

Hi there,

One of the biggest concerns we hear from studio owners is this:

"I'd love to grow my teacher training program, but what if other studios in my area are also offering one?"

It's a fair concern.

When you're surrounded by great studios, it can feel like you have to work twice as hard just to get noticed. You might even wonder if there's room for another program.

The good news? There is.

In fact, **Reformer Pilates was ClassPass's most booked workout globally for the third consecutive year in 2025, with bookings increasing 66% year over year.** More people are discovering Pilates every day, which means more people are looking for quality instructors and high-quality education.

Yes, there are more teacher training programs than ever before. But there are also more future instructors searching for the program that's the right fit for them.

The studios that consistently fill their cohorts aren't always the biggest or the loudest. They're the ones that clearly communicate the value of their program and

give prospective students a reason to choose them.

Here are 5 ways you can do the same.

1. Talk about the transformation, not just the curriculum.

It's easy to list everything that's included in your program.

But your future students are asking themselves a different question:

"Who will I become because of this training?"

Talk about the confidence they'll gain. The skills they'll develop. The opportunities they'll have after graduation. Help them imagine what life looks like on the other side of the certification.

2. Share stories from real graduates.

Think about the conversations you've had with graduates after they've finished your program.

Maybe someone landed their first teaching job.

Maybe another finally had the confidence to lead a full class on their own.

Those stories matter. Future students see themselves in those moments far more than they see themselves in a curriculum outline.

3. Show what makes your program different.

You don't need to convince everyone.

You simply need to help the right people understand why your program is the right choice.

Maybe your mentorship is more hands on.

Maybe your cohorts are intentionally small.

Maybe your graduates receive continued support after certification.

And if your studio uses a standardized curriculum like PEI, that's another strength worth highlighting. Students appreciate knowing they'll receive a consistent, high quality education built by experienced Pilates educators.

4. Keep talking about your program all year.

One mistake we see often is waiting until enrollment opens to mention teacher training.

Instead, invite people behind the scenes throughout the year.

Celebrate graduation days.
Share instructor stories.
Post teaching tips.
Answer common questions.
Highlight student wins.

By the time enrollment opens, your audience already feels connected to your program because they've been watching the journey all along.

5. Make the first step easy.

Not everyone is ready to enroll today.

But they might be ready to join your waitlist.

Attend an information session.
Download a guide.
Or book a discovery call.

Small next steps build relationships, and relationships often become enrollments.

At the end of the day, marketing isn't about convincing people.

It's about helping the right people see themselves in your program.

When you consistently share your values, your students' success stories, and the experience you provide, you'll naturally attract future instructors who align with your studio.

And when that experience is supported by a trusted, standardized curriculum like PEI, you're offering something that goes far beyond certification. You're offering confidence from day one.

👉 **[Learn More About 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!

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