



CASE STUDY  
**BODY FX**<sup>®</sup>

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How a Fitness Membership Site Found Explosive  
Growth after Switching to PayKickstart...

Instantly DOUBLING revenue and generated

**7,000+** new members  
in 2 months

## COMPANY BACKGROUND – The Customer

Body FX doesn't just create video fitness systems. Body FX creates a healthier YOU. The company's four-week fitness challenges have [helped their customers](#) lose weight, gain energy, and build self-confidence.

Company co-founders, James and Jaana Kunitz combined their love of dance and years of experience in video production to produce a winning health and fitness business that has grown rapidly over the past six months – but that expansion was severely throttled until James decided to risk trusting a vendor one more time and respond to an email from PayKickstart.

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*“Body FX is the BEST thing I’ve ever done for myself!”*  
*(Adam, a happy Body FX client)*

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## SITUATION PRIOR TO JOINING PAYKICKSTART - The Challenge

Their work as a video production crew put the Kunitz team in touch with thousands of people struggling to lose weight and regain health. The more they listened, the clearer it became that a common set of problems stood in the way of success. Not only that, but the few who achieved their fitness goals weren't exempt from falling right back into their old ways – often ending up in worse shape than when they started.

James and Jaana went to work designing a program that would fix the shortcomings they saw in other health and fitness plans. Their ambition –



helping people get and stay in shape – took form and their subscribers

began reporting spectacular results.

After a while, though, the company began to outgrow the tools used to launch the business. They needed more capability and functionality than those platforms provided, and it quickly became obvious something would have to be done ... soon.

That's when the headaches began.

The leap from startup to booming business was turning up problems the Kunitz's hadn't anticipated. How could Body FX support the burgeoning growth in sales without having to pay exorbitant fees for a custom program capable of managing their membership flow and handling payments from clients around the globe?

Was it even possible?

## HOW PAYKICKSTART SOLVED THE PROBLEM – Solution

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*“The tools I needed to grow the business weren't there. It was such a headache. Integrating all of our payment options seemed impossible.”*  
*(James Kunitz, Body FX)*

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The Kunitz's were close to giving up on the search for an out-of-the-box solution to their growing pains. It looked like the only realistic option was to contract with a development company for a custom solution and funnel much of their revenue to cover that expense along with the maintenance contract it would require.

That was a sad realization.

Body FX customer service was suffering, the administrative load was overwhelming, and a process that should be a joy (growing an online business) was turning into a daily battle.

Something had to give ... and it did.

Here's what happened:

Mark's emails convinced James to give a third-party solution one more shot, so he scheduled a PayKickstart walk-through. That one decision saved Body FX an incalculable amount of money and allowed the team to maintain maximum control over the sales process.

Mark showed James a way to seamlessly integrate payments, organize the shopping cart system to maximize the customer experience, and access a powerfully effective approach to affiliate management.

James was astonished.

The system he envisioned existed after all. There really was someone who understood the troubles online businesses must deal with during expansion. The wildly popular tools that work great for launch run out of depth and can no longer handle the growth. Nobody tells you that, though. You have to learn the hard way.

Looking back on that PayKickstart introduction, James said, "Here was finally a system that worked exactly how I expected the payment process to work. Anybody can do anything with any card. That's the way those other payment platforms should be set up, but they don't seem to get it."

The difference:

PayKickstart is designed by online entrepreneurs FOR online entrepreneurs. Within 15 minutes of talking with Mark and seeing the demonstration, Body FX became the newest PayKickstart customer.

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*I told Mark, "PayKickstart is exactly what I've been looking for. I don't even need a free trial ... just sign me up!" (James Kunitz, Body FX)*

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## HERE'S WHAT HAPPENED - Results

PayKickstart functionality solved the growth problem for Body FX. Once the constant integration headaches went away, James and Jaana gained the confidence to push hard with their subscription business. With payment collection no longer the bottleneck, the team was free to focus on marketing and get ready for the soon-coming New Year rush to fitness.

The company added

# 7,000

New Subscribers

Within two months of the switch and doubled revenues in the following quarter.

Not only that, but the success story doesn't stop there:

The Body FX growth curve is still climbing at

# 15 to 20 %

Every Month,

And PayKickstart is handling that growth just fine. Taking the heat off online sellers like James and Jaana is the reason PayKickstart was created.

Will PayKickstart work for you?

James says that depends on the type of business you're operating. "For most online sellers," he advises, "PayKickstart has all of the features and functionality necessary – and customer service is fantastic! If you're doing single pay but need split pay or want to convert some of your business to subscriptions ... you can't go wrong with PayKickstart."

Looking for a healthier YOU? Check out the newest [fitness challenge at BodyFX](#).

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