

Program Agenda

DAY 1 – Shop Logistics

Introductions

- Intro to the program
- Who we are / Float On background

Shop Logistics and Operations

- Float schedule
- Flow of a customer
- Cleaning schedule
 - Transitions
 - Daily Clean
 - Deep Clean

Software

- Scheduling software
- Other useful software

Water Sanitation

- Epsom Salt
 - USP Grade vs Agricultural Grade
- Different Types of Float Tanks
- Pump and Filtration Systems
- Different types of Treatment
 - Chlorine / Bromine
 - Ultraviolet Light (UV)
 - Ozone (O_3)
 - Hydrogen Peroxide (H_2O_2)

Tank Chemistry

- Types of Epsom Salt
- pH
- Alkalinity
- Calcium Hardness
- Temperature
- Specific Gravity
- Optional Additions
- Other Things to Measure
- Incident Reports
- Independent Lab Tests
- Regulations and Certifications
 - Health Departments
 - Model Codes
 - Standards and Certifications
 - Float Industry Funded Testing

6:45pm END OF DAY

DAY 2 – Construction

Choosing a Location

- Neighbors & Parking
- Type of Building
- Existing Amenities
- Rent or Own

Laying Out Your Ideal Space

- Suggested Features
- Optional Features

Organizing a Team

- Comparing Contractors
- Comparing Bids

Soundproofing

- Intro to Soundproofing
- Soundproofing Walls
- Soundproofing Ceilings
- Soundproofing Doors
- Soundproofing Floors

Waterproofing (Salt Proofing)

- Waterproofing Floors
- Waterproofing Walls

Electrical

- Wet Environment Equipment
- Float Tank Requirements
- Tank Controls & Audio
- Additional Float Room Power
- Lighting
- Additional Electrical Requirements

Heating, Ventilation, & Air Conditioning

- Forced Air
- "Ductless" Mini-Splits
- Radiant & Resistance Heaters
- Quiet Exhaust Fans

Plumbing

- Floor Drains
- Showers
- Fixtures
- Water Heater
- POE & POU Water Filtration

ADA Improvements

6:45pm END OF DAY

DAY 3 – Business and Marketing

Business Basics

- Formation & Permits
- Professional Services

Timeline to opening

- Preparation
- Buildout
- Testing / Training / Soft Launch

Buildout Finances

- Assets
- Expenses

Typical Monthly Profit & Loss

- Income
- Expenses

Breakeven Calculations

Intro to Float Tank Marketing

- Marketing is in Everything You Do
- Paid vs Unpaid Marketing
- Word of Mouth
- Fill Up Your Tanks
- Quality is the Best Marketing

Basic Marketing Funnel

- Lead Sources
- Website
- Conversion to Memberships
- Building a Mailing List

Target Markets

- Choosing Target Customers
- Niche Marketing
- Broad Marketing

Pricing

- Standard Float Prices
- Membership Structure(s)
- Free Floats
- Discounts

PR

- Press vs Ads
- Don't Make it All About You
- Contact Timeline

Facebook Advertising

- Benefits of Facebook Ads
- What to Watch Out For
- Getting the Most Bang for Your Buck

Contacting Wellness Professionals

- Making other connections

Discounts

- Running a Daily Deal
- Running Internal Deals

Special Programs and Internships

Review & Questions

6:45pm END OF APPRENTICESHIP