

**ZIN™ MEMBER**  
**QUICK GUIDE**

# EXPANDING YOUR ZUMBA® CAREER





# EXPLORE YOUR POTENTIAL.

As a ZIN™ Member, you have unlimited opportunities to expand your career. You can build on your current Zumba® skills with Zumba Basic 2 or take it a step further by exploring specialty programs. You'll be able to market yourself in a new way, offer specialty classes on your schedule, teach in new venues and create opportunities for more revenue. Every ZIN Member reaches a point in their career when they're ready to take a step to the next level. This is that step. **Get ready for the journey.**



**EXPLORE SPECIALTY PROGRAMS**



# INSTRUCTOR TRAININGS THAT MOVE YOU FORWARD.

## NEW CLASSES TO TEACH. UNLIMITED POSSIBILITIES.

After you complete your Zumba® Basic 1 or Jump Start Gold™ Instructor Training, you can expand your Zumba career by taking Zumba Basic 2 Instructor Training and as many Specialty Instructor Trainings as you like! Add even more classes to your schedule with Zumba® in the Circuit and Zumba® Gold-Toning, two Specialty Instructor Training programs you can learn at home.

**!** ZIN™ MEMBERS LICENSED IN AT LEAST ONE SPECIALTY PROGRAM TEACH AT LEAST 38% MORE CLASSES.

### START WITH THE BASICS



### JOIN THE ZUMBA® INSTRUCTOR NETWORK

# zin

### EXPAND YOUR CAREER WITH SPECIALTY PROGRAMS





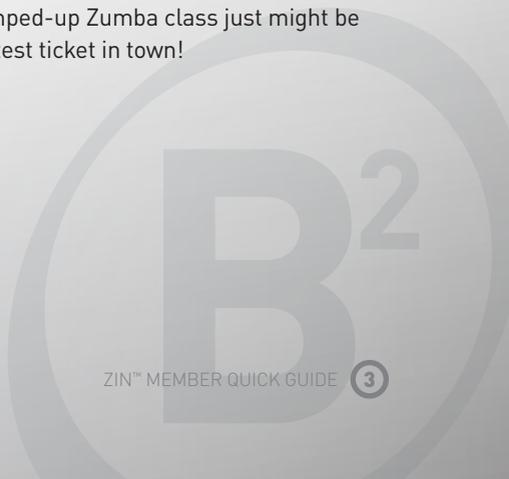
## STEP IT UP WITH ZUMBA® BASIC 2

WHEN YOU'RE READY TO BUILD ON THE BASICS, YOU CAN WITH ZUMBA® BASIC 2 INSTRUCTOR TRAINING.

This revamped Instructor Training is now better than ever with six rhythms (samba, tango, flamenco and belly dance, as well as two new high-intensity rhythms, soca and quebradita). You'll also learn advanced dance-fitness techniques like music fusion and stylistic separation. This helps you create fresh routines bridging music and

rhythms in new and unexpected ways. Set yourself apart with Zumba classes that offer students new levels of excitement and a wide range of dance styles to challenge everyone, every time – including yourself. With 10 rhythms to mix up your routines, your amped-up Zumba class just might be the hottest ticket in town!

REGISTER >





# THE ZUMBA GOLD<sup>®</sup> PROGRAM

BRING THE PROGRAM THAT KEEPS ACTIVE OLDER ADULTS GROOVIN' AND YOUR CLASSES GROWING!

On the go and ready for adventure, today's active older adults want excitement, camaraderie and healthy activities as part of their weekly schedule. The Zumba Gold<sup>®</sup> program is the perfect fit. It's a safe and effective workout that pairs exciting world rhythms with easy-to-follow moves at just the right pace. You can help this booming demographic of active older adults gain strength, improve balance and build friendships in a supportive, uplifting

environment. You can also offer gyms a viable option to fill up classes during the slower late morning and early afternoon hours. Plus, you can bring Zumba Gold classes to a variety of facilities, including retirement communities, nursing homes, assisted care and rehabilitation facilities. Meet the needs of a growing population and pack your Zumba Gold classes with active older adults who are ready to get groovin' and stay healthy for life.

"The Zumba Gold<sup>®</sup> market is huge, and it is what I call GOOD WORK! ... Let's look at the growing market for those students 55 and up. By 2030, more than 70 million people in the United States will be over 55 ... It is estimated that in 2011, 8,000 people a day will turn 55! That gives us a huge potential market of people who need [the] Zumba<sup>®</sup> Gold [program]."

– ZIN™ Member Suanne Ferguson | Calera, Alabama

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# THE ZUMBA® TONING PROGRAM

PUMP UP YOUR ROUTINES WITH THE BODY-SCULPTING CLASS THAT'S ALSO A BODY-ROCKIN' PARTY!

Strength training. High-energy cardio. Red-hot rhythms. Maraca-like Zumba® Toning Sticks. Shake it all up and you've got a Zumba® Toning class. The Zumba Toning program blends body-sculpting techniques and lightweight resistance training with exciting Latin-infused Zumba moves for an exhilarating muscle-pumping party.

Your students will gain core stability, get chiseled abs, glutes and arms, and torch calories, while enhancing coordination and endurance. With the Zumba Toning program, you'll be able to provide a specialized program to expand your class offerings, and help gyms add some muscle to their current Zumba class schedule.

"I have a steady 15-20 participants in my Zumba® Toning class every week. Some of them are my regulars from my Zumba® classes, but I also get a few complete newbies in every week trying it out! It's such a great class to teach!"

– ZIN™ Member Mirva Walsh | Dún Laoghaire, County Dublin, Ireland

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# THE AQUA ZUMBA® PROGRAM

NOW YOU CAN HAVE EVERYONE TAKING THE PLUNGE INTO THE REVOLUTIONARY “POOL PARTY” WORKOUT.

Tough day at work? Splash it out! That’s what you can tell potential students – and exactly what they’ll want to hear. With the Aqua Zumba® program, students can dive into a “pool party” workout that reduces stress, boosts metabolism, increases strength, endurance and flexibility, and provides a low-impact exercise option that helps protect recuperating hips, knees and ankles.

Aqua Zumba classes mix exotic world rhythms with modified, high-energy moves for an invigorating total-body workout. You’ll learn a new way to teach and create a whole new revenue stream by offering Aqua Zumba classes at gyms or any facility with a pool. If you love water and want a refreshing twist in your weekly schedule, Aqua Zumba classes may make the biggest splash yet!

*“Aqua Zumba® has become my favorite program to teach. This program challenges not only the students but the instructor as well. My Aqua Zumba classes and Master Classes have been extremely popular and very well attended. My students really enjoy the classes!”*

– ZIN™ Member Eddy Fajardo | Roselle, New Jersey

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ZUMBA Atomic®



## THE ZUMBATOMIC® PROGRAM

PLAIN AND SIMPLE, ZUMBATOMIC® CLASSES ARE A TOTAL BLAST! KIDS ROCK OUT WHILE THEY WORK OUT!

Kids love music, dancing and having fun. And that's what the Zumbatomic® program is all about. But it's also a fitness program that gets kids healthy. Tailored for boys and girls (ages 4-12), Zumbatomic classes blast calories, enhance coordination and boost brain power. Through the Zumbatomic program, you can offer a cost-effective solution to gyms to help increase

their foot traffic during non-peak hours. In addition, you can target a new kind of facility – schools and community centers – and offer them a safe and effective fitness program kids will love. Either way, you can pour your passion for fitness into action-packed classes that can help children lead healthier, happier lives.

"[The Zumbatomic® [program] is full of professional possibilities that benefit your work with kids. There are a lot of schools, nonprofit organizations, churches, and other community organizations that are on board with ending childhood obesity. I have been able to write grants, make proposals to community and nonprofit after-school organizations, as well as day care [centers] to provide them with this VITAL component to battling for our children's lives."

– ZIN™ Member Jana Walker | Thornton, Pennsylvania

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# THE ZUMBA SENTAO™ PROGRAM

GRAB A CHAIR, GET INTO THE ZONE AND KEEP STUDENTS ON THE EDGE OF THEIR SEATS!

If you want a step up in cardio and total-body toning, check out the Zumba Sentao™ program, launched in early 2012. Don't let the chair fool you! It acts as a progressive resistance tool used to tighten the core and strengthen arms, legs and glutes. And it's all performed at an intense pace that keeps the cardio level high. Fitness-oriented men and women will flock to this one-of-a-kind class that dynamically teams dance

and fitness and leverages a common chair as a strengthening device. It's not just for gyms, either. There's a whole new market out there – hotels, convention centers, schools, recreation centers, community centers – where chairs are plentiful and opportunities abound. Be one of the first to teach the new Zumba Sentao program and lead the class that's already in hot demand across the globe!

"[The Zumba®] Sentao [program] is a new dimension of fitness, using certain muscle groups in a different way. It helps you find where you really want to push yourself and adds that toning aspect to your cardio workout. [Zumba] Sentao [class] also stabilizes the student [with a chair] to allow them to push that muscle group even harder!"

– ZIN™ Member Daniel Gonzalez | Miami, Florida

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# THE ZUMBA® GOLD-TONING PROGRAM

CREATE A NEW NICHE: ZUMBA GOLD® STUDENTS  
WHO WANT TO GROW AT THEIR OWN PACE

The Zumba® Gold-Toning program combines the exciting rhythms and exhilarating experience of the Zumba Gold® program with the strength-training techniques of the Zumba® Toning program. Through lightweight resistance training, you can help participants increase muscle strength, prevent age-related bone loss, and improve mobility, posture and coordination. This program

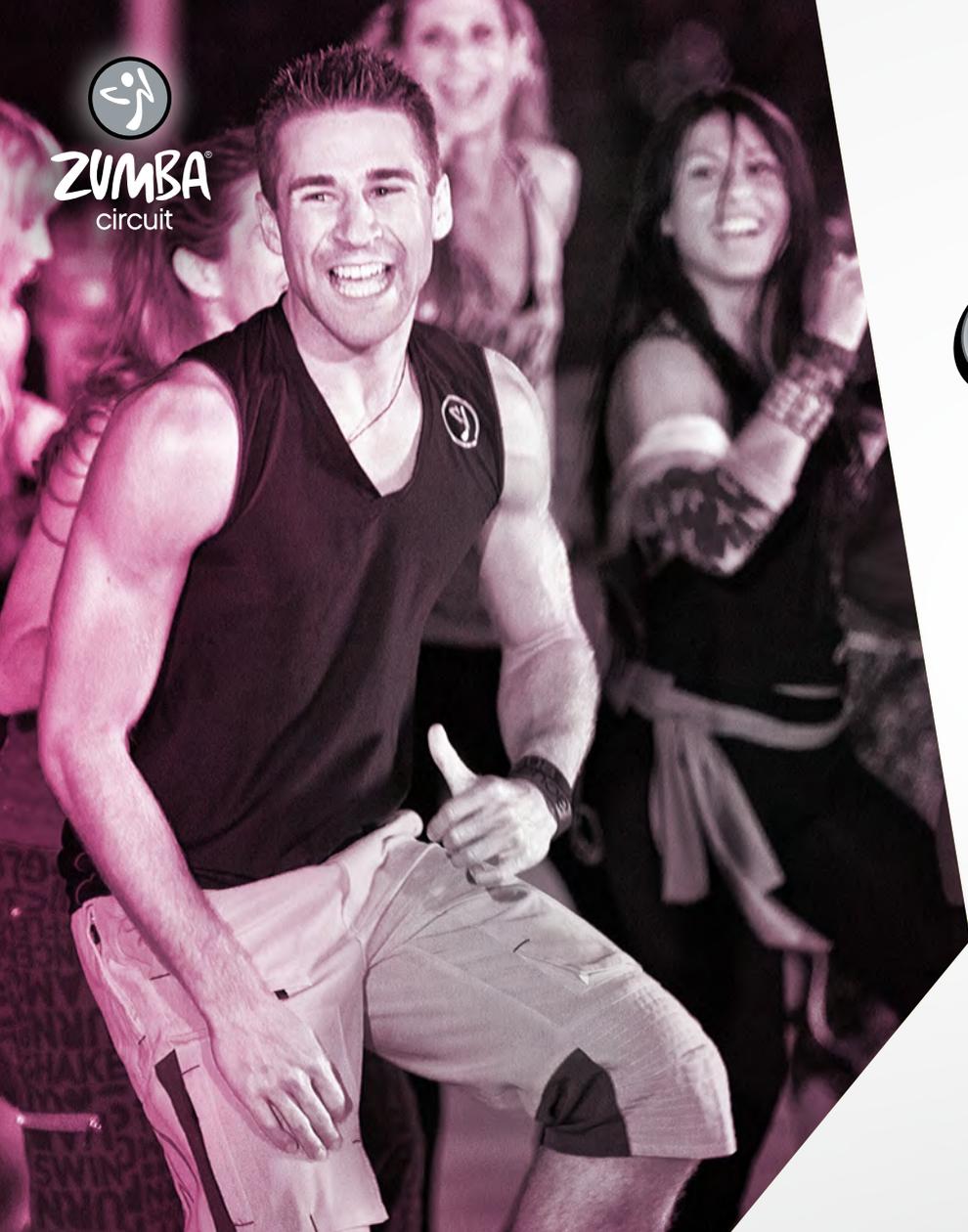
allows you to offer a brand-new type of class on your schedule and target Zumba Gold students, as well as beginners, who want the benefits of strength training added to their Zumba routines. Once you're licensed in both Zumba Gold and Zumba Toning programs, you can become a licensed Zumba Gold-Toning Instructor by completing this at-home Instructor Training program.

[LEARN MORE](#)

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# THE ZUMBA® IN THE CIRCUIT PROGRAM

LEARN AN EXCITING NEW WAY TO TEACH  
AND TAP INTO A WHOLE NEW MARKET!

ZIN™ Members looking for new opportunities to expand their class offerings can check out the Zumba® in the Circuit program, the world's only 30-minute, circuit-oriented fitness-party. This unique program takes the high-energy dance-fitness moves of the Zumba® program and mixes them with a series of strength exercises at timed intervals. The result? Participants rock out in a total-body, circuit-training workout

that tones muscles while it invigorates from head to toe in only thirty minutes. The Zumba in the Circuit program is easy to learn and can open doors to new employment opportunities at Curves® or any other participating fitness facilities. As a ZIN Member, you get exclusive access to this self-study Instructor Training program, which is available at no additional cost.

[LEARN MORE](#)



# TARGET NEW STUDENTS WITH SPECIALTY MARKETING MATERIALS

Unlock the door to new classes with specialty marketing materials that zone in on the students you want. As long as you're licensed in a specific specialty program, you'll have access to a wide range of customizable marketing materials. Plus, all materials are available in 13 languages\* to meet your needs.

Simply download and personalize your materials, then have them printed. Or, use the online Marketing Materials Print Shop, which lets you customize your materials and have them shipped directly to your door.

## MARKETING MATERIALS CURRENTLY AVAILABLE TO YOU:

- > Access to Logos
- > Business Cards
- > Punch Cards
- > Free Class Cards
- > Banners
- > Posters
- > Postcards
- > Car Door Magnets
- > Window Decals

\*Available in Czech, Danish, Dutch, English, Finnish, French, German, Italian, Norwegian, Portuguese (BR), Spanish, Swedish and Russian.

# THE NEXT STEP IS YOURS.

**SUCCESS IS AT YOUR  
FINGERTIPS. EXPAND  
YOUR ZUMBA® CAREER.**

To learn more about Zumba® programs and sign up for Instructor Trainings, simply **LOG IN TO ZIN™ HOME** and click the links on this page or paste them into your browser.



basic2

#### LEARN MORE & REGISTER

[zumba.com/en-US/trainings/overview/](https://zumba.com/en-US/trainings/overview/)



gold

#### LEARN MORE

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toning

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gold toning

#### LEARN MORE & PURCHASE DVD/CD SET

[zumba.com/en-US/gold-toning/](https://zumba.com/en-US/gold-toning/)



#### MARKETING MATERIALS

[zumba.com/en-US/user/materials/marketings/](https://zumba.com/en-US/user/materials/marketings/)



aqua

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sentao

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zumbatomic

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circuit

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[zumba.com](http://zumba.com)

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