

A background image for the section header. It shows a person's hands typing on a keyboard, with a coffee cup and some papers visible in the background. The image is overlaid with a semi-transparent dark blue rectangle. The text 'Measuring Your Studio's Success' is written in white, bold, sans-serif font, centered within the rectangle.

## Measuring Your Studio's Success

As a Pilates studio owner, you probably already know that measuring the success of your studio goes beyond how many classes you're teaching or how full your schedule is. It's important to track different areas to get the full picture of how well your studio is doing.

Here are a few key things you can measure to help you track success:

### 1. Client Satisfaction

Keeping your clients happy is one of the best signs of success! You can do this by:

- Asking for feedback after classes or at the end of each month.
- Running quick surveys or polls to find out what they like or what could be improved.
- Watching for repeat visits — happy clients come back!

**Action Tip:** Try sending a simple feedback form after each class and ask your clients about what they loved and what you could improve. You can even ask them to rate things like atmosphere, instructor knowledge, and class variety.

### 2. Financial Health

Checking your financial numbers regularly will help you understand how your business is doing. Things to keep an eye on include:

- Monthly revenue: How much money is your studio bringing in each month?

- Expenses: Are you staying on budget with things like rent, equipment, and payroll?
- Profit: Are you making more than you're spending?

**Action Tip:** Keep track of these numbers each month and compare them to previous months. If you notice a trend (either good or bad), you can adjust quickly.

### 3. Class Attendance

How many people are attending your classes each week? More students often mean more success!

- Look at how many people are showing up each day.
- Are certain classes more popular than others?

**Action Tip:** Keep a log of your attendance for each class. If you notice certain times or classes have fewer people, try offering a special deal or promotion to fill them up!

### 4. Client Retention

It's important to keep your clients coming back, not just bringing in new ones. A loyal client is a happy one!

- Are your clients returning for more classes or packages?
- How long are they sticking with your studio?

**Action Tip:** Check your client retention rate. If you're seeing a lot of new faces but fewer repeat clients, it might be time to offer loyalty programs or special perks to keep them coming back!

### 5. Online Presence & Marketing

Tracking your online presence can also show how well your studio is doing in the eyes of potential clients.

- How many people are finding your studio online?
- Are your social media channels growing?
- How well are your email campaigns performing?

**Action Tip:** Check your website and social media stats at least once a month. Are you getting new followers or clicks to your website? If not, think about offering a free class or sharing client testimonials to boost your visibility.

By keeping track of these key areas, you can get a better sense of how well your studio is doing and where you might need to improve. Remember, success isn't just about numbers — it's about happy clients and a thriving business that you love running!

Do you track any of these areas in your studio? Let me know which ones work best for you or if you need help with setting up any of these tracking tools!



*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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