



WORKBOOK

Pilates Business Foundations

WWW.BODYMECHANICSPILATES.COM



Welcome!

This guide is all about helping you uncover the key foundations of your Pilates business—the *why*, *who*, and *what* that will shape everything you create moving forward. These are the essential questions that give you clarity, direction, and confidence to build a business that aligns with your values, strengths, and vision.

By diving into these powerful questions, you'll uncover:

- **Your "Why":** The core reason behind your business—what drives you and keeps you motivated.
- **Your Ideal Client:** Who you want to work with, so you can market with focus and build genuine connections.
- **Your Vision:** What you want your business and life to look like, guiding your decisions and ensuring you stay true to your path.

This is the foundation of it all—understanding where to start so you can move forward with purpose. Let's dive in and begin building a business that truly reflects you.



01 Your Story

Your "why" is your north star—it's the driving force behind everything you do. It shapes your decisions, fuels your passion, and helps you connect with your clients on a deeper level.

When you're clear on your "why," it not only helps you stand out but also creates authentic connections with your clients. People don't just buy Pilates sessions—they invest in you. They trust in your ability to deliver the results they're looking for. Sharing your passion and purpose allows potential clients to see how you can help them achieve their goals, sparking excitement and trust in your work.

Telling your story invites others into your world, but more importantly, it helps them see themselves in your journey. Your unique "why," tied to your personal story, is what resonates most with clients, building lasting relationships that bring them through the door—and keep them coming back.

Your Story

What influenced you to want to become a Pilates instructor?
Why did you decide to teach Pilates and make it your career?

Your Story

Why did you start practicing Pilates?

Your Story

What happened in your life when you started practicing Pilates?
How did your life change for the better?

Your Story

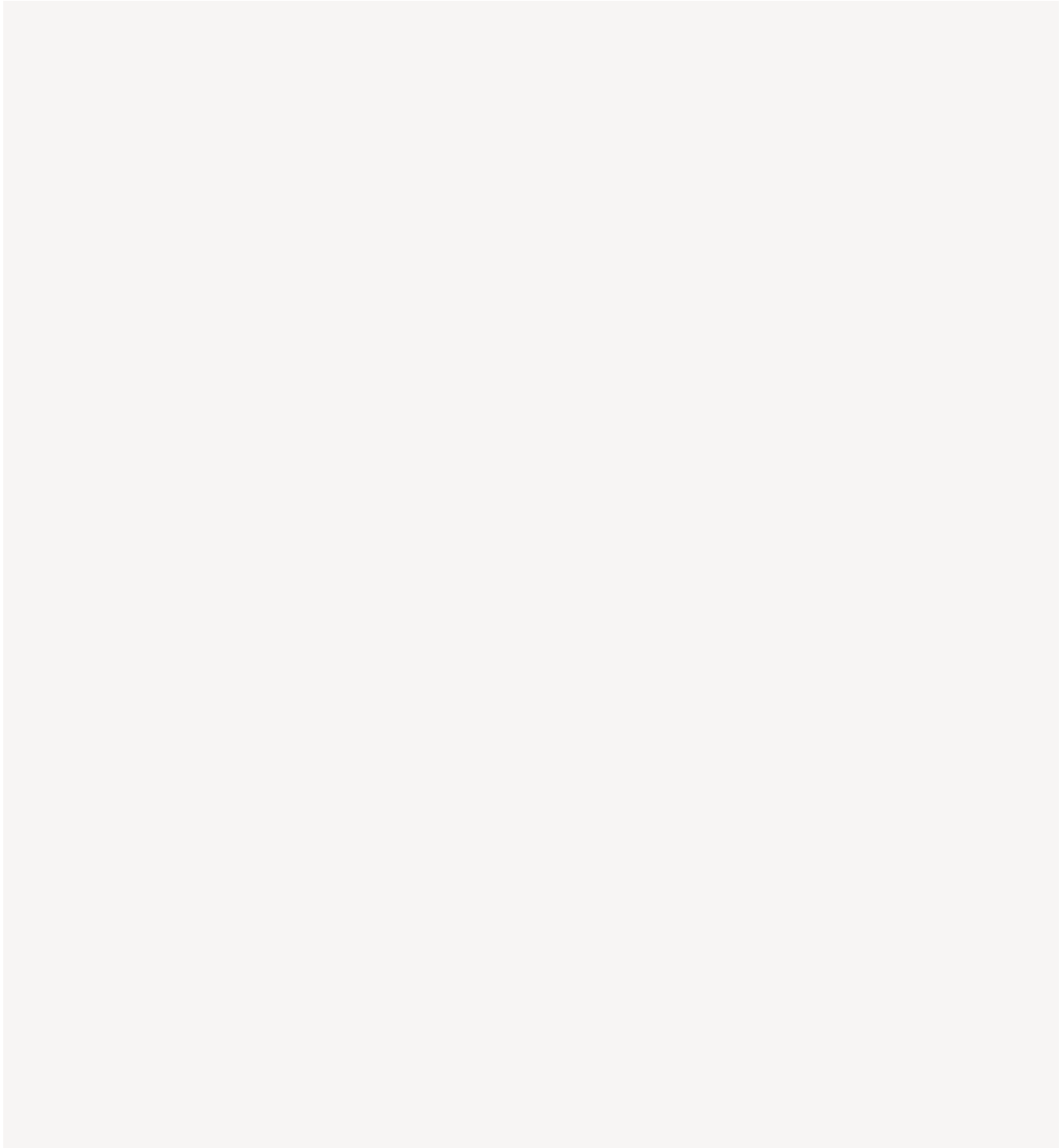
What do you love about Pilates?

Your Story

What influenced you to start your own business? Dig deep! Go beyond just wanting to make money. Put your clients at the forefront. What do you want for them?

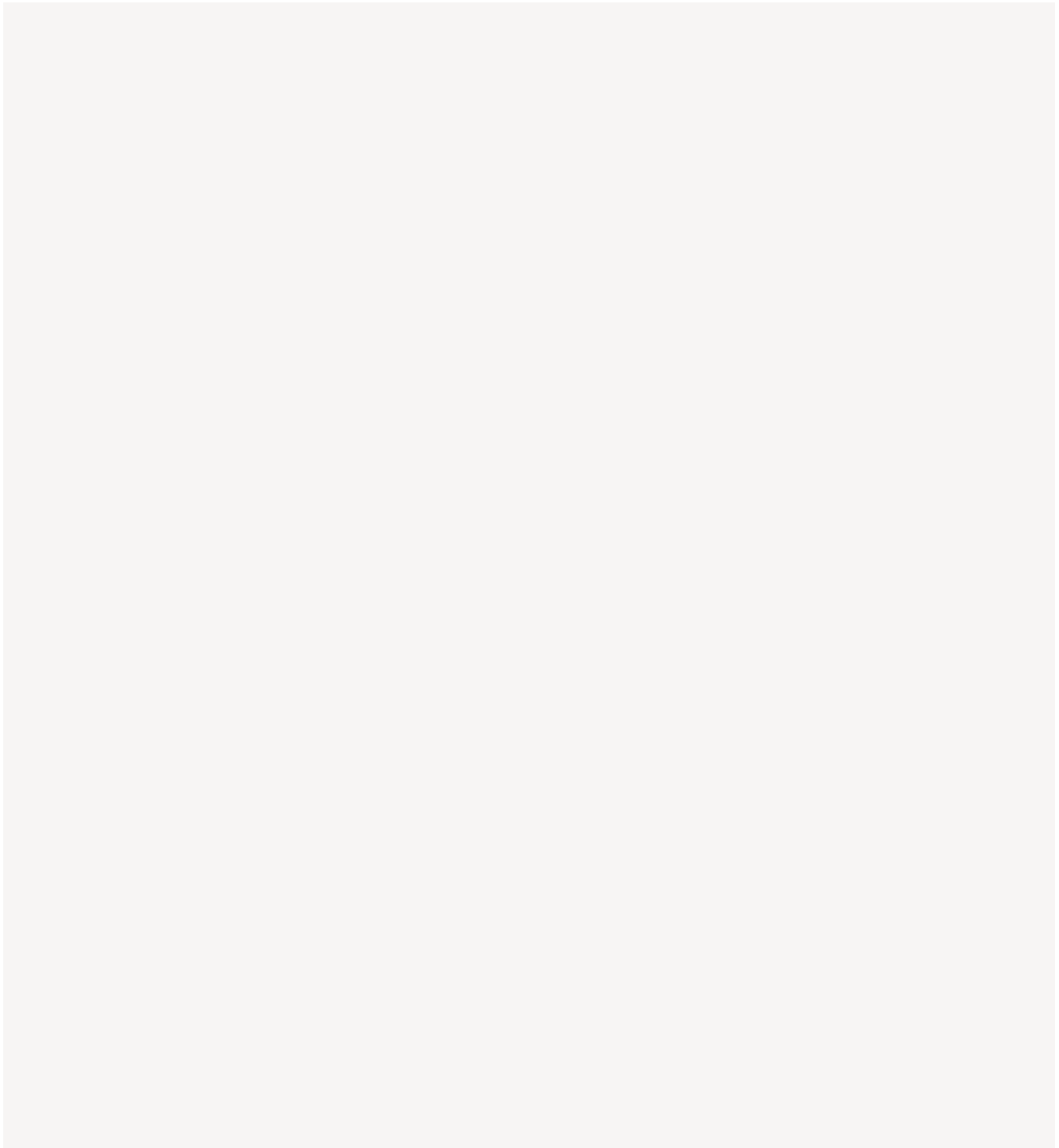
Your Story

What do you want people to walk away from working with you with?

A large, empty light gray rectangular box, intended for a person to write their response to the question above. It occupies the central portion of the page.

Your Story

Why do you think Pilates is the way to do that as opposed to say yoga? Or cross fit? etc.



Your Story

Is there anything else you feel like people should know?



02 *Your Ideal Client*

Understanding *who* your ideal client is, is one of the most powerful steps you can take in building a successful Pilates business. When you have a clear picture of the person you're speaking to, you can tailor your marketing, your messaging, and your services in a way that resonates deeply.

Your ideal client isn't everyone—it's the people who are most aligned with your expertise, values, and the results you can deliver. By narrowing your focus, you position yourself as an expert, attract the right clients, and create a business that's not only successful but also fulfilling.

This section will help you define exactly who you want to work with, so you can refine your approach and grow your business with confidence.

Your Ideal Client

Reflect on your favorite clients and why you love working with them.

What qualities do they share? What's their personality?

What's their age?

What problems did they come to you with, and how did you help solve them?

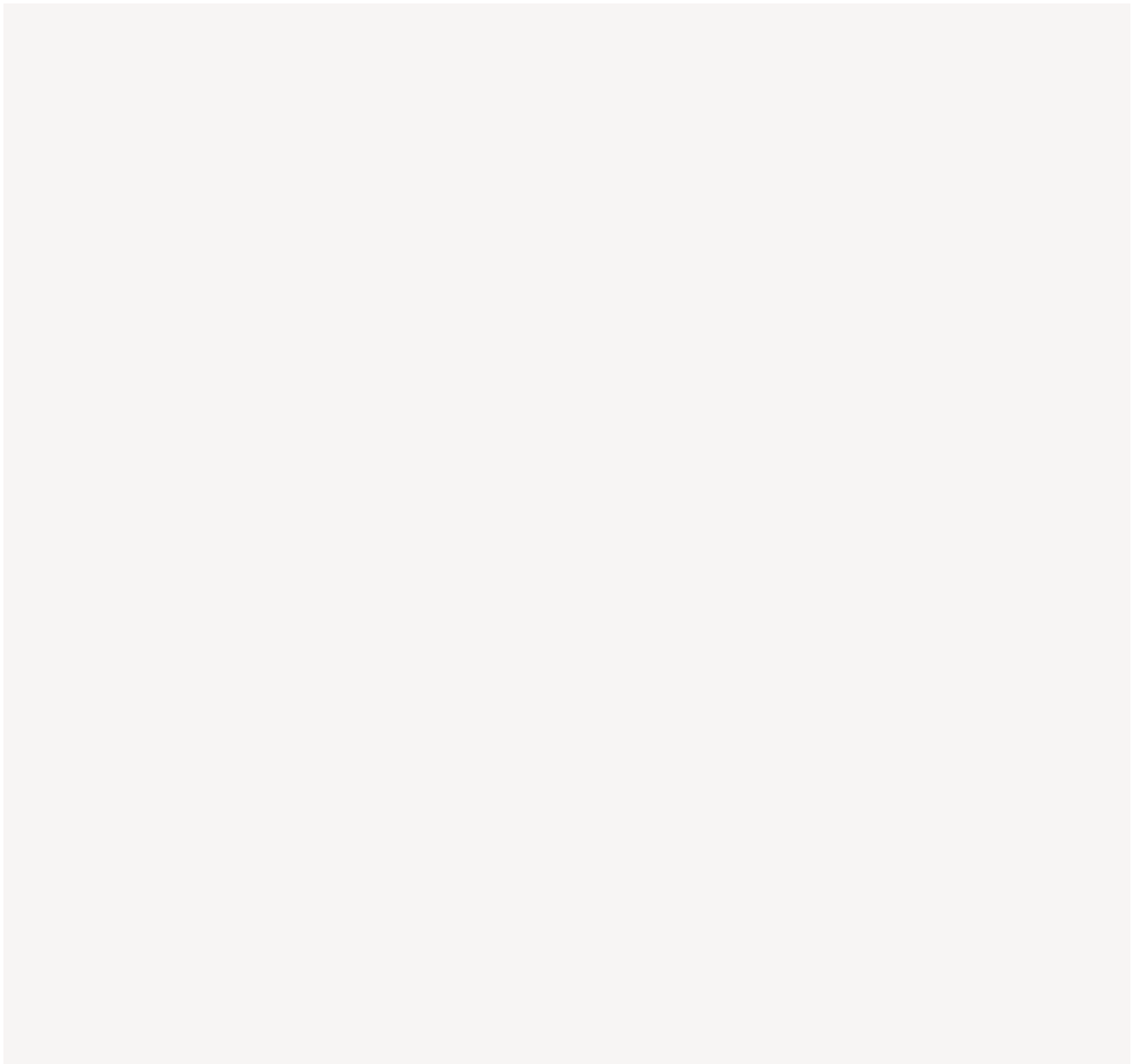
Your Ideal Client

Reflect on the clients you didn't enjoy working with.

What made those sessions challenging?

What qualities do they have?

What problems did you work on with them?

A large, empty rectangular box with a light gray background, intended for the user to write their reflections on clients they didn't enjoy working with.

Your Ideal Client

What topics excite you? Brain dump everything you love learning about.

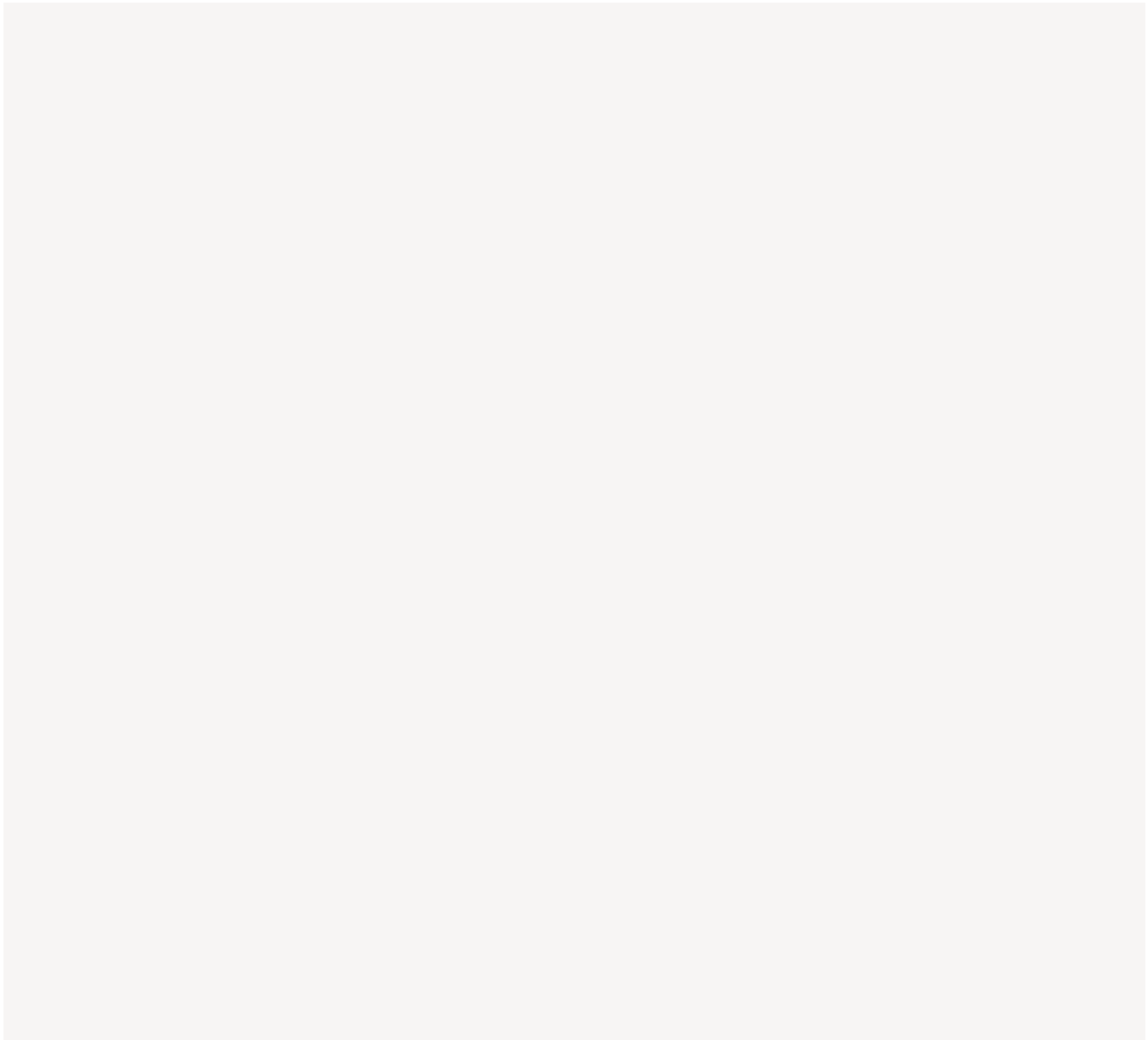
Think about the workshops and continuing education courses you've taken recently. Which ones captivated you, and which felt uninspiring?

Do you notice any recurring themes—like a fascination with shoulders, Sciatica, Parkinson's or hypermobility?

Your Ideal Client

Identify the problems, injuries or transformations you love helping clients with. What kinds of challenges or goals excite you most?

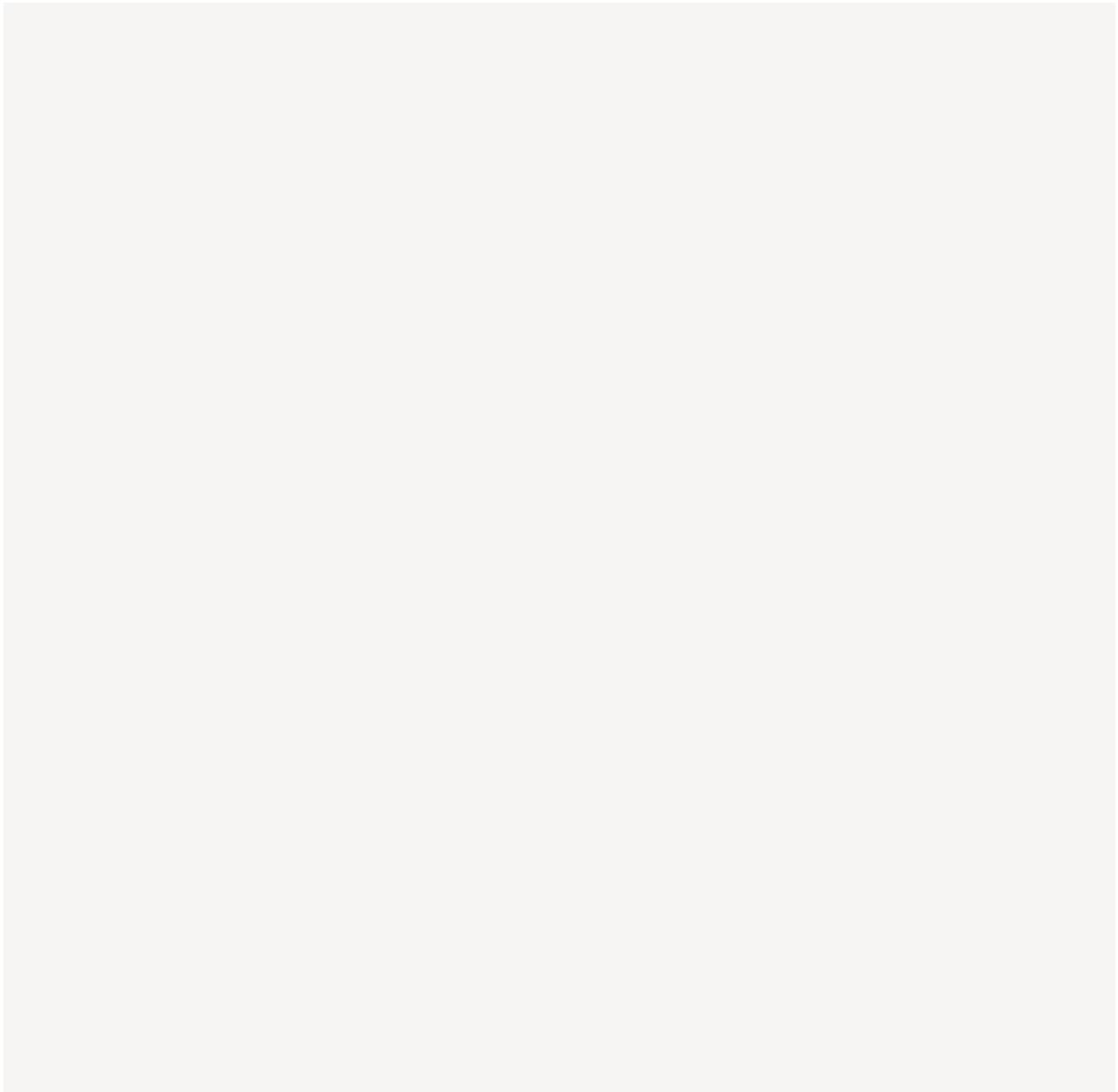
Examples- improving posture, reducing pain, rehabbing from ACL tears, or helping moms heal from Diastasis Recti.



Your Ideal Client

What are your teaching strengths? What is your teaching superpower?

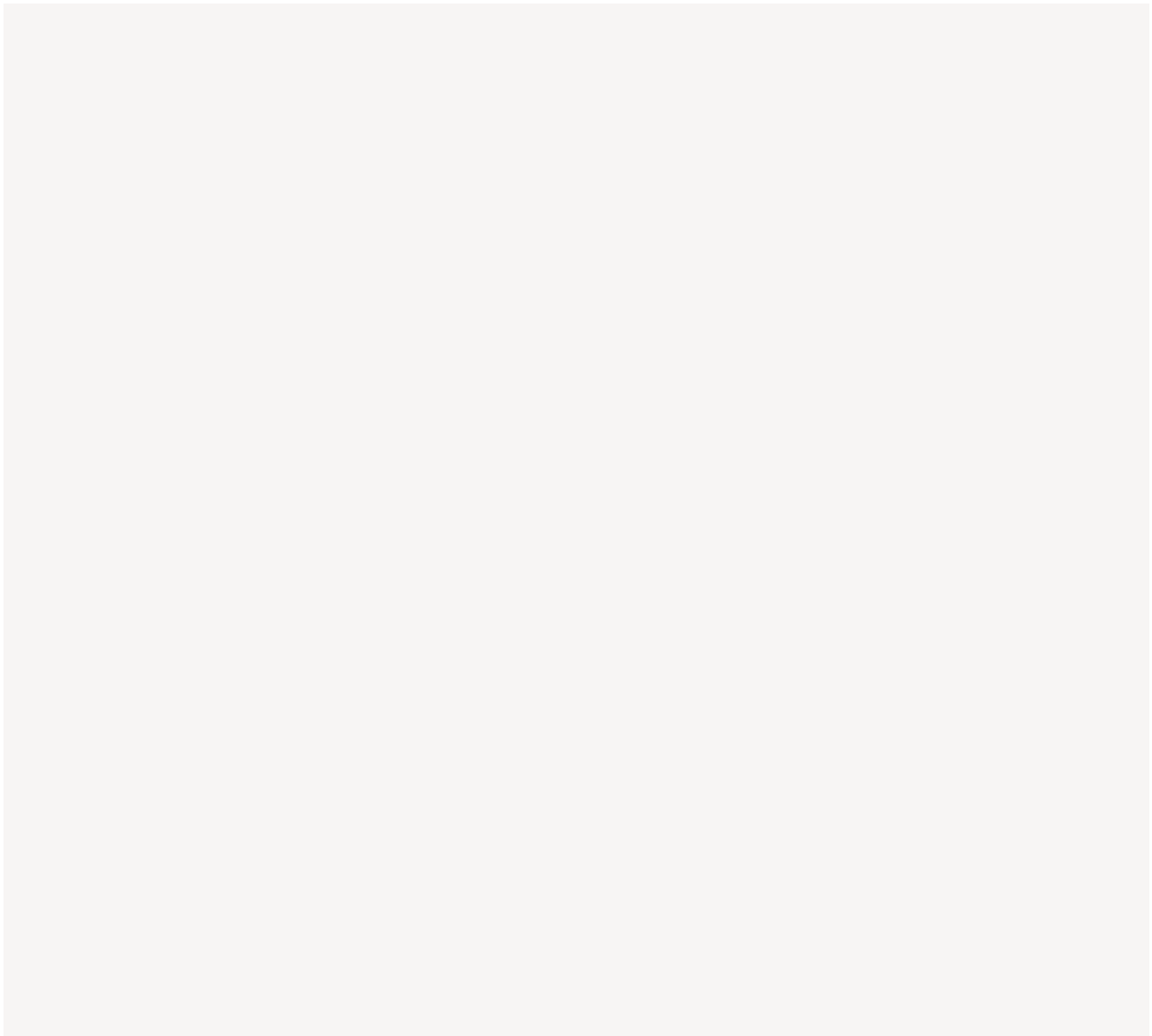
Examples: creating athletic flows, modifying for injuries, x-ray vision.



Your Ideal Client

Who can you genuinely help?

Think about the areas where your knowledge and experience truly shine. What are you really knowledgeable about, and who are you qualified to help? Consider your training, personal experience, and what you feel most confident teaching.



Your Ideal Client

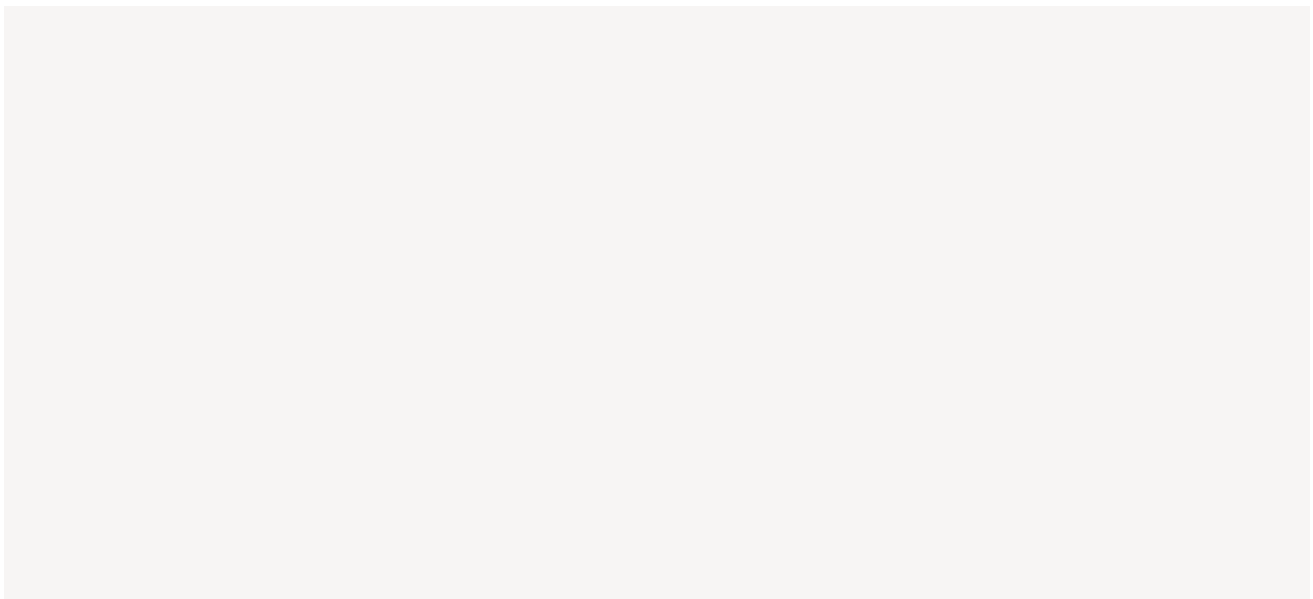
What goals does your ideal client want to achieve?

Examples: Relieving back pain, improving flexibility, increasing strength, managing stress.



What are their common struggles or obstacles?

Examples: Chronic pain, lack of time for self-care.



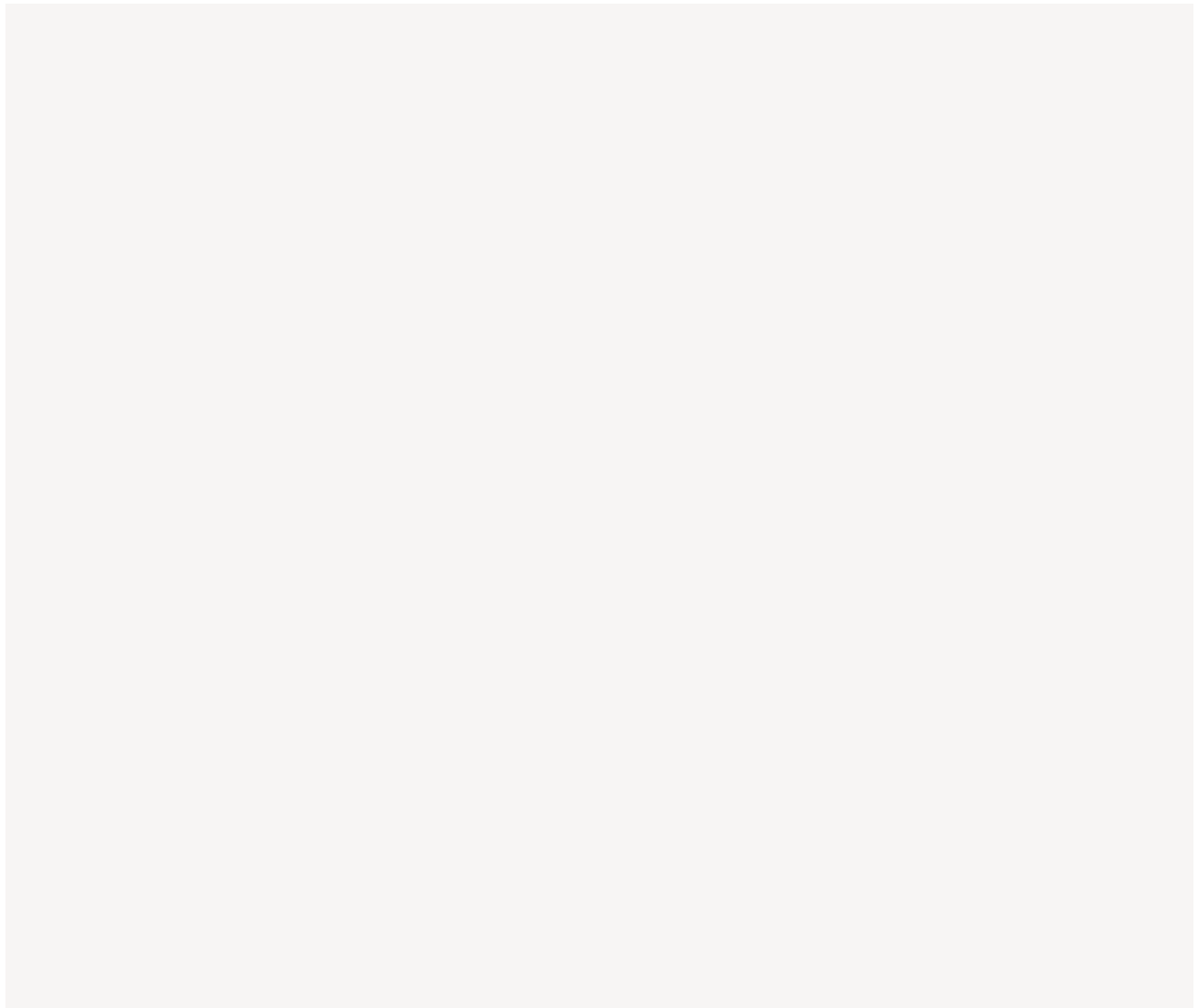
Your Ideal Client

Look in the mirror- does your personal experience give you any clues?

Why did you get into teaching Pilates in the first place?

Were you solving a problem for yourself—like rehabbing an injury or managing a chronic condition like scoliosis?

Is there any overlap between your personal journey and the kinds of clients you love working with?



Your Ideal Client

Where does your Ideal Client Hang out? How could make yourself more visible to them?



03 *Your Dream Business*

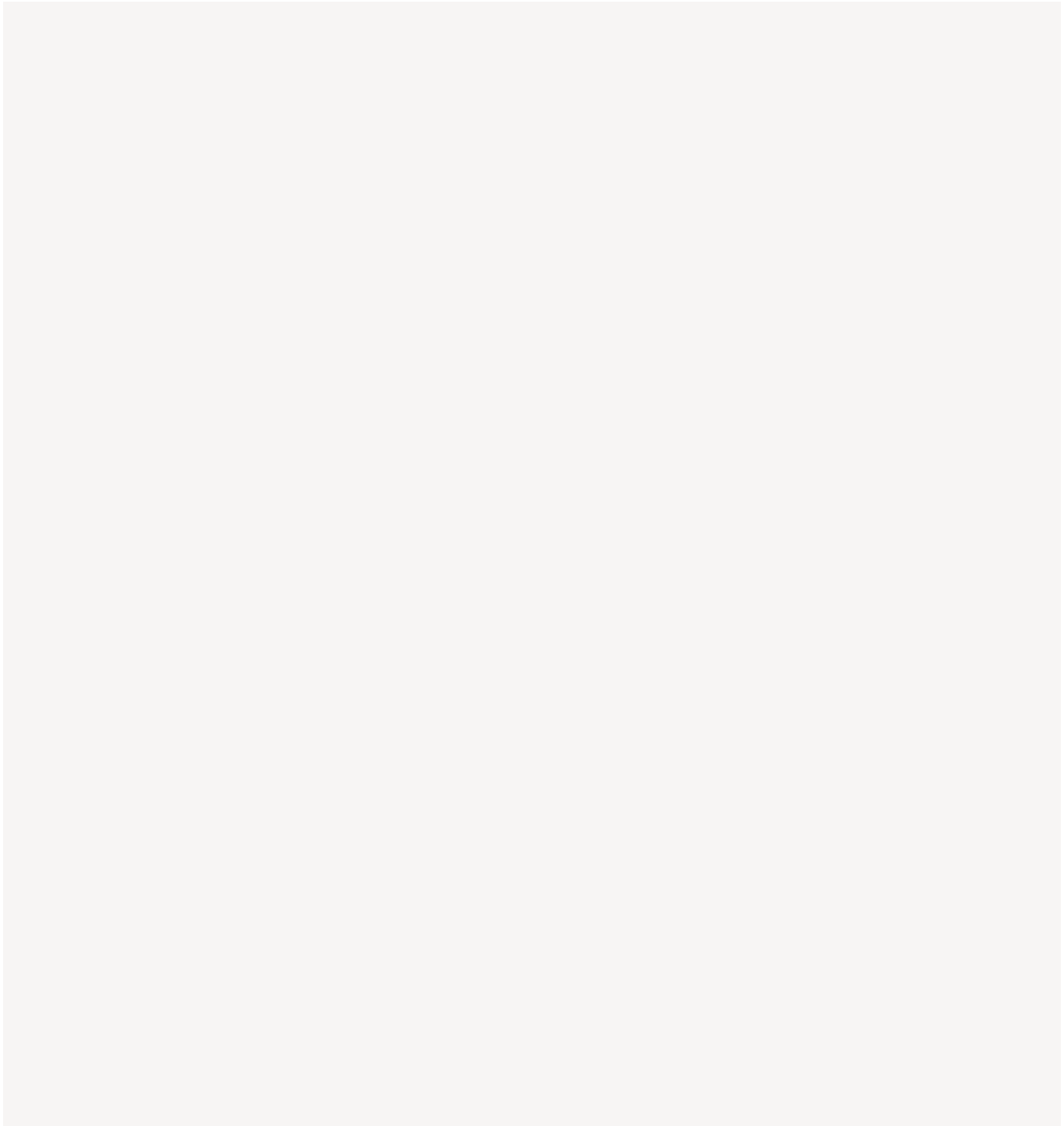
One of the first steps in creating a business model that works for you is understanding what you truly want for your life. Your business should align with your personal goals, values, and the lifestyle you envision—not just with what others are doing.

Just because you see other people opening a studio, launching an online membership, or creating a course, doesn't mean you have to follow the same path. This is your vision, and it's important that your business serves you in a way that feels fulfilling and sustainable.

Take this time to define what you want from your business—both professionally and personally. When your business aligns with your vision, it won't just be something you work on; it will be something that fuels you and fits seamlessly into your life.

Your Dream Business

What would your life look like if you had your dream business? How would your life be different than it is now?

A large, empty rectangular box with a light gray background, intended for a person to write their response to the prompt above.

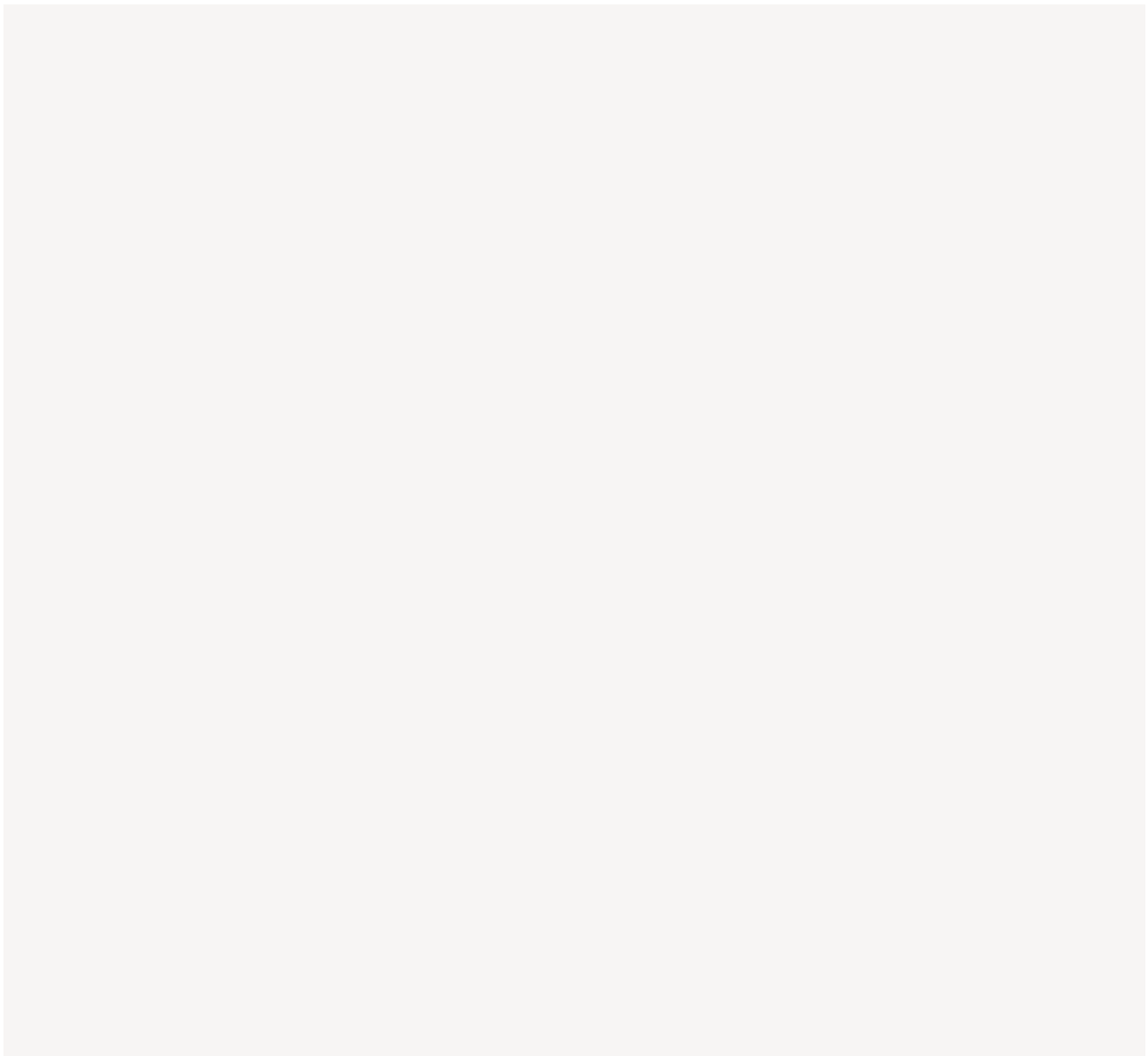
Your Dream Business

What does your dream business look like? Be specific!

Your Dream Business

Why do you want to start your own business? And this is where you can get away from the client focus like we did when talking about your why.

Is there a single event that inspired you to start your own business?



Thank you!



I'm so glad this Masterclass brought us together,
and I truly hope you've found this workbook
helpful in putting everything we covered in the
live training into action.

If you ever need support, guidance, or a fresh
perspective as you move forward, don't hesitate
to reach out. I'm here to help you build a
business that you love!

BOOK A MENTORSHIP SESSION