

PILATES  
**PHYSICALMIND INSTITUTE®**  
**BUSINESS COURSE TEST**

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

DATE CERTIFIED:

Mat:

Apparatus:

Teachers need to keep track of their CEC completion. Email us when appropriate so that we can renew your certification for another two years. We will send you a Renewal Document for professional insurance purposes.

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1. The following are necessary to own a Pilates business:
  - A. An EIN.
  - B. A Gross Receipts Number.
  - C. A Business License.
  - D. All of the above.
  
2. Image advertising is the best way to get business.
  - A. True
  - B. False
  
3. Barter is illegal in the United States.
  - A. True
  - B. False
  
4. Define your “nut” in business:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
5. The business plan to open a Pilates studio should include demographic projections for the country in which you will locate.
  - A. True
  - B. False
  
6. Aging payables means:
  - A. Paying your bills as soon as you get them.
  - B. Delaying paying your bills until you can pay them.

7. Which services won't cannibalize a Pilates business?
  - A. Massage Therapy
  - B. Diet counseling.
  - C. Workout clothes.
  - D. All of the above.
  
8. It is a good idea to:
  - A. Spend a lot of time with other Pilates studio owners.
  - B. Take Pilates Workshops as often as possible.
  - C. Spend time where you can find new clients: Golf Ranges; PTA; Performing Arts Committees; Church/Synagogue.
  
9. Pilates teachers in your studio as independent contractors:
  - A. Don't need their own liability insurance.
  - B. Must work only the hours you specify.
  - C. Must teach as you designate.
  - D. None of the above.
  
10. The Waiver of Liability and Informed Consent Release:
  - A. Makes a client wary.
  - B. Is unnecessary.
  - C. Needs to be notarized.
  - D. None of the above.
  
11. To copyright your materials, you need to hire a copyright lawyer.
  - A. True
  - D. False
  
12. Pilates clients expect:
  - A. Occasional price promotions.
  - B. Occasional "forgiveness" on the cancellation policy.
  - C. Neither of the above.
  - D. Both of the above.
  
13. Getting publicity for your studio may be:
  - A. Difficult since there have been about 1000 stories in the past 15 years.
  - B. Dependent on a paid ad as your "entrance" fee.
  - C. Both of the above.
  - D. Neither of the above.
  
14. Pilates is so popular that certified teachers do not need to:
  - A. Sell clients on the benefits.
  - B. Have a Pilates body yourself.
  - C. Vary a client's weekly session.
  - D. All of the above.
  - E. None of the above.
  
15. The author's small business point of view is:

- A. Hands-on, basic, keep costs low and sell always.
- B. Hire professionals in accounting, marketing and business development.