

Hi there,

Think about the last instructor who graduated from your teacher training program.

They may have started teaching at your studio. That's something we don't talk about enough.

Teacher training doesn't only create instructors. It creates ambassadors for the quality of education your studio provides.

Every student who learns from you, talks about their experience, and goes on to teach becomes another person who knows your studio and your standards.

When your training program is thoughtfully built, that can have a lasting impact on your brand.

Here are 7 ways teacher training can strengthen your studio's presence.

1. It positions your studio as a place of expertise.

There's a difference between being known as a great place to take Pilates and being known as a great place to learn Pilates.

Teacher training allows your studio and educators to demonstrate a deeper level of knowledge.

You're not simply delivering classes. You're helping develop the next generation of Pilates instructors.

That builds authority in your local community.

2. Your graduates carry your reputation with them.

When one of your graduates teaches a fantastic class, their education becomes part of the story.

People ask: "Where did you train?"

That's an opportunity for your studio's name to travel far beyond your own walls.

A positive training experience can lead to referrals, recommendations, and new connections for years after a student graduates.

3. It gives you meaningful stories to share.

Marketing your studio gets much easier when you have real stories to tell.

Your teacher training program naturally creates them.
Share a student's first practice teaching session.

Celebrate someone passing an assessment.

Introduce your newest graduates.

Check in with alumni and share where they're teaching now.

These moments show people what happens inside your studio instead of simply telling them how great your program is.

4. It creates consistency around what your studio stands for.

Your brand isn't only your logo, colours, or Instagram feed.

It's also the experience people have with you.

When every cohort receives a different training experience, maintaining that consistency gets difficult.

Using a standardized curriculum like PEI helps ensure each cohort receives a quality, consistent educational experience built by Pilates experts.

Your studio can then layer in the mentorship, community, and personal experience that makes your program uniquely yours.

5. It deepens your connection to your local Pilates community.

Your students don't disappear after graduation.

They become instructors, colleagues, referral partners, and members of the larger Pilates community.

Over time, your teacher training program can create a network of professionals who have a meaningful connection back to your studio.

6. It gives prospective clients another reason to trust you.

Imagine someone comparing two Pilates studios.

One offers classes.

The other offers classes and is trusted to educate future Pilates instructors.
That can send a powerful message about the knowledge and experience behind the studio.

Even clients who never plan to become instructors may see your training program as another sign that they're learning from highly skilled professionals.

7. It keeps your studio visible beyond your own audience.

Every graduate has their own circle of clients, friends, colleagues, and followers.

When they celebrate completing their training, share their certification, or talk about their experience, your studio reaches people you may never have reached on your own.

One cohort can create dozens of new connections.

And over several years? That reach can add up.

Teacher training can absolutely become an additional revenue stream for your studio.

But its value doesn't stop when tuition is paid.

A strong training program can help build your reputation, develop future instructors, create meaningful content, deepen community relationships, and keep your studio's

name moving into new circles.

And with a standardized curriculum like PEI supporting the educational side, you can focus on building the studio experience and relationships that people will remember long after graduation.

Because every instructor you help educate has the potential to become part of your studio's story.

👉 **[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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