

A background image of a Pilates studio with several reformer machines. The image is overlaid with a semi-transparent dark teal rectangle. Inside this rectangle, the title 'How to Make Your Studio Stand Out' is written in a white, bold, sans-serif font.

How to Make Your Studio Stand Out

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

With more Pilates studios popping up everywhere, it can feel like you're in a constant race to stand out. But here's the good news: standing out isn't as hard as it seems—it just takes a little strategy and consistency.

Let's talk about practical ways to ensure your Pilates studio rises above the competition and attracts loyal clients who keep coming back for more.

1. Show Off Your Unique Studio Vibe

Every studio has its own personality—what makes yours different? Is it the cozy atmosphere you create, your specialized approach to Pilates, or maybe the tight-knit community you've built? Highlight that!

Quick Wins:

- Update your website's "About" page to reflect your unique studio vibe. Share your story, why you started, and what sets you apart.
- On social media, show behind-the-scenes moments that capture your personality. Think: fun teacher bloopers, client success stories, or sneak peeks of your classes.

2. Build Real Relationships with Your Clients

You're not just offering Pilates—you're offering an experience. Taking the time to build personal relationships with your clients will make them feel

valued, and guess what? They'll keep coming back (and telling their friends).

Quick Wins:

- Send personal emails to your regular clients after a class—thanking them for showing up and offering a quick tip or encouragement.
- Create a client loyalty program with perks like free classes after a certain number of visits, early access to new classes, or special discounts.

3. Be Consistent

Whether it's your branding, your class schedule, or how you communicate with clients, consistency is key. Clients trust brands they can rely on. If you say you're offering a class at 9 AM on Monday, make sure it's there every Monday at 9 AM. Reliability builds trust.

Quick Wins:

- Set a regular schedule for your newsletters, social media posts, and blog updates. Clients love knowing when to expect your content.
- Consistently show up on Instagram Stories or Facebook Live to engage with your community and keep your studio top of mind.

4. Leverage Your Client Testimonials & Reviews

Social proof is powerful. If clients love your classes, let them tell the world! Client testimonials and reviews help others feel confident in choosing your studio over the competition.

Quick Wins:

- Ask your most loyal clients to leave a review on Google or Facebook. Don't be afraid to ask!
- Post client testimonials on your website and social media. A simple "Before and After" story (even without the photos) of a client's progress can have a huge impact.

5. Get Creative with Your Marketing

There are so many ways to get noticed outside of the traditional marketing methods. Think about running a unique promotion or challenge that aligns with your studio's values.

Quick Win:

- Launch a "30-Day Pilates Challenge" where clients sign up for daily Pilates videos. Offer a small prize or incentive for anyone who completes it.

- Team up with local businesses for a cross-promotion (like a fitness gear shop or a healthy café) and offer a bundle discount to each other's clients.

6. Use Technology to Your Advantage

In today's world, technology isn't just about fancy apps. It's about using tech to enhance the client experience. Simple things like an easy-to-use booking system, class reminder texts, or an online community can make a big difference in how clients perceive your studio.

Quick Win:

- Set up automated email reminders for upcoming classes or promotions. Tools like Kit or Flodesk can help you stay on top of this without lifting a finger.
- If you don't have one yet, consider launching an online community (think: Facebook group or a private Instagram hashtag) where your clients can share their experiences, ask questions, and engage with each other.

By making these small shifts and staying consistent with your marketing, you can create a lasting impression and stand out in a crowded market. But remember, it's not about doing everything at once—it's about doing the right things consistently. Need help getting started? Let me know, and we can brainstorm a plan for your studio!

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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