

YOUR ACE IN THE HOLE.

Build Your Social Media Following

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PILATES PROJECT + PILATES STUDIOCONNECT

PEAK PILATES EMPOWERMENT SUMMIT (PES) 2026


PEAK PILATES®

pilates
PROJECT



TODAY'S BLUEPRINT

01 KNOW YOUR AUDIENCE

Define your niche, your vibe, and your ideal client

02 THE 3 CONTENT PILLARS

Learn, Like, Love — the formula that sells while you sleep

03 MASTER THE MECHANICS

Hooks, audio, captions & save-worthy carousels

04 CONSISTENCY OVER PERFECTION

Batch, schedule & show up without burning out

05 TURN FOLLOWERS INTO CLIENTS

From likes to DMs to paying clients

06 FROM LOCAL TO GLOBAL

The blueprint to build a multi-million dollar brand



MEET MAGHAN.

- 20+ years in fitness, health and wellness
- Pilates certified — 16 years teaching
- COVID pivot → global online community
- Pilates Project App — launched Nov 2021
- Founder of Pilates StudioConnect
- Global HQ: Austin, Texas

Pilates Project

"I went from filming workouts in my garage to building a global Pilates & Fitness empire."

Social media wasn't a strategy — it became my greatest professional asset."

FOUNDER & CEO

Pilates Project | Pilates StudioConnect

Partner to Peak Pilates

@maghan_fittler | @mypilatesproject

THE PROOF IS IN THE NUMBERS.

What's possible when you stop posting and start building.

400K+

Community & Social Following

2021

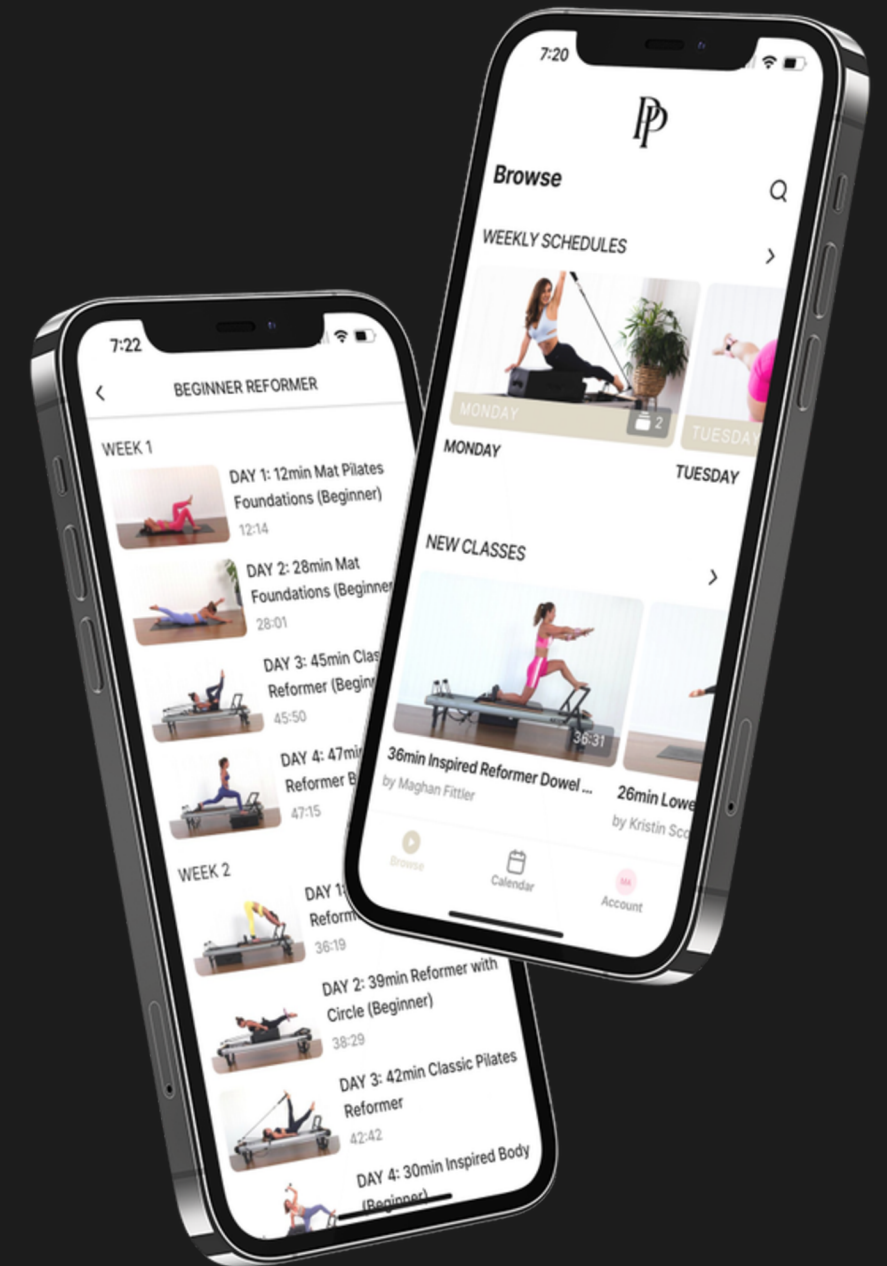
App Launched — From Garage to Global

2025

Awarded 'Best On-Demand Pilates & Wellness Platform' at the Women's Health Awards 2025

\$29/mo

Subscription — Scalable Revenue Model



Download the Pilates Project App on

iPhone

android

WATCH

chromecast

Samsung TV Plus

ROKU

amazon fire

tv

androidtv

pilates
PROJECT

THE MOST IMPORTANT SHIFT YOU'LL MAKE TODAY

"You are not just a Pilates instructor."

You are a media company that happens to teach Pilates.

OLD WAY

Post when inspired
Hope the algorithm rewards you
Treat social like a chore
Chase likes and trends
Resume mindset

NEW WAY

Post with intention
Use a proven content system
Treat social like your storefront
Build community that converts
Media company mindset

THE "POST & PRAY" PROBLEM

Sound familiar?

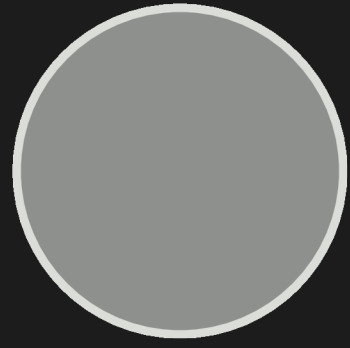
01 You post a beautiful workout video and get 12 likes — 11 of them are your mum and colleagues.

02 You spend 3 hours creating content that gets 200 views and zero new clients.

03 Your competitor posts shaky phone footage and gets 50,000 views. You don't understand why.

04 You've been consistent for 3 months and your follower count has barely moved.

05 Your social presence looks great but it's not bringing in revenue.



STEP 1: KNOW YOUR AUDIENCE.

Define your niche, your vibe, and who you are actually talking to.

DEFINING YOUR VIBE & TARGET AUDIENCE

"You can't talk to everyone, or you will talk to no one."

YOUR NICHE IN PILATES

Exercises & Form

Breaking down movement, anatomy, technique tutorials

Your Unique Cueing

Your signature language & teaching style

Studio Personality

Behind the scenes, your space, your culture

Client Flows & Results

Real clients, real transformations, real stories

YOUR 3-WORD BRAND FEELING

Write down 3 words you want someone to FEEL when they land on your profile:

CALM · STRONG · INSPIRED — *For the studio owner focused on mindful movement & rehabilitation*

EDUCATED · ENTERTAINED · EMPOWERED — *For the instructor who blends clinical expertise with personality*

FIERCE · FUNCTIONAL · FUN — *For the athletic reformer specialist with a high-energy brand*

REAL · RAW · RESULTS-DRIVEN — *For the instructor who leads with transformation stories*

YOUR PROFILE IS YOUR STOREFRONT

Someone lands on your profile. You have 3 seconds. What do they see?

PROFILE PHOTO

A clear, professional, smiling headshot. Not a logo. People follow PEOPLE.

BIO LINE 3 + CTA

What to do next. Link in bio → free class, programme, DM 'START' for info.

BIO LINE 1

WHO you help + the RESULT they get. (e.g., 'Helping women build strength from the inside out')

STORY HIGHLIGHTS

Curate 4-6: About Me / Testimonials / Classes / Reformer 101 / Tips

BIO LINE 2

Your credibility signal. (e.g., '16 yrs Pilates | Women's Health Award Winner | 400K+ community')

GRID AESTHETIC

Does your grid feel like a brand? Pick 2-3 colours and a consistent visual style.

WHICH PLATFORMS SHOULD YOU PRIORITISE?

Not all platforms are equal. Here's where Pilates instructors should focus their energy:

INSTAGRAM



PRIMARY FOCUS

Your #1 platform. Reels for discovery, Stories for conversion, Carousels for saves. The Pilates community is already here. Start here — stay here.

TIKTOK



SECONDARY

Fastest-growing fitness platform. Repurpose your Reels for massive organic reach and a younger demographic (25-45). Minimal extra effort for high returns.

YOUTUBE



AUTHORITY

Long-form SEO content lives forever. Videos rank in Google search. Best for 10-20 min classes and vlogs. Build this after Instagram is solid.

PINTEREST



EVERGREEN

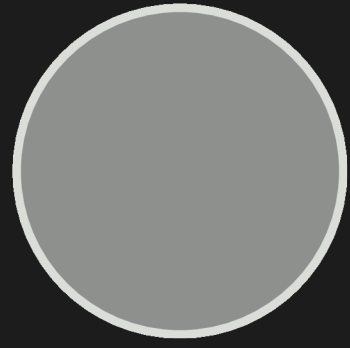
Visual search engine — repurpose your carousels as pins. Passive, evergreen traffic to your site or app. Very low time investment, passive return.

FACEBOOK



COMMUNITY

Only worth maintaining if you have an existing Group or local studio audience. Organic reach is declining. Not recommended as a primary growth channel.



STEP 2: THE 3 CONTENT PILLARS.

The formula for selling, teaching, and connecting — simultaneously.

DIVIDE YOUR CONTENT INTO 3 PILLARS

Sell, teach, and connect — all at once. Every week. Every post.

01

LEARN

Authority & Education

Show your expertise. Break down form, explain anatomy, debunk myths, teach technique. This positions you as the go-to expert. Always add a CTA.

02

LIKE

Connection & Relatability

Show your real life. Kids, chaos, behind the scenes, your morning routine, your why. People don't just buy a service — they buy a person they trust.

03

LOVE

Entertainment & Attitude

Show your personality. Trending audio, spicy opinions, humour, your POV on the industry. This is what goes viral and earns loyal fans.

AUTHORITY & EDUCATION

Content ideas that build your expert positioning:

→ "5 Pilates Moves for Lower Back Pain" (save-worthy carousel)

→ "3 Ways to Use a Yoga Block for Core Strength" (short tutorial reel)

→ "Why your core isn't activating — and how to fix it" (reel with voiceover)

→ "The anatomical reason THIS exercise changes everything" (talking head reel)

→ "The Ultimate Reformer-to-Mat Translation Guide" (educational carousel)

→ "What I look for in a client's movement pattern" (demonstration video)

CONNECTION & RELATABILITY

People don't follow a brand. They follow a PERSON. Give them a reason to care about you:

DAY IN THE LIFE

Your morning routine, studio prep, client sessions — the real, unfiltered version

BEHIND THE SCENES

Studio setup, your Reformer cleaning routine, prepping for a big class. Show the work.

YOUR WHY

Why you became a Pilates instructor. The moment it clicked. The client who changed everything.

YOUR JOURNEY

Before/after of your own body, your own practice evolving, your certifications journey.

MOM / LIFE CHAOS

Kids doing spring training, running between sessions, the juggle is real and relatable.

WINS & STRUGGLES

Be honest about what's hard. 'I had 3 clients cancel today. Here's how I reset.'

ENTERTAINMENT & ATTITUDE

This is the content that earns loyal FANS — and goes viral:

SPICY TAKE REELS

"The version of me you get is the version you deserve" — bold, opinion-led content

TRENDING AUDIO

React to a trending sound with a Pilates/fitness twist. Fast to create, high reach potential.

MYTH BUSTING

"Stop doing mindless crunches." "Your back hurts because of this..." Controversy drives saves.

POV SERIES

POV: You discover Pilates at 40. POV: Your first reformer class. Make it funny or emotional.

BEFORE/AFTER REVEALS

The client who came in with chronic back pain and left transformed. With permission.

COMMUNITY SHOUTOUTS

Celebrate your members publicly. They share it. You gain their network.

YOUR WEEKLY CONTENT RHYTHM

MON **LEARN** Educational reel or carousel — form tips, anatomy, technique

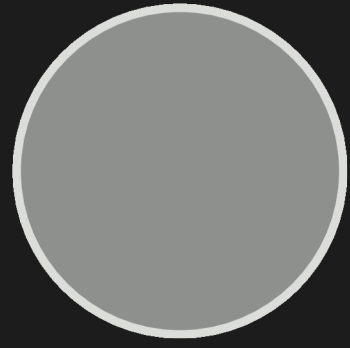
TUE **LIKE** Relatable story — behind the scenes, day in the life, your why

WED **LEARN** Save-worthy carousel — 5 moves, guide, checklist

THU **LOVE** Trending audio, spicy take, POV, or community shoutout

FRI **LIKE** Week wrap-up — wins, what you're proud of, what you're learning

★ *Weekend: Let your community carry it — reshare their content, reply to comments, respond to DMs*



STEP 3: MASTER THE MECHANICS.

Hooks, audio, captions & the save-worthy content formula.

THE FIRST 3 SECONDS. THE HOOK IS KING.

If your first 3 seconds don't stop the scroll, the rest of your content doesn't matter. The algorithm rewards watch time. Watch time starts with a great hook.

TEXT HOOK — Bold text overlay that creates a pattern interrupt or curiosity gap

VERBAL HOOK — Open your mouth in the first frame and say something unexpected

VISUAL HOOK — Start mid-movement, mid-setup, or with a dramatic before shot

CONTROVERSY HOOK — Say something most people believe is wrong. Then prove it.

PILATES HOOK FORMULAS THAT WORK

Swipe these. Adapt to your voice:

PROBLEM HOOK

"Your back hurts because of this..."

CURIOSITY HOOK

"The Pilates move that changed my body."

CONTROVERSY HOOK

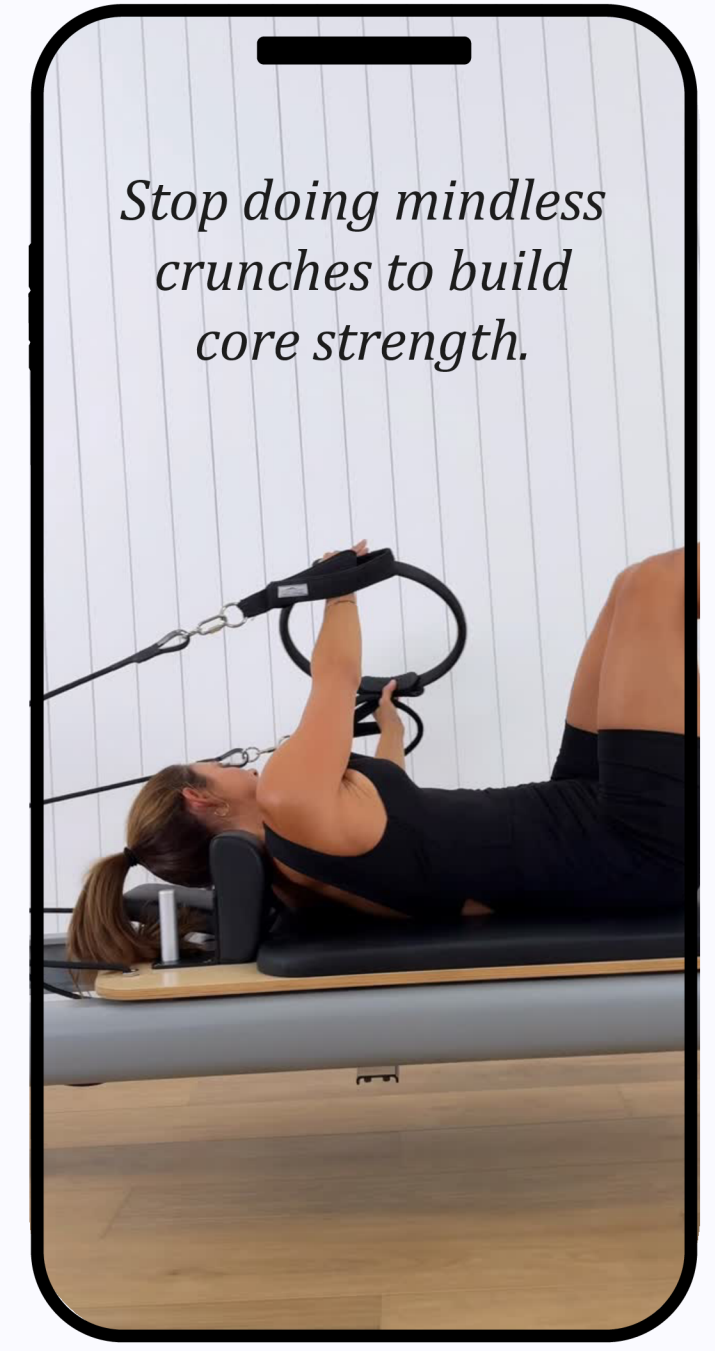
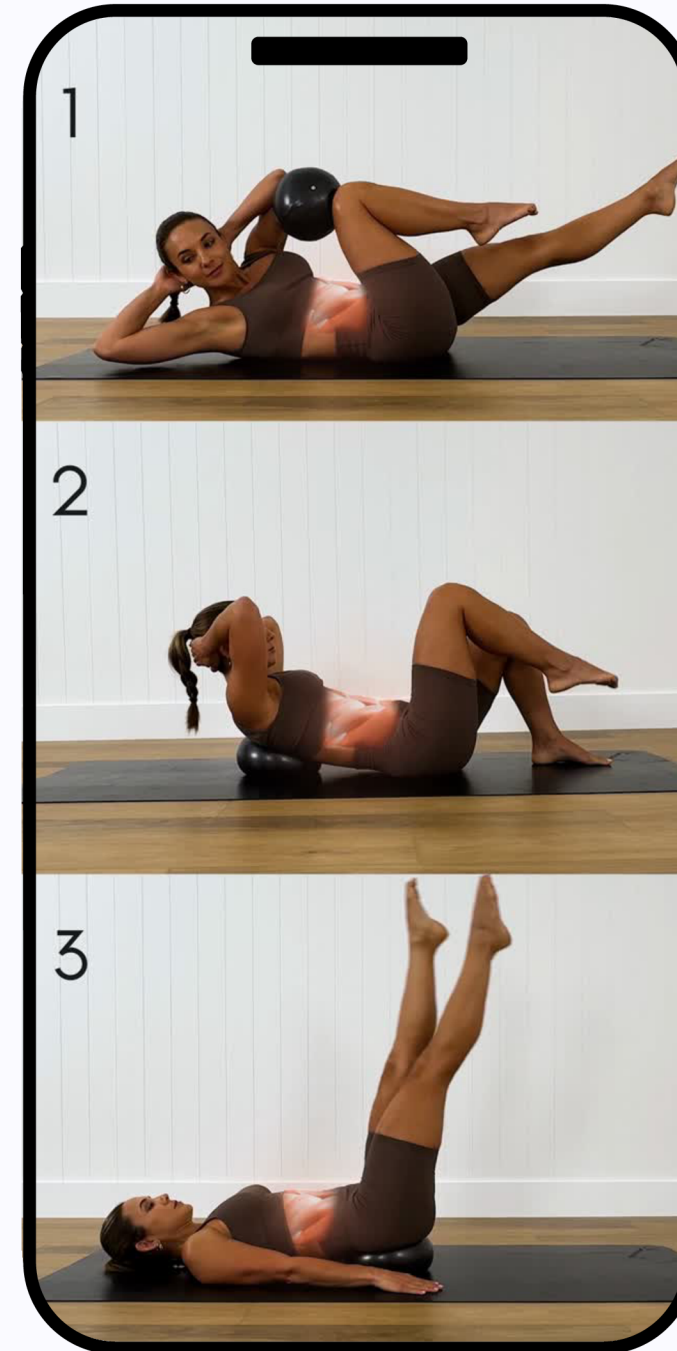
"Stop doing mindless crunches."

AUTHORITY HOOK

"After 16 years teaching, here's what I know..."

RESULT HOOK

"My client reversed 10 years of back pain in 6 weeks."



CAPTIONS & AUDIO: THE MULTIPLIERS

CAPTIONS

SHORT & PUNCHY

For high-energy reels. Match the vibe.
"Your core called. It wants a rematch."

LONG & SOULFUL

For emotional content. Tell the story behind the movement.

QUESTION CLOSER

End every caption with a question. Drives comments.
"Which of these is your nemesis?"

CTA CLOSE

"Save this for leg day." "DM me BACK for the full programme."

AUDIO

TRENDING AUDIO

Use the arrow icon on Instagram to find trending sounds. Trending = algorithm boost. Use within 48hrs of trending.

YOUR OWN VOICE

Voiceover builds the deepest connection. People hear YOU and feel they know you. Use for educational content.

SILENCE / TEXT ONLY

For carousels and some reels. Sometimes less is more — let the content speak.

MAGHAN'S TIP

Edit in the Edits app, choose trending audio, apply the Paris filter, post straight to Instagram. Set and forget.

THE ALGORITHM'S SECRET WEAPON: SAVES

Saves are the highest-value engagement signal. A saved post tells Instagram: this content is worth returning to.

CREATE "SAVE-WORTHY" CAROUSELS

- ✓ "5 Pilates Moves for Lower Back Pain"
- ✓ "The Ultimate Reformer-to-Mat Translation Guide"
- ✓ "3 Ways to Use a Yoga Block for Core Strength"
- ✓ "Your Weekly Pilates Schedule (Beginner to Advanced)"
- ✓ "The 5 Posture Mistakes I See Every Day — And How to Fix Them"
- ✓ "Reformer Spring Guide: Which Spring for Which Exercise"
- ✓ "My Go-To Morning Flow (10 Minutes, No Equipment)"
- ✓ "5 Signs Your Core Is Switching Off During Pilates"

REELS vs CAROUSELS vs STORIES

REELS

Discovery & Reach

USE FOR

Hook-led content, tutorials, trending audio, personality content.

BEST FOR

New audience growth. Shown to non-followers.

★ *Keep under 60s for best performance. Strong hook + CTA at end.*

CAROUSELS

Saves & Education

USE FOR

How-to guides, tips lists, programme overviews, storytelling series.

BEST FOR

Algorithm loves them — each swipe extends engagement time.

★ *Slide 1 must be compelling. Last slide must have a CTA.*

STORIES

Community & Conversion

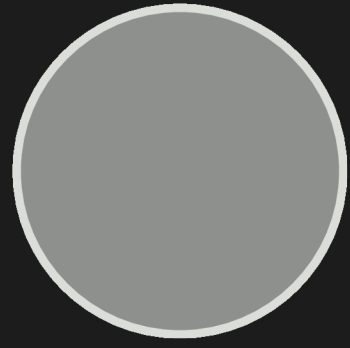
USE FOR

Polls, Q&As, behind the scenes, DM CTAs, flash offers.

BEST FOR

Warm existing followers. This is where clients convert.

★ *Post 5-10 stories per day. Use polls to start conversations.*



STEP 4: CONSISTENCY OVER PERFECTION.

You don't need to post 5 times a day. You need a sustainable system.

THE TRUTH ABOUT CONSISTENCY

*"The best posting frequency is the one you can sustain indefinitely.
Not the one that burns you out in 3 weeks."*

SHOW UP, DON'T PERFECT UP

A 60-second phone video posted consistently beats a production-quality video posted twice a year.

DONE BEATS PERFECT

Your audience doesn't need cinema. They need YOU — real, consistent, and present.

THE ALGORITHM REWARDS REGULARITY

Consistent posting teaches the algorithm when to expect and distribute your content.

ONE GREAT POST STRATEGY

If you can only post once a week — make it educational, save-worthy, and end with a CTA.

THE BATCH DAY BLUEPRINT

ONE day a month creates ALL your content:

01 PLAN

20 pieces mapped to your 3 pillars.
Write hooks first.

02 OUTFITS

Change 4-6 times so content looks
like different days.

03 VARIETY

Different machines, angles, setups.
Film tutorials + talking heads.

04 CLIENTS

Film clients in action (with
permission). Real results = best
content.

05 EDIT

Edits app: trending audio, Paris filter,
text overlay. Post to Instagram.

06 SCHEDULE

Schedule at optimal times. Set and
forget for the month.



POST AT THE RIGHT TIME FOR MAXIMUM REACH

Your audience's behaviour follows predictable patterns. Post when they're scrolling:

6:00 – 8:00 AM

THE EARLY BIRDS

Mums and fitness enthusiasts are planning their day or seeking morning motivation before the kids wake up.

BEST FOR: Motivational content, morning routines, weekly schedule previews

11:00 AM – 1:00 PM

THE LUNCH SCROLL

People are taking a breather from work or morning chores. They have 5 minutes and want to learn something.

BEST FOR: Educational fix-it content, carousels, tutorials

7:00 – 9:00 PM

THE WIND-DOWN

After dinner and bedtime routines, people lean into leisure scrolling. They want to feel good, not think hard.

BEST FOR: Zen/mindful flow videos, community content, inspiration

MAGHAN'S SCHEDULING WORKFLOW

Film once. Edit once. Post automatically:

01 FILM

Batch day. Multiple outfits, setups, formats. Phone is fine.

02 EDIT

Edits app: trim, transitions, text overlays. All content in one place.

03 AUDIO

Browse trending sounds. Apply Paris filter for warm tones.

04 CAPTION

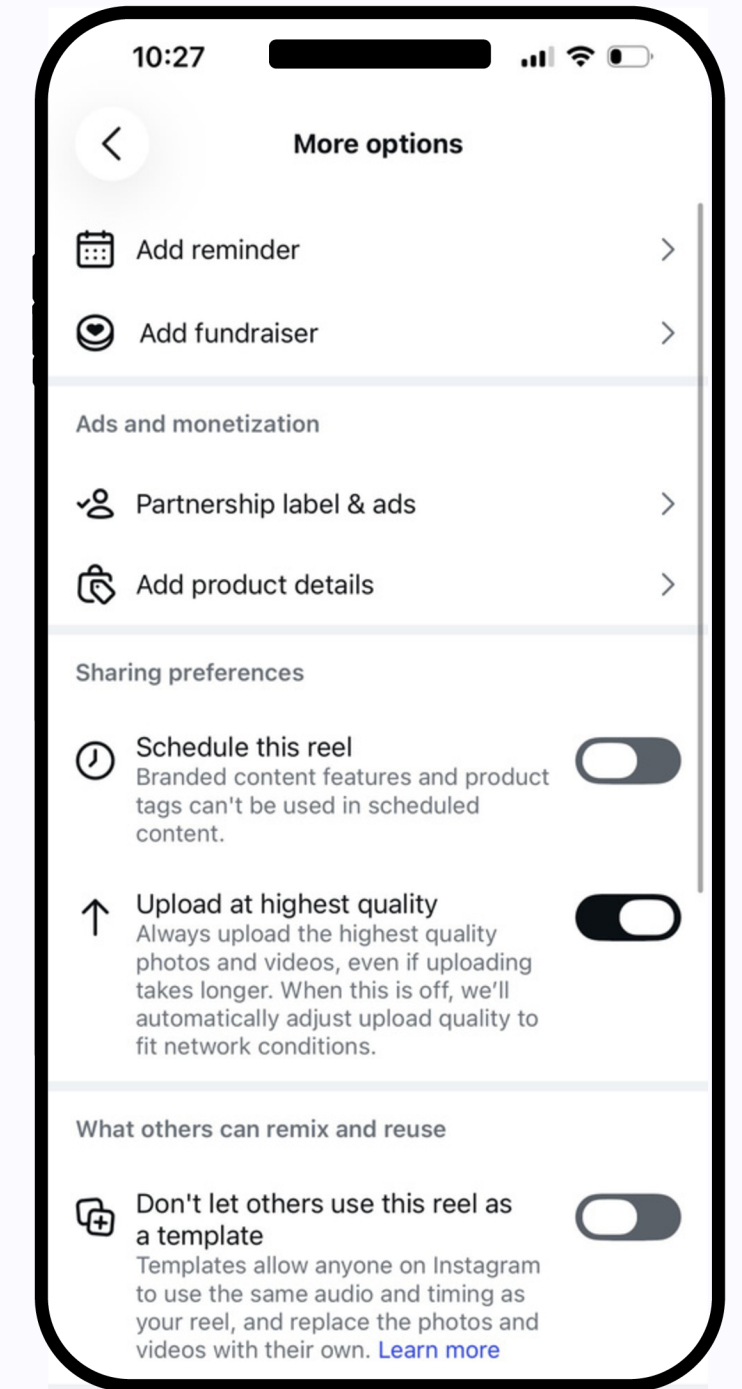
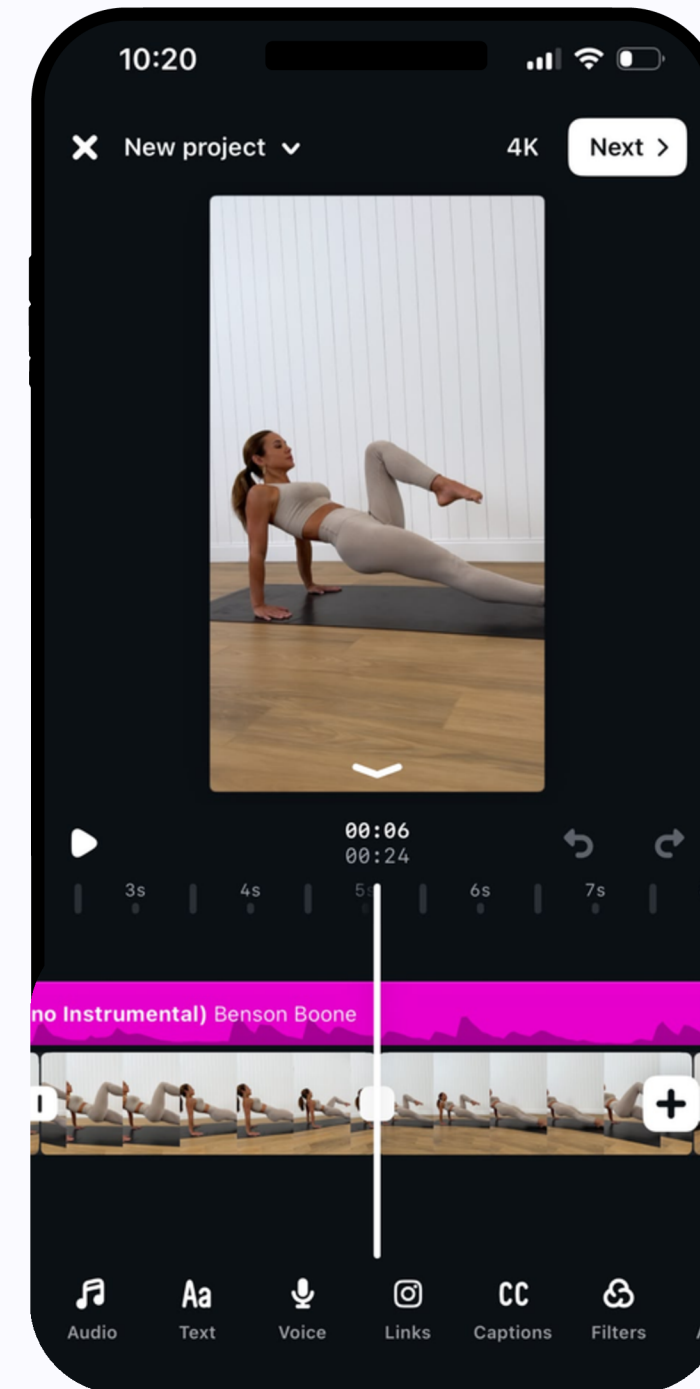
Hook first. Compelling cover photo. Relevant hashtags.

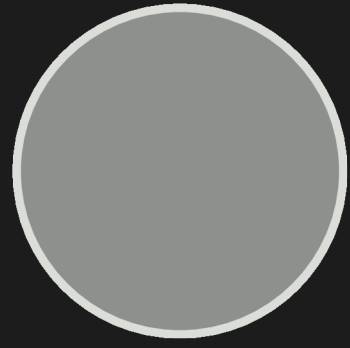
05 SCHEDULE

Optimal time. Tag @PilatesTV for reach potential.

06 REVIEW

Check performance at 48hrs. Engage with every comment.





STEP 5: TURN FOLLOWERS INTO CLIENTS.

Stop chasing likes. Start building a loyal community that converts.

LIKES DON'T PAY BILLS.

But conversations do.

The hard truth:

- 10,000 followers who never buy = \$0 revenue
- 500 engaged followers who book classes and recommend you = a full studio
- Visibility without connection is a dead-end
- A follower's like isn't just a pat on the back — it's the beginning of a potential client relationship

ENGAGEMENT-TO-CLIENT FRAMEWORK

Inspired by Brian Mark's \$10 Million Instagram Funnel — adapted for Pilates professionals:

- 1 CREATE ENGAGEMENT TRIGGERS**
Post content that demands a reaction — polls, questions, controversial opinions, 'DM me for the guide' CTAs in every post.
- 2 TRACK WHO ENGAGES**
Notice who likes, saves, comments, and votes on polls. These are warm leads who have shown interest.
- 3 START THE CONVERSATION**
Reply to every comment genuinely. DM poll voters: 'Hey, you voted X — here's a free resource that helps.' Non-pitchy. Human.
- 4 DEEPEN THE RELATIONSHIP**
Ask questions. Listen. Understand their pain point. Build trust before you ever mention a programme.
- 5 INVITE, DON'T PITCH**
When the timing is right: 'Based on what you've shared, I think you'd love [programme]. Want me to send you the details?'

STORIES: YOUR WARMEST SALES CHANNEL

Stories aren't just content — they're conversations waiting to happen.

THIS OR THAT POLLS

Create low-friction engagement. 'Reformer or Mat?' Then DM everyone who voted: 'I saw you voted [X] — I have a free guide for that.'

BEHIND THE SCENES

'Prepping for today's power hour class.' Humanises you and keeps your audience feeling like insiders.

QUESTION BOXES

'What's your #1 Pilates question?' Answer it in Stories or a Reel. Tag the person. They'll share it.

CLIENT WINS

'Look at her posture after 8 weeks!' (with permission). Social proof in Stories converts like nothing else.

COUNTDOWN + URGENCY

'Spots are filling up for my 6-week challenge.' Use the countdown sticker. Creates genuine FOMO.

DIRECT DM CTA

'DM me START and I'll send you my free Back Pain Reset guide.' Track who responds. These are your hottest leads.

YOUR SOCIAL MEDIA SALES FUNNEL

Every post is a step in a journey. Here's the map from stranger to paying client:

01 AWARENESS *Reels & Carousels reach non-followers — they discover you for the first time*

02 INTEREST *They follow, save your content, start watching your Stories consistently*

03 CAPTURE *A DM trigger ('Comment BACK for the free guide') brings them directly into your inbox*

04 NURTURE *Value-first DMs, Q&As, and free resources build the trust that precedes a purchase*

05 CONVERT *An invitation — not a pitch — to your class, programme, or app subscription*

06 RETAIN *Community, visible results, referrals and loyal evangelists who bring new clients to you*

BROAD REACH → DEEP RELATIONSHIP → PAYING CLIENT → LOYAL EVANGELIST

CTA FORMULAS: TURN VIEWERS INTO CLIENTS

Every post needs a call to action. Use these six proven types — swipe and adapt to your voice:

SAVE CTA

"Save this for your next session."

Highest-value signal. Tells the algorithm this content matters. Use on every educational post.

COMMENT CTA

"Drop a question below — I read every one."

Comments boost reach faster than likes. Ask a question or use a prompt. Drives algorithm distribution.

FOLLOW CTA

"Follow for daily Pilates tips."

Simple and direct. Include in every Reel. Remind viewers there's more where this came from.

LINK CTA

"Full programme details — link in bio."

Drive traffic from posts to your website or app. Mention it in your video AND your caption.

DM CTA

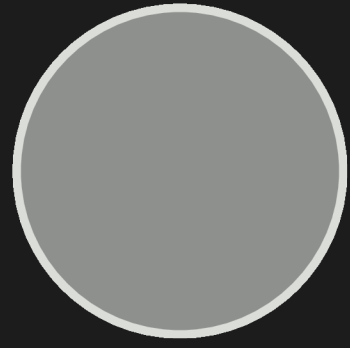
"DM me BACK for my free Back Pain guide."

Starts a real conversation. Your warmest leads come from DM triggers. This is your conversion engine.

TAG CTA

"Tag a friend who needs to see this!"

Organic reach multiplier. Your followers' networks become your audience. Best for relatable content.



STEP 6: FROM LOCAL TO GLOBAL.

Whether you're filling local classes or launching a digital empire — here's the blueprint.

THE GROWTH BLUEPRINT: MAGHAN'S JOURNEY

Every global empire started as someone showing up for one person. Here's how scale actually happens:

PHASE 1 2019–2020

The Garage Studio

Free online classes during COVID. No studio. No production value. Just Maghan, a phone, and genuine Pilates expertise.

PHASE 3 Nov 2021

The Platform Launch

Launched the Pilates Project app. Turned a community into a subscription business. Content → community → commerce.

PHASE 2 2020–2021

The Community Builder

Audience grew organically. People came back. Demand persisted after studios reopened. Listened to what members wanted.

PHASE 4 2022–2025

The Global Brand

400K+ followers. Thousands of members. Women's Health Award winner. Partnership with Peak Pilates. Global HQ in Austin, Texas.

YOUR 30-DAY ACTION PLAN

Walk out of this room and do these things. In this order. This week:

THIS WEEK

- ✓ Write your 3-word brand feeling
- ✓ Optimise your bio with WHO + RESULT + CTA
- ✓ Identify your 3 content pillars
- ✓ Plan 5 pieces of content (minimum 1 per pillar)

WEEK 2

- ✓ Batch film your first month of content
- ✓ Set up the Edits app workflow
- ✓ Schedule posts for optimal times
- ✓ Create your first save-worthy carousel

WEEK 3

- ✓ Post your first DM trigger CTA
- ✓ Reply to every comment within 24hrs
- ✓ Reach out to one potential collaboration partner
- ✓ Tag @PilatesTV on your best piece of content

WEEK 4

- ✓ Review analytics — what performed best?
- ✓ Double down on your top-performing content type
- ✓ Film your first client testimonial (with permission)
- ✓ Book next month's batch day in your calendar NOW

YOUR ACE IN THE HOLE.

6 things to remember when you leave this room:

- 01** You are a MEDIA COMPANY that teaches Pilates. Own that identity.
- 02** Know your audience — niche down until your content speaks to ONE person.
- 03** Use the 3 Pillars: Learn, Like, Love. Sell, teach, and connect — simultaneously.
- 04** The Hook is King. First 3 seconds determine everything. Write it first.
- 05** Consistency over perfection. Batch, schedule, show up. One imperfect post beats zero perfect ones.
- 06** Likes are invitations. Start conversations. Serve first, sell second. Community converts.

Q&A

15 Minutes — Ask me anything.

If you only ask one question, make it the one that's been holding you back.

THANK YOU.

Now go build your empire.

FIND MAGHAN + PILATES PROJECT

INSTAGRAM

@maghan_fittler

WEBSITE

www.pilatesproject.com

COMMUNITY

@mypilatesproject

APP

Pilates Project - Mobile & TV App Stores