



## 4 Ways You Can Attract More Clients by Expanding Into Education

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

The joy and challenge of being a teacher of teachers is an incredibly appealing part of starting your own teacher training program.

But after that, studio directors are often thinking about revenue.

Tuition.

Program fees.

Another income stream.

But there's another impact that's often bigger: Education changes how new clients find you.

Here are four specific ways expanding into education can attract more clients to your studio.

### **1. You show up in different searches.**

When someone Google's "Pilates certification near me," they're not just looking to teach. Many are long-time students who want to go deeper. Offering education puts your studio in front of people who might never have searched for classes.

Different keywords.

Different audience.

New traffic.

## **2. You create a visible pathway.**

When prospects tour your studio and see that you train instructors, it signals longevity. It tells them, *“This isn’t a pop-up studio. This is a place with depth.”* That level of credibility makes beginners feel safer starting with you.

## **3. Your students start talking differently about your studio.**

When people know there’s mentorship and training available, they describe your studio as serious. Professional. Established. That language spreads through word of mouth. And word of mouth brings in aligned clients.

## **4. You attract higher-commitment clients.**

People drawn to education tend to stay longer. Even if they never enroll, they often move from drop-ins to memberships because they see a long-term relationship with your studio.

Education quietly filters your audience. It draws in people who are invested.

That shift alone can change the type of client walking through your door.

If you’ve only been looking at teacher training as a revenue idea, it may also be a positioning strategy.

If you’re curious how this could influence your marketing specifically, reply back and tell us how most new clients currently find you.

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**

3710 Mitchell Drive, Suite 104, 80525, Fort Collins

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