

WRITING SAMPLES

PILAA Email Templates

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These three samples were written specifically for this project, based on PILAA's platform description and the tone requested: professional, friendly, premium, and community-focused. They show the voice this email library would carry across the full set of templates.

SAMPLE 1: INVITING A STUDIO TO POST A JOB

Subject: A quick way to reach Pilates instructors who already get it

Preview text: Post your next opening on PILAA, where the right people are already looking.

Hi [Studio Name] team,

PILAA is a home for the Pilates and wellness community: jobs, training, retreats, and events, all in one place, all in front of people who already live this work.

We know studios like yours often struggle to find instructors who are the right fit, not just available. That's the gap PILAA was built to close. Post a role with us and it goes straight in front of instructors actively looking, not scrolling past another generic job board.

Posting takes a few minutes, and your listing stays visible to a community that's growing every week.

If you'd like to give it a try, here's where to start: [\[link\]](#)

Happy to answer any questions before you post, just reply to this email.

Warmly,

The PILAA team

SAMPLE 2: INVITING A TRAINING PROVIDER TO LIST A COURSE

Subject: List your next training on PILAA

Preview text: Reach instructors actively looking to grow.

Hi [Training Provider name],

PILAA is where Pilates instructors go to find their next certification, workshop, or specialty training, all in one place, all built for people already committed to this work.

We'd love to have your training listed. A PILAA listing puts your course in front of instructors who are actively searching, not passively scrolling, which means the people who find you are already looking for exactly what you offer.

Listing is simple and takes just a few minutes.

Here's where to get started: [\[link\]](#)

Happy to walk you through it if that's easier, just reply and let us know.

Warmly,

The PILAA team

SAMPLE 3: FOLLOW-UP EMAIL FOR NO RESPONSE

Subject: Still open to having you on PILAA

Preview text: A quick follow up, no pressure.

Hi [Name],

Following up on our note from last week. We know inboxes get busy, so no worries if this slipped past.

PILAA is still growing its community of studios, trainers, and retreat hosts, and we'd genuinely love to have you listed. If now isn't the right time, that's completely fine, just let us know and we won't follow up again.

If you're curious to see how it works first, here's the link: [link]

Either way, wishing you a great week.

Warmly,

The PILAA team

All copy in this document is original work by Ayomide Victor Oluwatimilebin. These pieces were written specifically for this project based on the brief provided. None has been published or used elsewhere.