

Back-to-Studio Prep Part 2

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

Last month, we shared your Back-to-Studio Prep Checklist: refreshing schedules, sprucing up your space, and gearing up for fall. Now it's time for **Part 2 of your strategy**: turning that prep into real client re-engagement.

Here's your next step checklist for September momentum:

1. Announce what's new everywhere your clients look

- ✓ Send an email campaign highlighting schedule changes, new class formats, or promos
- ✓ Update social posts + stories with "what's new this fall" (and pin them to your profile)
- ✓ Add a front desk announcement or small flyer for in-studio visibility
→ According to ClassPass, studios that launch a new class format in September see up to **35% higher attendance** compared to summer months.

2. Re-engage lapsed clients with segmented email marketing

- ✓ Pull a list of clients who haven't visited in 90+ days from your booking software
- ✓ Send a targeted "We Miss You!" campaign with a limited-time return offer
- ✓ Personalize it—include their favorite instructor, last class date, or a class they loved
→ Mindbody reports that **44% of lapsed clients return when offered a personal invite + incentive.**

3. Promote fall packages where your prospects are watching

- ✓ Feature intro packages or challenges in a dedicated promo email
- ✓ Highlight them on your website banner + Google Business profile
- ✓ Run a low-cost social ad targeting local adults within 5–10 km of your studio

→ Nielsen research shows **92% of people trust referrals from friends and family**—pair your package with a “Bring a Friend” week to maximize impact.

Our Pro Tip: Think beyond transactions. Position these promos as a way to reconnect with the community after summer. When people feel part of something bigger, they stay longer.

Ready to turn your prep into full fall momentum?

👉 [Book a free consult here](#) and let's map your growth.

Here's to a strong September,

—The PEI Team



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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