

THE BENEFITS OF PILATES CERTIFICATION

Fitness professionals and personal trainers are turning to mind-body fitness as the next step in their career path. Here's why.

By Kerrie Lee Brown
VP, Communications STOTT PILATES®

Pilates instructors are the highest paid and most in-demand instructors in the industry. With over 10 million people participating in Pilates today, there's no wonder the supply for instructors is higher than those available.

Club owners are eager to attract qualified instructors, and there are more opportunities for fitness professionals to enhance their earning potential. Why? Because by adding Pilates to their current repertoire, trainers can attract and retain more clients of all ages and fitness levels; keep their interest in "personal training" or "one-on-one" instruction; and make more money in a method that is growing in popularity every day.

Ambitious instructors, who obtain professional instruction and expand their knowledge base to include special populations covering the de-conditioned exerciser to the very fit, become very marketable.

THE SECRET TO SUCCESS: EDUCATION

Pilates has become a top choice for fitness instructors because it has no age barrier or fitness requirements. This method of exercise produces longer, leaner muscles, improves postural alignment, increases core strength, balance strength and flexibility, heightens body awareness, and prevents injury. Pilates is a kinder, gentler exercise for your body with all of the benefits of strength training - but is not as stressful on the joints.

Pilates is also a method of exercise for everyone. From the athlete to special populations such as rehab and pre- and post-natal exercisers to the active aging - trainers can reach a broad range of clients and ultimately touch the lives of more people.

Instructors are able to cross-promote their multi-faceted training abilities and implement new and exciting fitness skills into their clients' regimens. They have the opportunity to increase their client base with their newfound expertise by offering core strength, functional fitness and muscle conditioning through effective mind-body exercise.

INCREASE YOUR EARNING POWER WITH PILATES

Group exercise instructors are amazed at the increase in working hours they can actually put in consecutively by teaching Pilates. You can teach 3-5 hours of one-on-one or group Pilates sessions in a row without burning out. The transition from group exercise to Pilates can be quite natural considering all of the continual verbal cues in this format of teaching.

Instructors can also add a "wow" factor for their clients. Adding Pilates certification training to their services gives them more programming options for their existing clients, and allows them to increase their client base as a whole. Pilates opens up the doors for fitness career-building.





STOTT PILATES® photography ©
Merrithew Corporation

Facility owners are realizing that high-quality equipment and programming equals increased membership retention, and at the same time, instructors are increasing clientele ten-fold. Owners are realizing how valuable quality instructors are and they're adding to the demand in the industry.

Pilates instructors also enjoy the fact that this contemporized form of exercise allows them to cater to a wide range of clients. Specific programs are now available for athletes, rehab and prenatal clients, new moms or moms-to-be, and the active aging.

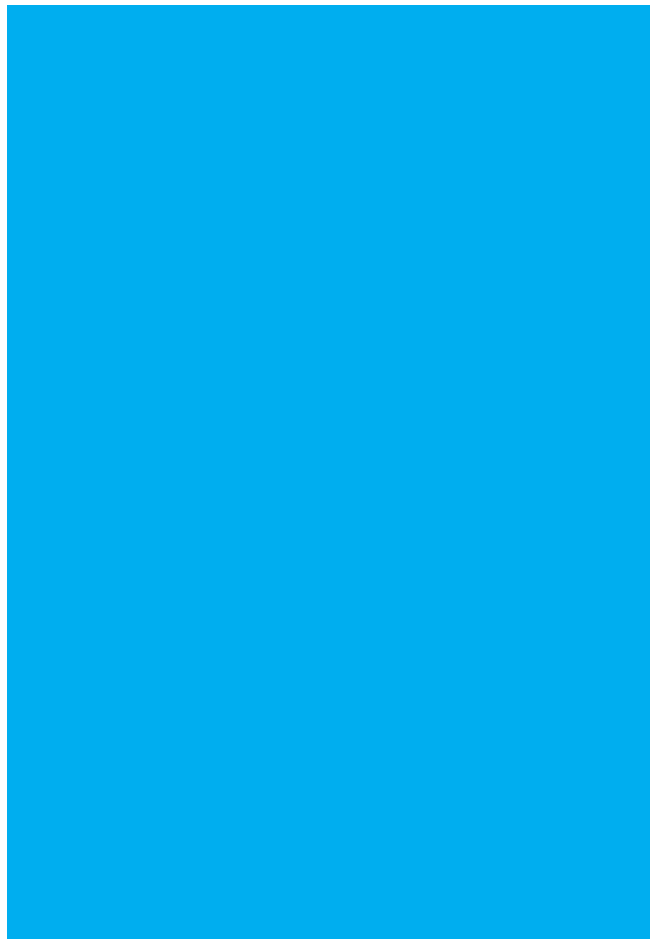
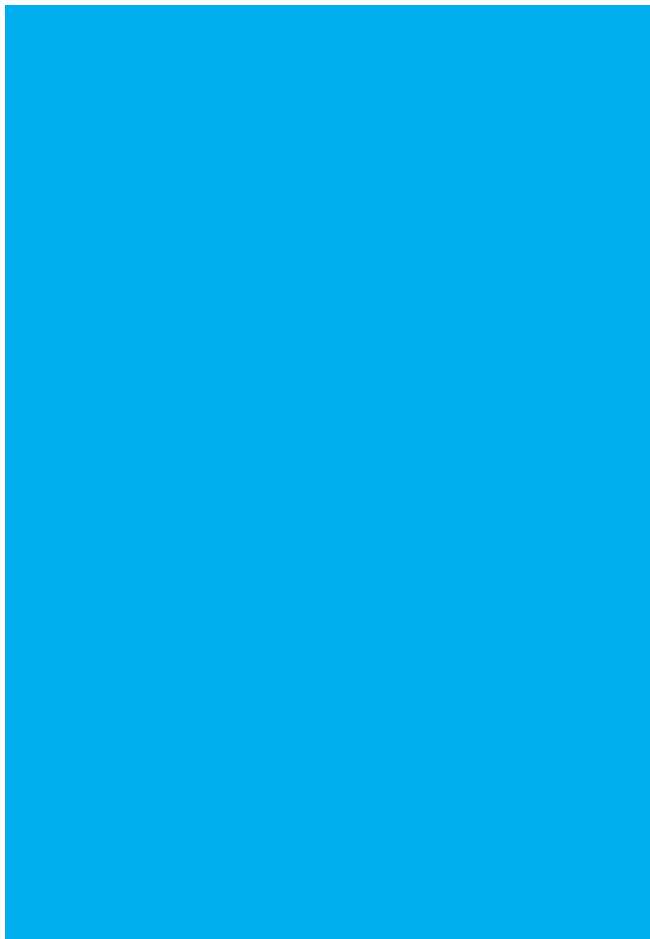
Pilates is the perfect modality for rehabilitation from a sports-related or other injury. When a Pilates practitioner trains a client with a knee injury, the body is seen as a whole and the movement patterns are designed to strengthen from the deep stabilizing muscles to the large mobilizers integrating the mind-body connection throughout.

It is important that instructors are well versed in the curriculum and keep up with their continuing education. Innovative programming is very important and instructors need to be prepared to instruct any client who walks through a facility's door.

TOP-NOTCH TRAINING FACILITIES

People who are interested in certifying in Pilates are often not aware of their options for professional instruction, programming and long-lasting education. However, there are many high-caliber Licensed Training Centers around the globe to assist in the process.

Watch out for 'one-time' weekend programs that don't require apprenticeship hours or proper qualifications of the attendees' skills before giving them a certificate. Many of the people teaching these one-weekend certification programs possess little to qualify them to do so. The most well-respected certification programs specific to Pilates include observation, physical review, practice teaching, written and practical exams.



It is important for anyone looking for good instruction or certifications to seek out organizations that provide in-depth knowledge and practical programming options to teach effective group or personal training programs to clients of any age or fitness level - from post-rehabilitation patients to elite athletes.

Most credible organizations adhere to standards of operation that ensure consistent delivery of programs and services for those wanting to pursue a career in this exercise method.

THE END RESULT

Most clients or facility patrons seeking a new form of exercise or training tend to ask around their gym or club for verbal “references” of trainers. Therefore it’s in the best interest of those wanting to certify to research the various organizations that offer certification and examine how comprehensive their courses and programs are.

High-caliber Pilates certification shows clients and employers that instructors are well-qualified professionals who align with top organizations in the industry. Certification also makes you eligible for client referrals.

Instructors need to be patient with their learning and understand that quality education goes a long way when trying to obtain new clients.

Customized workouts are always in-demand and in Pilates, those

instructors who tailor their teaching approach to working with all walks of life, fitness abilities, ages and levels, are the ones who are going to be able to address the varying demands of the marketplace. **OSF**

Kerrie Lee Brown is Vice President of Communications for STOTT PILATES® www.stottpilates.com



STOTT PILATES® photography © Merrithew Corporation

