

Tuesday, January 8, 2008

## **Business in the Spotlight: Lotus 7 Yoga and Pilates**

**The Rancho Santa Margarita business provides students with seven paths to fulfillment.**



### **HER DREAM:**

**Lisa Brabender, president of Lotus 7 Yoga and Pilates.**

By EUGENE W. FIELDS  
STAFF WRITER

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**Name of Business:** Lotus7 Yoga and Pilates

**Owners:** Lisa Brabender, president and CFO and Dan Brabender, secretary

**Business address:** 22411 Antonio Parkway, Suite C215

**Telephone:** 949-888-4503

**Web site:** <http://www.lotus7yoga.com/>

**Type of business:** Yoga and Pilates instruction

**When opened:** July 2007

**Describe your business:** Lotus7 Yoga and Pilates is a warm and tranquil sanctuary that provides students with the seven paths to fulfillment: exercise, breathing, nourishment, meditation, creation, performance and life.

Our classes are for people of all ages and stages of life. All our classes are alignment and anatomy based with a focus on clear, accessible instructions and precise and hands-on adjustments not only allowing students to continually go deeper into postures but helping students gain the utmost benefit from their practices.

**Why did you start the business?** I was frustrated working for large corporations and wanted a business where I could create a relaxing and friendly environment that encouraged community and a healthy, balanced life. I have practiced Yoga for over 25 years and Pilates for four years and truly believe in the many health and fitness benefits these practices have to offer. I also wanted to create a studio that maintained a culture of fun and freedom, where classes could be personal, inspiring and innovative experiences.

**Owner's background and education:** Lisa Brabender has a bachelor's degree in social science and a master's degree in business administration from UC Irvine. Dan Brabender has a bachelor's degree in fine arts and art education from the University of Wisconsin.

**How long did it take you to get from idea to open doors?** Five months.

**What were your start-up costs?** Approximately \$90,000.

**Did you write a business plan?** Of course! My first draft took me a few weeks to research and compile. I blessed all those years of experience working for a CFO and understanding how to manipulate a spreadsheet. However, I have to admit, it is extremely organic and forever evolving.

**Expected revenue for this year?** We are only into our six month of operation and although we have been breaking even since our third month, I am uncomfortable in releasing what our projected revenues for 2008 will be. What I do feel comfortable in saying is that we are still on track in our business plan in opening our next studio within 2008.

**What was the biggest thing you didn't think of before you started?** The overwhelming support and love I received from my family and friends. This is truly a community project honed from the hearts of everyone that has been involved in the creation of Lotus7. Also, when it comes to build-out and construction costs, my advice is to take whatever you project and double it.

**What is your advice for other business owners?** Research. Know everything you can about your product and service. Network and listen. People love to share their business experiences. Wake up every morning and recommit to your vision, because if you don't see it, no one else will either.

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