



## September Prep for Your Pilates Studio

Hi {{ contact.FIRSTNAME | default : "there" }},

September always brings a back-to-routine mindset. Parents, professionals, and students are looking to reset—and Pilates is often at the top of their list.

This is your moment to get ahead of the fall rush and position your studio as *the* go-to space to return to movement, structure, and self-care.

Here's your **Back-to-Studio Season Prep Checklist**.

### Review and Refresh Your Class Schedule

- ✓ Take a look at what worked (and didn't) this past spring
- ✓ Add in any new class times or formats to capture post-summer energy
- ✓ Poll your clients or check attendance data to make informed changes

→ Even a small tweak—like offering a 7:30am class or switching to 50-minute sessions—can improve attendance.

### Relaunch Dormant Client Campaigns

- ✓ Send a “We Miss You!” email or text with a limited-time return offer
- ✓ Offer a discounted drop-in or short trial pass to get people back in
- ✓ Add a personal touch—mention their last class or favorite instructor

→ According to Mindbody, reactivating lapsed clients is **5x more cost-effective** than finding new ones.

## Plan a Back-to-Studio Promo

- ✓ Run a limited-time package or fall challenge
- ✓ Try a “Bring a Friend” week, referral reward, or new member bonus
- ✓ Announce it on your site, socials, and front desk

→ Make it easy for your community to spread the word *for* you.

## Update Your Website + Google Business Profile

- ✓ Double-check class times, instructor bios, and CTAs
- ✓ Add updated photos, client reviews, or fall event info
- ✓ Link directly to your fall offers

→ Studios with updated Google listings see **42% more direction requests** (Google Business data).

## Refresh Your Studio Vibe

- ✓ Declutter, clean, and restock
- ✓ Refresh signage or class boards
- ✓ Try a new scent, playlist, or small layout change to boost energy

→ A little ambiance shift can make the space feel brand-new—even for your regulars.

*Pro Tip: This is also a great time to reconnect with your instructors and staff. Align on goals, get their feedback, and support them in showing up recharged for fall.*

September can be your **busiest month of the year**—but only if you start now.

At PEI, we’re here to support not just your growth, but your *momentum*. Want help setting up your fall marketing or training calendar?

👉 Book a free consult [here](#) and let’s make it simple.

Onward to a packed studio,  
—The PEI Team



**PILATES**  
EDUCATION INSTITUTE



BRING PILATES TEACHER TRAINING TO YOUR STUDIO AND MAKE IT YOUR OWN

*At PEI, our mission is to increase the number of highly-qualified Pilates instructors across the world by empowering you, the Pilates studio owner, to build and implement a Pilates teacher training program. We provide the curriculum and resources, and you train your own instructors - and keep the profits!*



### **Pilates Education Institute**

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