



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

Every studio has a class schedule. But the most successful ones? They're known for *that one thing*.

Think about it: OrangeTheory built an empire on heart-rate based interval training. Barry's Bootcamp became a household name with tread + strength.

Even in Pilates, studios known for a **signature class format** stand out in crowded markets and give clients a reason to stay loyal.

Here's why it matters:

- A **signature offering increases client retention by up to 20%** (Mindbody 2024) because it creates consistency and loyalty.
- Word of mouth is 2x stronger when clients can describe "that class they love" instead of a generic schedule (Nielsen).
- Studios with a branded class see **31% higher referral rates** (IHRSA).

Here's how you can create your own:

### 1. Identify your "sweet spot."

What do clients rave about? Is it a teacher's unique cueing style, the blend of reformer + mat, or the vibe of a certain time slot? Build from what's already working.

### 2. Brand it clearly.

Give your signature class a name, theme, or format that makes it memorable.

### 3. Promote it everywhere.

- ✓ Highlight it on your *website homepage*
- ✓ Feature it in your *Google Business profile + reviews*
- ✓ Run a *monthly email spotlight* on the signature class experience
- ✓ Encourage clients to post/share using a branded hashtag

### 4. Use it to anchor your sales.

Your signature class can become the entry point for new clients. Package it as a trial pass, intro offer, or highlight in referrals.

**Our Pro Tip:** Think of your signature offering as more than a class. It's your studio's story told through movement. When clients connect with that story, they come back (*and bring friends*).

Ready to bring teaching training to your own studio?

👉 [Book a free consult here!](#)

To your standout success,

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](#)

