

# THE PILATES JOURNAL

## The evolution of Pilates



### THE FUTURE MATTERS

Frances Cahill from Pilates ITC shares her hopes for the future of our industry

### GET BUFF BONES®

Guide your clients to better bone health with Rebekah Rotstein

### MAKE YOUR BUSINESS SERVE YOU

Become the boss of your business again with advice from Lesley Logan





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for more information.*

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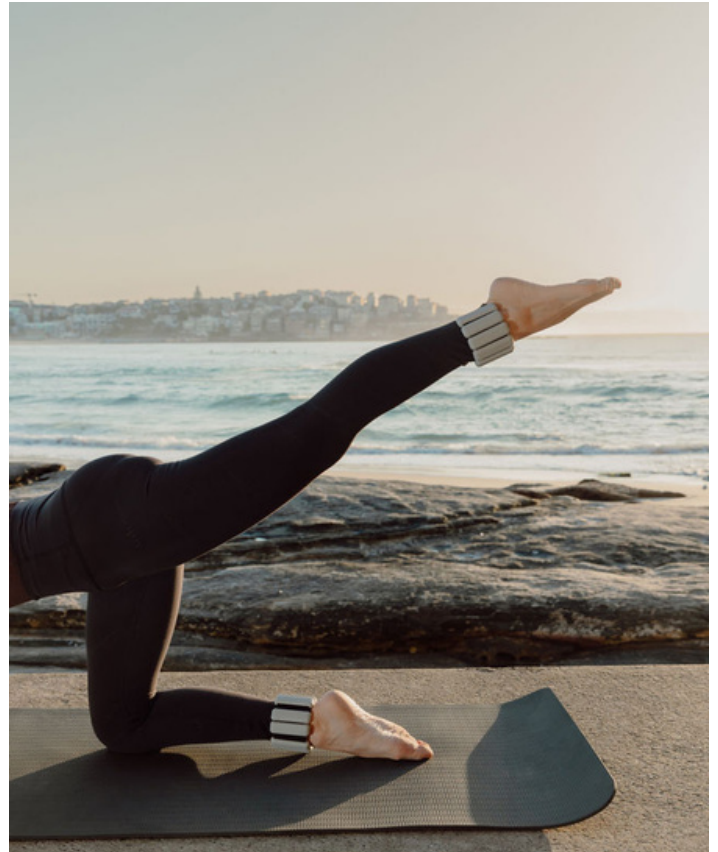
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The Pilates Journal would like to acknowledge and pay respects to the Gadigal people of the EORA nation as the traditional custodians of the place we call home - Sydney - where this journal is produced.

The Pilates Journal pays respects to their elders, past, present and emerging, and acknowledges all Aboriginal and Torres Strait Islander peoples.



# Note from the Editor



## *Welcome to another edition of The Pilates Journal of Australia.*

As we settle into another year, we take a moment to consider the evolution of the Pilates method.

So much has changed since the pandemic. For some of us, it involved moving to online teaching, perhaps trying not to do it all like we did before or finding more time for your own practice.

We've seen the rise of the Reformer and what this means for our industry moving forward is of great interest to us all.

This month we consider the future of our industry and talk about how a new perspective or focus is sometimes all we need in working with our clients. For studio owners, we also hear from US leading Pilates Coach Lesley Logan on how to make sure your business serves you and learn how to implement social media metrics that will help your business grow.

We look forward to hearing more of your thoughts on this month's edition. Stay safe and be well.

**CJZarb**

FOUNDER AND EDITOR

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### On the Cover

Frances Cahill and Andrew Aroustian  
from Pilates ITC

# Not another 2023 Pilates trend list

FRANCES CAHILL, CO-DIRECTOR OF PILATES ITC SHARES WHAT SHE HOPES FOR THE FUTURE OF THE PILATES INDUSTRY

by Frances Cahill



Change in any industry is guaranteed; some hold more promise than others. If the pandemic has taught us anything it's that the Pilates people are nimble – figuratively and literally. It would be all too easy to just write another “trend list” for Pilates in 2023; but I can't predict how or if our industry will jettison things from last year or absorb new ones in the months to come. I do, however, have a wish list for the change I hope to see.

The Reformer is the undefeated champion of mainstream Pilates and it will continue, but it is exciting to see the full spectrum of apparatus including the Wunda Chair, Spine Corrector and Cadillac being woven into studio and online programs as a way to enhance movement and training diversity. While they're not likely to hit Reformer cult-status this year, the adoption of a much wider range of apparatus speaks to a change in temperature and appetite in trainers and clients alike. People are starting to experience and believe in the benefits of the Method, and fitness providers are clocking onto the fact that the old school, one-size-fits-all, “fitness grind” approach isn't what people actually want. I believe that to help clients unlock the full expression of benefits from the Method, we need to approach Pilates as a holistic system of movement, rather than a “fitness means to an end”. For the most part, the marketing of Pilates as a fitness modality sells the Method short in terms of its health benefit, empowerment, community, inclusivity and, quite simply, the value of movement

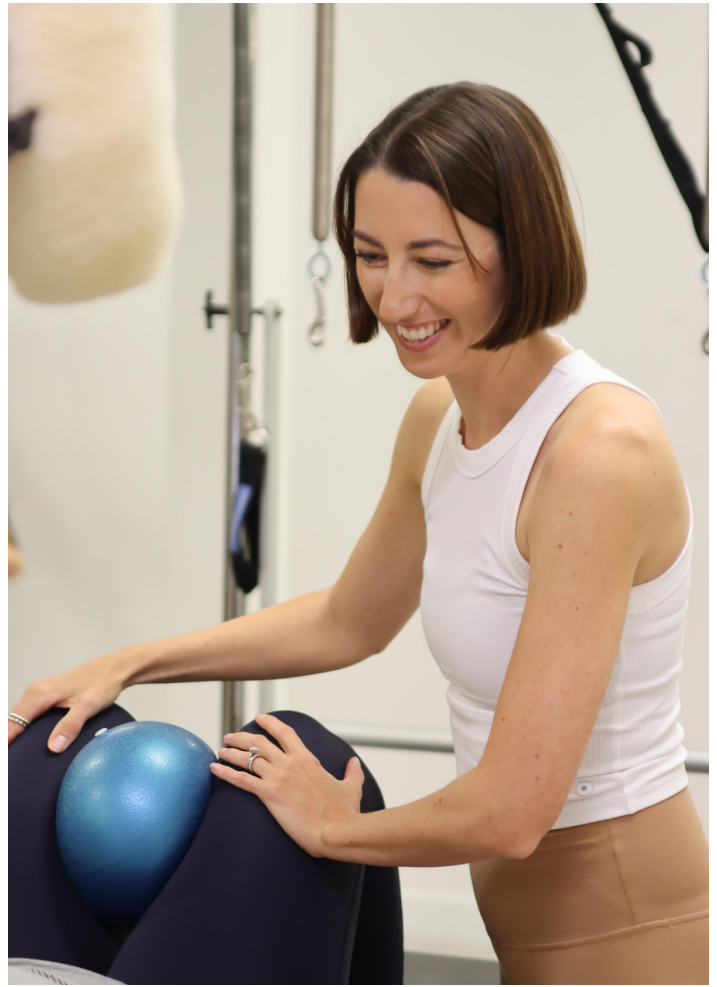
fun – for life. We want people to commit and trust the process; to get them there we need to paint a more accurate picture of the Method's value.

The only way we can progress Pilates in this direction is to cultivate mutual respect and collaboration between the Pilates industry and other fitness and movement modalities. Remember, Contrology as a Method wasn't a result of divine intervention: it was born of multi-modal influence. Pilates is the ultimate collaboration, it takes the best parts of a variety of movement styles and integrates them into one, complete system.

I'm not claiming Pilates as fundamentally superior to any other movement system or approach. As a teacher of teachers, it is important to ensure what we teach our Student Instructors (the curriculum) is informed by modern health and movement science so they can walk away with a comprehensive qualification that is meaningful in the world today. I believe a measured approach to change provides the greatest benefit to the Student Instructor and the client now and in the long term. However, this change can only eventuate when there is a mutual goal in mind, that goes beyond individual studios, businesses and instructors.

High on my industry wishlist is a greater appetite for interdisciplinary learning. We know Pilates lends itself to

*“To help clients unlock the full expression of benefits from the Method, we need to approach Pilates as a holistic system of movement, rather than a ‘fitness means to an end’”*



specialisation by integrating complementary modalities or sciences into the Method to enhance value for clients, but also to enhance career satisfaction for our Instructors. For this to happen, there needs to be a greater expression of interest from Instructors at the industry level.

The learning doesn't end when you have your certificate in hand, in fact, the qualification is only the beginning. We're always learning, in all ways; and it's something to get excited about.

This excitement needs to come from within the industry, at all levels, but especially needs to be cultivated within newer Instructors who are still absorbing the knowledge learnt in their course. These early days of being an Instructor are a golden opportunity to add additional threads of knowledge, discover new areas of interest, and begin a journey of continuous learning. Instructors at this stage need encouragement that they are ready to go further to stand them in good stead for the rest of their careers.

There's so much potential to grow and progress if we think beyond our own patch and lift each other up. At the very top of my wishlist is for greater mutual respect between industries; to keep raising the bar in the standard of Pilates education, and I welcome greater collaboration with other modalities. Most of all, keep fighting the good fight: showing our clients how to make the Method work for their bodies and have fun in the process.

**Francis is the co-Director of Pilates International Training Centre (Pilates ITC) / Pilates Fitness Institute. You can learn more about Pilates ITC courses at [www.pilatesitc.edu.au/](http://www.pilatesitc.edu.au/)**



# Getting to the bones of it

GUIDING YOUR MIDLIFE CLIENTS FOR BETTER BONE HEALTH WITH BUFF BONES® EXPERT REBEKAH ROTSTEIN

*by Rebekah Rotstein, NCPT*

Most people hear the word “osteoporosis” and assume it relates to seniors. But I’m here to tell you otherwise.

While osteoporosis occurrence increases with age, as does the risk of an osteoporotic fracture, 66% of Australians aged 50 and over have osteoporosis or osteopenia (low bone mass that’s the precursor to osteoporosis).[1] [2] Considering that women lose up to 20% of their bone mass in the first 5-7 years after menopause (which occurs on average at age 51), the midlife stage is a key time to inquire if your clients have been screened for osteoporosis and even if they’ve experienced a fracture.[3]

It’s important to note that an individual is classified as having osteoporosis if they’ve experienced a fragility fracture, regardless of bone density testing. Especially interesting is the observational data published in the 2021 Journal of the American Medical Association finding that an initial fracture that’s traumatic (from above standing height or, say, in a car crash) and one that’s nontraumatic (occurring from standing heights or lower) are similarly associated with risk of subsequent fracture.[4] In other words, we need to take into account fracture history in general.

All of this matters for you as an exercise professional. Not only will a diagnosis of osteoporosis or osteopenia change and guide your programming, it offers you a unique opportunity for intervention and improvement in your clients’ health outcomes. This may be one of the most important ways you can help your clients and actually change their lives!

Now you may be thinking, “Oh boy, this means I’m now limited in what I can teach them and basically should have my clients practice little more than standing on one leg.”

Far from it.

The reason I created Buff Bones® back in 2009 was because I myself was diagnosed with osteoporosis 5 years earlier - at age 28 - and resented feeling excluded from classes that abounded with thoracic flexion, which is contraindicated for osteoporosis. My body at the time, like many in midlife as I am now at age 47, also wasn’t well suited to classes with certain high impact elements that hurt my joints. But any classes for osteoporosis were geared toward those like my elderly grandmother, and mostly seated in a chair.



Thus Buff Bones® was born, and it became my mission to guide others in ways to improve their bone health, using existing research findings, others not yet explored, and always through an inclusive and encouraging lens.

The Buff Bones method embraces a whole-body approach and the principles of Pilates, which many in the osteoporosis exercise world dismiss due to its limited loading of the bones. It’s true that Pilates alone lacks the necessary stimulation necessary to increase bone density in a postmenopausal population. Yet weight training, which has been shown at specific loads to be able to increase bone density in this population and is certainly key to at least maintaining current bone mass, is not sufficient in itself to provide the resilient and steady body necessary to meet life’s demands, overlooking mobility and balance training.

This is why we view Buff Bones as the centrepiece of the bone health formula. Rather than a number of exercises, it’s an entire method of movement that offers the solid foundation for any other exercise form that an individual wishes to or should layer on for their personalised programming. In addition to site-specific exercise targeting the most vulnerable bones, it combines key elements of motor control and fascia integration for healthy movement patterning and mobility, progressive overload for training strength, dynamic balance work for fall prevention and functional improvement, and impact for bone stimulation. Once the fundamentals are solid, we add in higher loads to build the bones as appropriate within a class format.



***“Understand that no one exercise or style is the entire answer to the osteoporosis dilemma. It demands a multimodal approach. And yet exercise must start with good movement habits and optimal joint health”***

And we certainly encourage high-intensity strength training and work in conjunction with personal trainers for a team approach to clientele and this population.

Understand that no one exercise or style is the entire answer to the osteoporosis dilemma. It demands a multimodal approach. And yet exercise must start with good movement habits and optimal joint health, not only to prevent injury but to contend with the hormonal shifts occurring at this midlife time and the tendon-related issues, often in the shoulders and hips.

Midlife clients can be among the most rewarding to work with, guiding them through what can be a challenging period of change, and turning it into an exceptional opportunity for improvement and fracture prevention for now and years to come.

**Rebekah Rotstein, NCPT is an industry leader for Pilates, bone health and movement education. She is the founder of Buff Bones®, with trained instructors in more than 30 countries, is a frequent presenter on osteoporosis and works with several American bone health advocacy organisations.**

**Lisa Jackson, Australia faculty for Buff Bones® and frequent collaborator with Rebekah Rotstein, will be teaching the Instructor Training course in Melbourne March 18-19. For more information, visit [buff-bones.com](https://buff-bones.com)**

[1] Australian Institute of Health and Welfare. (2014). Estimating the prevalence of osteoporosis in Australia. Canberra: AIHW.

[2] Healthy Bones Australia. (2023, February 19). About Bones. <https://healthybonesaustralia.org.au/your-bone-health/about-bones/>

[3] Bone Health & Osteoporosis Foundation. (2023, February 19). What Women Need to Know. <https://www.bonehealthandosteoporosis.org/preventing-fractures/general-facts/what-women-need-to-know/>

[4] Crandall CJ, Larson JC, LaCroix AZ, et al. Risk of Subsequent Fractures in Postmenopausal Women After Nontraumatic vs Traumatic Fractures. JAMA Intern Med. 2021;181(8):1055–1063.





# How fascial training expanded my Pilates teaching

LEARN NEW WAYS TO SUPPORT YOUR CLIENTS THROUGH MYOFASCIAL MOVEMENT PRINCIPLES

by Muriel Morwitzer

As Pilates practitioners, we spend our days trying to optimise our client's movement and postural patterns. So instead of adding new repertoire, when was the last time you considered adding a 'new' perspective to your toolbox? A different way of thinking and understanding can open up new possibilities, new ways to support our clients, whilst giving us movement professionals additional tools and techniques as we deepen our knowledge about the body and movement. Understanding the fascial system is one such new perspective.

In this article let's look at movement through the lens of our fascia. By knowing the fascia system's interconnectedness, particularly for movement of the myofascial connections, I believe we can enrich our understanding of how movement is orchestrated and how it can be optimised in its entirety.

The first time I experienced the great benefits of Pilates was at the Laban Centre, a dance school in London. It was here that I developed a strong interest in holistic movement and injury prevention.

I treasure the tools Pilates gave me, yet at times I personally felt limited in creating long-lasting postural and movement changes within clients and myself. It was like I was missing a piece of the puzzle to be able to understand why the changes that I was trying to evoke didn't always stick.

I was first introduced to fascial training by Karin Gurtner, who is the developer of Slings Myofascial Training® (Slings). It was a memorable turning point in my life and career. Slings is a holistic, fascia-focussed movement concept that engages body and mind. With a broad selection of multidimensional and adaptable exercises, this integrative practice aims to enhance postural ease and movement freedom, while strengthening health and vitality. The Slings education program by art of motion academy helped me to understand interconnected anatomy and how fascia can be trained intentionally, rather than accidentally. Being able to 'see' through the myofascial lens changed how I understood and addressed postural and movement patterns in my clients and myself.

Fascia is so fascinating, and it forms due to function. Meaning the way we move, stand, and even think forms our postural and movement patterns for better or for worse. Fascia is the collagenous tensile, force-transmitting, multidimensional, gliding and connective network that connects everything within in the body and every other system is embedded in it.

Once you become aware of the fascial connections you cannot unsee them and you cannot ignore their influential functions. Understanding how fascia influences every movement and postural pattern that we have, knowingly or not, helped to answer the ‘why’ I was looking for. As soon as I started considering the fascia’s architectural and functional behaviours and how to re-train them, I started to see long lasting change for my clients, and as a teacher - I felt newly inspired.

When learning about fascia we focus on the concept of Slings and focus on how we (re) train 12 innate fascial movement qualities.

### **The 12 fascial movement qualities we train at art of motion academy include:**

- Tensile Strength
- Muscle Collaboration
- Force Transmission
- Adaptability
- Multidimensionality
- Fluidity
- Glide
- Elasticity
- Plasticity
- Fascia Tone Regulation
- Kinaesthesia.

It’s a simple equation; use them or lose them. Just because fascia innately has certain qualities it doesn’t mean you still have and or utilise them. The good news is you can retrain them through fascia focused training and maintain them for a lifetime. So, what does this mean for our clients (and ourselves)? If we don’t train for ‘Tensile Strength’ (one way to strengthen fascia is under load and tension) our dynamic stability, tissue resilience and joint longevity can be greatly compromised. To help clients maintain or regain the fascia’s plasticity quality, which allows structural shape changes in the fascial architecture, we need to first understand how we can specifically train it. Meaning we need to understand why and how fascia can change shape.

Fascia transmits force; this is a mode of mechanical communication. For example, changes in the foot are communicated along sequential myofascial (muscle and fascia) lines enhancing movement efficiency and supporting postural ease. However, if there are adhesions, or the fascia has become gluey rather than being able to glide relative to its neighbouring structures, there will be excess force to a certain area which can lead to overloading, compression, and discomfort amongst other things.

Training for multidimensionality assists to prevent joint degeneration and or loss of freedom of movement in all directions in the joint itself as well as the multidimensional fascial tissue. When one or both is lost because we’re not using it we often call

this ageing, yet we could age with a lot more agility and capability if we trained this quality.

Through training for adequate tensile strength, glide, force transmission and elasticity, you are preventing tears in ligaments, tendons, overloading or compressing myofascial structures and joints whilst fostering tissue resilience and creating a spring in your step and or swing (also a bonus for ageing and overall life quality) to name a few.

Fascia is vast and complex. For the purposes of this article, I have simplified its role greatly. However, I hope you can see that by understanding the composition of fascial architecture, its functions, and behaviours and how we can remodel it, we are able to re-train these qualities on the mat. It was a game changer for me and enhanced my Pilates understanding and teaching significantly.

To allow you to understand how fascia training works, I have provided a supporting video to accompany this article. I have chosen two exercises where you can experience Slings Myofascial Training.

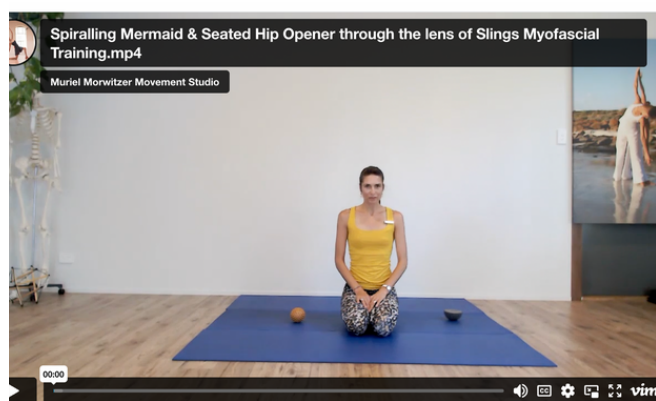
The training aims for each exercise to enhance freedom of movement, multidimensional strength and glide in the hips and shoulders. We are focusing on just three of the twelve fascial movement qualities namely: glide, multidimensionality and tensile strength in the hips, shoulders, and trunk to support postural and functional ease and longevity.

The exercises chosen might be familiar to you. The ‘Mermaid Spiralling’ and ‘Seated Hip Opener with Shoulder Spiralling’. As an onlooker, it might seem very familiar at first, yet the instructions, the felt sense and intentions differ. The intention of what system you are focusing on plays a really big role and of course the understanding of how we can re-train the innate fascial architecture and its functions.

Come and join me on the mat to find out more.

**Muriel also known as Mumu, will be teaching the Slings Myofascial Training Foundation course on 5-7 May 2023 in Sydney. You can find out more [here](#).**

### **Join Mumu on the mat below**





# Instructor Spotlight: Luisa Saiter Lins

WE SPEAK WITH SENIOR PILATES INSTRUCTOR LUISA SAITER LINS FROM PLANK PILATES ABOUT HER CAREER TO DATE AND HER TEACHING FOCUS.

**Q. Tell us a little about yourself and your Pilates background?**

**A.** I am Luisa, I live on the Northern Beaches of Sydney, and I am a Pilates instructor and educator. I own a studio called Plank Pilates Studio which has been operating since 2015. I've been teaching Pilates since 2011 and I have been working as a teacher trainer for Polestar Pilates since 2014. My close friends would describe me as loyal, determined, active and passionate about what I do.

**Q. How did you discover Pilates?**

**A.** My first experience with Pilates was session over 20 years ago. At that time, I used to be very active and quite fit, and I couldn't really understand why I was so sore (in a good way) after a simple Pilates session.

**Q. How do you keep learning? What inspires you in your work?**

**A.** I practise Pilates regularly (3-4 times per week) and I believe this is one of the best ways of learning and staying inspired. In addition, I attend as many workshops as I can; I really enjoy listening to the Polestar Pilates Hour Podcast weekly and I am always checking to see if there are any new interesting workshops available.

**Q. The best advice you were ever given as a teacher...**

**A.** Make sure that you schedule time for your own sessions.

**Q. Is there something you try and instil in each of your clients?**

**A.** I prioritise simplicity, flow and a positive attitude when teaching. My goal as an instructor is that all my clients walk out of the studio feeling better than when they walked in both physically and mentally.



**Q. The best Pilates course you ever did was...**

**A.** There are two short courses that I loved with Polestar. Runity with Juan Nietto and Dismistifying the Pelvic Floor with Brent Anderson which I'd definitely recommend.

**Q. If you could start your business again, what would you do differently?**

**A.** I put my heart into my business and although I have made some mistakes along the way I have learned from them which makes them an asset. I love what I do and I would certainly do everything again and again. My advice for my younger self would be not to worry too much because in the end everything works out for the best if you keep giving your best.

**Q. How many pairs of grip socks do you own? Do you love or hate a stretch band?**

**A.** Only 5. I do clean-ups regularly and I only keep the ones I really love. I love a stretch band!

**Q. How do you stay motivated?**

**A.** My Pilates practice is crucial and non-negotiable.

**Q. Does your family really know what you do for a job?**

**A.** Yes, they do... whenever they are around, they are 'forced' to do some sessions. I could never explain properly what I do, but once they got familiar with Pilates and my routine, they understood what was involved.

Luisa owns Plank Pilates Studio  
[plankpilates.au/](http://plankpilates.au/)

# Brain Power

LEARN HOW TO GAIN POWER OVER YOUR MIND AND HOW THIS APPROACH CAN HELP EMPOWER OUR CLIENTS TOO

by **Kimberley Garlick**

Often we talk about the mind-body connection with our clients and how we want to reinforce better movement patterns that hopefully become habitual over time. And we all know that it's hard to break these patterns so firmly planted in our clients' brains.

It was one of the reasons why I decided to complete my Neural Linguistics Certified training to understand more about what our brains are truly capable of.

I was awarded a scholarship for the Diploma of Life Coaching with the Australian College of Neuro-Linguistic Programming (NLP). Through my training, it was so fascinating to understand how the brain continues to grow through your life, especially when we give it new things to learn, new goals to go after or ask it to change a preconceived idea.

At the core of this is that the human mind is not fixed and you can take charge of your thinking. Sounds simple but it is a powerful thought.

There is a lot of research and reading material about our RAS (your Reticular Activating System) which in a way is like your personal search engine. To gain growth in your mindset, and not become stuck, is all about finding your true potential and taking power over your mind. Others can assign or implement value to you or devalue you, and then you determine whether that is of benefit to you or something you need to discard.

There is no shortcut to hacking your brain, but simple changes daily, weekly monthly and yearly can lead to dramatic life changes for good.

If you are told long enough that you are something or someone, your RAS (Reticular Activating System)/brain focuses on that, and you become that. You search out everything to support that presumed theory of yourself, which has most likely been given to you by someone else. "I am just not that good at Pilates I never have been, or I am inflexible and I always have been, my mind races too much to sit and do a Pilates class," ... you get the idea.

The language you choose in self-talk is also extremely important. It must never be negative, but it also has to resonate as part of you. Rather than thinking of it as I have to do my Pilates three times a week it could be 'I deserve to live in a healthy body and be able to do what I want to do with the people I love and Pilates three times a week will help me do that.'

It is important to remember that you have the power to rewire your brain to learn more and empower your thoughts as they gather new information. So how do we encourage our clients to do the same?

In the studio, I often see clients who have allowed their opinions to become their fact. Sometimes they say to me 'I am so broken that I can't be healthy or optimally moving'. Instead, let's focus on getting our clients to the end goal. Ask them WHY they don't want to be in pain? Understand their goals and help them find a pathway forward.

Within our studio space, it is important to focus on positive movement experiences that create a somatical pathway to assist with stability, strength or flexibility to support a dysfunction or abnormality that may exist. In a well-equipped Pilates studio, we are gifted with many small props such as the Chi Ball, thero-band, the Oov, the Balancsit and the Spine Fitter, just to mention a few. All of these additions promote the neurological conversation towards healing as it eases discomfort, fear and pain that may have been there otherwise. We need to remember that our practice is more than just the body in front of us we're often training the mind too.

**Kimberley owns Northern Rivers Pilates in Lismore**  
[northernriverspilates.com.au/](http://northernriverspilates.com.au/)





# Get your business to serve you

BECOME THE BOSS OF YOUR BUSINESS AGAIN WITH ADVICE FROM PILATES COACH LESLEY LOGAN

by Lesley Logan



You started teaching Pilates because you wanted people to feel the same amazing benefits you felt when you started taking Pilates. You may have even opened a studio, purchased lots of equipment, hired teachers and a team. And all of sudden you find yourself spending so much time in your business you are not getting Pilates in. And, you're wondering who the boss of your business really is?

If you're feeling like you work for your team, your clients, or your business... you are not alone!

Most teacher training programs do not have the time or ability to also teach you how to run a business. So, you do the best you can. You say yes to every client you can. You also start wearing a marketing hat, bookkeeping hat, scheduling hat, housekeeping hat...

You are wearing so many hats in your business that you need another hat stand. Or head to wear them!

Of course, this busyness doesn't happen all at once. It starts off with joy and excitement for your new business. And you don't mind 'just this once' moving a client to your day off.

But then you go from having a day off to maybe not having any

anydays off. There is so much to do daily to run your business you find yourself doing less Pilates for yourself. And this little resentment feeling begins.

You also have big ideas for things you could be doing next. But you don't have any time to work on them. And so the goal of adding a new workshop, retreat etc gets pushed to 'tomorrow'. Until you realise that its been 6 month of 'tomorrows'. You're not alone!

Please read that again. You're not alone. You didn't get into teaching to run yourself ragged. It happened slowly over time, little by little of your boundaries being pushed this way and that. Until you get to where you are now (or close to it) burnt out and wondering if you'll ever have a business that is profitable and gives you time away.

Well, the good news there is a way to ensure your business works for you instead of the other way around.

It takes a little time to get set up. And a bit of strength to uphold your boundaries once you get set up. But, once you start using this model you will see how much time you can get back into your business, make the money you want to make and have time to enjoy the fruits of your labour.

***"It takes a little time and a bit of strength to uphold your boundaries once you get set up. But, once you start using this model you will see how much time you can get back into your business"***



1. You absolutely need to know your numbers. This is key! If you want to confidently say 'no' to a client trying to move a session, you need to know if you have taught enough that week/month to make the money you want. Please do not wait until the end of the year to see how much money you made. Instead, use my free [Magic Calculator](#) to get your Magic number. This will help you with the next step.

2. Grab a blank 7-day calendar. We are going to draw out your dream schedule. The first things that go into your calendar are your rocks. Your priorities.  
The second set of time blocks are the things that propel your business forward. I call these your gemstones.  
The third thing is your glitter. The stuff you can do anytime and pretty much anywhere.  
Examples of rocks: what time you go to bed and wake up?  
Prioritising your own Pilates practice or time with your partner.  
Teaching hours are rocks but they are a lower priority. And, you only need to put in the number of hours you said you would teach on average in a week from the Magic Calculator.  
Examples of gemstones: marketing, reaching out to potential collaborations, writing a blog or newsletter.  
Examples of glitter: email, text, and scrolling on social.

3. Once you have put your rocks in, then blocks for gemstones, you'll see that there is plenty of time for glitter. More than enough time.

4. Add this dream calendar to your google/apple calendar and see what you need to move in order to have these time blocks. I like to put my gemstone blocks in so that I don't accidentally book something that would keep me from working on a new project.

5. When someone asks to move a session to a gemstone time I often say "I'm sorry that time is not available. But I have this time or this time for you."

You are the only person who can do what you do the way that you do it. If you burn out your clients and future clients lose out on you! If an idea you have doesn't get to come to fruition again more people don't get helped by you.

This step-by-step strategy for how to design your schedule works if you work it. I use it whenever I am feeling like my business is trying to control me. And, every quarter I review it. Sometimes we think we like to teach 4-6 pm but really we prefer 3-5pm. Its your business. Its your schedule.

Finally, I know this sounds scary, you might have some big changes to make. But please remember, the world needs you. You are the only person who can do what you do the way that you do it.

**If you want to understand how to use Rocks, Gems and Glitter to ensure your business is serving you, take Lesley's free webinar and make your business work for you [profitablepilates.com/ditching-busy](https://profitablepilates.com/ditching-busy)**



# Make your social media work for you

UNDERSTAND AND IMPLEMENT METRICS THAT DELIVER YOU REAL RESULTS

by Michelle Vogrinec

Are you bumbling around Instagram, creating content and posting it day in day out, only to feel that nothing is changing? Are your Facebook posts generating leads, but you can't seem to track what's working and what isn't? Are you sending out emails to your database and clients, but not really knowing if they're making an impact?

If this sounds familiar, then you're in the same boat as many Pilates Instructors out there.

It can be a real challenge to create and implement effective marketing and social media strategies, but it's important to recognise that in this day and age, marketing and social media play an important role in the success of your Pilates business.

Without engaging in effective marketing and social media strategies, you may find that your Pilates classes are not as well attended as you would like them to be. With that being said, it is important to find a balance between the time you spend teaching Pilates and the time you spend on marketing and social media.

So, what's the solution? The key to success for Pilates Instructors lies in understanding and using the right metrics to measure the success of your marketing.

For starters, you should be tracking your website visits to identify how your campaigns and content are resonating with your target audience. Heat map software [cz1] [MV2] is a great tool to discover website usage patterns and get even more detailed insights into how your website is being used. It allows you to see where users are clicking on your website, as well as which pages they are



visiting. With this data, you can make changes to your website navigation and home page so clients can easily find the information they are after. (A simple google search will pull up some suitable heat map software you can use).

For social media, Instagram posts, Facebook likes, to email campaigns, understanding the metrics behind your marketing efforts can give you the insight you need to adjust, optimise and ultimately increase your success. Knowing exactly what you want to measure and how to measure it is key to unlocking the answers that will help you reach your goals.

For example, your strategy might be “to focus on Instagram for six months, to increase your reach to your target audience, grow your followers and get sign ups to your newsletter”. You may do this by:

Target your ideal client in Instagram via

- Geotags – when posting “add location” and select your suburb or surrounding suburbs. People search Instagram via their suburb.
- Hashtags – select from different types
  - \*Location i.e. #perthpilates, #freemantlepilates
  - \*Niche i.e. #pilatesreformer #matpilates
  - \*Audience i.e. #mumsinperth #fitwomanperth
  - \*Post specific i.e. #pilatesclass #corestrength #strongglutes

— Create an opt-in to get people to sign up to your newsletter so you can continue to talk and connect with them. Include the sign up landing page in your bio. You can create the landing page in your website or email marketing software, or via an app like Linktree. Linktree is great because it allows you to share multiple links on social media. For example, you could have a page to promote your team members and their specialities, a services page and an opt-in to subscribe.

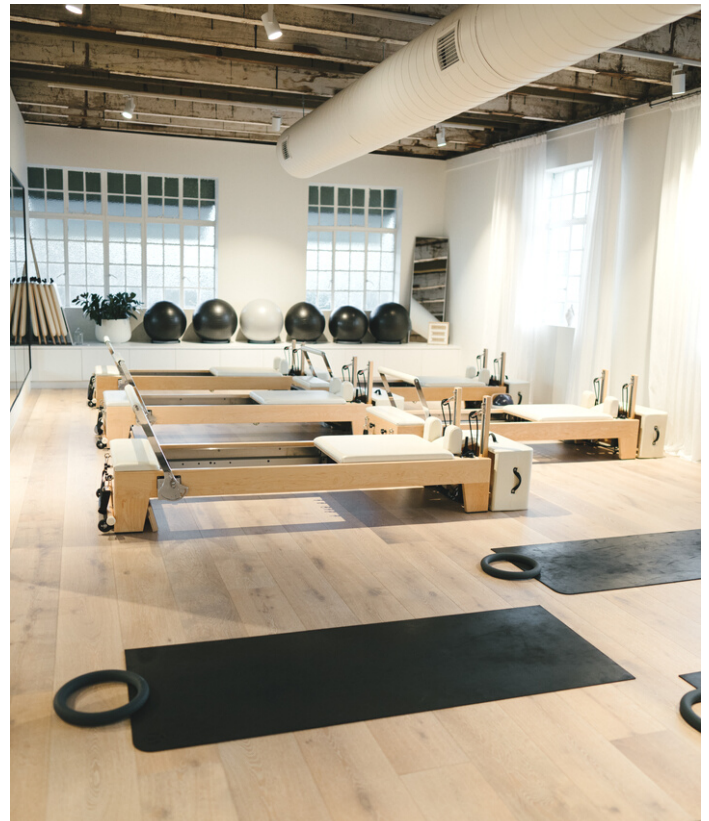
And do you have a call to action? Are all the stops in place for someone to actually do what you are telling them to do? Like... DM me for details, click here to buy, or sign up to our waitlist?

The metrics you could measure for the content created include:

The number of people engaging with your post - how many people or businesses are commenting and DM-ing you, and what are the quality of the comments. Are they located in your surrounding suburbs to the Pilates studio?

The number of posts shared and saved. People will share posts with their friends and save posts for when they are ready to purchase, when they like what you are posting.

*“When you create content, do it with purpose, and set metrics to measure the success of it.”*



The number of new followers, making sure they are potential clients / your target audience.

Number of new email subscribers.

Lastly... post likes, which are a vanity metric - meaning you can have 1,000 followers that don't buy or engage with you or 200 followers that engage and buy from you... It is better to have 200 engaged followers that purchase than 1,000 that don't. Engaged followers are people that comment on your posts, tag their friends, like your stories, share your posts to their stories, and DM you with comments.

Then, Instagram insights. To find the insights go to the Professional Dashboard in your Instagram profile, and click 'see all' in the top right corner. Scroll down and you can take a look at the number of people reached via hashtags, and the number of people reached who aren't following you. This will tell you if you are using the right hashtags, as well as the people that have engaged with you. Have a play around in here, you might be surprised by what you uncover!

How many people who have clicked on your opt-in. Depending upon which software you use to collect email addresses, this information can usually be found by clicking the campaign or webpage in your dashboard.

Instagram Insights will tell you a lot of information and you will start to see a pattern of what posts are working and what posts are not.

When you create content, do it with purpose, and set metrics to measure the success of it. Do this for all the activities you create - email campaigns, Facebook, Tiktok, Pinterest, LinkedIn... whatever platform or activity you choose. You don't need them all! Pick the one's that best suit your audience.

Marketing is more than just creating content and posting. When it is strategic, you increase your chances of a successful campaign, and once you start tracking and analysing these metrics, you'll be able to adjust your strategies and start seeing real results.

In our next edition, we'll talk about how to create engaging content each month to boost your Pilates business.

**Michelle Vogrinec is a business and marketing strategist with over 20 years of experience. She co-founded GAIA natural baby, an iconic Australian baby skincare brand, that she grew from the ground up and sold in 2019. Now, she works with small business owners as a coach, mentor, and supporter, helping them build trusted brands and long-term, profitable businesses.**

You can reach out to Michelle for business advice at [michellevogrinec.com.au](http://michellevogrinec.com.au)



# Upcoming courses

## BASI AUSTRALIA

Mat Program - 10 Feb, Sydney  
 Mat and Reformer Program - 10 Feb, Sydney, 17 Mar, Brisbane  
 Comprehensive Global Program - 10 Feb, Sydney; 17 Mar, Brisbane  
 ProBridge Program - register your interest with BASI below  
 Find out more [basipilates.com.au/education/](https://basipilates.com.au/education/)

## BODY ORGANICS EDUCATION

Mat and Reformer Certifications in Brisbane, Bendigo, Sydney, Canberra, Cairns and Sunshine Coast  
 Comprehensive Certifications in Brisbane, Bendigo, Sydney  
 Canberra, Cairns and Sunshine Coast  
 Continuing Education in Brisbane, Sydney, Melbourne in February.

Find out more [www.bodyorganicseducation.com](https://www.bodyorganicseducation.com) or contact [info@bodyorganicseducation.com](mailto:info@bodyorganicseducation.com)

## REACH MOVEMENT HEALTH

Continuing Education courses run in Sydney, Brisbane and Melbourne across 2023 and include topics such as Managing Sacroiliac Joint Function, Using Reach Arcs and Wedges, Mens Health, Womens Health and Healthy Bones and Hips to name a few.

Find out more [reachmovementhealth.com/continuing-education-programs-2023/](https://reachmovementhealth.com/continuing-education-programs-2023/)

## PILATES ITC

Blended (Online + In-Person) or Online (Start Anytime) options available.

(10838NAT) Diploma of Pilates Instruction, Matwork and Reformer + Small Apparatus Pathway, Reformer and Small Apparatus Pathway, Matwork and Small Apparatus Pathway, Studio Instruction Pathway, Anatomy + Physiology (Online only), (10839NAT) Advanced Diploma of the Pilates Method.

Upcoming Blended Entry Points

Enrol and start your online Coursework at any time ahead of your first in-Studio session!

WA + NSW – Enrol now for March Entry Points  
 QLD, SA + ACT – Enrol now for May Entry Points

Give the Pilates ITC Careers Team a call on (08) 9330 4570 to secure your place - [pilatesitc.edu.au/](https://pilatesitc.edu.au/)



## POLESTAR PILATES

Upcoming Continuing Education Courses include:

Barrel of Fun Workshop - 3 Mar Richmond, Victoria  
 Pre and Post-Natal Programming for Mat & Reformer - 3 Jun - Sydney  
 Pilates for Chronic Lower Back Pain Online Course - available anytime  
 Online Masterclass series - available anytime

For a complete list of courses see the Polestar website [polestarpilates.edu.au/pilates-continuing-education/](https://polestarpilates.edu.au/pilates-continuing-education/)

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# Upcoming courses

## BUFF BONES®

Buff Bones® Instructor Training

March 18-19 - Melbourne with Australia faculty Lisa Jackson

June 10-11 - Hybrid (zoom)

Pre-loading Strategies for Optimal Hip Health

April 21 - Zoom with Lisa Jackson and Rebekah Rotstein

For more info [courses.buff-bones.com/](https://courses.buff-bones.com/)

## NATIONAL PILATES TRAINING

Professional Pilates Matwork Instruction

Professional Pilates Reformer Instruction

Diploma of Professional Pilates Instruction

The above courses are available in person, April intake – Canberra,

April intake - Brisbane, Feb and May intake - Melbourne, May intake

- Sydney.

Courses are also available online only, enrol anytime, anywhere.

Advanced Diploma of the Pilates Method - 2023 enrol anytime.

Applications close 10th February for February 2023 intake –

Melbourne, in person

Find out more [www.nationalpilates.com.au/](http://www.nationalpilates.com.au/)



## STUDIO PILATES

Matwork Course - 2-5 Mar - Melbourne

Reformer Course - 16 - 19 Mar - Melbourne

Platinum Instructing Course - 21 - 26 Mar Melbourne

For a complete list of dates in other states see the Studio Pilates

website [studiopilates.com/education/book-a-course/](https://studiopilates.com/education/book-a-course/)

## TENSEGRITY TRAINING

Cert IV in Contemporary Pilates and Teaching Methodology

Cert IV of Contemporary Pilates and Teaching Methodology (52855WA) with

Reformer (Cert IV and Reformer)

Integrated Diploma of Contemporary Pilates and Teaching Methodology

Pilates Group Reformer Instructor Training (PGR)

Tensegrity offers training in NSW, QLD, VIC, SA and TAS.

For a full list of dates in all states visit [tensegritytraining.com.au/accredited-training/](https://tensegritytraining.com.au/accredited-training/)

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