



How to Know If Your Studio Is Ready to Offer Instructor Training

Hi {{ contact.FIRSTNAME }},

January always feels like a reset. New goals. New energy. New chances to grow your studio in a way that actually feels good.

And there's one opportunity we're seeing rise fast in 2026.

Teacher training.

Before your brain jumps to "that sounds big," here's something to keep in mind:

According to **The Pilates Journal**, the global Pilates and yoga studios market was valued at **\$120.9B in 2024**, with projected **14.3% annual growth through 2035**.

That's huge growth...and studios that offer teacher training often see a strong share of that revenue.

Here's why adding a teacher training track can help your studio this year:

1. It creates a new income stream that runs beside your regular classes.

More revenue without adding more classes to your schedule.

2. It builds loyalty inside your community.

Students who love your studio get a clear pathway to deepen their practice with YOU.

3. It helps you grow your teaching team from the inside.

Instead of hunting for talent, you train talent.

4. It positions your studio as an education hub, not just a place to take a class.

That's the kind of positioning that grows your visibility and trust.

And the best part? You don't need to reinvent anything. You just need a clear curriculum, structure, and support system to run it smoothly.

Want to learn more about PEI's Pilates Teacher Training platform? [Contact us here](#) or hit "reply."

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!



Pilates Education Institute

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