

A woman with dark hair tied back is performing a Pilates exercise on a dark mat in a living room. She is in a seated position with her legs extended and arms reaching forward. A laptop is open on the floor next to her. The background shows a modern living room with a sofa, a lamp, and a side table. The entire image is overlaid with a semi-transparent dark teal filter.

Offering Online Classes: Is It Right for You?

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

The fitness world is evolving, and more Pilates studios are jumping on the online class bandwagon.

But is it right for your studio?

If you've never offered online classes before, it can feel like a big step. Let's look at some data that might help you decide.

- **The demand for online fitness is booming:** According to a 2024 report from IBISWorld, the online fitness industry has grown by 22% in the last year, and is projected to continue expanding. People are loving the convenience of working out from home.
- **Clients crave flexibility:** A study from Mindbody found that 69% of clients prefer having the option to take virtual classes, especially when balancing busy schedules. That means offering online options can help you keep existing clients engaged, while attracting new ones.
- **Global reach = bigger audience:** By taking your classes online, you aren't limited to your local area anymore. You can connect with Pilates lovers across the country (or even globally!). For instance, in 2020, a survey by Fitness Business Association found that 46% of fitness businesses saw a rise in international clients after moving online.

- **It could boost revenue:** With online classes, you can increase the number of sessions you offer each week without worrying about physical space or equipment. This could lead to more consistent revenue streams, especially during slower months.

Now, before you dive in, ask yourself:

- Do I have the tools to stream or record classes?
- How will I manage online bookings and payments?
- How will I market this new offering to my existing clients?

Take it one step at a time—maybe start by offering just one online class a week and see how it goes.

If you need help figuring out how to add online classes to your studio, we've got you covered!

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

3710 Mitchell Drive, Suite 104, 80525, Fort Collins

This email was sent to {{contact.EMAIL}}
You've received it because you've subscribed to our newsletter.

[View in browser](#) | [Unsubscribe](#)

