



Hi there,

As studio owners, we spend *a lot* of time thinking about client experience... how to deliver better classes, improve results, and fill the schedule. But one of the simplest and most effective retention strategies doesn't involve new offers or big discounts.

It's gratitude.

When clients feel appreciated, they're more likely to stay loyal, refer others, and engage more deeply in your community. The research backs it up:

- **68% of customers leave a brand because they feel unappreciated**, not because of poor service. ([Saphyte, 2024](#))
- **Gratitude builds stronger emotional bonds than traditional loyalty programs**, according to Harvard Business Review. ([HBR, 2015](#))
- A long-term study in the *Journal of Marketing* found that **gratitude directly drives trust, retention, and referrals**. ([Palmatier et al., 2009](#))

The takeaway: consistent, genuine appreciation doesn't just feel good... it fuels business growth.

Ways to Put Gratitude into Action in Your Studio

1. Recognize milestones publicly.

Post about client anniversaries or “100-Class” achievements on your studio wall or social media (with permission). Recognition strengthens belonging and pride.

2. Add a personal touch to thank-yous.

A handwritten note or short message acknowledging someone’s commitment can stand out more than any automated email.

3. Offer a small, meaningful surprise.

Think a complimentary class, early booking access, or a limited-edition workshop invite for long-time members. It signals care, not transaction.

4. Close the loop on feedback.

If a client makes a suggestion, circle back when you implement it. Showing you listened builds trust.

5. Lead with gratitude inside your team.

When instructors and staff feel appreciated, it naturally extends to clients. Culture starts from within.

A Simple Gratitude Plan for November

1. Identify **five loyal clients** who’ve been consistent this year.
2. Choose one gesture of appreciation for each (note, mention, or gift).
3. Schedule a weekly reminder to repeat the process with new clients.

This small practice builds a habit of recognition that pays off all year long. The end of the year is the perfect time to remind clients that they’re part of something bigger than a class schedule... They’re part of a community. Gratitude marketing is not about grand gestures. It’s about showing up with intention, one thank-you at a time.

Which gratitude idea will you use this month? Hit reply and let us know!

With appreciation,
The PEI Team



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