

A photograph of two women in black athletic wear performing a Pilates exercise on a mat. One woman is in a side plank position with her arms extended, while the other is kneeling and leaning over her, possibly assisting or demonstrating. The image is overlaid with a semi-transparent teal rectangle containing the title text.

Building a Teacher Training Program That Stays Top of Mind

Hi {{ contact.FIRSTNAME }},

A successful teacher training program doesn't begin when enrollment opens... it begins *months* before.

Most future instructors take time to research their options, ask questions, and decide if the timing is right. By creating a year-round enrollment plan, you can stay connected with prospective students and build confidence long before applications open.

Here are 4 simple ways to keep your program top of mind throughout the year:

1. **Use a standardized curriculum.** A curriculum built by Pilates experts, *like PEI's*, ensures every cohort receives a consistent, high-quality learning experience. It also gives you a strong foundation to confidently talk about what makes your program unique.
2. **Share your program throughout the year.** Highlight graduate success stories, instructor spotlights, student experiences, and behind-the-scenes moments. These stories help future instructors envision themselves in your program.
3. **Educate before you invite.** Answer common questions about teacher training, career opportunities, and what students can expect throughout the program. Providing value before asking someone to enroll helps build trust.

4. **Plan your communication in advance.** Mapping out your emails, social media posts, and information sessions for the year keeps your program visible without feeling like you're constantly promoting it.

One of the greatest advantages of using **PEI's professionally developed curriculum** is that so much of the educational foundation is already in place!

Instead of spending time creating training materials from scratch, you can focus on mentoring students, building your community, and delivering an exceptional learning experience.

As interest in Pilates continues to grow, now is the perfect time to build an enrollment strategy that supports both your next cohort and the many cohorts to come!

👉 [Explore PEI's Teacher Training Curriculum](#)

Cheers to you and your next steps!
—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

This email was sent to {{ contact.EMAIL }}
You've received it because you've subscribed to our newsletter.

[View in browser](#) | [Unsubscribe](#)

Sent with

Brevo