



The Secret to Keeping Clients Coming Back: Goal-Setting

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

Imagine this: Your clients are walking into your studio, not just for their workouts, but because they're inspired to achieve their personal fitness goals—and to share those wins with others.

Here's how you can do it:

Turn a simple whiteboard into a "goal board." Clients can write down their aspirations—things like “touch my toes,” “feel stronger every day,” or “finally master the splits.”

What happens next could be pretty amazing:

Clients start showing up early to check on their progress, encourage each other, and celebrate milestones. The energy shifts, and your studio buzzes with excitement and connection.

And the results you can expect? Attendance spikes, new memberships roll in from word of mouth, and revenue increases in just one month.

This is the power of creating a space where goals are celebrated, and community thrives.

Want to bring this kind of magic into your studio? Try simple ideas like:

- Sharing personalized progress updates with clients after their sessions
- Creating a “goal of the month” challenge to inspire friendly competition
- Hosting a vision-setting workshop for the new year

It's often the little touches that leave the biggest impression—and keep clients coming back for more.

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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