



Turning Your Teaching Program into a Passive Asset

Hi there,

We know December is a wild month in the studio world.

Everyone wants to come in “one last time before the holidays,” teachers are juggling family plans, and you’re probably wondering how to create more calm (and more income) next year.

That’s why we want to talk about something we’ve been seeing more and more studios do in 2025: turning their teaching into a passive asset.

Not a big course.

Not a huge video library.

Just one simple thing people can buy anytime... even while you sleep.

Here are **three low-lift ideas** that studios are using right now:

1. A tiny on-demand class library

Studios who added short recorded classes saw a 10–35% bump in total revenue in 2024–2025. (*Mindbody ClassPass 2024 Fitness Report*)

People love having a backup option when they can’t get to the studio.

2. A small digital program

These micro-programs sell fast because they feel doable. The digital fitness market is still growing strong — projected at 14.5 percent annual growth through 2030. (*IBISWorld Fitness Instructor Training Report, 2024*)

You record once. It sells forever.

3. A Pilates teacher-training mini workshop

You already have your own way of teaching. Maybe you have a teaching program, or [maybe you're thinking of starting one](#). Why not entice potential instructors and provide quality content to current teachers looking to up their skills?

Instructor education is becoming one of the most profitable parts of the Pilates industry, with demand rising every year. (*Fortune Business Insights Digital Fitness Market Report 2024–2030*)

Teachers love learning from other teachers.

Here's your next step for today: Pick one idea and give it a name. That's the first building block of your passive offer.

As always, we're cheering you on as you build your next income stream!

—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!



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](#)

