

A background image showing a person's hands typing on a laptop keyboard. The image is overlaid with a semi-transparent teal rectangle. Inside this rectangle, the title 'How to Create More Content Without Burning Out' is written in white, bold, sans-serif font.

## How to Create More Content Without Burning Out

Hi there,

You don't need to spend hours creating fresh content every week to market your studio.

Truth is—you're *already* doing the work. You just need a system that turns it into something shareable.

Here's how to turn your studio into a content machine—*without burning out*:

### ✨ 1. Record What You're Already Doing

That 10-second cue you gave in class? That demo you shared with a new client? That quick correction you made on the Reformer?

That's a **reel**, a **caption**, or a **tip post**.

Set up your phone for short clips during class or in between sessions (with permission, of course!). Even if you don't use them now, you'll thank yourself later.

### ✨ 2. Repurpose

One piece of content = multiple uses. Here's how:

- That reel? Strip the audio and make a voiceover tip

- That client testimonial? Turn it into a quote graphic AND an email intro
- That blog post? Break it into 3 social captions and 2 story slides

You don't need more content. You need more mileage.

### ✨ 3. Batch It & Bank It

Set aside 1–2 hours every month to:

- ✓ Upload your saved clips
- ✓ Pull 5–10 images or moments from class
- ✓ Write a few captions using what you've already said *out loud* in the studio

This turns content into a system...not a scramble.

### PEI Pro Tip:

Use themes to make it easier. Try batching around:

- Client wins
- Behind-the-scenes
- Instructor tips
- FAQs or common misconceptions
- Studio culture

When you have themes, you're never staring at a blank screen again. 🙌

The goal? **Less content stress. More visibility. And showing up as *you*, without turning into an influencer.**

We're cheering you on as you build a studio that shows up *smart*, not just more.

Need help streamlining your teacher training content too? We can help with that. Hit reply and let's talk!

Team PEI



*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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