



MARKETING FOR SUCCESS

SESSION HANDOUT

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ZUMBA® INSTRUCTOR
CONFERENCE

LOS ANGELES 2013



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2013 ZUMBA® INSTRUCTOR CONFERENCE

Presenter

Diane Felkenes

Schedule

Open style lecture with questions and answers

Session Objective

To provide both ideas and practical applications in marketing strategies:

What is Marketing

How to bring more students to your classes and events through promotion and retain them.

Different marketing options – 1) In house 2) Outside 3) Through your students

Promoting your classes is more than “word of mouth” and more than a flyer. Many times it is planning, investment and hard work. Some instructors have a built in student base and don’t have to worry about finding students while other instructors have to work hard to find and retain a handful of students.

This session will help give you a good knowledge of marketing principles, a focus on how to find students in your area and keep them coming, and different methods on how to do this.

Use this information in part or in whole. Most instructors find the most success by taking a few ideas from here and there and then creating their own promotions. Whatever works for you, I hope this session gives you some tools and ideas to help you attract more students and retain them!

Strategies for Reaching Target Markets:

Marketers have outlined four basic strategies to satisfy target markets: undifferentiated marketing or mass marketing, differentiated marketing, concentrated marketing, and micromarketing/niche marketing.

Mass marketing is a market coverage strategy in which a firm decides to ignore market segment differences and go after the whole market with one offer. It is the type of marketing of a product to a wide audience. The idea is to broadcast a message that will reach the largest number of people possible. Traditionally mass marketing has focused on radio, television and newspapers as the medium used to reach this broad audience.

A differentiated marketing strategy is one where the company decides to provide separate offerings to each different market segment that it targets. It is also called multisegment marketing and as is clearly seen that it tries to appeal to multiple segments in the market. Each segment is targeted uniquely as the company provides unique benefits to different segments. It increases the total sales but at the expense of increase in the cost of investing in the business.

Concentrated marketing is a strategy which targets very defined and specific segments of the consumer population. It is particularly effective for small

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companies with limited resources as it does not believe in the use of mass production, mass distribution and mass advertising. There is no increase in the total Profits of the sales as it targets just one segment of the market.

Social Media:

If you are holding an event and need to get the word out, Internet social media is an indispensable marketing tool that can be used to your advantage. Social media should be used in addition to advertising on local radio stations and in local newspapers. Depending on the scale of your event, you can use social media websites to reach not only locals, but also those beyond the local landscape.

Read more about how to create Social Media Marketing Plan Around an Event | eHow.com http://www.ehow.com/how_12188034_create-social-media-marketing-plan-around-event.html#ixzz2FLXaEFku



The Driving Forces for a Marketing Plan
By Monica Patrick, eHow Contributor

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Marketing plans put purpose behind your advertising efforts. Tossing out a few blurbs about an upcoming sale isn't enough to build a strong business. You need to create a well-researched marketing plan taking into consideration the driving forces of marketing. Use key forces to help steer business campaigns, bring in healthy profits and give your business brand exposure. Understanding and use these driving forces to your advantage will make you a smarter advertiser.

Business Budget

A marketing budget is the number one driving force in a marketing plan. Airtime on television and radio costs money. Production of commercials, the development of the brand and the employment of a marketing team cost the business money. A business shouldn't buy more advertising than it can afford or it'll find little benefit in a marketing plan. The marketing plan should be affordable and helpful to the business, not cost the business cash.

Reach the Target Audience

An important principle in developing and implementing a marketing scheme is knowing the target audience. Before the marketing campaign is launched, you'll need to know who you are trying to reach. Knowing the target audience drives many decisions such as choosing the campaign's theme, voice and utilizing a special cultural interest. For example, a print campaign using current computer lingo will draw a target audience of computer lovers. Marketing must be created with the audience in mind.

Beating the Competition

Understanding the competition and beating their campaigns should be part of your marketing planning. Many companies challenge their competitor's claims through commercials and publications. For example, XYZ computer store claims they sell more computers than any other. Your marketing plan can challenge that claim. If you can factually dismiss a competitor's claim, this could boost your brand. Correcting a competitor or challenging them for your marketing share should be a driving force in any business marketing plan. Standing out from the crowd and explaining your differences, subtly, can improve your plan's effectiveness.

Knowing Your Objectives

Knowing and adhering to your primary objectives will drive your marketing efforts to greater success. Writing down what you hope to achieve, before you begin, will help you reach your goals with precision. For example, you should have a customer or product sales goal for each \$100 in advertising you spend. Also, understanding how each dollar will be spent and what your target profits are will keep you accountable. Accountability with your money should be a driving force in marketing.

Purpose of the Marketing Plan

The main body of the Marketing Plan often starts with the planner providing the rationale for the plan. The tasks associated with this section are to:

- Offer brief explanation for why this plan was produced
e.g., introduce new product, enter new markets, continue growth of existing product, yearly review and planning document, etc.
- Suggest what may be done with the information contained in the plan
e.g., set targets to be achieved in the next year, represents a departmental report to be included in larger business or strategic plan, etc.

Writing a Marketing Plan

Written report that many inside and possibly outside the organization will evaluate. It is an essential document for both large corporate marketing departments and for startup companies. Essentially the Marketing Plan:

- Forces the marketing personnel to look internally in order to fully understand the results of past marketing decisions.
- Forces the marketing personnel to look externally in order to fully understand the market in which they operate.
- Sets future goals and provides direction for future marketing efforts that everyone within the organization should understand and support.
- Is a key component in obtaining funding to pursue new initiatives.

The Marketing Plan is generally undertaken for one of the following reasons:

- Needed as part of the yearly planning process within the marketing functional area.
- Needed for a specialized strategy to introduce something new, such as new product planning, entering new markets, or trying a new strategy to fix an existing problem.
- Is a component within an overall business plan, such as a new business proposal to the financial community?

There are many ways to develop and format a marketing plan. The approach taken here is to present a 6-Part plan that includes the following:

- Purpose and Mission
- Situational Analysis
- Marketing Strategy and Objectives
- Tactical Programs
- Budgets, Performance Analysis and Implementation
- Additional Consideration

This plan is aimed at individual products and product lines, however, it can be adapted fairly easily for use in planning one or more strategic business units. The page length suggested for each section represents a single-spaced typed format for a plan focused on a single product. Obviously for multi-product plans lengths will be somewhat longer.

Marketing Marketing Marketing – Specifically Fliers and a Bonus Section!

Basics for creating an effective flyer:

1. Name of Event on the top and Largest Font. The name of the event should tell the reader what the event is: So "Zumba" may not be enough... Zumba.what?

ex: STAY WARM THIS WINTER WITH ZUMBA FITNESS CLASSES!

The name should be somewhat short but tell the target audience enough for them to decide if they are interested.

2. A flyer is NOT an invitation. You don't need YOU ARE INVITED TO... or

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PLEASE JOIN US FOR... or WE HOPE TO SEE YOU AT....

3. Do not crowd the flyer with too much information! If there is TOO MUCH TO READ you will lose the interest of the target. Make sure to include the following:

- a. event name
- b. date
- c. location
- d. something catchy - like a good name or some fun art work.
- e. contact information (telephone, e-mail, website)

The purpose of a flyer is to get the word out through an easy read, and to lead the target to where they can get more information. The most effective flyers are simple, bold and to the point.

Two other things all advertisement pieces should include:

1. Benefit to the customer - why should they want to come to your class or buy your product or service? Think about it from their point of view. Ex: Many martial arts schools will advertise "master instructor" in their ads. Who cares? How does that translate into a benefit for the consumer?

2. Testimonials - You can talk about how great your classes are all you want but if someone else talks about them it's way more effective.

Marketing Beyond the Flyer

Marketing is MORE than Flyers... there are opportunities every minute of every day to meet potential Zumba contacts. Also try to reach out to people OUTSIDE the gym environment. Reach out to people who DON'T BELONG TO GYMS.

THERE IS NOTHING WRONG WITH FLYERS BUT THERE IS SO MUCH MORE YOU CAN DO.

Creating a successful Zumba business sometimes takes some creative thinking.

There are a million ways to get the word out there... here are just a few off the top of my head:

1. Flyers in location
2. Flyers around location
3. Bag coupons in local businesses (trade out issues may apply)
4. As much as I hate to admit it... tear off flyers... they do work!
5. Internal advertising
6. Mailers – by zip code
7. Newspaper or circular ad – neighborhood
8. Yard signs
9. Rental signs (may need permit)
10. Business cards
11. Business post cards
12. Demonstrations
13. Warm ups for races

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14. Donate free classes to silent auctions
15. Get on public TV community bulletin boards
16. Slip a special pass into gift baskets for women's groups
17. Participate in fund raisers and Zumbathons
18. Person to Person contact, hand out postcards or flyers in lobby of gym or at function
19. Attend fitness conferences
20. Attend Zumba workshops, build a network of Zumba instructor friends
21. Get a website, MySpace or Facebook page and get some friends
22. Start an e-mail list of students and instructors
23. Keep cards with your internet sites and schedule on you
24. Use that ZIN promo video
25. Create your own promo video
26. Start an annual Zumba event, either a fund raiser or demo or something... work on it all year
27. Attend other's classes, meet the instructors in your area
28. THINK OUTSIDE THE GYM. The Zumba program is flexible, see where you can fit it in!
29. Create a marketing package.
30. Make contact with your local chamber of commerce, get in on new businesses coming to town
31. Parties, bridal, wedding, corporate, bachelorette, kids, birthday, catalog events, picnics
32. Contact malls and shopping centers for event where you can do a demo
33. Get on TELETHONS... local telethons (a really good exposure opp)
34. Send a press release to TV, radio and newspaper about your events
35. Start developing a list of community centers, gyms, rinks, studios, for contact purposes.
36. Check with local hotels for banquet gigs
37. DON'T BE AFRAID TO MAKE CONTACT... practice what you want to say
38. Make sure that any staff working where you teach can speak intelligently about the Zumba program.
39. Every class is a marketing opportunity.
40. You never know where that BIG EVENT chance will come from.
41. Dress your part! Sport the Zumba stuff...
42. Develop a style, a reputation, something people will know you for.
43. Use social networking site.

BONUS SECTION! IN HOUSE MARKETING!

Internal marketing... REMEMBER THE FOLLOWING RULES:

1. Bright fun colors!
2. Make something small with your schedule and the location name/address on it that they can take away with them.
3. Leave flyers up for ONE WEEK. Wait one week and REPOST NEW FLYERS WITH DIFFERENT INFO.

Try this for a series of flyers:

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You wear a heart rate monitor and every week you create a flyer for fitness room, locker room, bathroom doors, front desk, that says:

"ZUMBA CLASS - WEEK OF 1-5-2010"

"20 PEOPLE IN CLASS BURNED AVERAGE OF 450 EACH - WE LOST 3 POUNDS IN CLASS.... JOIN THE PARTY!"

"ZUMBA CLASS - WEEK OF 1-12-2010"

"23 people in class, we kicked it up a notch and the average calories burned in class per person was 525! BY JUST ADDING ONE ZUMBA CLASS A WEEK TO YOUR SCHEDULE YOU WILL LOSE 9 POUNDS IN ONE YEAR.... JUST BY TAKING A ZUMBA CLASS!"

etc...

Educate the gym members and be create!

Talk About:

"LATIN FLAVOR = LOST INCHES!"

"Feel better! Join a Zumba class!"

"Have some SALSA with your workout!"

"DO YOU CUMBIA? WE DO!"

"WHAT IS THE MERENGUE THAT MAKES YOU HEALTHY"

"ADD LATIN - LOSE INCHES!"

I am not great with "creative marketing" I am more of a HIT THEM WITH FACTS kind of girl... BUT YOU GET THE IDEA!

Proposals to Gyms Suggestions - work the plan from beginning to end.

Outline:

1. Goal for participants or purpose of class if goal based. Or benefits of ZUMBA PROGRAMS.
2. Define the session (term, date, time, frequency)
3. I would do sessions for facilities or a probationary session for a gym.
4. Payment proposal
5. Pros and cons of session pass vs. drop in
6. Attendance and payment administration
7. Calendar for session (including incentives)
8. Marketing plan (INTERNAL AND EXTERNAL) Target members and other available groups.
9. Troubleshooting/contingencies
10. Wrap up and re-start.
11. Incentives.

Basics of Negotiations- Leases, Class Times and Fees

Negotiation is something most all Zumba instructors will have to do at some point during their Zumba careers. What is negotiation?

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Negotiation is a basic means of getting what you want from others. Negotiation is a process, a means to an end. It is the journey of how we get to the destination, not the destination itself. This doesn't mean losing sight of the destination but rather, paying more attention to how we get there. It's all about "process".

1. Negotiation is the art of making sure everyone in the process feels like they are treated fairly. In Zumba this means the instructor, the business owner and the student.
2. You need to have a goal in mind and a plan to get there. A well prepared instructor will have a flexible plan or plan options.
3. A good plan takes into account unforeseen situations. For example, a way to address a matter not included in the final agreement. We can't know everything that might happen but we can include a sound resolution procedure in our agreement.
4. A re-evaluation or follow up or probationary period should be included in a plan to revisit the current plan and to make adjustments in times, days, pay, administrative issues, marketing changes and additions or deletions to the plan.
5. The TERM or length of the agreement should be decided with a right of renewal.
6. A first right of refusal of new or additional classes should be discussed.
7. Discuss specifics like liability insurance, marketing budget, admin details, payment arrangements, fees.
8. Decide HOW the instructor will be paid and then when and who will handle the money. This is important.

-Negotiations are a friendly exchange or at least should be. All discussions should be noted on initial proposals and confirmed by e-mail or writing.

-Make your meetings in person at a time convenient for all and in a location where you can concentrate. This is not the time to babysit or multi-task.

-Remember that "personalities" are to be tolerated. Not every person you do business with will be polite or classes or nice. THIS IS LIFE. Get over it. Not everyone is going to treat you like you want. THIS IS BUSINESS.

-Make sure you are meeting with the person who can make the decisions. Make sure you are the person who can make the decisions. If you have "talk to your husband" or partner... do it right there, on the phone.

-Respect the other person and respect yourself, no matter how they might act. You need to always be professional. I never let (well almost never) someone else's mood dictate mine.

-Arguments/discussions ARE OKAY. But don't take things personally. If you get defensive you give them a weapon over you. KEEP YOUR EMOTIONS OUT OF THIS. This is where you deal with FACTS. If someone says that a Zumba instructor is not worth \$35 a class. THAT IS THEIR OPINION. Ask WHY THEY THINK THIS. Deal with FACTS AND NOT EMOTIONS.

-Some people are uncomfortable with DISCUSSING PAY AND BUSINESS. Get over it. Don't think that friends and family will always do what is right. Don't think that a "nice person" will keep their word. Don't think that "everything will be alright". We know from this board that that just is not true.

-Agreements protect ALL PARTIES, not just the instructor and not just the owner, if done right.

-Don't agree to anything you don't like. There are concessions to be made of course but if you don't like something, it is better to walk away then to be unhappy.

-A concession is not always a compromise. You don't want to compromise when you negotiate, you want to get to your goal this is why you have different plans that meet your needs.

-Reduce all agreements to writing and either get the final document signed or agreed to via email. KEEP THE DOCUMENT. I keep all drafts as well with the final

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and the original proposal.

-A good negotiator will do well in all areas of life because they know how to CONVINCE PEOPLE AND DEAL WITH PEOPLE AND SITUATIONS. A good negotiator knows when to concede a point to make another.

A good negotiator is FAIR, REASONABLE, HONEST AND UNEMOTIONAL.

ONE LAST HELPFUL HINT:

Practice what you are going to say. Say what you want to say OUT LOUD. Get comfortable with the words. Speak at a good pace, not too fast. Don't use words you don't know and don't pretend to know a word or phrase if you don't. ASK FOR EXPLANATIONS, DEFINITIONS.

What is IN an agreement depends on THE SITUATION and the NEEDS of the parties. This is not a list of what needs to be in a proposal, I have done other posts on that. Every agreement might be different. These needs and conditions are in the PROPOSAL and discussed in the negotiation phase.

QUESTIONS TO ASK YOURSELF WHEN ENTERING INTO AN AGREEMENT

So, you are thinking about GOING OUTSIDE THE GYM. Very good! And you are thinking about LEASING SPACE. What do you need to know?

Here are a few things you will want to consider and/or discuss with the owner of the property:

1. Days and times available.
2. Parking.
3. What other businesses are in the building.
4. Any limitations to NOISE?
5. Fire code limit for room (no. of people)
6. COST FOR SPACE.
7. Build in 15 minutes before and after class for you to do "business"
8. Term of lease.
9. Other Zumba instructors renting at same location.
10. AGREE AND GET IN WRITING THE FOLLOWING MATTERS:
 - a. lease cost
 - b. term of lease
 - c. ways to terminate the agreement
 - d. how and when \$ will be paid.
 - e. how money will be collected.
 - f. split arrangements
 - g. days and times of classes
 - h. how to add or subtract classes or change times of classes
 - i. how to handle complaints
 - j. how to handle injuries
 - k. music licensing
 - l. marketing costs
 - m. can you hang signs
 - n. music system

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- o. Who cleans space
 - p. lost and found
 - q. exchange all contact information with principles and assistants.
 - r. cancellations policies (weather issues, emergencies)
 - s. can you market to people in the building?
 - t. accounting procedures - agreed upon
11. Food and drink - is it allowed
 12. Are there adequate restrooms/showers and who supply's them and/or cleans them
 13. Can you build in some practice time?
 14. Approved schedule of classes and EXTRA EVENTS
 15. Fund raisers and how to handle
 16. Can you hold special events
 17. Improvements to the space - who pays
 18. Free or discounted classes for principles and their families - allowed?
 19. Schedule follow up meetings and
 20. BUILD IN THE PROCEDURE TO HANDLE UNEXPECTED CHANGES.

Never go into a "partnership" without a written agreement. THIS IS BUSINESS. Even between friends and family... ALWAYS IN WRITING.

People forget things. If you are wildly successful, and money is flying in, things change sometimes. If one of the principles is gone, you will need PROOF OF THE AGREEMENT for dealing with others.

THERE IS ALWAYS A CHANCE THINGS CAN GO WRONG. PROTECT YOUR SELF!

When all is good, everyone gets along. Sometimes things go wrong. Even with friends. Misunderstandings HAPPEN. Avoid them. Discuss how to handle refunds and substitute instructors. A good business has policies. If you have an AGREEMENT then you have a business partner. Remember that partnership and respect it. This is YOUR BUSINESS I am talking about, YOUR REPUTATION. If you are a good and fair business person and you know how to compromise and negotiate, people will respect you.

BUILDING RELATIONSHIPS AND YOUR ZUMBA BUSINESS IS WORK AND A PROFESSION - treat your business and your partners with respect.

Discussions About Contracts:

1. Contracts formalize agreements between parties. There are elements that need to be addressed in a contract for the contract to be enforceable.
2. Meeting of the minds (there needs to be a mutual understanding of the agreement).
3. Offer and acceptance (Party A agrees to teach Zumba at location and Party B will pay Party A for each class) Mutual consideration (this means that the parties agree as to the value of the services and the payment for same)

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4. Performance (the terms must be completed; the Zumba instructor must teach the classes specified in the contract or payment may be withheld in whole or in part.

This is a very simple explanation of a contract. I do not think most Zumba instructors NEED A CONTRACT. However, when negotiating the terms of teaching Zumba at a location, both THE INSTRUCTOR AND THE OTHER PARTY (who is someone with the authority to make these decisions) need to discuss a lot of things. I cannot possibly list them all because every agreement will be specific to the situation. But here are a few things to discuss.

1. How much will be charged for the classes, how the payments will be made and how they will be processed.
2. The term of the classes (session, series of sessions, ongoing...)
3. The term of the contract (calendar, auto renewing, limited by funds or time or availability of location...)
4. The schedule (including add-on days, cancellations, sub situations, going over the time slot, changes based on business needs, special events...)
5. Opt out clauses.
6. Potential changes
7. First right of refusal.
8. How to handle refunds.
9. Insurance and licensing
10. Maintenance and cleaning
11. Competition issues (other instructors teaching same location)
12. Non-compete issues
13. Any potential default potential
14. Accounting method
15. Who will attend the classes (children, spectators?)
16. Any special shoes needed for floors.
17. Waiver content
18. Marketing, internal or external
19. Special equipment - sound system
20. Sound/noise limitations
21. Lost and found

Now... this is just a sample list... there are always a million things to ask and agree about. VERBAL AGREEMENTS OR UNSIGNED AGREEMENTS can be enforceable if one, some or all of the parties act on the terms. No one can ever come up with every single issue... so you need to be sure that you keep open and productive lines of communication with your partners.

WHEN DO YOU NEED AN ATTORNEY? My best advice is that you should always consult a professional about any major decision. Have a trusted person review your agreement for ideas and to protect your interests. It is sometimes nice to have a 3rd party sit in during disagreements. Remember, if you have an agreement with someone you are now a partner with them and partners need to respect each other. Personalities always come into play. Try to take emotion out of discussions and stick to the facts. Zumba is Zumba and business is business. Ignorance is

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NEVER a defense. As a studio owner should you have your employees sign a contract to work for you? This is always a tough call...

The BEST METHOD I HAVE FOUND IS TO HAVE ALL EMPLOYEES SIGN A (REASONABLE) NON-COMPETE CONTRACT. Be sure to have a professional look at any non-compete you sign or create for your employees to sign. Non-competes should include:

1. Duration of contract
2. Scope of limitations
3. Mileage or geography limitations

Remember, all agreements are two-way streets; the owner of a business needs to act ethically for contracts to be enforceable. Meaning the owner can't hold the employee to a bunch of rules when the owner does not follow them or break the law. Non-competes cannot include any illegal conditions. Be sure you know what you are signing or asking someone to sign. A reasonable boss might include a "discussion" clause in a non-compete, meaning if an opportunity comes up for the employee (and one that might benefit the owner) it is good to leave the door open for discussion and certain allowances to the non-compete. Always consult an ATTORNEY!

How to Start to Build a Zumba Class:

New instructors or experienced, we all like a full class! It helps add to the party and, let's be honest, it makes US feel successful.

Personally, the classes I love the most are the classes that I HAVE BUILT. My favorite class averaged 15-18 people. We were together for four years. We were 4 people some weeks and 28 strong some weeks. It was a good number for the room and a good number for actually teaching moves. These students were taking class at a pretty high level because they attended regularly and loved new steps.

1. **Demonstration:** in my opinion, demos are our best marketing tool besides promo videos. A demo can be ABOUT ANYTHING... but my favorite is the STEP INTRODUCTION. I like to do these periodically anywhere I teach regularly... to help ease new people into an existing class or just let people see what Zumba is in a comfortable setting.
2. **EASY, SIMPLE ROUTINES:** This is a staple and building block for EVERY SUCCESSFUL INSTRUCTOR. Most instructors forget what "easy" means. We teach a lot and practice a lot and OUR FITNESS LEVEL is off the chart. We think so many times that our students need to work at OUR LEVEL to get a workout... WRONG.
3. We all love our front row! That is where our DANCERS ARE... they make us feel good and we love to dance with them. BUT THE REAL TEST OF YOUR ABILITIES AS AN INSTRUCTOR IS WHAT IS GOING ON IN THE BACK ROW. In either big or small class, look to the back of the room to see how well you cue, how easy your routines are and if you are giving the right modifications.
4. **QUIT GAUGING YOUR SUCCESS ON HOW WELL YOUR PEOPLE DANCE.** Dance is a talent. Instead, how well can your class FOLLOW YOU? When you look out there... are your people GETTING THE STEPS?
5. **MARKETING:** A HAPPY STUDENT is your best marketer! But honestly, it is not their JOB to market your classes. We need to quit making it their job. We do need to make it EASY FOR THEM to bring friends but WE NEED TO DO OUR OWN MARKETING.
6. **IN HOUSE MARKETING:** a series of new weekly flyers. A bulletin board of Zumba facts, health facts, Zumba recipes, Zumba testimonials, pictures of students, pictures of Beto, articles. Get out of that class room and to the front desk,

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to the locker rooms. Run the Zumba promo video with some of the infomercial YouTube videos... OR YOUR OWN PROMO VIDEO IN THE LOBBY. EDUCATION IS KEY.

7. GET YOUR FRONT DESK STAFF ON BOARD WITH YOU AND THE ZUMBA CLASSES. Get to know your lobby staff... they are GOLD.

8. Get to know your students. I am not talking getting into their PERSONAL LIVES. But do take some time to say Hi, comment on their outfit, body changes, how they nailed a step. This is a quick before or after class meet and greet.

9. LISTEN TO YOUR STUDENTS. To their complaints and compliments... LISTEN. You don't have to agree and you don't even have to CHANGE ANYTHING... but listen. Offer options if you can.

10. Use a few CURRENT HOT SONGS. People like to hear a song on the radio and KNOW HOW TO MOVE TO IT!

11. Do a good VARIETY OF RHYTHMS in your class.... And tempos. And use that interval idea so that people can get that needed breather while working other parts of the body. So many instructors want to GO TO THE RACES with their classes and we all love that RUSH... so sure, maybe one class out of 6 ... have a RACES NIGHT... but go back to the Zumba program the other weeks.

12. INFUSE NEW FRESH ROUTINES regularly. And be sure to make a good mix of dance and fitness in the routines.

13. REWARD YOUR REGULARS. Bring them up front with you if they like that. Compliment them publicly if they like that. But BE CAREFUL WITH BIRTHDAYS AND GIFTS... you run a big risk of alienating people if you FORGET OR DON'T RECOGNIZE EVERYONE.

14. Welcome new people every class. Give them a little extra attention... this does not have to be "obvious". But know where they are and "check in with them" ... they appreciate this!

15. Notice people who become regulars.... Thank them and compliment them. I do this DURING CLASS... when I see someone "familiar" I will give them a nod or point to them when they are MOVING WELL.

16. Do battles and circles and soul train lines if YOU KNOW HOW and if your people like them! Breaking up the class can be a great way to keep them interested and moving. If you are new to these ideas... try them with smaller classes first.

17. Be on time, organized, prepared, and professional.

18. I do NOT BELIEVE THE GOOD INSTRUCTORS SMILE CONSTANTLY. If you are an instructor who smiles naturally ... do it! If not, don't stress over it. Be aware OF YOUR EXPRESSIONS but don't wear a fake smile because someone told you that is what will make you successful.

19. WORK SLOWLY ON YOUR INSTRUCTOR SKILLS – give yourself and your class time to adjust to new skills! Cueing should be EASY... AND A WORK IN PROGRESS. Facing the class... take it slowly and test what works for you. Verbal cueing is fine.. just try to ONLY CUE WHEN NECESSARY... don't yak the whole time... it ruins the MUSIC.

20. BIG TIP... don't start the class with music at the highest level... slowly turn up the volume. SENSORY ADAPTION... it will help with the LOUD COMPLAINTS.

21. DO NOT STARE AT YOURSELF IN THE MIRROR... We all look at ourselves... it is okay BUT FOCUS ON THEM NOT YOU.

22. Get in the newspaper, the facility newsletter, on TV... GET KNOWN IN YOUR AREA. Visit big events and get to know other instructors in your area.

23. Bring in GUEST INSTRUCTORS. Get your students used to seeing other people teach. It is good for subs, styles, change and variety.

24. Mentor a student /new instructor... and team teach... Classes love to "raise a new instructor".

25. Try a new rhythm... even if it TANKS... your class will love your efforts. My classes CRINGE WHEN I TRY TO HIP HOP. They hate Tango (but they love Eddy's Tangos.... Not mine). Try a harder step and let them make mistakes with it.

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GROW YOUR CLASSES' ABILITIES.... THEY HATE IT AT FIRST BUT LOVE YOU FOR IT LATER.

That is enough from me... other ideas? REMEMBER IT IS WHAT YOU DO DURING CLASS THAT WILL BUILD IT AS MUCH AS WHAT YOU DO OUTSIDE CLASS

Every class is a marketing opportunity....

THE TRUTH ABOUT QUESTIONNAIRES AND YOUR STUDENTS

I think we are all overlooking the value of the anonymous questionnaire. We are all on this message board asking "WHY this", "WHY that", and ARE MY STUDENTS HAPPY, and WHAT DO YOUR STUDENTS LIKE. These are all good questions but ASK YOUR STUDENTS. Other instructors have some great ideas BUT THE REAL DEAL IS WHAT THE STUDENTS THINK ABOUT YOUR CLASS AND YOU.

I believe that all questionnaires for CLASSES should be short and easy. I think that your questionnaires should have a specific purpose – i.e. class time, class program, interest in other programs, price, etc.

I do a ½ piece of paper, 3-5 questions, provide pencils and A DROP BOX. The student can add their name if they want. The survey/questionnaire for classes should take no longer than ONE MINUTE to complete.

I have provided here a SHORT list of some of the questions I have asked in the past for your review... ASK WHATEVER YOU WANT BUT "YES –NO" or multiple choice QUESTIONS ARE BEST.

Warning: You may not like all the answers you get. Do not become defensive as these are just opinions. And opinions are ALWAYS A REFLECTION OF WHAT SOMEONE KNOWS/WANTS/UNDERSTANDS and not always a REFLECTION OF YOU. Do not hand out surveys if you don't think you can handle the bad stuff because you WILL GET SOME BAD COMMENTS.

1. Time and day of class
2. Is the class time convenient? Y N
3. Is the sound system adequate? Y N
4. Do you like the music played in class? Y N
5. Do you get a good workout? Y N
6. Is the class too easy? Y N
7. Is the class too hard? Y N
8. Would a class that is dedicated to breaking down the step be beneficial? Y N
9. Do you like the instructor? Y N
10. Is the instructor easy to follow? Y N
11. Can you follow the instructor's cueing? Y N
12. What can the instructor do better? ____
13. What would you like to change about the class? ____
14. What is your favorite part of class? ____
15. Do you feel your fitness level has improved from taking this class? Y N
16. Would you like more fast songs? Y N
17. Would you like more slow songs? Y N

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18. What is your favorite rhythm? Salsa Cumbia Reggaeton Samba Bachata Belly dance (etc.)
19. Will you come back to this class? Y N
20. Will you recommend this class to a friend? Y N
21. Do the substitute instructors do a good job? Y N
22. What is your favorite routine? _____
23. How many Zumba classes do you take a week? 1 2 3 4 5 6 7 8 9 10.....
24. How many fitness classes do you take a week? 1 2 3 4 5 6 7 8 9 10.....
25. If child care was offered would you come to class more often? Y N
26. Are you interested in a lower impact Zumba class? Y N
27. Are you interested in a Zumba TONING class? Y N
28. Do you like more “dance” or more “fitness” in your routines? DANCE FITNESS
29. Would you be interested in a 30 minute Zumba class? Y N
30. Would you be interested in a daytime Zumba class? Y N
31. Best daytime class starting time - 9am - 9:30am - 10am - 10:30am - 11 am
32. Are the class prices fair? Y N
33. Is the music too loud? Y N
34. Would you like water breaks to be offered during class? Y N
35. Do you like stopping for 10 seconds in between songs? Y N
36. Do you like prizes/raffles offered in class? Y N
37. Are you interested in purchasing Zumbawear from your instructor? Y N
38. Would you be interested in a WEIGHT LOSS CHALLENGE in class? Y N
39. Should children under 12 be allowed to take class? Y N
40. Do you like other instructors to teach during class? Y N
41. OTHER COMMENTS _____

I think the best thing to do is more short questionnaires more often. Students love to give feedback and questionnaires give them that change and the anonymity to really give their honest responses.

The key to questionnaires is to ACT on them or post results. Your questionnaires will be well received and used by your students once they realize you are listening and responding. In summary, be quick and to the point. Try to keep the focus on ONE ISSUE and simple enough that the students can fill out the form in less than one minute.

EXAMPLES:

CUEING

1. Do you understand my hand cues?
2. Do my hand cues need to be bigger?
3. What can I do to make my hand cues better?

FACING THE CLASS

1. Do you like when I face you or give you my back?
2. Is it hard to follow me when I face you?
3. Do you prefer my back to you on new routines/steps?

CLASS TIMES

1. Is the Monday class time convenient for you?
2. Would you like a later class time?
3. Would you like an earlier class time?

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4. Would you like a second class during the week at this location?

RHYTHM QUESTIONS

1. What is your favorite rhythm in class?
2. Do you think Salsa is a hard rhythm to dance to?
3. Would you like more international rhythms like African, Polka, Irish, etc?
4. What rhythm makes you work the hardest? Makes you sweat them most.

CORPORATE CLASS HAND OUT

-WHY CORPORATE CLASSES?

I like to find job/class opportunities outside the traditional fitness venues. I enjoy the challenge of finding people who are not already in a Zumba class or who don't think they have time to exercise. A successful Zumba instructor will have to draw on or develop marketing and business knowledge to bring the Zumba program to new locations.

-WHY CORPORATE LOCATIONS?

Corporate settings are the perfect captive audience. No equipment needed for a Zumba program! The most successful locations in corporate offices are the businesses with large staff to management ratio. Fitness and work are a great combination! Good Morning and Lunch class time slots!

-HOW TO MARKET FOR CORPORATE CLASSES?

Find Local Businesses (see hand out)

Create a Marketing package (see hand out)

Create a Marketing plan (see hand out)

Schedule an in-person meeting with HR or Fitness Director

Schedule a free demo, a fund raiser or give some compliment class passes to introduce program

-SELLING THE PROGRAM!

Follow up visit after introduction piece

Customize Zumba program to location

Give incentives/goals for work program

Set up trial program with goal based focus

-SUCCESS SECRETS!

The secret to growing your Zumba business is to find all the millions of potential students not already taking a Zumba class! The secret of a successful corporate program is to identify and meet the needs of the employers and employees and do periodic meetings to adjust for changing needs. The secret of a successful program is developing a team approach. The secret of a successful instructor is to look for opportunities where there are none!

CORPORATE CLASS HAND OUT

Quick steps to setting up a Corporate Program

- Identify target businesses (use personal contacts, Better Business Bureau, local Business Journal, Chamber of Commerce and any personal knowledge you have)

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- Draft a cover letter/e-mail to the HR director or Activities Director looking for interest and to set up meeting. This is a short introduction type letter.
- Follow up on initial contact, if no response, with an e-mail attaching a promo video and offer of a free 30 minute demo class.
- Schedule initial meeting, keep it short and quick. Provide promotional video and marketing package at initial meeting. Take care to not give away the farm on this marketing package so as to avoid someone stealing idea. This is an informational meeting and to schedule that free demonstration or fund raiser.
- Conduct a demonstration/fund raiser (look at room and sound system – you may have to bring your own). Take care to not make music too loud if room is near working people. You need to show consideration for the business.
- Suggest a short term, low cost, initial session (2-4 weeks) and make it 2 days a week. Discuss timing of classes. Discuss ease of accessibility. Time of class should be based on access to showers. After work is best for the demo and initial session.
- Discuss lunch classes and propose NO SWEAT Gold chair type format. This is a 30 minute class.
- Discuss team building, weight loss/endurance contests within corporation or with friendly Rival Corporation.
- Discuss a Zumba Fitness® component to their summer picnic or corporate holiday party.
- \$\$\$ discuss money. Talk to HR person or actuary about fitness program that will be embraced/approved by health insurance/life insurance provider and develop a program that will lead to reduction in premiums charged to company or a portion of the class or monthly fee to be paid by Health Insurance Company. This will be based on weight loss, cardiac health and reduction of stress in the workplace.
- Discuss increased attention and work production that will result from easy lunch class. (This is a proven benefit).
- Do your own research (besides what is provided in my notes) as to the benefits of a fitness class at work and be confident in those discussion points.
- Schedule a HEALTH FAIR where stats are collected (in private) from each employee to track progress. This can be as simple as a HR/weight/BP recording or a more in-depth body composition and cholesterol check (requires a blood test) for high and low density lipid levels.
- Some employees may need a doctor note to participate or sign a waiver for the company. DISCUSS THIS.
- Encourage the HR or appointed fitness director to create a health newsletter with stats and recipes and team building results.
- Ultimate goal is to also bring in Zumba® Toning classes and Gold level classes to meet all employee needs.
- Stress comparison stats for overall health of staff. Encourage either a ONE SIZE DOWN or total inches lost or group BP improvement as a WHOLE. The best way to make this work is to bring in ALL EMPLOYEES.
- Create competition groups, i.e. Staff vs. Management or Men vs. Women or 1st floor vs. 2nd floor. Some companies like to separate the men and women and staff from management, be open to this.
- Corporate incentives are GREAT IDEAS, i.e. team shirts or bags or the corporation can buy toning sticks for the office, etc.
- The more the corporation encourages this program the more successful it can be.

Benefits of Corporate Fitness Programs:

There are many benefits that a corporate fitness program brings to a company; there are usually lower health care costs for the employees. With this, there is a reduction in the number of sick days and thus, more productivity on the part of the employee. A corporate fitness program also reduces the number of absenteeism in employees and their compensation and disability. With all of this, you find an improved employee morale and loyalty amongst the employees and all of this leads to an increase in the productivity of the company by these employees. Corporations realize that there is a link between the prevention and the investment of health in their staff. In addition to increased productivity and a reduction in the number of absenteeism, a corporate fitness program generally raises the company morale and camaraderie amongst corporate fitness members. With this increased camaraderie, you find a strengthening in the relations between employer and employees too. With a corporate fitness program, the health and well being of the employees are improved. Of course, the company may have to first make some investment for the corporate fitness program; but it is worth the investment after the improved health of the employees, their increased productivity and reduced absenteeism and health cost claims.

Corporate fitness programs tend to provide overall health benefits with optimized cholesterol levels and improved blood circulation in the employee. You find increased cardiovascular capacity and energy levels and consistent blood sugar levels. With these increased energy levels, it is easy for the employee to reach their goals and to manage their time better, wherein they become more productive and can spend quality time with their loved ones

Of course, last, but not the least, corporate fitness programs tend to instill a feeling of confidence in the employees. With this confidence, they find it easy to achieve goals and see an improvement in mental and physical performance. The competitive spirit corporate fitness programs give brings out the best in their employees. Moreover, employees tend to become clearer in their thoughts when following a corporate fitness program. So it can be seen that it is indeed beneficial to have, and follow a corporate fitness program.

Why your company should offer a Corporate Fitness Program:

- Reduced absenteeism
- Increased productivity
- Reduced medical claims
- Reduced Workers Compensation and rehabilitation costs
- Improve employee health practices and behavior
- Reduce employee turnover
- Retain and attract employees
- Reduce stress and anxiety
- Increase company morale
- Promote a better quality of life

The benefits of a Corporate Fitness Program:

Just thirty minutes of regular, moderate intensity physical activity, 3 to 5 times a week results in positive effects on cardiovascular, musculoskeletal, respiratory and endocrine systems.

- Decrease in heart disease
- Decrease in lung disease
- Decrease risk of diabetes

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- Decrease risk for orthopedic injuries
- Control high blood pressure
- Control high cholesterol
- Control weight and reduce obesity risk
- Reduce depression and anxiety

Being proactive when it comes to the health and well-being of employees is a good investment in the future of your business. Too many companies look towards remedies rather than prevention. A lot of corporate health care is meant for employees who are already sick, rather than being intended to prevent illness. Since nearly 75% of illnesses are due to lifestyle factors, it makes better business sense for companies to aim for prevention rather than treatment of those who are already sick.

What is in a MARKETING PACKAGE?

1. Color Zumba Fitness® cover page
2. History of Zumba Fitness®
3. Health benefits of Zumba Fitness® and working out
4. Why choose Zumba Fitness®
5. Your personal testimonial
6. Pictures of Zumba Fitness® events
7. Websites to review
8. Your promotional DVD made pursuant to section 6.4 of the ZIN License Agreement.
9. Articles from magazines
10. Your Zumba Fitness® or professional resume.
11. Copies of all your certifications/training
12. List of references and reference letters.
13. Your personal mission statement
14. List of your past events
15. Your business cards

Your first several pages should be the information about BENEFITS OF A CORPORATE FITNESS PROGRAM (in handout). You should then describe why the Zumba® program is a perfect base exercise for a corporate fitness program:

All the Zumba® programs can be taught in a corporate setting, Basic, Gold and Toning, ZIC and the new Sentao program as well! Little or no equipment is needed, so there is little to no investment needed to start to offer the Zumba® programs. All you need is a room and a stereo!

The Zumba® programs are designed for all students of all abilities and can be designed to meet the needs of the employees. Offer flexible scheduling, on location, No Sweat options available if no showers available at lunch time, Measurable results are inevitable.

The Zumba® program is fun, social and can be used for team building, fund raising activities and even after school programs for children of employees. Both men and women like the program.

Successful marketing concepts or WHY SHOULD THEY USE YOUR SERVICES?

MARKETING IS BUILDING A RELATIONSHIP OR A CONNECTION BETWEEN YOU, THE SERVICE OR PRODUCT YOU OFFER AND THE PUBLIC.

As with any relationship, communication is essential to assure us that things are on the right track. When our personal relationships lack the proper attention, we end up getting disconnected with one another. This normally creates a barrier that leaves us confused and finding the relationship undesirable or meaningless.

MARKETING PREPARATION

Marketing displays similar components. Before you launch your campaigns and strategies, you should or must research the goals you would like to achieve and look at your objectives. Once you start campaigning, you then become responsible for the management and maintenance of those strategies to assure that things are on the right track. Without the proper components, management and maintenance, your efforts are worthless thus leaving your customers disconnected. Consequently, this will drive them to your competitors. All marketing strategies will call for some type of action since a campaign doesn't work by itself. So many instructors fall short on the ACTION part.

CONSIDERING A MARKETING PLAN

- 1) Investigate how to best penetrate the market with the product or service you are offering.
- 2) Decide on a target audience and answer why would they be interested.
- 3) Test and utilize various strategies that would grasp consumer attention and call to action.
- 4) Determine what value is placed on your product (by consumers) through existing customer feedback/surveys.
- 5) Determine if previous strategies used have had an impact on sales and/or consumer interest.

THE PURPOSE OF MARKETING

THE FIRST PURPOSE of marketing is to capture the attention of your target market. It's impossible to market to anyone until you can get them to listen to your messages.

THE SECOND PURPOSE is to give your target market the hope that, by reading or listening to your marketing piece, it will give them enough information to help them make the best decision possible when buying whatever you sell.

THE THIRD PURPOSE of marketing is to lower their risk in taking the next step in the buying process so that you can further educate the prospect about what you do.

Many instructors don't give the consumer what they want. Instead of using marketing as an educational tool to make the decision-making process easier, build a case for why they should choose your class or studio, and give the customer a low-risk offer, most instructors create marketing messages that basically say "take my class for no good reason and now, or I don't have anything different for you." That's why your potential students resist your marketing efforts.

Here's a simple method to improve your marketing:

GET ATTENTION – with benefit-promising information or ease of location or an easy to follow class or what will happen to them if they take a class.

EDUCATE YOUR POTENTIAL STUDENTS WITH MESSAGES that show them what they need to know about you and your class and why you can deliver this better than anyone else.

DEFINE YOUR PURPOSE – are you providing an after school class, a before work work-out, a lunchtime quickie, a de-stressing after work barnburner, a fun late night

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class.... What is your Zumba class going to do for your student.

TARGET YOUR AUDIENCE – which segment of the population might be interested in the purpose of your class.

PROVIDE A LOW-RISK WAY FOR THEM TO TRY YOUR CLASS – we all know how I feel about the demo and fund raiser.

MY BEST MARKETING SECRETS

MAKE A SIMPLE STATEMENT OF PURPOSE. Examples: “Zumba® classes reduce stress.” “Zumba Fitness® is a combination of fun and exercise”. “Zumba® classes will make you happy.” “Loss a pound a month by taking one Zumba® class a week!”

HAVE A PLAN, something more than one flyer, more than one demo, more than handing out a business card. Most successful marketing plans are ongoing in nature for a specific period of time.

GIVE A DEAL. If you bring this ad to my class between January 1 and January 7 get 20% off a 20 class punch card or attend the free Zumba Fitness® demonstration for special prices on punch cards.

FIND YOUR TARGET AUDIENCE. Marketing is expensive so you might want to target a certain group of people. Maybe a large company or the customers of a hair salon or day spa. You might want to change your target audience every month. This way you have a revolving flow of information going out but you can focus on a group with intent and ongoing education about you and your classes more than ONE TIME.

Simple “HOW TO” INFORMATION for Corporate Reduction in Health Benefits

Most employers are looking for ways to reduce health insurance premium costs. Employees too would like to reap the benefits of reduced health insurance prices. One of the ways to reduce health insurance costs is to implement a worksite wellness program. Much research has been done to show that successful worksite wellness programs not only save employers money, but also improve the health and morale of their employees. Here’s how to start a worksite wellness program.

Instructions:

1. Contact your health insurance provider to see if a discount is offered for having a worksite wellness program. Many health insurance companies are now offering discounts on premiums for implementation of wellness programs. They are fully aware that wellness programs are effective at lowering health care costs. If your provider doesn’t give a discount, find one that will.
2. Determine a budget for your wellness program based upon any extra cash the company has and the number of employees. Aim for \$50-100 per employee per year to begin. If this seems adequate for programming and administration, stick with it. You may need to adjust the amount after reviewing the program each year.
3. Appoint a wellness coordinator. If there is someone within your company that could handle the extra responsibility, appoint them. If there is no one in the company to do the program, consider hiring an outside contractor. Even some local health departments can provide onsite worksite wellness programming. The wellness coordinator should solicit volunteers to form a wellness committee.
4. Along with the wellness coordinator and wellness committee, map out a strategic plan for the wellness program. This should include clear cut goals and objectives of

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what you'd like to accomplish with the program. It's a good idea to have fiscal goals attached to the program as well. After all, reduced health insurance claims and premiums along with reduced workers compensation claims are a goal.

5. At the end of the year, survey your employees. Find out what they did or did not like about the wellness program. Find out if they have made any positive lifestyle (fitness, nutrition, weight-loss, etc.) changes as a result of the worksite wellness program.

6. Provide incentives. Things like an extra day off, a trip for two, or a day at the spa are great incentive prizes. Employees can be entered into drawings by attending wellness events throughout the year. This will only increase employee morale and productivity.

Simple "HOW TO" INFORMATION for Corporate Reduction in Health Benefits

ARTICLES FOR MORE RESEARCH – CORPORATE CLASSES!

Lowering Costs through a corporate wellness program:

<http://smallbusiness.chron.com/benefits-corporate-wellness-program-710.html>

For Wellness Programs, Health Care Reform Means A New Day

Incentive industry anticipates profound emphasis on wellness incentives from the Patient Protection and Affordable Care Act:

<http://www.incentivemag.com/News/Industry/Articles/For-Wellness-Programs,-Health-Care-Reform-Means-A-New-Day/?page=2>

Creating a Self-Funded Wellness Program:

<http://www.corporatewellnessmagazine.com/article-detail.php?issue=Issue5&article=creating-a-self-funded-wellness-program>

Return on Investment Models for Employee Wellness:

<http://www.corporatewellnessmagazine.com/article-detail.php?issue=issue-21&article=return-on-investment-models>

UnitedHealthcare and Mountain States Employers Council Introduce Innovative Health Plan that Encourages Wellness for Colorado Small to Mid-Sized Businesses:

http://www.uhc.com/news_room/2010_news_release_archive/colorado_health_plan_for_small_businesses/relatedinformation/a3e0932fb21b9210VgnVCM2000003010b10a

Wellness programs lower insurance premiums:

<http://www.bankrate.com/finance/insurance/wellness-programs-lower-insurance-premiums-1.aspx#ixzz1O2rg3zZD>

The Patient Protection and Affordable Care Act (PPACA) includes significant changes to the rules governing wellness programs. These changes include provisions that would allow employers and health insurance companies to potentially discriminate against individuals who fail to achieve health related targets.

Company Wellness Programs Look to Improve Health, Cut Costs

<http://www.foxbusiness.com/personal-finance/2011/05/27/company-wellness-programs-look-improve-health-cut-costs/#ixzz1O2tOKU6z>

Pricing/Fee discussion

Pricing and fees are subjective to location, instructor, corporate budget, class frequency and other factors. The goal of the Corporate Fitness Program is not to be class fee based but program based. This is calculated by the following:

- Size of potential class
- Number of classes daily or weekly
- Time spent with program set up and administration
- Length of class (30, 45 or 60 minute classes) It is good to consider two 30 minute classes in the morning before work and during lunch to accommodate number of attendees and class type, i.e.,
- 30/30 Zumba Toning and Zumba Basic before work
- 30/30 Gold and Gold toning at lunch
- 45 or 60 minute after work class – M-F Basic and W Toning
- How many instructors will be teaching and how you will pay them
- Potential savings to Corporation
- Potential benefit to Corporation
- Expertise/experience of instructor(s)
- Hands on administration of program contests, incentives, challenges
- Length of program

TIPS:

- Do not over price yourself – a big concern should be that they don't replace you with someone cheaper after you set up the program!
- Be competitive
- Give value to your participation and offer value by your participation
- Remember that this might be considered as a replacement to a gym program, you want to be less than that cost as well as more convenient!

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- DISCUSS budget with your target person before you start giving out numbers, do comparison sheets with gym fee costs/contributions, added production, less absenteeism – ASK WHAT THAT IS WORTH TO THE COMPANY. Remember – YOU DON'T GET THAT MONEY, THAT IS THEIR MONEY ... but it is their incentive to hire you.
- Work on getting contribution from health insurance provider with HR person

Example NUMBER CRUNCH:

4 classes a day – 3 days a week = 2.5 hours a day x 3 days a week = 7.5 hours a week teaching
30 MINUTE BEFORE WORK TONING CLASS
30/30 Gold and Gold toning at lunch (NO SWEAT CLASSES)
60 MINUTE BASIC CLASS AFTER WORK

Incentive program with set goals – 2 hours a week for administrative work = 2 hours a week
Information/educational flyers, information, fitness newsletter contribution 30 minutes a week

10 HOURS A WEEK WORKING FOR CORPORATE FITNESS PROGRAM AT \$50 AN HOUR IS \$500 A WEEK

If the business has 35 employees with a gym contribution program at \$25 a person per month - \$875 a month. AND HOW MANY EMPLOYEES USE THE GYM?

If the business has 35 employees EVEN IF HALF each take a sick day a month at est. \$100 a day - \$1.750 in sick pay

IF THE EMPLOYEES ARE HEALTHIER, LESS SICK DAYS

Increased productivity!

Reduced health insurance rates!

Team building!

Fund raising!

Healthy competitions with other companies!

Win the MOVE IT TO LOSE IT contests!

Combine with non-smoking program or healthy eating program!

Create a stronger social connection between employees!

YOU GET THE PICTURE!

The beauty of this PROGRAM FEE is that once you start getting results and the management sees the benefits.... YOUR VALUE GOES UP AND SO DO THE PRICING OPPORTUNITIES!

The next level is if ONE instructor can set up the program, here are some options:

If the building is large – you can offer BUILDING CLASSES FOR ALL BUSINESSES

You can get referrals for other businesses in the area or in the same building on opposite days

Some instructors can create a business and set up the programs, hire instructors and pay them and manage several corporate fitness programs

You can teach other formats!

After school Zumbatomic® programs!

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Aqua classes at a local hotel one day a week!
Corporate holiday party, picnics and fitness days are a great opportunity
A special GET BODY BACK AFTER BABY class!

MARKETING TIPS & TOOLS

Five Keys to Student Retention

By Diane Felkenes, Head of the ZLST



Now that it's the New Year, students are flocking to your classes armed with resolutions to lose weight and feel great in 2012. But what happens in a few weeks, when commitment falters and ambition fades? When the rush slows to a crawl, try these five fail-proof ways to keep your new students coming back for more. Trust the program. Follow the formula: keep the steps easy, use the 70/30 guideline, and implement what you were taught in your Zumba® Basic 1 Instructor Training. The Zumba program has over 12 million fans worldwide for a reason — it works! Create excitement. Everyone loves the exhilarating atmosphere unique to

Zumba classes. Pump it up by playing hot music, generating turbocharged energy and chatting with students to encourage a feeling of community.

Recognize results. Each of your students could be there for a different reason: weight loss/management, cardiovascular health, stress relief, muscle toning — or they might just be there to dance, let loose, make friends and have fun. Many times, they come for one reason and then stay for five more. Whatever their personal goals, try to find out what they are; then encourage them to achieve them and recognize them when they do.

Stay spontaneous. When students are attending regularly, they love to learn routines by heart so they can rock out week after week. But don't let your playlist get so familiar that it becomes boring. Spice up your classes with new rhythms, songs and steps. Feeling stuck? Attend a ZIN Jam™ session for fresh inspiration and 4-5 complete, creative choreography routines that you can immediately use in your classes — your students will be dazzled.

Involve, invite, inspire. Welcome your students to the worldwide Zumba family. It's not just a dance-fitness program; it's a lifestyle! Offer to host a Zumbathon@charity event for a cause they care about, or get them involved in one you are organizing for the local community. Sell Zumba apparel through the wholesale program so they can show off their Zumba style. Give out copies of Z-LIFE™ magazine. Have a contest for perfect attendance or goals completed, with prizes like bracelets and free class passes. Make a promo video so your students can showcase their moves (check out the guidelines in section 6.4 of the ZIN™ Membership & License Agreement).

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Passion attracts success. Inspire your students with your passion for the program and they will be hooked for life!

MARKETING TIPS AND TOOLS

SITUATION: You are a popular Zumba instructor at your location and the students WANT MORE ZUMBA CLASSES and you would love to teach more.

PROBLEM: Your manager just does not want to add more ZUMBA CLASSES for fear of rebellion by the other instructors and possibly cannibalizing the full, fun and happy Zumba classes already on the schedule.

INVESTIGATION: Take a look at that class schedule; do you see boot camp, kick boxing, Yoga, step, cycling... what is missing? WHERE IS THE RESISTANCE TRAINING? Not the kind that is free weight and machine training but the FUN, PARTY, GREAT MUSIC, TONING PROGRAM that everyone can do?

ANSWER: Zumba Toning!

Now, how to convince the boss that Zumba Toning is a great new program for the gym.

1. Always offer that free demo!
2. Begin with a half Toning- half Basic class!
3. No need to rush into the investment of Toning Sticks, use the hand weights already available in most fitness facilities. (See SAFETY TIPS side bar!)
4. Begin an educational bulletin board on the benefits of resistance training and the Toning program.
5. A Zumba Toning class is the perfect first step for someone new to the gym and gets their bodies ready for the weight room.
6. Once students are seeing the benefits of the Toning program (about 3 weeks) bring in that first pair of Toning Sticks and that class just become a PARTY! Maybe some of the students will buy their own! Hey, the facility could even buy the Toning Sticks from you (at a profit) and sell them to the members at a profit! Added income is a great sales point!
7. Now you have the power of the members who will be asking for a Zumba Toning class. And members are the one group of people who the facility managers listen to!
8. Discuss with the manager in a business-like manner the requests of the students, the benefits of cross training, the lack of resistance programs on the schedule, the fact that you are already a proven asset to the facility and you are not adding a ZUMBA class to the schedule, you are adding a NEW AND REQUESTED PROGRAM.
9. (Hint! You might even create a promo video of your Toning class to show the manager with some personal testimonies! This is so much more effective than a petition or comment card!)
10. And then, you sell the official Toning Zumba Apparel to the gym so that they can resell that too!

Now that you have ZUMBA BASIC and ZUMBA TONING on the schedule.... Well, you know what to do next!

TALKING POINTS ABOUT CUSTOMERS, QUALITY, EXPECTATIONS, RETENTION

Customers seek to maximize value by:

- Estimating which offer (product/firm) delivers the most value
- Forming an expectation of value and acting upon it (purchase)
- Evaluating their usage experience against the expectations

Satisfaction is defined as . . .

“a person’s feelings of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) in relation to his or her expectations.”

i.e., Performance - Expectation

Satisfaction results when expectations are equaled or surpassed.

- Reducing customer churn (losing students) is highly desirable
- Define and measure retention rate
- Identify causes of attrition
- Estimate profit lost from customer defection (customer lifetime value)
- Estimate cost to reduce defection; take appropriate action
- Increase share of customer rather than market share
- Serve current customers rather than focus on acquiring new customers
- Satisfaction vs. Quality vs. Value
- Expectations
- Customer Satisfaction and Customer Retention
- Understand what can go wrong
- Focus on controllable issues
- Manage customer expectations
- Offer satisfaction guarantees
- Make it easy for customers to complain
- Create loyalty programs
- Make customer satisfaction measurement an ongoing priority

QUALITY

Quality: totality of all features and characteristics of product or service that satisfy stated or implied needs.

Understanding the Role of Quality

The core product is not enough

Supplemental products are critical

Delivering Superior Quality (four issues)

Understand customers’ expectations, needs, and wants

Translate customer research into specifications for quality

Deliver on specifications

Promise only what can be delivered

SHIFT FROM ACQUIRING CUSTOMERS TO MAINTAINING CLIENTS

| Acquiring Customers | Maintaining Clients |
|---|---|
| Customers are "customers" | Customers are "clients" |
| Mass marketing | One-to-one marketing |
| Acquire new customers | Build relationships with current customers |
| Discrete transactions | Continuous transactions |
| Increase market share | Increase share of customer |
| Differentiation based on groups | Differentiation based on individual customers |
| Segmentation based on heterogeneous needs | Segmentation based on homogeneous needs |
| Short-term strategic focus | Long-term strategic focus |
| Standardized products | Mass customization |
| Lowest cost provider | Value-based pricing strategy |
| One-way mass communication | Two-way individualized communication |
| Competition | Collaboration |

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Thirteen Ways to Find Customers

by Janet Attard

What's the hardest thing about starting a business? For many new business owners, the answer is finding clients or getting customers. This is particularly if your marketing budget is limited. If you're having trouble finding clients, consider using some of these time-tested strategies.

As many new business owners quickly discover, the most difficult part of starting a business is finding customers. Having a great product or service that you are sure many people will need isn't good enough. Customers won't find you or your web site just because you have started selling a product or service. Indeed, most business owners have to go on regular and frequent fishing trips to find customers and keep new business coming in their doors. But how do you do that? Here are several suggestions to get you started.

1. Develop a plan. Consider who would make the ideal customer. If you sell to businesses, consider what department is most likely to buy your products or services, and what individual (what level of responsibility) would be the one to determine the specific purchase requirements. (Make some calls if you don't know!) Then consider how that individual would normally find products or services like yours. What circles do they travel in? Who are they likely to listen to or where do they look when they want to buy a product or service. Find a way to put your information, or yourself, in their path.
2. Realize there is no one path to success. Sales often happen because prospective customers hear about your products and services in several different ways and from several different sources. The more often they hear about you, the more likely they are to consider what you have to offer when they are ready to buy.
3. Work your local newspapers. Daily and weekly newspapers are an incredible source of contact information and leads to potential customers. Watch for names of people who have been promoted, who have won awards, who have opened new businesses, or who in any way may be potential customers. Send those people personalized mailings congratulating them on their success or telling them how interesting the article about them was. Include your company name and slogan along and any appropriate product information with your signature. (Example: Jane Smith, ABC Associates, Financial and Retirement Planning Help For Business Owners)
4. Sponsor Events. Watch for events that may bring your potential market together. Contact the organizers of the event and offer to give away your product or service as a prize during the event in exchange for having the group promote you in their promotions.
5. Attend meetings and seminars that your prospects might attend. If you've been doing that and haven't made contacts that could lead to sales, try new networking groups. Look in the newspapers to see what other organizations hold events that might attract your target market and attend some of those meetings.
6. Follow up after meetings. Contact the people you've met to see if they may be prospects. If they say they don't need your services now, ask when a good time to call them back would be, or if they have business associates who could use what you sell now.
7. Give a little to get a lot. Give away free samples of your product and ask the recipients to tell their friends if they are pleased. Or, if you are a consultant, give away some free advice. This could be in the form of a newsletter with that contains news or tips and hints, or it could be a free consultation during which you provide just enough information to help the client scope out their project and know that you have the ability to handle it.
8. Work your personal network. Ask your friends if they know of people who can use your services, or people who may know others who could use your services. If

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your pricing structure will allow it, offer friends and business associates a finders' fee for referrals that turn into jobs.

9. Study your successful competitors. Where do they advertise? Where do they network? What tactics do they use? What works for them may work just as well for you.

10. Use multiple small ads instead of one big one. If most people in your type of business advertise in print to bring in customers, you should do the same. But don't plan on making a big splash with one large ad. Plan smaller ads to run over a long time in the same publications that your competitors advertise in.

11. Test pay-per-click (PPC) and other online advertising. To keep costs down, set your ads to show up only in the geographic areas you serve. Set daily budgets and monthly budgets, and check your account frequently the first few days you set it up.

12. Claim your "place" in Google Places. While you're at it, be sure to list yourself (and make sure your website address is correct) in any directories you qualify for. Chambers of commerce, and other local business groups often have member directories in which you can list contact information and website url.

13. Ask for feedback when prospects don't buy. Did they find a product that better served their needs? Did they decide they don't need the product at all? Did they just postpone their buying decision? Did they find it difficult to place an order on your web site? Use what you learn to make needed changes and watch your sales start to grow.

NPS

introduced by Reichheld in his 2003 Harvard Business Review article "One Number You Need to Grow" - <http://hbr.org/2003/12/the-one-number-you-need-to-grow/ar/1>

You concentrate only on the people who love you. Why? Because these are your loyal students. We might spend too much time trying to please people who are not ever going to love your class.

Reichheld said "a single survey question can, in fact, serve as a useful predictor of growth. But that question isn't about customer satisfaction or even loyalty—at least in so many words. Rather, it's about customers' willingness to recommend a product or service to someone else. In fact, in most of the industries that I studied, the percentage of customers who were enthusiastic enough to refer a friend or colleague—perhaps the strongest sign of customer loyalty—correlated directly with differences in growth rates among competitors.