



Your 2025 Studio Debrief

Hi there,

Every December, we hear the same thing from studio owners. "I can't believe the year is almost over. I feel like I blinked."

We get it. When you teach, coach, clean the studio, run payroll, answer emails, and somehow eat lunch...the whole year can feel like one long inhale.

That's why this week is the perfect time to pause and look at your studio with fresh eyes. Nothing fancy. No big spreadsheets. Just a real look at what worked, what didn't, and what's worth bringing into 2026.

Here are **three simple checks** to help you wrap up the year with clarity:

1. What classes filled up the fastest?

Most studios saw similar patterns this year. Morning classes continue to be top performers (*Mindbody 2024 Wellness Index*) and reformer classes booked out about 2x faster than mat classes (*Pilates Anytime 2024 Trends Report*).

If this matches what you see in your numbers, you already know what to repeat next year.

2. What were clients asking for?

Search trends showed people leaning hard into "low-impact workouts" and

“core strength routines” throughout 2024–2025 (*Google Trends*). If your clients kept asking about the same things, write those down.

These become easy wins for 2026.

3. Where did things feel slow or stressful?

Late cancels, overstuffed intro offers, teacher gaps...these tiny leaks add up. Clean up a few small areas now, and January will feel smoother right away.

Here's your tiny step for today: Write down three things you're keeping in 2026 and three things you're letting go of.

And if you want to share what's changing for you...reply and tell us. We'd love to hear it!

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!



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