



“First Fridays:” A Six-part Mentoring Series

Beyond The Technique – Business Skills, Savvy, & Strategies For a Thriving Pilates Business

There is so much more to being a Pilates teacher than receiving a certificate of completion, designing a logo, and choosing the perfect space. And there is so much more to continuing education than learning more technique. You run a business as a Pilates teacher, whether you are an independent contractor, employee, manager, or studio owner. And the ultimate goal of any business is getting and keeping customers. This series focuses on “how” to get and keep your clients, not “what” you teach them.

Join veteran teacher, Carol Appel, for a 6-part mentoring series on critical business aspects of teaching that are often excluded from teacher training programs. Over the course of this dynamic process – held on the “First Friday” of each month in Petaluma, CA – you will address:

How do you differentiate yourself in an industry where Pilates is now a commodity? What motivates a customer to learn from you, instead of another teacher? What is your personal mission, and your vision for your business future? What are your underlying non-negotiable values that stamp how you operate in the business world? How do you get clients? Are you uncomfortable asking for business? Can you close a sale? What indicators do you track to know how well your business is doing?

In this multi-level group and personal journey, you will learn to:

- ◆ Work *on* your business, not just *in* your business.
- ◆ Embrace your power of selling.
- ◆ Promote yourself, generate leads, and convert a prospect into a raving fan.
- ◆ Skillfully introduce prospective clients to your services.
- ◆ Integrate a client, retain that client and get referrals from your client.
- ◆ Fortify your business to withstand economic cycles.
- ◆ Nurture true client ability - which translates into true client loyalty, not just dependency.

Each workshop covers 3 elements:

- ◆ A business conversation with activities and homework to personalize your outcomes.
- ◆ A coaching conversation on the specifics of ensuring client success.
- ◆ An exercise dissection. The group will filet an exercise; including the ways to teach it, the benefits, related exercises, how to prepare the client for this move, and what advanced moves this is a preparation for.

Carol Appel was originally mentored by, and worked under Romana Kryzanowska. She has taught Pilates for 26 years; pioneering the high volume Pilates model in a health-club setting, serving on the PMA Board of Directors, and directing a well-established teacher training program. Carol is passionate that teachers are equally strong in the business and teaching of Pilates.



	1st Hour: Business 101	2nd Hour: Strategies For Successful Teaching	3rd Hour: Dissecting an Exercise
Session 1 Feb 5, 2010	The 7 Ps of Pilates: Understanding the 7 standard business processes Purpose, Vision, and Value Clarifying the essence of what & why you're in this business.	Your Unique Value Proposition	Short spine
Session 2 Mar 5, 2010	History, Philosophy, Principles: Anchor the customer experience with the depth & 'mythology' of the man and his method	The Life-Long Learner: Articulating the 'personal mastery' embedded in the Pilates Method.	The Twist
Session 3 Apr 2, 2010	Marketing: Lead Generation Self Promotion: 30 Second Commercials	Guest Introductions: Lead Conversion - Asking for business! 'The AIRR Cycle:' Acquisition, Integration, Retention, and Referrals	The Rowing Series
Session 4 May 7, 2010	Forms, Systems, and Good Theater Exceed Customer Service and ensure profitability	Procedures and Goal-Setting for Successful Teaching Intake and Assessments: Critical questions to ask upfront Tracking: Basic inclusions	Swan Dive
Session 5 Jun 4, 2010	Professionalism Workplace Safety Risk Management Public Policy: Know your industry	Observations: Improve your eye; What are you really looking for? Communication Skills Structuring A Session	The Knee Stretches
Session 6 Jul 9, 2010	Measuring Success Performance metrics for clients, employees, departments, organizations	Building True Client Ability Creating Curious learners and Loyal Customers	

Cost: Single Workshop - \$120
Full Mentoring Series - \$540

Dates: Fridays - February 5, March 5, April 2, May 7, June 4, July 9
Time: 4 – 7 pm
Where: 800 Baywood Drive, Petaluma, CA 94954

For more questions or to sign up: call 707-778-3552
Go to www.pilatespluspetaluma.com and click on appointments to register online.