

Hi there,

Imagine someone has finally decided they're ready to become a Pilates instructor.

They're excited. They're motivated. They've probably been thinking about it for months.

Then they open Google.

Suddenly they're comparing websites, reading reviews, checking social media, asking instructors for recommendations, and wondering which program is actually the right fit.

Most studio owners assume the decision comes down to price or location. In reality, those are usually just two small pieces of a much bigger picture.

Here are 5 reasons students often choose one teacher training program over another.

1. They trust the quality of the education.

This is usually the biggest deciding factor.

Students want to know they're investing in an education that will prepare them to successfully complete the program and become a high-quality

instructor.

One of the advantages of offering PEI is that your curriculum is exceptional and was built by experienced Pilates educators. Every cohort follows the same proven framework, helping students feel confident they're receiving a high-quality education.

2. They feel a personal connection.

People engage with people.

The way you answer questions, communicate online, and welcome prospective students can make a lasting impression before they ever submit an application.

Sometimes one thoughtful conversation is what turns curiosity into enrollment.

3. They can picture themselves succeeding.

Prospective students want proof that people like them have completed the program successfully.

Share graduate stories.

Celebrate certifications.

Highlight student milestones.

The more people can see themselves in your community, the easier it becomes to imagine saying yes.

4. They know exactly what to expect.

Teacher training is a big commitment.

The more clearly you explain the schedule, time commitment, curriculum, mentorship, and certification process, the more comfortable people feel making a decision.

5. They believe they'll be supported.

Students aren't just looking for information. They're looking for guidance. When they know they'll have experienced educators, a structured curriculum, and ongoing support throughout their journey, the decision feels

much less intimidating.

That's one of the reasons PEI was designed with consistency in mind. Your students receive the same high quality educational experience while allowing you to focus on what you do best: teaching, mentoring, and building relationships.

At the end of the day, students rarely choose a program because of one feature.

They choose the program that makes them feel the most confident about their future.

Every conversation you have, every graduate you celebrate, and every experience you create helps build that confidence long before enrollment begins.

👉 **[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!

Pilates Education Institute
3710 Mitchell Drive, Suite 104, 80525, Fort Collins

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