

GOBEYOND

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OUR STORY

BEYOND was born when Brandi Marino, a.k.a. The Assassin, moved to Dallas in Spring 2010. With her previous fitness experience and passion to help people, Brandi developed a fiercely independent, highly imaginative, determined-to-the-core concept focused on empowering and inspiring people to make changes beyond her wildest expectations.

By combining motivating instructors, energizing music and the drive to shake it up a bit, "The Killer" workout took the Dallas fitness world by storm. Now, hundreds of people come into BEYOND studios every day to workout and connect with their friends.

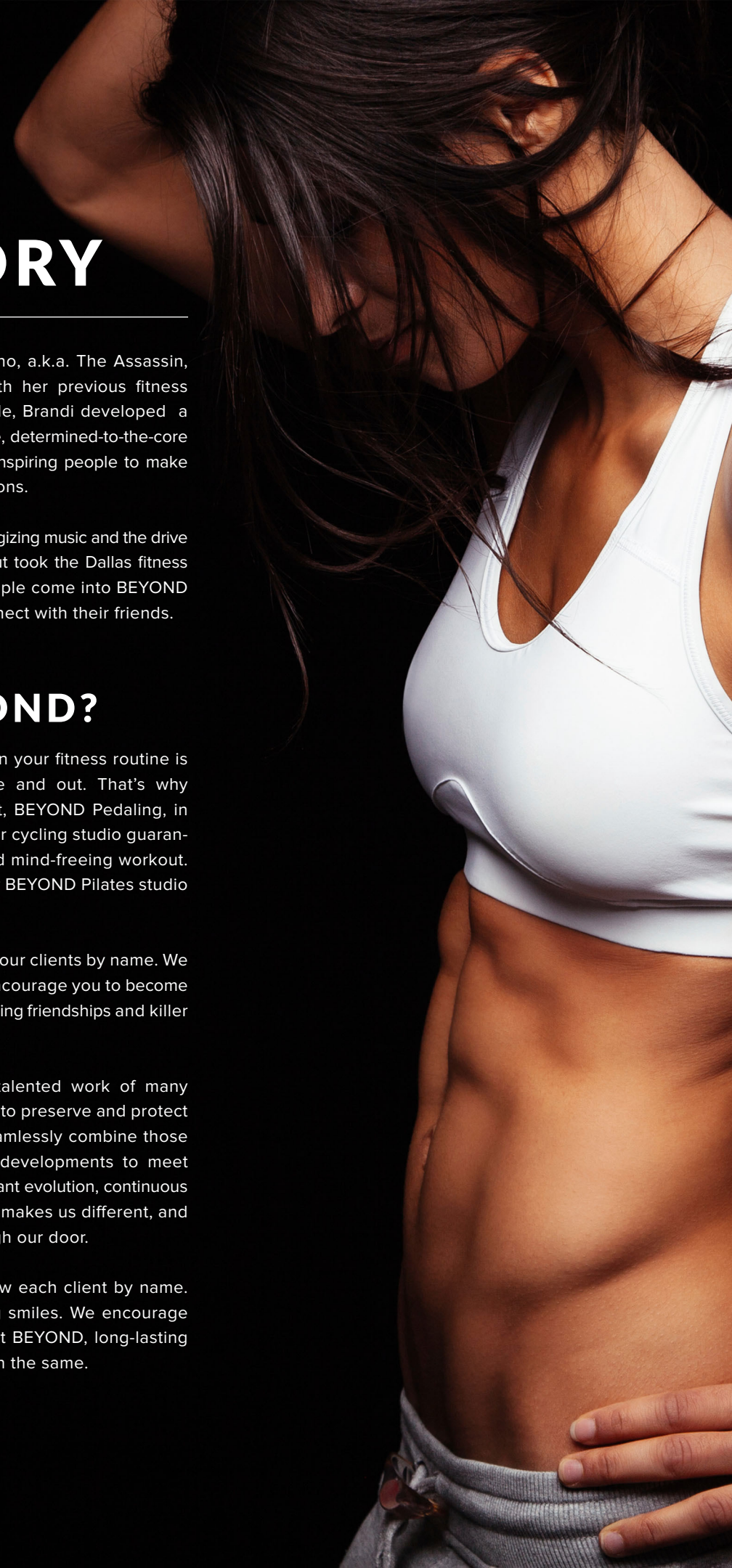
WHY GO BEYOND?

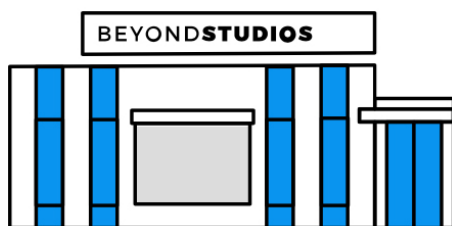
The Assassin preaches that diversity in your fitness routine is the way to reach your goals, inside and out. That's why BEYOND introduced the new concept, BEYOND Pedaling, in 2012. This inventive and original indoor cycling studio guarantees you a heart-pumping, intense and mind-freeing workout. It's the perfect diverse addition to your BEYOND Pilates studio strength training routine.

We take pride in the fact that we know our clients by name. We make changes that bring smiles. We encourage you to become a part of our family. At BEYOND, long-lasting friendships and killer bodies are one in the same.

At BEYOND, we're inspired by the talented work of many fitness individuals, and while we strive to preserve and protect their methods, we also promise to seamlessly combine those principles with new, exciting fitness developments to meet your current needs. We believe in constant evolution, continuous innovation and genuine care. It's what makes us different, and you'll feel it each time you walk through our door.

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PHIT PHILOSOPHY

BEYOND workouts are defined by three main pillars: MIND, MUSIC and MOVEMENT. This trio of elements is how we maximize your 50-minute workout: we challenge you to mentally connect to your muscles and push yourself to an empowering new level of fitness; we use tempo-specific beats to lead you through innovative movement combinations in varying time domains; we incorporate functional, Pilates-inspired exercises to keep your body lean, healthy and mobile.

Our PHIT Program, Pilates Hybrid Interval Training, or cardio intensity reformed, is how we give clients a mixture of low and high intensity intervals by way of a safe, fun and different path. Interval training combines short bursts of speed or, as we like to call it, movements that require a little more “caffeine” with slower, more mind-provoking movements during recovery phases. We carefully select movements and combinations that work both the aerobic and anaerobic systems and can be progressed over time.

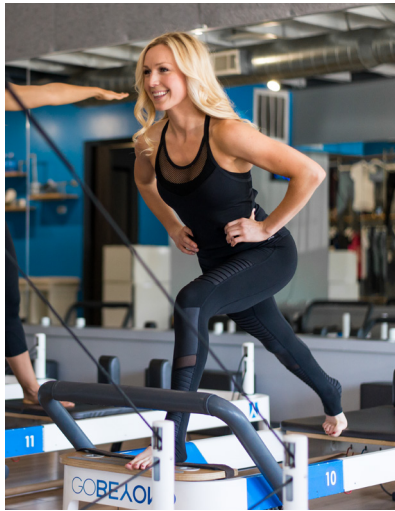
PHIT intervals are safer for your body -- you won't experience the repetitive overuse of muscles that you might have experienced before as a cardio junkie in a past life -- this allows BEYOND clients to train intensely without getting burned out mentally or physically. We are not believers in an all high intensity workout program all the time, since we recognize the possible injuries it may cause. This is why we incorporate the Pilates-inspired exercises into each of our sessions.

We perform our workouts on carefully selected equipment to provide a more sustainable approach to get in shape without going to extremes. You'll find the magical happy place between strength, sweat and mobility. Not to mention, our resistance component in workouts like 500 keep you burning calories for hours after the 50-minute class is up. The afterburn, or metabolic boost, means your workout isn't done even after you walk out our doors.

What do you get when you mix interval training, athletic training and Pilates core stability work all into one session together? A dynamic class that is anything but boring. Workout formats you already know, mixed together and turned upside down.



CLASSES



BEYOND Pilates

PILATES REFORMER TAKEN BEYOND

It's not Pilates; it's BEYOND. In BEYOND Pilates, we combine legendary fitness techniques with pumping tempo-specific music to create a full-body workout on our customized reformer, a.k.a. The Bed. Boredom is not in our vocabulary during your anything-but-sleepy 50-minute workout: think smooth, continuous movements shaken up with heart rate-directed intervals to make you sweat, shake and burn every time we take you BEYOND. We'll teach you how to put your mind to your muscle to take your movement and your body to the next level.



BEYOND500

Our version of SMART interval training: BEYOND500 gives you strength and resistance exercises, cardio intervals, and the afterburn effect will also boost your metabolism for hours post-workout. This marriage of resistance, cardio and mobility is what we stand by for your fat-burning, lean muscle-building body transformation that we're all after. It's safe and it's sweaty; but most of all, it's fun. We tailor our music and our movements for each BEYOND500 session to create your most empowering, mindful, varying and exciting 50-minute experience.



BEYOND Pilates + JUMP

REFORMER AND JUMPBOARD HYBRID

Get your heart pumping with our newest Pilates Hybrid Interval Training class. We've coupled Pilates jumpboard routines with the reformer moves you already love from our BEYOND Pilates class. This high intensity cardio-based reformer class simulates running and jumping without stress on the hips, knees and feet. You will sweat your way through cardio and strength intervals designed to keep your heart rate up while delivering a fun and challenging experience.



CLASSES



BEYOND Pilates + TRAMP

REFORMER AND REBOUNDER HYBRID

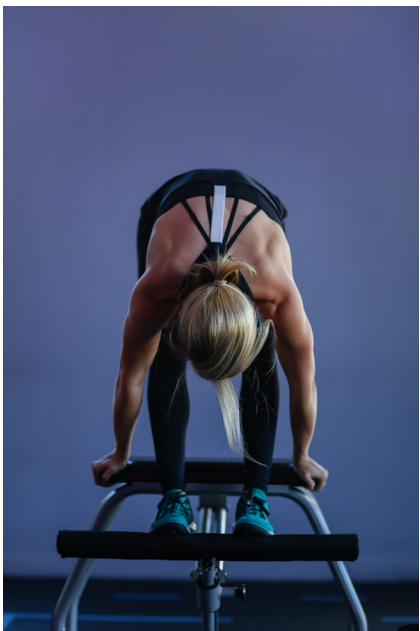
You should jump at the chance to feel like a kid again in our energy-filled Pilates+Tramp session. We mix low-impact, high-adrenaline cardio on our joint-safe rebounder mini-trampoline with lean-muscle-building Pilates movements on our customized reformer. Each session is an expertly crafted combination of intervals to motivate a longer, leaner, and more invigorated you. Pumping music and detailed instruction make this workout fun, safe, and completely addicting.



BEYOND Pilates + RUN

REFORMER AND WOODWAY HYBRID

You can have the best of both worlds. BEYOND Pilates + Run is our signature blend of controlled, low-intensity Pilates movements and the sweaty intervals of metabolism-boosting cardio. We'll challenge your body's natural balance through a series of movements on our customized reformer, improving your strength, flexibility and posture. Then we'll transition you to the star apparatus from our BEYOND500 workout, the Woodway Curve treadmill, where your heart rate will move to new heights on an empowering roller coaster ride. YOU provide the power on this self-propelled treadmill that's 30 percent more effective than the conventional model, so controlling your movement and intensity is still the name of the game.





LOCATIONS

TX

DALLAS

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950 Herndon, Suite 105. Clovis, CA. 93612

Phone: (559) 481-8176

clovis@theBEYONDstudios.com



TEAM TRAINING

We hire natural motivators, people with heart, integrity, leadership, passion and drive. Then we teach our motivators, coaches and PHITinstructors the “how to” and the “why to” GO BEYOND.

BEYOND has implemented a teaching approach that preserves and recognizes the original work of many talented individuals, such as Joseph Pilates, Lotte Berk, Tracey Mallett, Jackie Warner, Tony Horton, Kim Fowler, Johnny G and many others. We simply incorporate today’s biomechanical fitness principles with the needs of clients in today’s society. Our “Project” is designed to coach already talented individuals.

“Project” best describes our training process at BEYOND because we’re a collaborative enterprise planned and designed to achieve a goal that constantly evolves based on needs and fitness trends.

WHAT MAKES US DIFFERENT?

We train our BEYOND team to be coaches, motivators and leaders in a non-corporate America way. What you learn from us can apply to wherever life takes you. We strive to create an environment that people want to be a part of and grow from, minus the competitive feel.

It’s never been about the “experience” instructors bring to the table—it’s about the heart, integrity, creativity, leadership, passion and drive. Our BEYOND Project allows you to be yourself and push BEYOND what you initially thought you were capable of. We promote diversity, and we challenge our team members to be the very best they can be while also being true to themselves.

WHAT IT TAKES TO GO BEYOND...

First, candidates must have taken a minimum of 20 classes at BEYOND within three months and have a nationally recognized fitness certification.

Next, candidates must attend 16 hours of 'classroom' training, and assist in at least four to five sessions. Assisting consists of opening or closing with a BEYOND instructor, preparing playlists, aiding new client equipment setup and walkthrough, and observing while working the front desk.

Finally, candidates must conduct mock classes (in this order) Staff, Friends/Family, Staff and two Community classes. Total time for initial training is 25 hours with 16 classroom hours, 4 hours in-studio hours, and 5 mock instruction hours.



FRANCHISE

THE OPPORTUNITY.

As a franchisee, you will be given all the tools—the system, the training, the name, the market, and the support—that will help ensure your success. We will help you find the best location for your BEYOND franchise.

We provide you with the initial and ongoing training and support. Our detailed Operations Manual will teach you everything from lease negotiation to marketing.

We leave nothing to chance when it comes to teaching you our business, and we will continue to help you to ensure our mutual success throughout our entire business relationship.

We share our proven system and procedures while still listening to your market needs and provide you with solutions. You will have access to the best systems and methods in the industry.

EXPERIENCE. Want to avoid expensive startup mistakes? BEYOND has an executive team of fitness professionals with experience in different markets including Dallas, Los Angeles and New York. BEYOND pioneered the group reformer workout in Dallas, Texas.

SUPPORT. You'll be educated on how to start and run your BEYOND franchise.

NAME RECOGNITION. Brand names bring more clients into your business and provide a competitive advantage that independent units can seldom afford.

SPEED AND EFFICIENCY. We will use our expertise to assist you in your startup so that you can begin filing classes right away instead of trying to work out unforeseen problems.

SIMPLICITY. Franchisers try to keep your business as simple as possible so that you can concentrate on the activities that will make you the most money.

Contact us at franchising@thebeyondstudios.com



TESTIMONIALS

Workouts, facility, and instructors are all wonderful! Classes are always a bit different and very challenging but also easy to follow. Instructors explain everything well and are very attentive during class. I have also found the customer service to be top notch. I asked about a song that I liked once and before I was home Adria had emailed me a link with the song download. I emailed another time for info on bringing a friend and the owner Brandi called me personally a few minutes later and was so very nice and helpful! Truly worth every penny!

KARIN K

GOOGLE REVIEW

Get that workout in and get out, that's what I prefer. Clean studio, great music, committed and enthusiastic instructors.

ALICE C

YELP REVIEW

THE BEST WORKOUT IN DALLAS ! I've been attending classes for the past 5 months and have felt a serious change in my body. Classes are offered at convenient times everyday and no matter what instructor I have, the workout is consistent and I always leave class feeling great. Kendal and Brittany my personal favs, and even just one class with Brandi will seriously change the way you workout. They're all knowledgeable and encouraging ! There's no judgement here - I've felt comfortable since day 1. The benefits are worth the cost!

LEIGH M

GOOGLE REVIEW

I typically dislike running, and I have a back injury that can quickly get exacerbating by running outside or on conventional treadmills. And yet, I'm newly hooked on this class that is half running. The Woodway Curve self-powered treadmills are no joke, but they also really cut down on the impact of running. These classes kick my butt, but Elissa is just the best. Even if I want to die on the treadmill, she makes me push through. You'll be asked to run at different intensities during the running portions, but you can scale this based on your running abilities. Same goes for the floor portion - the exercises are challenging, but there is a great focus on form, and the instructor can always offer modifications if necessary. You'll be sweaty and tired, but feel super accomplished and happy at the end of class!

FIONA M

YELP REVIEW

HIT US UP

Find out more about BEYOND STUDIOS by checking us out online at www.thebeyondstudios.com or get connected with us on social media.

OUR DIGITS

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/theBEYONDstudios

