

Choosing Your Path

PROS AND CONS OF TEACHING OPTIONS

PILATES
MENTORS

TEACH BETTER THAN YESTERDAY

CERTIFIED
NOW
WHAT

Choosing Your Path



After finishing your certification, take time to explore different work environments. You may prefer teaching small groups or private sessions over large classes or need further mentorship from experienced instructors.

After becoming certified, Sarah and Elizebeth realized they needed further mentorship and sought to be around like-minded instructors. Sarah taught at Merrithew in Toronto, and Elizebeth taught at a STOTT PILATES studio in Atlanta.

Each teaching environment has pros and cons, so it's important to choose one that fits your needs and lifestyle. Here's a breakdown to help guide your decision.

Choosing Your Path

Exploring the Gym Environment

- 1 Research reputable gyms close to your home.
- 2 Contact the Group Exercise Coordinator or the club manager.
- 3 Try working out at the gym to see if you enjoy the atmosphere. Is this a place you'd like to spend time?

PROS AND CONS

Pros

- Exposure to a larger group of people
- A community of fitness enthusiasts
- A consistent class on the schedule results in consistent pay
- If you enjoy group classes, this is typically the format used at gyms
- You may be covered under the facility's insurance
- Opportunity to meet like-minded individuals
- Energetic, lively environment

Cons

- Group mat classes at gyms are usually larger, making it challenging for instructors to manage corrections effectively.
- Issues arise in reformer classes when participants don't embrace Pilates' mind-body connection, often adopting a "no pain, no gain" mentality.
- Budget for props and equipment is often less due to larger group classes
- Gym instructors often earn less than those at boutique studios, leading to lower earning potential

Choosing Your Path

Exploring the Boutique pilates studio

1

Investigate the studios near your home. Notice the equipment and the studio size to determine if they meet your needs.

2

Reach out to the Studio owner

3

Take a private or group class at the studio and see if you like the vibe of the studio. Is this a place you'd like to spend time?

PROS AND CONS

Pros

- More intimate setting
- Team-oriented environment among instructors
- Typically, a higher pay scale compared to gyms
- Focus on smaller group formats and private sessions
- Opportunity to learn from senior instructors and ask questions
- Most studio owners prioritize the education of their instructors, creating more opportunities for professional growth
- The studio handles marketing to attract participants for group classes
- The studio also manages some administrative tasks

Cons

- Potential issues to work in multiple places with non-compete clauses in contracts
- Higher pricing for sessions requires a clientele that can afford them.
- Client personalities may vary from those typically found in a gym environment.
- Client expectations tend to be elevated.
- Clientele may not always be consistent, as it can depend on the location, parking, demographic, and focus of the studio. E.g. clients who travel more for work & pleasure

Choosing Your Path

Exploring the Rehab Clinic/ Performance Center

- 1 Research clinics/centers near your home. Inquire if they offer a Pilates program and if they collaborate with pilates instructors
- 2 You should have a strong understanding of anatomy and biomechanics.
- 3 Decide if you want to learn more about programming for injuries and how to modify Pilates exercises.

PROS AND CONS

Pros

- Guidance from a rehabilitation therapist can significantly enhance Pilates programming by providing targeted support for common injuries and muscular imbalances.
- Encourages the review of anatomy and biomechanics to develop intentional programming for addressing injuries and imbalances.
- This serves as a reminder of stabilizers' critical role in maintaining joint stability. People coming to this setting will respect that.
- Gain experience working with various conditions and injuries you may not see at a gym or boutique studio.
- Help individuals regain movement after experiencing pain.
- Higher earnings compared to a traditional gym and often even more than a boutique studio.

Cons

- It could require more time to study and review anatomy and biomechanics. Need to determine if you have the extra time and want to put in the effort
- Working with a therapist is helpful, but programming often feels repetitive—many clients share similar imbalances or muscle inhibition patterns.
- Clients typically do not return to the clinic after rehabilitation unless they have another injury. Client retention for Pilates may be inconsistent
- The setting and the pace are different than a gym and/or boutique studio

Choosing Your Path

Exploring your own studio/virtual teaching

- 1 Review your teaching commitment (hours), desired lifestyle (studio location), and preferred work atmosphere.
- 2 Calculate initial investment. E.g. rent and equipment cost
- 3 Determine available hours to operate the business e.g. booking clients, taking payment, cleaning the studio, emails, marketing

PROS AND CONS

Pros

- Opportunity to earn a higher income
- Ability to establish the studio's rules, regulations, and policies
- Freedom to set operating hours and create your own schedule
- Convenience of having the studio located in your home
- Potential business write-offs on income taxes
- Owning a business helps establish your presence in the community and sets you apart from others in the industry
- Virtual teaching can be done from any location and widens client reach

Cons

- Assume full financial responsibility.
- Managing daily operations can often feel overwhelming and never-ending.
- Following up on payments from clients.
- Staying current with advertising, such as maintaining a website and managing social media.
- Responsible for client safety
- Studio owners face higher insurance premiums compared to individual freelance instructors.
- If the investment only allows for a small studio, the space may not be suitable for group classes.
- A strong Wi-Fi connection is essential for virtual sessions, and the environment should be conducive to this setup, considering factors such as background noise, interruptions, and lighting.
- It can sometimes feel isolating, and you may get stuck in your dogma (always teaching the same stuff the same way)

Choosing Your Path

Exploring your Choices

There's no wrong choice



Every decision leads us to an experience that will contribute to growth & wisdom



Lifestyle and financial situations drive commitment and investment



New instructors can develop more quickly and benefit significantly from mentorship by working at a boutique studio or gym.



Be willing to put ego aside and learn from more experienced instructors. There's always someone more skilled or knowledgeable than you.



Enjoy the process, have fun. You can always re-route!



If you have any more questions, please don't hesitate to reach out to us for guidance
education@pilatesmentors.com

Choosing Your Path

INSURANCE

Once you become certified depending on where you work, you may need to look into getting private insurance. Seek out “Fitness Insurance companies” that will cover your needs. In Canada Zensurance and Sports & Fitness Insurance are popular providers. In the US, companies like State Farm will have the necessary policy to cover personal trainers.

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CPR COURSE

Most Canadian and American studios require you to have an updated CPR certification. Often studios will cover this course, if not, you can write this off as a business expense. Check out these popular certifications: St. John Ambulance, Heaven Can Wait, American Heart Association, American Red Cross,

HST NUMBER/INCOME TAX

These items will vary between Canada and the U.S. It's essential to prepare for year-end taxes to avoid any surprises. HST is specific to Canada and can be paid either annually or monthly. Keeping a detailed list of business expenses eligible for deductions will assist you in filing receipts monthly. Be sure to consult the relevant laws for locations outside of North America. Your accountant will provide guidance.