

Build Confidence and Purpose with Pilates

Episode 7 · New Client Map · Tania Huddart

Every client follows a path with your studio, from the first time they find you to becoming part of your community. It is more than one class. It is a series of connected moments.

Here is every step a new client takes with you, on one page. Each step is a chance to build trust and show care. On the pages that follow, you can look at each step in turn and choose one thing to change.

1	First contact Before they ever come in	Clients form an opinion as soon as they find you online or get in touch.
2	The first visit Arriving for the first time	The first visit sets the tone for everything after it.
3	The class Where they decide	"The class is where clients decide if they want to stay."
4	Follow-up After class ends	Connection shouldn't stop when class ends.
5	When someone steps away Life gets in the way	A new job, a sick parent, a hard winter. Show you care.
6	Milestones Up to their hundredth class, and beyond	Recognition builds motivation and loyalty.
7	Listening and improving All the way through	Clients value a studio that listens and changes.

Look after each of these steps, again and again, and new clients become regulars who bring their friends.

A question to sit with

Do your classes make each client feel seen and supported? Not most clients. Each one.

Think about the last new person who came. Would they say yes?

Your map, step by step

For each step, tick what you already do. Then answer the question honestly, and write down one thing you will change. Small changes count.

1. First contact

- ☐ **Your website.** Make your class schedule, prices and teacher profiles easy to find.
- ☐ **Test it.** Ask friends and family to find something specific on your site, such as the schedule or the prices. Watch where they look. Is it where they expected?
- ☐ **Social media.** Share honest posts about your classes and what your studio is like.
- ☐ **Replies.** Answer enquiries quickly, warmly and personally.

Is my first impression clear, welcoming and easy to find my way around?

WHAT HAPPENS NOW	ONE THING I'LL CHANGE

2. The first visit

- ☐ **A short tour or introduction,** so they know what to expect: where to put their things, and what the equipment is.
- ☐ **A real conversation before the first class.** Ask about their goals and their body. What brings them here? Is there anything you should know?

How do I make new clients feel comfortable and understood?

WHAT HAPPENS NOW	ONE THING I'LL CHANGE

3. The class

- ☐ **Options,** so every client feels included and nobody feels like the only one who can't do it.
- ☐ **Small chances to connect** with each other in class.

Do my classes make each client feel seen and supported?

WHAT HAPPENS NOW	ONE THING I'LL CHANGE

4. Follow-up

- ☐ **Thank you and feedback.** Send a short message, and ask how they found it.
- ☐ **Something useful between classes:** a newsletter, a simple tip or a short video.
- ☐ **Rewards** for coming regularly, or for bringing a friend.

What do I do to keep in touch with clients between visits?

WHAT HAPPENS NOW	ONE THING I'LL CHANGE

5. When someone steps away

- ☐ **Check in.** When someone drops off, send a simple “How are you?”
- ☐ **Welcome them back.** Suggest something that suits where they are now, or offer a small incentive to return.

How do I support clients who step away, and encourage them to come back?

WHAT HAPPENS NOW	ONE THING I'LL CHANGE

6. Milestones

- ☐ **Shout-outs** for attendance milestones, such as a fiftieth or hundredth class, and for personal achievements.
- ☐ **Celebrations,** such as the studio's birthday, or how far a client has come.

Do I celebrate client progress and loyalty, every time?

WHAT HAPPENS NOW	ONE THING I'LL CHANGE

7. Listening and improving

- ☐ **Ask.** Collect simple feedback regularly.
- ☐ **Act on it.** Make changes, and tell clients how their feedback shaped them.

Do clients see their feedback being used?

WHAT HAPPENS NOW	ONE THING I'LL CHANGE

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