



INFRARED SAUNA · RED LIGHT THERAPY · SAUNA STUDIO

# Sauna Culture Is Having a Moment. Be the Studio in It.

Infrared sauna is trending across wellness communities. uFire connects your studio to the people driving that conversation locally.

ufire.ai - Provo, UT Launch - 2026



#### THE PROBLEM

## Why Infrared Sauna Studios Struggle to Build Consistent Membership

- X Trending nationally but invisible locally** — Infrared sauna content is everywhere on social media — but your local studio isn't in any of it. The trend is driving curiosity; you're not capturing it.
- X Membership conversion is the revenue unlock — but it's hard** — Walk-ins are nice. Monthly members are the business. Converting occasional visitors to members requires trust and consistent social proof from people they know.
- X Competing with the gym sauna is a value story you're not telling** — Your infrared sauna experience is dramatically better than a traditional steam room. But that story needs real voices — people who've felt the difference — to communicate it effectively.



## THE SOLUTION

# uFire Changes Everything

We activate local ambassadors - real community members with 250-10K followers - to authentically share your business with their network.

1

### Match you with health and wellness ambassadors

We find people in Provo who post about health optimization, wellness routines, and lifestyle content — the exact demographic that converts to sauna membership.

2

### They come in regularly and post their ritual

Why I sauna every day content, post-sauna glow content, detox and relaxation lifestyle posts — the exact content that drives both first visits and membership inquiries.

3

### Their followers become your next members

Membership decisions are made when someone sees their friend posting about their sauna ritual for the third time and thinks I want that too. That's uFire at work.



### THE ROI

## The Math Is Simple

**\$1,440+**

Annual LTV per member  
(\$120/mo membership x  
year)

**\$500-\$3K**

Typical monthly infrared studio  
marketing budget

**40%**

of first-time visitors  
who become monthly  
members

A 10-post uFire campaign costs \$500-\$1,000. Converting 8 new monthly members at \$120/month generates \$11,520/year in new recurring revenue — a 12-23x return from a single campaign.



GET STARTED

# Ready to Fill Your Studio With Monthly Members?

- ✕ ✓ Pilot Package: 10 posts over 30 days. Track new member inquiries. Zero long-term risk.
- ✕ ✓ Content formats: Why I sauna every day posts, post-sauna glow content, detox routine lifestyle content — authentic posts that drive membership conversion.
- ✕ ✓ Trend timing: Infrared sauna content is trending right now. Early ambassador campaigns capture that cultural momentum before your competitors do.

[ufire.ai/brands/infrared-sauna](https://ufire.ai/brands/infrared-sauna)

Provo, UT - 2026 Launch - Limited Brand Spots Available