



Training the Next Generation of Instructors

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

You've built something powerful. Your schedule is full, your clients are loyal, and your classes are changing lives.

But what if your next move wasn't just more classes...

What if it was **training the next generation of instructors** on *your* terms?

Launching a teacher training program isn't just exciting. It's *smart*. It's *scalable*. And it's backed by some seriously strong data:

What We Know from Industry Reports:

- **Studios that offer teacher training earn up to 40% more revenue.**
→ Mindbody Business (2022) shows studios that expand beyond classes report higher annual income. Why? Because training programs bring in predictable, upfront revenue with high-ticket pricing and waitlist-level demand.
- **Demand for certified Pilates instructors is rising fast.**
→ According to the U.S. Bureau of Labor Statistics, employment for fitness instructors (yes, including Pilates) is projected to grow **14% between 2022–2032**—much faster than average. That demand? It's landing right in your neighborhood.
- **65% of boutique fitness businesses are expanding—and education is a top strategy.**
→ (IHRSA Global Report, 2023) Training programs build community,

deepen brand loyalty, and create additional income *while positioning you as a leader.*

So... why *not* you?

You've already got the experience. The energy. The impact.

Now it's time to take that leadership to the next level—and PEI can help you do it with clarity, confidence, and zero guesswork.

What You Get When You Partner with PEI:

- ✨ **Done-for-you curriculum** (customizable to your teaching style)
- ✨ **Support** for structuring, marketing, and certifying your program
- ✨ **Your brand, your pricing, your rules** - with 100% ownership
- ✨ **A team behind you** every step of the way

You don't need to reinvent the wheel. You just need the right partner...and that's us.

This isn't just about more income (though that's nice).

It's about more **influence. Freedom. Community. Growth. Legacy.**

Sound like your next move? 🙌 [Book a free info consultation](#) and let's talk about how this could look for *your* studio.

Because here's the truth:

- You're not just teaching classes anymore.
- You're ready to lead something bigger.

And we're here to help you build it.

- Team PEI

P.S. Just wrapped up World Pilates Day on May 3rd? Perfect timing. While the world celebrates Pilates, you could be building the future of it. Let's chat → [Book your free info call](#)



BRING PILATES TEACHER TRAINING TO YOUR STUDIO AND MAKE IT YOUR OWN

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](#)

