



Pilates Expanded Business Resource: from certification to successful career

Eme Cole

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This business resource aims and provides insight for a range of practitioners from the new enthusiasts to the seasoned instructors, all of whom are focusing on the Pilates industry. Contents include the various certifying institutions, the criteria for obtaining your first teaching position, and a variety of client issues. Anticipating a growing career, it details options of providing workshops and self-publishing, as well as the demands of starting your own business. Whether you are in the beginning stages or somewhere mid career, this book will supply information, resources, and support to help you along your journey. Table of Contents= Section 1: Introduction- About the author, Prologue, Who this book is directed towards, How to utilize this book, Section 2: Entering the Pilates Industry- Experiencing different Pilates studios, Researching certification programs, Obtaining a Pilates certification, Resources, Section 3: Teaching Pilates- Obtaining a position as a Pilates instructor, Teaching group classes, Orientation for a new private client, Ongoing instruction for private clients, Terminating your Pilates position, Advancing as an instructor, Work/life balance, Resources, Section 4: Starting a Pilates Business- Choosing a location, Negotiating a lease, Registering a new business, Financing your business, Equipping your business, Determining offerings, pricing and forms, Advertising, marketing and networking, Expanding and/or selling your business, Resources, Section 5: Expanding your career- Building your brand, Teaching others, Self-publishing, Resources, Section 6: The Future of Pilates- Honoring its roots, Fusion and evolution, Staying power.

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