

A background image of a Pilates studio with people exercising on reformers, overlaid with a dark teal semi-transparent rectangle containing the title text.

Reactivating Dormant Clients: Win-Back Strategies That Work

Hey {{ contact.FIRSTNAME | default : "Friend" }},

Ever had a client who loved your classes but then disappeared? Maybe life got busy, or they just lost track. Don't worry—it happens! The good news is, it's **way easier to bring back clients you've worked with than to find new ones**. In fact, it's **5 times easier** to re-engage past clients than to start fresh. Pretty wild, right?

So, here's the plan: We have 4 simple, proven ways to get those clients back on your schedule and re-energized for their fitness journey!

1. Send a “We Miss You!” Email

Think about it: If a friend you haven't seen in a while sent you a message saying, *“Hey, I miss hanging out with you!”* you'd probably feel pretty good, right? Your clients will feel the same! Send them a friendly check-in email, remind them of what they loved about your classes, and offer a little something special, like a discount on their next session or a free class. It's all about making them feel welcome to come back!

2. Share Real Success Stories

People love to see results! If you've had clients who've hit their goals (whether it's getting stronger, losing weight, or feeling more energized), share those wins. Maybe one of your clients reached a fitness milestone like doing 10 push-ups or running a 5K for the first time. Sharing those stories makes people want to come back and see those same results for themselves.

3. Offer a Special Deal (Just for Them!)

Who doesn't love a great deal? A **10% discount** on their next class or a **bonus session** could be all it takes to get them back through your door. You've already built a relationship with them, so a little incentive goes a long way.

4. Ask Them How You Can Help

Sometimes clients stop coming because they didn't feel like the classes were working for them, or maybe life just got in the way. Ask them directly: "What can I do to help you reach your goals?" Offering a chance for them to share their thoughts shows you care and could open up a new opportunity to re-engage them.

Bringing back past clients is about **SHOWING** them how much you care and offering ways for them to get back on track with their fitness goals. If you use these strategies, we promise you'll see results!

Until next time!

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

3710 Mitchell Drive, Suite 104, 80525, Fort Collins

This email was sent to {{contact.EMAIL}}

You've received it because you've subscribed to our newsletter.

[View in browser](#) | [Unsubscribe](#)

