

A woman in a black Pilates outfit is performing a side plank exercise on a Pilates reformer machine. She is holding the straps with both hands, and her legs are extended straight out to the side. The background is a blurred studio setting.

How to Market Pilates for Weight Loss in the New Year

{{ contact.FIRSTNAME | default : "friend" }},

The New Year is prime time for people focused on weight loss—and your studio can be their go-to solution.

Highlighting Pilates as a tool for weight loss is not only timely but also a powerful way to attract new clients and re-engage current ones.

Here are 3 ways to position your studio as the top choice:

1. **Run a “New Year, New You” Challenge:** Create a short-term program focused on weight loss and building strength through Pilates.
2. **Share Client Success Stories:** Highlight members who have achieved their health goals with Pilates. Their stories will inspire and attract others.
3. **Promote Your Expertise:** Use your marketing to educate potential clients about how Pilates supports weight loss—think social posts, blog content, or even a free workshop.

Start 2025 strong by aligning your messaging with what your clients are looking for this season: results, motivation, and transformation!

[Click [here](#) to read our full blog post and get more easy tips!]

[Read the Full Post](#)

Cheers to a packed studio and happy clients!

Stay tuned for more tips in our upcoming blogs and newsletters. If you have any questions or need more help, feel free to reach out!

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!



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