

STUDIO GROWTH TOOLKIT

Pilates Membership Blueprint

Your guide to building more predictable, recurring revenue for your reformer Pilates studio

PILATES MEMBERSHIP BLUEPRINT

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01

CHAPTER ONE

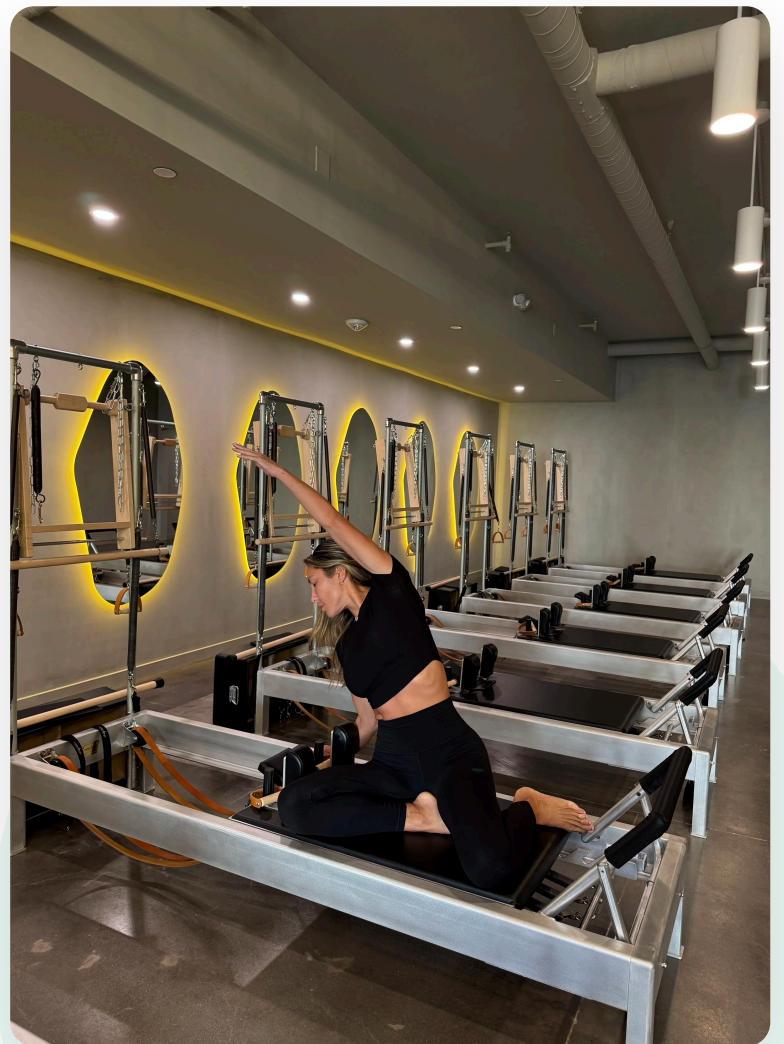
Why Memberships Beat Class Packs for Pilates Studios

If you run a reformer Pilates studio, you already know the margins can be tight. You have a limited number of reformers, small group classes of six to twelve people, and a high cost per session to deliver. Every empty spot in a class is revenue you cannot recover.

Class packs are familiar, but they can create less predictable revenue. Memberships create recurring revenue on a more predictable schedule through automatic payments. Here is why this matters for Pilates studios:

- **Predictable cash flow.** Shifting more clients from packs to memberships can help stabilize monthly revenue.
- **Higher lifetime value.** Members who attend regularly may build long-term habits. The commitment goes both ways.
- **Better class utilization.** Members tend to book consistently, so you can forecast demand more accurately.
- **Stronger community.** Regulars get to know each other. That sense of belonging is what keeps people coming back.

This does not mean you should ditch class packs entirely. Many successful studios use a hybrid model: memberships as the backbone of revenue, with packs serving clients who genuinely need flexibility.



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CHAPTER TWO

Designing Your Membership Tiers

A well-designed tier structure does two things: it gives your clients clear options, and it nudges the majority toward the plan that works best for both of you. Think of your tiers as a simple framework: anchor, recommend, and stretch.

Example Membership Tiers

Tier	Monthly Price	Classes	Price per class*	Extras
Foundation	\$149/month	4 classes	\$37.25	Auto-renewal, app booking
Core*	\$249/month	8 classes	\$31.13	Priority scheduling, 1 guest pass/month
Unlimited	\$329/month	Unlimited	Varies	Priority scheduling, 2 guest passes/month, free workshops

**Recommended tier. Prices shown are examples only and do not reflect industry averages.*

EXAMPLE TIERS

The jump from Foundation to Core is where the value is. Doubling the classes for less than double the price makes Core feel like the smart choice. Unlimited serves as a price anchor that makes Core look reasonable.

If your studio focuses on reformer classes with a max of eight participants, your Unlimited tier might cap at one class per day. The goal is simplicity: if you cannot explain your tiers in 30 seconds to a new client at your front desk, simplify.

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CHAPTER THREE

Class Packs Done Right

Class packs are not the enemy. They serve a real purpose: some clients travel frequently, have unpredictable schedules, or simply are not ready to commit. The key is structuring your packs so they complement your memberships rather than competing with them.

Set an Expiration Window

A class pack without an expiration is a membership without the recurring revenue. Set a clear expiration: 60 to 90 days. When about 75 percent of a pack is used up, send a friendly reminder about replenishing or considering a membership.

Class Pack Pricing

Pack Size	Price	Per-Class Cost	Expiration
5 classes	\$220	\$44.00	60 days
10 classes	\$400	\$40.00	90 days
20 classes	\$750	\$37.50	90 days

Notice that even the largest pack costs more per class than the Core membership. This is intentional. You are rewarding members, not penalizing pack buyers.

Use Packs as a Bridge

New clients start with an intro offer, move to a class pack while they figure out their schedule, then upgrade to a membership once attending regularly. Track which pack clients attend frequently. If someone buys a 10-pack every month, that is a direct conversation about switching to a membership.

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CHAPTER FOUR

Intro Offers That Convert

Your intro offer is the front door of your studio. It is how new clients experience your teaching, your space, and your community. A great intro offer removes financial risk and gives you a window to show them why they should stay.

What Makes a Strong Intro Offer

- 1 Low price, real value.** Cheap enough that saying yes is easy, with enough classes to build a habit.
- 2 Time-limited.** Two to four weeks is ideal. Long enough for multiple classes, short enough to create a decision point.
- 3 Clear next step.** Before the intro period ends, the client should know their membership or pack options.

EXAMPLE INTRO OFFERS

Starter Pass	3 reformer classes, \$59, 2 weeks
New Client Month	Unlimited group classes, \$99, 30 days
Foundations Package	2 private + 2 group, \$149, 3 weeks

Around the halfway point, reach out personally: "How are you enjoying your classes so far? Most of our regulars are on the Core plan, and I think it would be a great fit for your schedule." Use your studio management software to automate reminders and keep follow-up consistent.

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CHAPTER FIVE

Handling Cancellations and Pauses

Cancellations are part of running a studio, but how you handle them matters. It says a lot about your studio and directly impacts your retention numbers.

Cancellation Best Practices

- **Require 30 days' notice.** This gives you time to plan and gives the client time to reconsider.
- **Offer a conversation, not just a form.** Many cancellations are driven by temporary circumstances. A quick conversation can turn a cancellation into a pause.
- **Track your cancellation reasons.** Patterns will emerge. If "too expensive" comes up often, revisit pricing. If "schedule doesn't work" is common, review your class times.

The Pause Option

A membership pause lets a client stop payments for a set period without fully cancelling. This is one of the most powerful retention tools you have.

DURATION	Allow pauses of two to eight weeks
FREQUENCY	One pause per six-month or twelve-month period
PROCESS	Make it easy to request through your app or a quick message

A client who pauses and returns is still your client. A client who cancels may never come back.

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CHAPTER SIX

Pricing Your Studio for Profitability

Pricing is where many studio owners get stuck. You want to be accessible, but you also need to pay your bills, your instructors, and yourself.

Start With Your Costs

Before you set any price, know your monthly fixed costs. Add up rent, utilities, instructor pay, equipment costs, insurance, software, marketing, and your own salary. This is your monthly baseline.

Calculate Your Break-Even

BREAK-EVEN EXAMPLE

Divide your monthly fixed costs by the number of classes you run per month. If your monthly costs are **\$12,000** and you run **80 classes** with 8 reformers each, you need at least **\$18.75 per client per class** just to break even.

REVENUE GROWTH FRAMEWORK

Revenue Target	Suggested Approach
Break-even to \$11k/month	Focus on filling classes. Competitive intro offers, moderate membership pricing, strong retention.
\$11k to \$15k/month	Optimize your hybrid model. Shift class-pack clients to memberships. Introduce a premium tier.
\$15k+ per month	Expand capacity: more classes, longer hours, additional instructors. Consider private sessions as a high-margin add-on.

Pricing Principles

- 1 Price based on value, not just cost. Reformer Pilates is a premium service.
- 2 Review pricing every 6 to 12 months. A small annual increase of 3 to 5 percent is normal.
- 3 Do not discount memberships. Instead, add value to higher tiers.
- 4 Test before you commit. Offer new structure to new clients first while grandfathering existing members.

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CHAPTER SEVEN

Membership Management with Software

Everything in this ebook, the tiered memberships, the class packs with expiration, the intro offers, the pause policies, is only manageable at scale with the right software.

WHAT TO LOOK FOR

- **Automated recurring payments.** Members are charged monthly. Failed payments trigger automatic retries and notifications.
- **Flexible membership configuration.** Set up tiers with different class limits, pricing, and perks.
- **Intro offer management.** New client offers with automatic expiration and conversion tracking.
- **Waitlists and class capacity management.** Auto-fill spots when cancellations occur.
- **Late cancellation enforcement.** Automatic detection and charging with client notifications.
- **Pause and cancellation workflows.** Clients request pauses through the app.
- **Reporting.** Revenue, membership, attendance, and cancellation trends in one place.



I see ABC Glofox as a holistic overall partner, not just as a booking platform but as a partner for our growth.

JOY BITONIO

Founder, Komo Studio

33% revenue growth in 12 months since adopting ABC Glofox

Putting It All Together

Here is what a well-managed membership system looks like in practice, from the first click to the six-month mark.

1
STEP

Sign Up

A new client signs up for your Starter Pass intro offer through your branded app.

2
STEP

Experience

They attend three classes in two weeks. Your software tracks attendance and triggers an automated follow-up.

3
STEP

Convert

They convert to the Core membership. Auto-renewal is set up at sign-up. Payments process automatically.

4
STEP

Engage

They book classes each week through the app. Late cancellation policies are enforced automatically.

5
STEP

Retain

Three months in, they request a pause for travel. Payments resume automatically when the pause ends.

6
STEP

Optimize

At the six-month mark, you review your retention report and adjust based on what the data shows.

This is the cycle: attract, convert, retain, optimize.

Your Next Steps

Building a membership-driven Pilates studio is not about one big change. It is about designing a system and then letting that system work for you month after month.

1

STEP

Audit Your Revenue

How much comes from memberships versus class packs versus drop-ins? Identify your starting point.

2

STEP

Design Your Tiers

Create two to three membership tiers using the framework in Chapter 2. Keep it simple.

3

STEP

Set Pack Expiration

Set expiration dates on all class packs. Sixty to ninety days.

4

STEP

Launch an Intro Offer

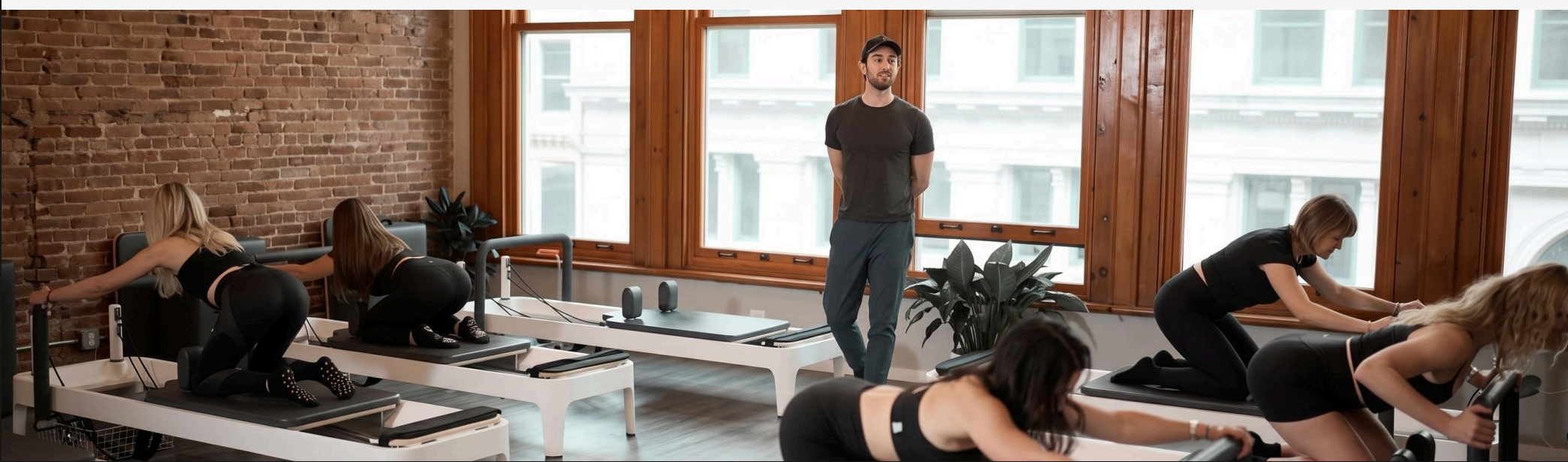
Create one intro offer and promote it across your channels. Track conversions.

5

STEP

Get Your Software Right

Make sure your platform supports payments, booking policies, member management, and reporting.



PILATES STUDIO TOOLKIT

Ready to Build Your Membership Engine?

ABC Glofox gives Pilates studios like yours the tools to manage memberships, automate payments, and run your client experience through your own custom branded app.

[Book a Demo](#)

This ebook is part of the ABC Glofox Pilates Studio Toolkit