yourself and your word; Work with people, products, and businesses that stand for the same values as you do

### → Value your own word

Do what you say you're going to do, uphold commitments, & stand strong on your principles

### → Be a product of your product

Use your own product/service and practice what you preach; why should anyone buy what you're selling if you don't fully believe in it?

A woman with blonde hair, wearing a white tank top and blue leggings, is performing a kettlebell swing in a studio. She is holding a black kettlebell with both hands. The background is a teal wall with a large mural that says 'Zen & Power' in a stylized font, with 'STUDIO' written below it. There are also large abstract shapes on the wall.

**Practice what you preach.**

**To me that means:**

**Doing my own workouts, yoga, eating healthy, carving out time for self care, and holding myself accountable!**



# Learn From Those Further Along Than You

## → **Having a growth mindset**

Reading books, listening to podcasts, attending conferences--every single opportunity to learn about business, sales, entrepreneurship, leadership, and everything in between!

## → **Build your tribe of entrepreneurs**

Reach out to other successful business owners to seek guidance and learn from

## → **Find a mentor**

Find a mentor that is further along than you in the same or similar industry



**“Absorb as much advice from others that have ‘been there and are doing that.’ Book sense is good, but the advice from a seasoned in the trenches business owner is worth it’s weight in gold.”**

**-Joe Hubay**





# My Mentor: Misty Lown





## Leaders Grow Leaders

### → **Invest in your people**

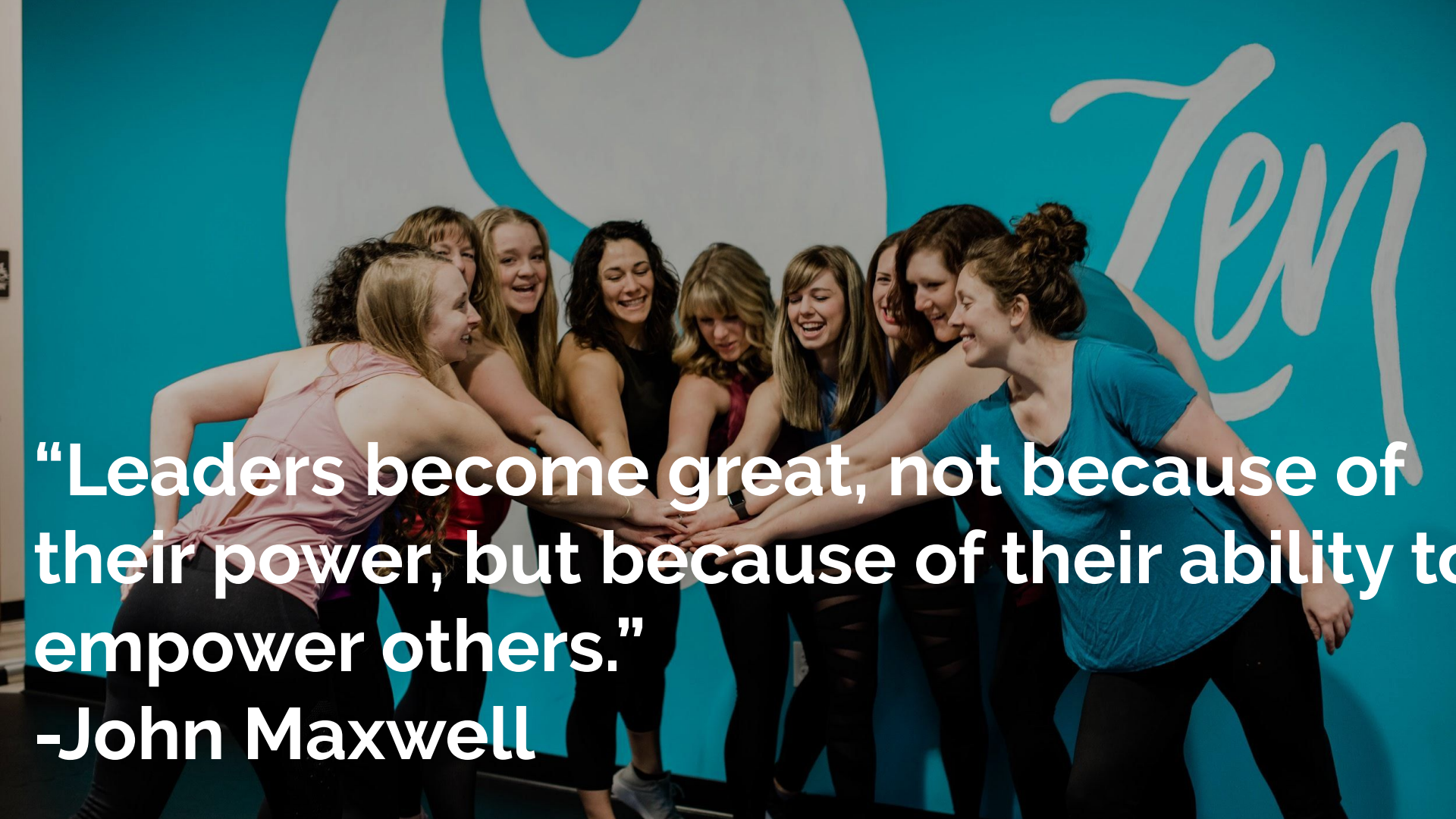
Continue to carve out time and offer ways for your team to grow, evolve, and learn; build up their tool box

### → **Provide a safe space to grow**

Give opportunities for them to rise to the occasion and build confidence in their own abilities to lead without the fear of failing

### → **Bring them along for the journey**

Set individual & team goals with incentives to help grow the business; show and share your long term vision and how they play a part in it



**“Leaders become great, not because of  
their power, but because of their ability to  
empower others.”**

**-John Maxwell**



## Lesson 5: Fail Often

### → Often

Look for opportunities that take you out of your comfort zone

### → With Grace

Always keep your head high and know that you are attempting something others will not

### → Forward

Take what you've learned from failure and use it to move forward with confidence and share your lessons to help others



**My biggest failure turned into  
my biggest opportunity!**

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# How I failed forward...

Found a bigger and better studio space when my current one didn't work out

New space provided me with a mentor to help grow and take my business to the next level

Things don't always go as planned so I had to learn to stay focused and trust the process

We can't always see the bigger picture until we zoom out



“The next time you find yourself envying what successful people have achieved, recognize that they have probably gone through many negative experiences that you cannot see on the surface.

Fail early, fail often, but always fail forward.”

— John Maxwell, Failing Forward







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# Favorite Business Resources

- What the Heck is EOS? by Gino Wickman & Tom Bouwer
- The E-Myth by Michael E. Gerber
- Rocket Fuel by Gino Wickman and Mark C. Winters
- 7 Habits of Highly Effective People by Stephen Covey
- 21 Irrefutable Laws of Leadership by John Maxwell (and more)
- Clockwork & Profit First by Mike Michalowicz
- The Marie Forleo Podcast
- Rise Podcast by Rachel Hollis
- The Goal Digger Podcast
- GaryVee Audio Experience Podcast
- Mel Robbins

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# Thank you!

Questions?

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