

# Phone Chat — Questions for Kira

No wrong answers, and "I don't know yet" is a totally fine answer. This just helps me build you something that actually fits how you work. Feel free to answer inline right in this doc, voice-memo me, or we can just talk through it over coffee.

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## 1. The big picture

1. If this project could change ONE thing about your business a year from now, what would it be? (More clients? Better clients? More retreat sign-ups? Less admin? Something else?)
2. Who's your dream client — the person you most want more of? (Elders? People recovering from injury like you were? Retreat women? Class regulars?) If you had to rank your offerings by "I want more of this," what's the order?
3. Is there anything about the business you're trying to move AWAY from?
4. Roughly how full is your schedule now? Are we filling empty slots, or raising the bar on a full one?
5. What is your current business model? Are you offering only a rate / price per session or have you explored a monthly subscription-type model for recurring clients? You could display a cost savings if a client pays monthly for example 4 sessions a month.

## 2. Your current site

6. What do you like about your current website, if anything? Anything you'd fight to keep?
7. What made you cringe last time you looked at it?
8. Logistics: do you have your Wix login handy? Do you know where your domain (resilientpilatespdx.com) is registered — through Wix, or somewhere else? (I'll help you dig this up if you're not sure.)
9. What are you paying Wix per month/year right now? (Heads up: the plan gets you to roughly \$0 hosting.)

### 3. Look & feel

10. Describe your brand in 3–5 words as if it were a person walking into a room.
11. Any websites, artists, posters, album covers, zines — anything visual — that feel like "you"? Send links or photos, even loose ones.
12. Anything that's definitely NOT you? (My working theory: nothing too clean, corporate, or "wellness spa." Confirm or correct me.)
13. Your About page mentions an amazing painting from Ginger — do you have artist friends whose hand-drawn work could become part of your brand (lettering, anatomical/botanical sketches, textures)? Would you want that?
14. Do you have a photo archive — retreat photos, studio shots, you teaching? Where does it live?

### 4. The video library (money vs. megaphone)

15. **Real talk: are the paid class videos (\$3–5 each) actually making money?** Roughly how many sales a month?
16. Here's a thought, and I want your reaction: **those videos may be worth far more to you as free marketing than as products.** Full classes on YouTube become a discovery engine (people find you, then book privates and retreats — which is where your real revenue is), clips of them feed Instagram, and we could feature **one free full-length class right on the site** — "Try a class with Kira" — as the hook that turns a stranger into a client. The trade: you give up the \$3–5 sales. Options:
  - **(a) Make them all Free** — YouTube + site, maximum reach, optional "pay what you want" tip jar (Ko-fi).
  - **(b) Hybrid** — one or two free "sampler" classes as marketing, keep the rest paid (moved to Gumroad/Ko-fi since Wix's video store goes away with Wix).
  - **(c) Keep them all paid** on a new platform. Which way are you leaning, and what would make this decision easy for you?

### 5. Booking & scheduling

17. Walk me through how a new client books with you today, start to finish. What's annoying about it?

18. How do you feel about strangers booking themselves straight onto your calendar vs. every new person starting with a conversation (text/call) first? (We can do either — e.g., self-booking for a free 15-min intro call only, with everything else by text.)
19. Do you live out of Google Calendar (or any calendar)? Would appointments landing there automatically be a blessing or an intrusion?
20. A big "Text Kira to book" button on the site would go to (503) 957-2682 — comfortable with that number being the front door?
21. Do you have a Google Business Profile (what shows up in Google Maps)? Ever asked clients for Google reviews?

## 6. Instagram & social

22. Can you add me as a collaborator on @resilientpilates (and @resilientretreats)? How do you feel about each account — keep both, or merge energy into one?
23. How do you honestly feel about being on camera? Filming yourself teaching?
24. Would any clients plausibly say yes to appearing in short videos (with a proper consent form we'll provide — especially thoughtful for your elders)?
25. Realistically, how much time per week would you happily give to social? (The plan is built around batch-filming ~1 hour a month — does that sound doable?)
26. Anything you've seen on Instagram (accounts, video styles) that made you think "I could do that" or "I'd never do that"?

## 7. Retreats

27. Should Resilient Retreats stay its own brand and site, or come under the Resilient Pilates roof over time? What's Clare's stake/preference?
28. For the September retreat — how are sign-ups going, and want help promoting it before the Sept 1 fee deadline? (This could be our warm-up project.)

## 8. Down the road (no pressure)

29. Our plan is that once the new site and social plan are built, **you'd own them** — making future website changes yourself by literally telling Claude (an AI assistant on your computer) what you want in plain English: "change Friday's class time to 10am," "add the new retreat." It costs about \$20/month and we'd do a practice run together before you're ever on your own. Gut reaction?

30. Anything else on your mind — hopes, worries, weird ideas? Weird ideas are especially welcome.