



# COMMUNITY MARKETING ESSENTIALS

**for Pilates Teachers and Studio Owners**

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# INTRODUCTION

## If You Build It They Won't Come

***Not without some guidance from you.***

One of the most frequent and pressing questions I get asked about the business of Pilates is “How do I find new clients.” I’m here to tell you that you need to work at it. Business marketing is a skill. Just like learning to teach Pilates. And it’s a skill you can, and need to, master to have a thriving, sustainable business.

I know, when you hear the word marketing it conjures up images of Crazy Eddie waving his hand in the air screaming “His prices are INSANE!” or those annoying hard sell calls you get from the phone or cable company. Really, marketing, done well, is simply telling the people who will most benefit from your services, what you do and how you can help them so that they’ll contact you to learn more or book a lesson.

**The honest truth is, no matter how amazing you are, if no one knows you exist you can’t grow your business.**



# TABLE OF CONTENTS



- 4 **Relationship Marketing**
- 5 **Shout it from the Hill Top**
- 7 **The People in Your Neighborhood**
- 11 **Tracking Your Progress**
- 12 **Congratulations!**
- 13 **About Karen Frischmann**



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## What is Relationship Marketing?

**“Relationship marketing** ... it differs from other forms of marketing in that it recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages.” - *Wikipedia*

In the age of digital marketing and social media, much of our marketing focus can be online. The strategies are effective and wide-reaching. As a small business we can get our name out in a way we’ve never been able to do in the past, but, there’s still nothing like a personal referral to help attract long-term committed clients.

As a “brick-and-mortar” business we serve the community we’re in and, often, what distinguishes us from the Pilates studio down the street is our personality and the “vibe” of our studios.

Offline marketing is a great way to build strong bonds in your community and to get your name out in the neighborhood in a way you never could through a website, google search or yelp ad.

The following sections will give you exercises and guidelines to branch out, meet your neighbors, raise your local visibility, and fill your schedule.



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## Shout It from the Hilltop

***Does everyone in your life know what you do?***

***I mean everyone?***

Your friends, family, and acquaintances can be some of the best referral sources. They may know you teach Pilates or own a studio, but do they know what you do? What your specialty is and who you help?

It's time to tell the world what you do, even if you think the service may not be something you think they'll use. I can't tell you how many times friends who have never taken a lesson from me have recommended me their friends and co-workers.

***People, if given a chance, love to help.***



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**Here are a few ways to have clients, friends, and family get the word out.**

1) Your current clients love you, right? Have them help you get the word out by offering them a buddy pass. What's a buddy pass? It's like an airline companion ticket. Your client pays for their regular session and gets to bring a buddy to try it out. It's fun, the client gets to share what they love, they get to workout with a friend and you may just get a new client.

2) If you own a studio, hold an open house. You can create a special, super-secret raffle just for your current clients. If they bring a guest they can enter to win a free class for themselves and one for their friend.

3) Email everyone you know to let them know or remind them about your services. Be specific about any new services or service areas you've added to your business and that you're looking for referrals. Challenge yourself to email 25 people a week for a month.



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## The People in Your Neighborhood

Since you have a local business, networking, or as I call it, making friends, is a great way to increase referral traffic. You get to know your neighbors, support each other and help your clients find awesome services.

Compatible services and professionals are a great way to start. Physical therapists, bodyworkers and chiropractors have been great referral sources for me over the years. Think about providers that your clients love and the ones you love yourself.

Here is a brief list of complimentary service to consider:

Massage Therapists

Chiropractors

Wellness Centers

Bodyworkers

Acupuncturists

Physical Therapists

Occupational Therapists

Personal Trainers

Weight Loss Coaches

Nutritionists

Make an appointment with them to see how you can work together or support each others services.



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## Your Neighborhood Influencers

### **Do you know who your neighborhood influencers are?**

They're the people who see tons of different people every day, know everyone, and love to recommend top-notch services to their clients.

Examples of neighborhood influencers are:

Art Gallery Owners

Hairdressers

Personal Shoppers

Make Up Artists

Interior Designers

Coffee Shop Owners

Find some time to find your neighborhood influencers and the influencers your current clients interact with every day and see if you can meet with them.

Be of service. Sometimes your neighborhood influencer is the mom who knows everyone. Consider volunteering. Teach a class at a cancer support center, senior center or other places you think need your services. It's a great way to help your community and meet people outside of your circle.

Make a list today of the people in your neighborhood (is the Sesame Street song stuck in your head yet?) that you can make connections with. Offer to sit down with them over coffee and hear about what they do. If you feel it's appropriate, offer a free 30-minute session so they can experience your work.



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## Getting Out and About

### Bridging your online and offline efforts

To support your offline efforts, it helps to have a website for potential clients to visit. Did you know that statistically it takes 6 to 8 “touchpoints” or encounters with a business for clients to decide to try your services?

If your in-person marketing efforts lead to your website, potential clients will have the opportunity to get the additional information they need to either schedule a lesson or call you for more information.

**Here are a few ways to add additional content and information to your site to encourage potential clients to call or schedule:**

Consider creating a short video or guide your clients would love and offer it for free if they sign up for your mailing list.

You can feature your freebie on any flyers and business cards you hand out. People will visit your site for the download, join your mailing list and find out more about how fabulous you are.

Write a regular blog post or send out a regular newsletter on topics that are important to your clients. It will help people get a feel for what you're about. I'm a sucker for a good recipe or interesting tips and I'm more likely to use a service if they have added value.



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## Other Pilates Instructors

### ***The Miracle on 34th Street Effect***

Have you ever seen the movie *The Miracle on 34th Street*? It's one of my all time favorite holiday movies. In it, the real Santa Claus becomes Macy's department store Santa. Since he's Santa, when kids ask for a toy Macy's doesn't carry he sends them to other stores, including Gimbles - Macy's largest rival. What happens next? Macy's becomes known as the giving store, sales skyrocket and they acquire new loyal customers. Why? Because they put the customer first.

### ***Put the Client First.***

Every client is not your client and the same goes for the other instructors in your area. If you're really clear on who you can best serve, you'll know who will stay for the long term, and who you can refer to another teacher who may serve them better.

A little effort to build your local Pilates community and learn what the other teachers in your area specialize in will go a long way. You can build a strong referral network, the goodwill will come back to you three-fold, and you'll get to geek out together on our favorite topic - ***Pilates.***



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## TRACK YOUR PROGRESS

Now that you have an arsenal of tools to use in your marketing, you need to track what works and tweak what doesn't. Not every strategy will work for your business. Be consistent with whatever you try and work with it for at least 3 months.

Make sure you ask any prospective client how they found out about you or your business. Track each inquire, whether they book with you or not. You'll gain valuable information about which strategies work and which to drop.



# CONGRATULATIONS!!!!

## Yeah! Woo Hoo!

**I'm waving my arms around wildly like a muppet.**

You're on your way to becoming a marketing genius and, most importantly, filling your schedule with clients you love.

Keep up the good work, track your results and don't be afraid to try something new!



## ABOUT KAREN FRISCHMANN

I'm **Karen Frischmann**, an insightful, intuitive Pilates teacher and business coach who believes that you can follow your passion to teach Pilates, make good money and have a life you love.

My clients are smart, dedicated Pilates teachers who are called to teach life-changing lessons, committed to creating successful businesses and determined to have a life they love.

Me? I'm a classically trained Pilates teacher with over 20 years of experience teaching Pilates and creating successful studios.

That means I have the unique set of skills and experience to help you turn your passion for teaching Pilates into a thriving business that doesn't require you to eat ramen or sacrifice your life to make it happen.

I take your natural talents and big Pilates dreams and apply my industry know-how, marketing skills and love of numbers to help you create a business that's successful, profitable and wildly fulfilling.

I work with teachers who are just starting out on their own and need a clear plan to fill their schedules.

I also work with experienced teachers and studio owners who are looking to up their game. They're ready to open their first studio, expand or introduce their first training program.

I **had to learn it all the hard way**. My mission is to make sure you don't. I love helping teachers and studio owners like you learn skills they need to make their business a success.

You can do this! You were born to do this work.

With a little guidance, support, and a great plan anything is possible.

Learn more about how we can work together at [karenfrischmann.com](http://karenfrischmann.com)



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