



Hi there,

You've got ideas. You've got passion. Now let's turn that into a Pilates workshop that sells out. This is your blueprint for building, marketing, and delivering a workshop your community can't resist.

1. Choose a compelling theme/topic

Your theme needs to capture attention and deliver results. Ask yourself:

- What problem does it solve?
- Who is the ideal attendee (e.g. postpartum clients, dancers, business professionals)?
- What will they walk away able to do better?

Start by clarifying the *promise* of the workshop. That becomes your marketing hook.

2. Structure the workshop and logistics

- Decide duration (e.g. 2 hours, half day, full day)
- Map out segments: warm-up, core content, hands-on, Q&A
- Determine class size (*limit for quality + scarcity*)
- Choose venue (*in-studio, rented space, hybrid/online*)
- Price it so it feels like transformation, not just a class

Then build your marketing funnel: *teaser content* → *early bird* → *final push*.

3. Fill it: Marketing + Enrollment Strategies

Strategy: Presell to your existing clients

Why it works: They already trust you

Quick tactic: Send an exclusive invite first

Strategy: Use partner promotions

Why it works: Access new audiences

Quick tactic: Cross-promote with local gyms and wellness businesses

Strategy: Create mini freebies

Why it works: Give a taste and build interest

Quick tactic: Host a live mini-class or demo

Strategy: Leverage scarcity

Why it works: Creates urgency

Quick tactic: "Limited to 15 spots"

Strategy: Share client stories

Why it works: People resonate with success stories

Quick tactic: Use testimonials, before/after, workshop outcomes

4. Practice, refine, repeat

- Rehearse your delivery, transitions, timing
- Video record a dry run and self-critique
- Gather feedback mid-workshop for real-time tweaks
- Afterward, revisit feedback, improve, and repeat the workshop

Your Action Plan:

1. Pick your workshop theme and write a one-line promise
2. Draft a rough outline (sections, timings)
3. Decide pricing and early bird offer
4. Build your registration page / funnel
5. Send a "soft launch" offer to your inner circle

We can't wait to see what you create!

Team PEI



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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!



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