



Real Pilates®

10 ways to build your new Schedule...

1. **Work your shift!** A shift is a shift. Work your shift regardless of how many hours are booked. If you were meant to earn during those hours - work on your business. This is time that could be spent working on social media, working on your teaching skill set, observing a popular teacher, drumming up business in the neighborhood, brainstorming some class ideas, etc, etc.

2. **Work Out!** Take Class - with lots of teachers! They will, in turn introduce you as a teacher! Work out with other teachers or on your own so clients can see what you are like! The more you do - the more you have to say! If you are on the floor, someone can grab you. If you are on the floor you can assist and make new friends (clients). If you are on the floor you can walk new people around and teach them about Pilates.

3. **Work the Desk!** Kiss up to the front desk! If they know you and like you, they will naturally suggest you when it's a good "fit" for the client. Offer to teach the front desk some mini sessions or even test drive an exercise with. They will get to know your style and this will help them to describe you to clients.

4. **Work the Chat!** Talk the talk. Open your classes with a greeting - close it down with a script. Develop your "schtick". Work on what to you say when giving a tour - what to say with a new client. What to say at the end of a session. What to say before and after classes.

5. **Work the Schedule!** Offer to sub! Email your co-workers to see if anyone needs a shift covered! (While we can't guarantee that clients will all keep their appointments - you will certainly make some new friends and meet lots of clients). Put on extra hours initially so you meet more people. As your schedule fills, pare down. Pair up with another teacher and build each other's schedule. Suggest your client works with two teachers for double results, a different eye, and increased results. Together you can fill all the schedule holes.

6. **Work the Room!** Hang around the front desk and offer a quick tour to people who walk in. If they meet you first - they will book with you! Show up early - hang out a lot, be present. Wear a Real Pilates tee-shirt. People will know you are on the team!

7. **Work the Comps!** Offer a few complimentary or charity based classes so people can get to know you. The best bet is to do one morning / one evening and one weekend!

8. **Work the Follow Up!** Grab some of our postcards and write a message on them to every new client- "So great training you today". You can also use some postcards as a discount or complimentary card - just write something down. Work on your own personal lingo - a tag line! Or use one of ours! Postcards are also calling cards - let them do some work for you. Leave them around town. They can refer clients to you. *Sample:* "Tell them Marie sent you for a 1st time deal". We'll book the clients with you and get you a commission.

9. **Work the Numbers!** Privates are where you hone one set of skills. Duets and Classes are where you hone the rest. Your income will track your volume when teaching in a studio setting. Prepare your clients from day 1 - that they may be able to work in duets eventually cutting costs and increasing sessions per week. In classes get used to asking for referrals. Take some guest passes for your friends and family - there is no pay for guests BUT they'll tell everyone how awesome you are!! (USE Postcards!)

10. **Work the Relationship!** Smile! Be REAL with your clients. We are honest, realistic, and caring. We lean into conversations. We manage expectations - and don't promise things we can't deliver. We are experts in Pilates - and we believe in the connection between humans. Listen, listen, listen. If you are really hearing what's driving your clients, you can't fail them. Keep it professional but develop your relationships.