



PWA'S INSTRUCTOR & ENTREPRENEUR WORKSHOP: *FLOW*

PART 1: BEING THE BEST PILATES/FITNESS INSTRUCTOR: What They Don't Tell you

Introduction: What are YOU going to get out of this course?

- Get all the "Tips & Tricks of the Trade" from Ashlee's 11+ years of experience
- How can you successfully grow clientele, marketing strategies for gaining/maintaining clients, getting your clients to trust you!
- How to properly conduct a class & the importance of class *FLOW*
- Where does your Teacher Inspiration come from? We'll introduce new resources and each attendee get a complimentary subscription!

"Success is the sum of small efforts repeated day in and day out."

-Robert Collier

"Failure is nothing more than the chance to revise your strategy."

-Anonymous

Key Topics Of This Workshop: (Part 1)

- NEW CLIENTS
- MARKETING STRATEGIES TO ATTRACT NEW CLIENTELE
- HOW TO GAIN, RETAIN AND MAINTAIN CLIENTS
- CLASS FLOW
- HOW DO TEACHERS FIND INSPIRATION WITHIN THEIR WORKOUTS
- DIFFERENT BRANDS OF PILATES TRAINING PROGRAMS- IS ONE BETTER THAN THE OTHER? DIFFERENCES, PROS/CONS, DIFFERENCE IN MACHINES
- MECHANICS OF THE MACHINE
- WORKSHOP EXERCISE- Partner up with a fellow Pilates pal & teach each other a 3-5 minute *FLOW*, using 2 springs or less. You'll have 20 minutes to put two different routines together & present it to the class.
- Q&A

New Clients

You need to establish trust with the client especially if they are new to your studio and/or have an injury--They are entrusting you with their body. I encourage you to come up with your own

generic routine. This will show you how strong the client is and what level you can take them to in their next session. The generic routine should encompass a full body work out (Give Example)

1. Bedside manner/Role playing with new clients

- How to make them comfortable from the minute they walk into the studio
- Liability Waiver- why do you need one, what do you want it to say, policies, etc.
- Addressing most common injuries: **(See Insert & Musculature diagrams attached)**
 - Shoulder
 - Back injuries which include
 - Neck
 - Hip issues
 - Leg and knee issues
 - Feet
 - Treating an acute injury: RICE
 - Do Not Diagnose
 - Rehab
- Nutritional Guidance: **(See Insert)**
- Generic routine for new clients to evaluate their skill level- What does that consist of?

Marketing Strategies to Attract New Clientele

These are the **key things** you want in your “arsenal” to self-promote and market yourself as an individual contractor and/or small business owner. What resources can you use to get your name to stand out among the millions that are offering the same services—WHAT MAKES YOU DIFFERENT?

- PROMOTIONAL OFFERS
- IN PERSON NETWORKING AND OUTREACH
- BUSINESS CARDS
- FLYER (Digital and Print)
- SCHEDULE DISCIPLINE
- SOCIAL MEDIA

NOTE- Make sure they are set to business, not personal.

- **INSTAGRAM**

- What is an *Influencer* and its value to your business

- Coming up with your “LOOK,” creating vision boards, what are your favorite things/hobbies/goals?

REFERENCE: PWA’S Guest Spot on **Moving Well’s Podcast:**

http://bit.ly/AshleesPodcast_howtobuildanIG

- **FACEBOOK**
 - **TWITTER**
 - **SNAPCHAT**
 - **INFLUENSTER**
 - **LINKEDIN**
 - **GOOGLE MY BUSINESS**
 - **YELP/GOOGLE REVIEWS**
- **WORD OF MOUTH (WOM)**
 - **Value and promos**

How to Gain, Retain & Maintain Clientele

Obviously, client retention is going to be one of the most important things being a Pilates instructor, again, whether you work for a studio or its your own studio. After you have done the promos, talked to the clients on the phone and somehow reeled them in the door, now what do you do?

- ✓ Creating a safe environment
- ✓ Social and communication skills
- ✓ Sensitivity to client's learning style
- ✓ Positive Attitude

“What do you think are some good ways to maintain your clientele?”

1. **GAIN- (Go through each section while class takes notes, each part is about 10 mins long)**
2. **MAINTAIN**
3. **RETAIN**

Class Flow: Why is having a class flow important?

FLOW means each movement/exercise morphs into the next so your client isn't skipping a beat or just sitting/laying there waiting for the next command. I ALWYA try to use 5 spring changes or less in ONE class-- Learn to work with the springs you have on and by practicing this method you eventually create FLOW!

- ✓ How to make a routine flow effectively, working all body parts

- ✓ Tempo of class
- ✓ BREATHING
- ✓ CONFIDENCE IN YOUR COMMANDS

FLOW Exercise

Pair up and put together two 5-minute flows that you will teach each other. Focus on different areas. The goal is to use 2 spring changes or less with 5 different sets/exercises.

Teacher Inspiration

Where do you, as an Instructor, find NEW inspiration for your routines/workouts? As an Instructor you want and should want to be continuously striving to be better, learning new ways of doing things- exercises or not, taking advanced workshops and/or different workshops that may be completely NEW to you! All these resources listed below will help you be the best, most well-rounded Instructor out there 😊 ***(We will touch on each one listed below)***

- ✓ PILATES ANYTIME
- ✓ YOUTUBE
- ✓ JOHN GARY TV
- ✓ INSTAGRAM
- ✓ IG's @PILATESTV
- ✓ PINTREST
- ✓ FABFITFUN TV

ANNNND going and practicing anytime you get! This is the most effective way to come up with new Exercises, Flows, Routines, Motivation & Creativity. Make yourself stand out with your own unique style. One of things I love most about Pilates is I've NEVER met 2 instructors that are the same! We all interpret the information differently- it's what you do with it will determine how far you will take your practice.

"Remind yourself that you cannot fail at being yourself!"
Wayne W. Dyer

Different Teacher Training Programs/Brands

When Joseph Pilates died back in 1967, he never trademarked his method which essentially made it so ANYONE could put together a program, charge 10k and call you certified. There's been years and years of debate over which training program is the best and why.

There's **Classical Pilates**- which upholds *ONLY* Joseph's original exercises, **Traditional Pilates**- which steers off the beating path a bit by adding new forms, methodology, & practices as a

whole, there's EAST Coast and WEST Coast and finally even training programs that teach you how your spine should be: IMPRINT or NEUTRAL.

★ **Imprint:** tilting your pelvis towards your face creating a flat back on the Mat or even when you're standing.

★ **Neutral:** having a small arch between your low back and the Mat

Who's to say which is better than the other? There's probably over 100 programs that can "certify" your Pilates Training, most studios have started implementing their own, however there still remains the BIGGER names which include:

- **Balanced Body**
- **Stott**
- **Peak Pilates**
- **Lagree Method/SPX Training**
- **BASI**
- **PoleStar**
- **Gratz Pilates**

Mechanics of the Equipment

How do you fix your machine if it breaks? When should you replace your springs? How do you re-rope your straps? These are all great questions that MOST teacher training programs will not cover, so what happens when you open your own boutique studio and something should happen?

Traditional Reformer:

- String the ropes and even them out.
- Pegging in and out
- Head rest adjustment
- How to put the trapeze together
- How to replace a piece of the machine if broken
 - Spring replacement
 - Wheel replacement
- Always wipe down with tea tree oil because it nourishes and protects the vinyl/leather.
 - Chemicals will cause deterioration with repeated use.

Allegro 2 (A2) Reformer:

- Foot-bar
 - Locks on both sides so you MUST lift on BOTH sides or you will break it.
 - 9 different positions (will manually go through foot-bar in studio)
- String the ropes and even them out.

- Pegging in and out
- Head rest adjustment
- How to put the trapeze together
- How to replace a piece of the machine if broken
 - Spring replacement
 - Wheel replacement
- Always wipe down with tea tree oil because it nourishes and protects the vinyl/leather.
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Final: Q&A