

# Start a Float Center

A 4-Hour Workshop for First-Time Owners

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*Everything we wish we'd known before opening our first float center — the build, the business, and the path to break-even.*

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## **Block 1 - Welcome & The Float Opportunity**

Why floating, who your customer is, and what you're actually signing up for as an owner.

## **Block 2 - The Financials and Loan Options**

Cost to open, basic financial forecast, ROI/break-even, and how to fund it — SBA loans, conventional financing, and other options.

## **Block 3 - Building Your Center (Construction & Layout)**

Choosing a location, ideal floor plan, soundproofing, temperature control, and protecting your building from salt.

## **Block 4 - Operations & Staffing**

Spa flow, daily operations basics, hiring, and building a culture that keeps clients coming back.

## **Block 5 - Business Model — Memberships, Packages, Drop-Ins**

Pricing structures, the membership model that drives recurring revenue, package bundles, and drop-in pricing.

## **Block 6 - Marketing**

Word-of-mouth engine, social media that works for float, and grassroots tactics to fill your schedule.

## **Block 7 - Q&A; and Your Action Items**

Open questions plus a prioritized “first 90 days” checklist to leave with.