

POSITIONING AND EXPANSION PLAN: “REDUX SPA”

Who We Are

“Redux” is a **woman-owned wellness sanctuary dedicated to supporting women through expert massage therapy and holistic care. Our Board Certified Massage Therapist brings over 12 years of experience and specialized Hot Stone Massage certification.** We use only **organic, wild-harvested botanicals and locally sourced ingredients.** Beyond individual sessions, we've cultivated a vibrant **community of clients who gather monthly for live music and art events.** We've created a space where healing and connection thrive together!

Who We Serve

Women 18+ who may:

- Have a focus on maintaining holistic physical health with a focus on massage therapy
- Previous/current/aspiring health centered
- Persons who are creative/artistic and appreciate social gatherings
- Have past trauma and are seeking a healthy way to connect with their bodies/selves

Key Value Props

1. Woman-owned, woman focused inclusive space with full peer support.
2. Board Certified Massage Therapist (BCMT) – owner has received highest certification in massage and bodywork with over 12 years experience in the industry and holds a Hot Stone Massage Mastery Certificate.
3. Offering all organic, wild-harvested botanical oils and locally sourced ingredients such as calendula and lavender.
4. Deeply connected network of existing client base who meet monthly on site for live music and artistic events.

Goal to Test

Quantify the impact of adding gender-inclusive services (individual massage for men, couples massage offerings, couples workshops, a monthly new fathers' peer support group, and a mentorship program for male massage therapists in trauma-informed practice) on client retention, community satisfaction, and business growth within a previously women-only wellness space. The goal is to determine whether these expansions strengthen the business and community or create tension with existing clientele who value the women-centered sanctuary positioning.

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Key Metrics to Track

- Client retention rate pre/post expansion announcement
- New client acquisition from men and couples seeking these services
- Existing client satisfaction surveys (specific questions on whether expansion feels welcoming or threatening)
- Revenue impact by service line (individual, couples, workshops, support groups, mentorship)
- Attendance and engagement at monthly community events

Next Steps

1. **Gauge Current Client Sentiment:** Conduct pulse checks with existing clientele through casual conversations, structured 1:1s, or anonymous surveys to assess comfort with service expansion.
 2. **Validate Male-Focused Services:** Research competitor offerings locally, consult health industry contacts, and interview 5-10 prospective male customers (via social media, gyms, health care spaces, farmers markets) to ensure proposed services meet market demand and competitive standards.
 3. **Assess Financial Impact:** Analyze competitor pricing and service offerings, establish baseline pricing for new services, and calculate ROI and risk profile for expansion.
 4. **Iterate and Refine:** Return to any step as needed to adjust approach based on findings and learnings.
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