

A background image of a Pilates studio with several reformers. The image is overlaid with a semi-transparent dark teal rectangle, and the title 'Building an Inclusive Pilates Studio' is written in white text within a white-bordered box in the center.

## Building an Inclusive Pilates Studio

Hi there,

Creating an inclusive studio doesn't require a total rebrand or a new certification. It starts with small, intentional choices that help every client feel welcome, safe, and seen.

Here are 3 practical ways to begin making your studio more inclusive this week:

### **1** Language Matters

Take a look (and listen) at how you and your team cue, teach, and promote your studio.

Words are subtle, but powerful. The right words can create an environment where *more* people feel like they belong.

### **2** Consider Accessibility—Online and In-Person

Sometimes small logistics are what make people feel left out.

- ✓ Offer class descriptions that include intensity level and props used
- ✓ Add captions to online video content
- ✓ Make sure your entrance, bathrooms, and website navigation are physically and cognitively accessible

Need a deeper audit? Ask a few trusted clients what felt intimidating the first time they came in. Their insights are gold.

### 3 Representation is a Form of Invitation

Make sure your visuals reflect a range of people.

- ✓ Use marketing materials that reflect the diversity of your actual or ideal clientele
- ✓ Feature testimonials or photos from a mix of clients
- ✓ Spotlight different teaching styles and instructors in your team

People want to see themselves reflected. Representation isn't just inspiring—it's *effective*.

The bottom line? **Inclusivity isn't about doing everything perfectly.**

It's about choosing to be thoughtful, approachable, and open...and being willing to keep learning.

If you're looking to create a Pilates space where *everyone* feels welcome, this is your first step. And at PEI, we're here to support you as you grow into it.

Team PEI

P.S. Want to explore how inclusivity can be built into your teacher training program, too? Let's talk. [Click here to book a chat.](#)



*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

3710 Mitchell Drive, Suite 104, 80525, Fort Collins

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