



Making Summer Work for Your Studio

Hi {{ contact.FIRSTNAME | default : "Friend" }}

Summer can feel like a quiet season for many Pilates studios. Clients are traveling, routines shift, and you might be wondering if this is just something you have to “ride out.”

But here’s the good news:

*With a few simple tweaks, summer can actually become a season of **profit, connection, and prep.***

Here are 3 practical ways to make summer *work* for your studio ↴

1. Create a Short-Term Summer Offer

Not everyone can commit to a long-term membership during the summer, but many still want to move and feel good.

➡ Try a **4-class pass**, a **drop-in mini-series**, or a **2-week unlimited pass**.

These lower-commitment options attract people with unpredictable schedules...*without* undercutting your full pricing.

2. Run a Seasonal Event (That Feels Fun!)

Keep clients engaged with something that feels different from the usual schedule:

- ➡ Summer Solstice mat class
- ➡ Bring-a-friend week
- ➡ Pop-up Pilates in the Park
- ➡ Stretch + Sip night at a local winery or café

Make it light, community-focused, and easy to promote on social.

3. Use the Time to Prep for Fall

Summer is the perfect time to work *on* your business if you're teaching a little less.

- ➡ Update your website, onboarding flow, or client emails
- ➡ Map out your fall teacher training or workshop calendar
- ➡ Refresh your social media content or take new studio photos

Even a few hours a week of focused backend time can set you up to hit the ground running in September.

Bonus Tip: Reach out to dormant clients with a “Hey, just checking in” email. Summer is when many people think about *restarting* their movement routine. They just need a nudge.

Even in a slower season, you can create momentum with the right strategies. And remember: summer can be the *seed planting* phase for an abundant fall.

Let us know which idea you're trying. We'd love to cheer you on 🧡

With you in every season,
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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