

## 5 Signs You're Ready to Add a Teacher Training Program to Your Offerings

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

Last email, we talked about *whether your studio is ready* to offer instructor training.

Today, we're zooming out a bit.

Because sometimes the clearest signal isn't inside your business... it's coming from your market.

Across the industry, demand for Pilates teachers keeps rising. Since 2015, there's been **around a 15% increase in new instructors**, yet studios still report a **shortage of well-prepared teachers**.

This gap was highlighted in a **Business Wire industry report**, and it lines up with what we hear from studio owners every day.

Here are **6 signs your market may be asking for more qualified Pilates teachers... whether they say it out loud or not**.

**1. You're constantly hiring, but rarely "finding the right fit."**

Teacher training programs exist, but true readiness is hard to find.

**2. Clients comment on the difference between teachers.**

They notice when someone cues clearly, adapts well, and teaches with confidence.

### 3. Waitlists are growing faster than your schedule.

Demand isn't the issue. Capacity is.

### 4. You spend a lot of time retraining new instructors.

They're certified, but still need a lot of support to meet your standards.

### 5. Long-time students ask about becoming teachers.

They trust your studio and want to learn *your way*.

### 6. You feel protective of your studio's reputation.

You want every class to feel consistent, safe, and high quality no matter who's teaching.

If you're nodding along, your market may already be asking for something deeper. Not just more teachers, but **better-prepared ones**.

Instructor training can be a way to meet that need *while* growing your studio in a steady, intentional way.

If you want help thinking through what this could look like for your studio, [contact us and let's talk](#). We're happy to help you figure this out!

Cheering you on,  
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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