



# SECRETS OF SPECIALTY SUCCESS

## SESSION HANDOUT

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# Diane Felkenes

Director of the ZIN™ License  
Support Team and Legal Compliance Departments  
ZIN™ member and Zumba® Jammer

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**ZUMBA**®  
INSTRUCTOR  
CONFERENCE

LOS ANGELES 2013

## 2013 ZUMBA® INSTRUCTOR CONFERENCE

### Presenter

Diane Felkenes

### Schedule

Open style lecture with questions and answers

### Session Objective

To provide both ideas and practical applications to bring the Zumba Specialty Programs to your facilities.

### Get the Zumba® Toning Program into your Gym



by ***Diane Felkenes, Head of the ZLST***

**SITUATION:** You are a popular Zumba® Instructor at your location and there is a high demand for more Zumba classes, which you would love to teach.

**PROBLEM:** Your manager doesn't want to add more Zumba classes for fear of rebellion by the other instructors, and possible negative impact on the full, happy Zumba classes already on the schedule.

**INVESTIGATION:** Take a look at that class schedule. You see boot camp, kickboxing, yoga, step and cycling. What's missing? Where's the resistance training class unlike anything the gym has seen?

**ANSWER:** **The Zumba® Toning Program!**

Now, here's how to convince the boss that the Zumba® Toning program is the perfect fit:

1. Always offer that free demo!
2. Begin with a half Zumba Toning/half regular Zumba class.
3. No need to rush out and invest in Zumba Toning Sticks; use the hand weights already available at most fitness facilities (see Safety Tips below).
4. Begin an educational bulletin board on the benefits of resistance training and the Zumba Toning program. One benefit is that a Zumba Toning class is the perfect first step for someone new to the gym, as it gets their body ready for the weight room.

## LOS ANGELES 2013

5. Once students understand the benefits of the Zumba Toning program (about three weeks), bring in that first pair of Toning Sticks and watch the class become a party! Some students may choose to buy their own, but you could also pitch the studio to buy Toning Sticks from you (at a profit) and then sell them to members (also at a profit). Added income is a great sales point!
6. Now that you've hooked members on the thrill of Zumba Toning classes, they will start asking for it. And facility managers listen to their members!
7. Discuss with the manager – in a business-like manner – your student requests, the benefits of cross-training and the lack of resistance programs on the schedule. You're already a proven asset to the facility and you're not adding a Zumba class to the schedule: You are adding a NEW, NEEDED and REQUESTED program.
8. *Hint: Creating a promo video of your Zumba Toning class with testimonials is a powerful tool to show your manager reactions to the class, and it's much more effective than a petition or comment card! (Please remember the video must comply with the ZIN™ Membership and License Agreement)*
9. From there, you can sell official specialty Zumba® wear to the gym that they can turn around and resell. Once you have Zumba® and Zumba® Toning classes on the schedule, it's your turn to keep the party pumpin'!

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### SAFETY TIPS

#### *Is it okay to use hand weights instead of Zumba® Toning sticks for Zumba® Toning?*

Well, it's certainly not as much FUN, but yes, it's okay. It's also a good way to bring the program to facility managers who worry about the cost of new programs and meeting their budgets. You get to use existing equipment, and as with all Zumba® programs, the real asset or investment is you, the instructor. What are the benefits of using hand weights initially with a new Zumba® Toning program?

1. No investment by facility.
2. Storage is not an issue.
3. An option of 1-, 2- or 3-pound weights is a great selling point to participants!
4. A progression to Toning Sticks is a great boost to the excitement and flavor of the class.
5. Students can “buy into” or “invest” in their favorite class by buying the 1.5- or 2.5-pound Toning Sticks as they commit to the program.

Remember, there are safety concerns when using hand weights! Hold the weights firmly without over-gripping to prevent inflammation injuries to the forearms, hands and fingers. Encourage progressive increases in weight; students new to fitness or to the Zumba® Toning program should stick with 1-pound weights. Heavier weights (over 3 pounds) are not appropriate for some movements due to speed, range of movement and targeted muscle groups. Also, never shake hand-weights!

## LOS ANGELES 2013

Safety tip! Using hand-weights is ideal for the first few classes, and for new students or facilities. Do your usual warm-up without the Toning Sticks, and then pick your favorite routines to incorporate the Toning Sticks into. Do them first without weights, and then repeat with the hand-weights. The steps will be a little more familiar for the students during the “repeat” section, and it gives them the chance to feel the difference weights make!

Remember: **SUCCESS = SLOW PROGRESSION.**

*\*The Zumba Toning Program can only be taught by licensed Zumba Toning Instructors.*

### Party On: How to Bring the Zumba Gold® Program Everywhere



As a Zumba Gold® Instructor, you can keep the party going for a very diverse clientele and offer Zumba Gold classes almost anywhere — in senior centers, churches, nursing homes, retirement communities, recreation centers, rehab facilities, hospitals, gyms and more. Where there’s an empty space, there’s a Zumba Gold party waiting to happen!

#### For Active Older Adults

“When I approach a retirement/assisted living home, I introduce the Zumba Gold program as something more than just a typical

exercise program,” says **Carol Nieto** of Doylestown, Pennsylvania. “I define the benefits of movement through music and dance. I mention how sometimes older adults may lose the will to exercise. I confidently explain that I will use music to inspire them to get moving again.”

#### For People in Recovery

The Zumba Gold program promotes flexibility, strength, stamina, mental agility and happiness, making it the perfect program for people who are bouncing back from an injury or surgery. Offer the program at hospitals, rehab centers or as an in-home service, where an exercise program is often needed to help complete the rehabilitation process. When deciding on a facility, make sure the building and property are accessible to people with limited mobility. Says **Cathleen Drobny**, a Zumba Gold Instructor from Clinton, Indiana: “If there are stairs, an elevator or ramp would be desirable. The parking area should also be safe for people entering and leaving the building.”

#### For Beginners and Everybody Else

Zumba Gold classes give people the opportunity to enjoy the lively party atmosphere at their own pace. At community/recreation centers and churches, you can attract all populations. Zumba Gold Instructor **Suzy Clayton-Jones** from St. Annes, England explains: “My clients at the centers are people who are gym-shy or who come for the social benefit to meet other like-minded people.”

**MaryBeth Nishime**, a Zumba Gold Instructor in Cincinnati, Ohio, has had great success at churches: “The best way to approach a church is through networking. Ask your students which churches they attend. Seek out churches with a strong community outreach.” Understand the facility’s goals for the program: Are they looking for an activity for their members? A way to get new people to join their

## LOS ANGELES 2013

center? Suggests MaryBeth, "Offer to do a free demo for their members and ask if you can open it up to the public."

### Zumba Gold®

We are all just one moment in time away from being a Zumba Gold® student or teacher

- Zumba Gold® does NOT = old...it can mean pregnancy, injury, mobility issues, recovery from surgery, and thousands of other things in addition to being older, even a marathon runner can find themselves chair bound with one miss step!
- You do NOT need a gym! Nursing homes, hospitals, hospice care, private homes, senior centers, etc.. The possibilities are endless!
- Zumba Gold® - Zumba in a Chair classes don't need to mean wheel chair bound old people, it can be used in SO many ways: injury recovery, pregnancy "bed rest", a quick work out over a lunch break while stuck at a desk job.....think outside the box!

DO NOT underestimate the power of a Zumba Gold® - Zumba in the Chair class!!!

Do you need to "sell" yourself?

NO!!!!

- Find and talk up your "hook"
- Wear your Z-wear
- Talk up the program you never know who may be listening

USE YOUR RESOURCES!!!

- Internet
- Fundraisers
- Demos
- Word of mouth

Think outside the box!!

- rehabs
- hospice
- hospitals
- office buildings

Team Teaching!

- one standing, one sitting, a combined upright and seated class!!
- one to walk around and help students while one leads
- keep students engaged in Chair classes by chatting with each other and the students throughout the course of the class

The students get the benefit of two teaching styles in one class

- Be prepared for ANYTHING!!
- Arrive early to assess your surroundings
- Always smile
- Engage the class

## LOS ANGELES 2013

- Do not give negative feedback
- Have a great time!!

### Swim Smart, Reach New Depths

By ZES™ Tony Witt



Water aerobics classes offer something for everybody, from the star athlete to the rehabilitating participant. With such a wide variety of students, it's important that Aqua Zumba<sup>®</sup> Instructors are fully prepared before they dive into teaching.

Most likely you have the “Zumba” part of Aqua Zumba down pat. You know the history, formula, music, rhythms and flavors. And no questions asked: You've got the passion. But learning how to teach Aqua Zumba is twofold. If you don't understand the “Aqua” part, then you are only giving 50 percent to yourself, your students and the program.

Many ZIN™ Members may be teaching the Aqua Zumba program for the first time and have not attended or taught aqua fitness classes before. Exercising in a water environment is entirely different than on land. There are many factors to consider: water depth, temperature, tempo, range of motion, student skill level and more.

Many instructors think that teaching the Aqua Zumba program means making things easier and slower in the water. That is not necessarily the case. Proper

## LOS ANGELES 2013

education will make your teaching experience reach new depths and your students' experience much more thrilling and fulfilling.

By taking aqua fitness courses and becoming certified by the [Aquatics Exercise Association \(AEA\)](#) or other professional organizations, you will gain invaluable knowledge and inspiration from some of the top presenters in the world. Check out your [Discounts and Resources](#) page for exclusive ZIN Member discounts. Through continuing education, you will vastly improve yourself as an Aqua Zumba Instructor.

After all, the best teacher is the one who never stops being a student.

### The Zumba Sentao™ Program Stands Out!



The energy and excitement of the April 21 [Zumba Sentao™ Instructor Training](#) was out of this world! This program is going to be the hot class for years to come. The music is amazing and there's enough hip-shaking to keep the party going, plus the physical challenges are intense. ZIN™ Members could not stop talking about what an experience this training was and how excited they are to bring this brand-new program to their gyms and facilities. But don't take our word for it...check out what your peers had to say:

**Daniel Gonzalez** (ZIN™ Member from Miami, Florida) – “Sentao 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 add that toning aspect to your cardio workout. Sentao also stabilizes the student [with a chair] to allow them to push that muscle group even harder!”

**Stephanie Jarrett** (ZIN™ Member from Benton, Arkansas) – “I am going to teach the first Zumba Sentao class in Arkansas. It'll give students a different way to move their body and work certain muscles without having to 'get on the floor.' Some students think it's gonna be less of a challenge because of the chair. They're in for a surprise!”

**Deontario James** (ZIN™ Member from Memphis, Tennessee) – “Sentao is different from every other Zumba program. It's so much more intense! It's definitely going to bring more men into Zumba classes, especially with the push-ups! The students are probably going to feel the same about Sentao as they did with Zumba Toning: scary at first, but they'll love it the more they do it. My Toning classes are packed and I predict the same with Sentao.”

### Turn it Up, Tone it Up: The Perfect Zumba® Toning Playlist

by **Jani Roberts**, Zumba® Education Specialist

Creating the perfect combination of songs for your Zumba® Toning class requires preparation. Fortunately, Zumba® Education Specialist Jani Roberts did the work for you! Take a look at her sample playlist and why she picked the songs she did. Then put together your own perfect playlist and go pump up the party!

“*I Like How It Feels*” — Enrique Iglesias

“*Pass It At Me*” — Timbaland

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*Jani Robert's Sample*

*Zumba® Toning Playlist*

*Warm-Up:*

*'I Like How It Feels' by Enrique Iglesias*

*'Pass It At Me' by Timbaland*

*Dance #1*

*'Con Fuego' by Andy Montanez*

*Dance #2*

*'La Conozco' by Grupo Fantasma*

*Dance #3*

*'Lloraré Las Penas' by David Bisbal*

*Circuit #1*

*'Estás Enamorada' by Limi-T 21*

*Dance #4*

*'Que Rico Está' by K.L.C. Clave Cubana*

*Dance #5*

*'Déjala Que Baile' by Charlie Cruz*

*Circuit #2*

*'Eu Fico' by Babado Novo*

*Muscle Isolation*

*'El Sabio Soy Yo' by Grupo Fantasma*

*Cooldown*

*'Angel' by Shaggy & Rayvon*

**A Zumba Toning class requires more warming and preparation of the joints than does a regular Zumba class. You also need to increase body temperature, get the blood and oxygen flowing and warm up all the major muscle groups. Offer a “rehearsal” movement to preview what you will be doing in the second half and finish with functional toning movements such as squats and lunges. Now you are ready to start the fitness-party — kick it off with a spicy salsa!**

**“Con Fuego” — Andy Montanez**

**This salsa rhythm is perfect for focusing on the triceps. Remember to also include some lower body movements such as lunges and glute lifts. Multi-functional movements engage the core and keep the participant focused on the routine while totally immersing them in the atmosphere of the music.**

**“La Conozco” — Grupo Fantasma**

**While this song may be considered too slow for a regular Zumba class, it is the ideal tempo for a Zumba Toning class because it allows participants sufficient time to consciously contract. Try applying concentric and eccentric movement utilizing the biceps and triceps. You can also incorporate various planes of motion; for example, a bicep curl in the front plane with the left arm and one in the sagittal plane on the right. Don't forget to encourage participants to shake the**



## LOS ANGELES 2013

Zumba® Toning Sticks like musical instruments — gotta keep things thrilling!

*“Lloraré Las Penas” — David Bisbal*



For this flamenco rhythm, the application of internal and external rotation at the shoulder will help participants maintain correct posture. Try combining a front raise while holding the stick perpendicular to the floor, then adding an external rotation. Sprinkle in a couple shakes with the sticks to complement the sounds of the guitar. Then, internally rotate the sticks until they are parallel to the floor, pull the stick straight back to hit the rear deltoid and park it on the shoulder. Repeat for the other side of the body. Use alternate parts of the song

to break it up with “wood chops” for the core. Participants always appreciate a good abdominal workout!

*“Estás Enamorada” — Limi-T 21*

Put the sticks down and get ready to shake it! Integrate dance-oriented circuit songs to elevate the heart rate and to take a break from focusing on form. Then, pick the sticks back up for some chest and shoulder movements. Remember to focus on smooth transitions when picking up/putting down the sticks (keep the head above the heart to avoid dizziness).

*“Que Rico Está” — K.L.C. Clave Cubana*

Use this mashup of reggaeton and salsa to work on the calves. And really shake it up with the sticks!

*“Eu Fico” — Babado Novo*

The slower tempo of this song allows you to concentrate on form and alignment. Throughout a progression, it is important to demonstrate different ranges of motion so participants can adjust according to their fitness level. For example, when progressing through a lunge routine, show how to keep the core stabilized at all times.

*“Déjala Que Baile” — Charlie Cruz*

Don't forget to implement the standard variations you learned in your Zumba® Basic Level 1 Instructor Training. Directional changes, rhythmic variations and beat changes keep class interesting. Try focusing on the chest and abductors while utilizing the fusion rhythms. Assign a specific step in the salsa section and then another in the reggaeton section. This makes it easy for participants to follow, focus on form and feel prepared for the next routine.

*“El Sabio Soy Yo” – Grupo Fantasma*

For the second circuit song, try a more challenging move like a basic plank. Start with a beginner move then add a major balance challenge, relying on the point of gravity. This creates intensity and strengthens the back and core. If your participants are able, you can also introduce the heavier Zumba Toning Sticks (2.5 lb) at this point.

*Instructor's Choice*

It's party time! Put the sticks down and dance, dance, dance, keeping the heart rate up, up, up!

*“Angel” — Shaggy & Rayvon*

## LOS ANGELES 2013

The song before the cooldown should be used to gradually lower the heart rate and for muscle isolation. The cooldown song should last five minutes or longer to allow for ample stretching of all the major muscle groups (apply a 15-second hold on each step).

Keep in mind that while the sticks weigh only 1-2.5 lbs, they can weigh up to 5 lbs with added momentum. So be sure to choose your routines and songs with care, and your students will be ecstatic over the results as well as the experience!

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### OBVIOUS BENEFITS

- Specialty Trainings increase your potential class offerings.
- You have more to offer an employer.
- A new program lets you reach new students that you may not have with regular Zumba® classes.

### EXAMPLES

- Parents of your Zumbatomic® student may become new students in another one of your classes.
- Your Zumba Gold® students might go to a regular Zumba® class or come from one.
- Aqua Zumba® students might come ashore for a Zumba® Toning class.

### HIDDEN BENEFITS

- Get music and choreo that can be worked into other programs.
- Meet and network with other instructors in your area at training sessions.
- Learn elements of fitness and dance that you might not know.
- Build your resume and become more marketable.
- Cross-training as an instructor is good for the mind, spirit and body, and protects against burnout.
- Specialty classes might carry a higher class price and can help with overall pricing.

### Cement Your Time Slot at Your Club

*By Darren Jacobson, Vice President of Instructor Programming*

*Darren is always interacting with facility owners and club managers. Here he shares the inside scoop on how to impress your group x director and guarantee your spot on the class schedule. Take a look!*

#### BE PROFESSIONAL

The life of a group x director can be chaotic due to late arrivals by instructors, no-shows and unforeseen cancellations.

With that said, one of the best ways to cement your slot on your club schedule is to always arrive 15 minutes before class. Be sure to let the manager on duty know you have arrived, and be at the door to welcome your participants five minutes prior to the class starting.

## LOS ANGELES 2013

Not only will you immediately stand out among instructors who rush straight into a warm-up, but you will be seen as reliable and proactive, and more importantly member centric. For a facility to have their “contractors” taking ownership and representing the club in a professional manner is a huge step in the right direction. Your positive attitude and dedicated actions will certainly garner attention very quickly by both club staff and participants alike.

### BE AN EDUCATIONAL RESOURCE

1. Seize the opportunity to influence your class by educating them on aspects of movement and providing lifestyle advice through simple tips. This will add great value to your participants’ class experience, and also keep you sharp as an instructor.
2. Get your students hooked on you as an instructor!
3. Help your participants become proficient at the movements. Focus on great form and educating them so they can do the movements on their own and I guarantee they’ll never leave your class.
4. Their desire to learn new tips, tricks and moves coupled with correct form will keep them coming back for more.

Remember, a group x instructor that is in high demand by students adds value to the club, and is a definite on any schedule.

### UNDERSTAND YOUR ENVIRONMENT AND INCREASE YOUR VALUE

It’s important to know what group x directors look for when scheduling an instructor for a class, and work that knowledge into your vocabulary when talking to them. Speaking the facility’s “language” gives an indication of the value that you bring to the table.

Here are some metrics group x directors use to analyze and schedule classes. Understanding these tools will give you an advantage when talking shop with group x directors.

- **Cost Per Head:** Take your rate and divide it by the number of people who will be attending class. The lower the cost per head is, the better it is for the group x director. This is a great bargaining tool to increase your rate. If you can show that the cost per head has decreased drastically through your ability to build the class numbers up, you can push for additional classes or a higher rate at review time.
- **Class Capacity:** The number of people in your class is relative to the maximum number the studio holds. A larger capacity means more participants, which affords you greater ammunition when trying to acquire additional classes and higher rates. Plus, don’t be scared to take on the quieter times of the day. If you are professional and act as an educational resource (as detailed above), you can bring in some great numbers and in so doing, prove your value.
- **Usage to Access:** This is the number of people that walk into the facility vs. the number that access the group x studio (the more people using the studio, the higher the usage to access percentage). This metric helps the group x director justify the budget spend for additional equipment and classes, higher rates for instructors and capital spend on sound systems and more. Some smaller facilities may not use this metric, but hey, as long as you understand and can

## LOS ANGELES 2013

Speak it with confidence, when you do come into contact with a bigger facility that does use it, you sound like an expert!

Being professional, an educational resource for both participants and staff, and speaking the language of the facility serve as a strong foundation for success. Good luck!

### Zumbatomic® in Schools

Budgets getting slashed in schools means physical education classes are disappearing from the curriculum worldwide. However, having the Zumbatomic® program in schools can benefit kids, parents and teachers. Zumbatomic Instructor Dominica Baird from Brooklyn, New York, shows you how to approach your local schools about bringing the program to their campus.

**Who to Approach** – Reach out to the school board, a school employee or parent member of a parent-teacher organization, like the PTA.

**Prepare to Present** – Come prepared with talking points and a Zumbatomic marketing package. This should include the benefits of having the Zumbatomic program in schools, an overview of the program and your resume. Look for ZA marketing materials such as banners, postcards, posters and class punch cards in the Marketing Materials page of ZIN™ Home – now available in 11 languages!

**Provide a Free Demonstration** – The best way to sell the Zumbatomic program is to show it. Once parents and school employees see that kids are having a blast, they will jump on board! As with any ZA class, be prepared for anything. Have several songs and games in mind in case something doesn't work. Bring your own stereo system as a backup.

**Show ZA's Versatility** – The Zumbatomic program can complement the school curriculum or replace physical education classes that have been cut. You can offer the Zumbatomic class as a before- or after-school option, or as a spotlight at carnivals, pep rallies, field days, fundraisers and other school events. Jump on board your country's exercise initiative, such as First Lady Michelle Obama's Let's Move campaign in the U.S. With national awareness of these campaigns, schools will be thrilled to join the movement.

**Look into Liability Insurance** – You may need it to teach the Zumbatomic program in the schools; although many PTA-sponsored programs may have liability insurance coverage through the organization. The "Discounts and Resources" page offers discounted liability insurance for ZIN Members in the U.S.

**Teach Two Programs** – Offer to teach both the Zumbatomic program and an adult Zumba® class in school. Adults would get a discount on their class if their child is also enrolled in ZA — or vice versa.

## How to Introduce the Zumbatomic® Program to Schools (Part II)



Children from Jakarta to Dublin, Nairobi to Dubai and New York to New Zealand are having a blast and enjoying the many benefits of the Zumbatomic® program. Currently, there are only 11,000 Zumbatomic classes listed on [zumba.com](http://zumba.com). Because there are billions of children worldwide, there are countless opportunities for you to get them up and jamming! ZIN™ Member **Heather Ophir** of Novato, California recommends introducing the program to the school's principal, teachers and involved parents. Give them the new Zumbatomic brochures (available soon on ZIN Home under **Marketing Materials**) and invite them to learn more about the many benefits of the program at [zumba.com/zumbatomic](http://zumba.com/zumbatomic).

You can offer to teach a free class after school, during a physical education session, at school carnivals or other events. Once the school administrators see the program in action, they will be thrilled to incorporate it full-time.

"It's an easy sell," says Heather. "So many kids have to hang around campus after school because their parents are working. They're stuck in standard, non-stimulating daycare programs. The Zumbatomic program offers an enrichment opportunity — students are exposed to world music and exercise and get the chance to hang out with their friends."

### ZUMBATICOMIC® PROGRAM BENEFITS

- Increases attention span, concentration, coordination and focus
- Enhances self-confidence
- Encourages social development
- Provides a safe, positive atmosphere before, during and after school
- Prevents and alleviates childhood obesity

## ZUMBATICOMIC!

Where are the kids?

- Schools and churches
- After school and summer school child care programs
- Clubs: Scouts, 4-H, camps, etc.
- Family events and activities
- Gyms and recreational programs
- Kids clubs
- Girl Scout troops are a lot of fun!
- Check with your council for promotional opportunities

## LOS ANGELES 2013

- Help the girls earn badges: “Dancer” or “Dancercize”
- Summer is a great time for Zumbatomic® programs!
- Schools and child care and recreation programs and camps all have activities for kids
- You can be part of an existing program or develop your own
- School visits are a great way to get to known in the community
- Be flexible and easy to work with
- Don't be afraid to approach schools
- Approach all kinds of schools– public, private, and home school groups

### Pump Up the Party with the Zumba® Gold-Toning Program



Are your Zumba Gold® students ready to pump up their party? Want to attract more students to your Zumba® Toning classes?

Resistance training can do wonders for active older adults: prevent injury and illness, strengthen bones and improve cardiovascular endurance. **The Zumba®Gold-Toning program** allows your participants to reap all of these benefits while still keeping the excitement of the Zumba Fitness-Party. Plus, it can be less intimidating and safer than traditional weight-training programs.

Here are a few tips, sourced from the Zumba® Gold-Toning Instructor Training manual, to get the party started:

- Remember that all of your students have unique needs. Pay attention and make sure that the class is moving at a comfortable pace for everyone. Employ the talk test. If everyone can talk without strain while performing the choreo, you're in good shape!
- Show your students how to hold the Zumba® Toning Sticks to enhance muscle resistance. They should keep a light grip and avoid holding on too tight. Squeezing the sticks will create a “pressor response” that will inordinately elevate heart rate and blood pressure and put undue stress on joints, hands and elbows.
- Select age-appropriate steps and moves. Overhead extensions are not recommended. Instead, substitute eye level “presses” keeping shoulders down,

## LOS ANGELES 2013

back and relaxed. Build on your move combinations slowly and allow the students time to absorb the different steps. Remember: slow progress equals success!

- Help your participants utilize their cores. When movements start with the core there will be less chance of injury throughout the entire movement. Although it can be difficult to teach someone, let alone a whole group, to use their core, there are some body cues you can implement to help them refocus their movements.
- Focus on exercises that open the chest. This will improve posture, enhance breathing and naturally “center” your participants. Remind students that any forward bending should begin at the hips and proceed slowly, with focus placed on keeping the spine relatively free of the workload. Tightening of the buttocks and pulling up abdominals will also help bring the core into a more pivotal role in their movements.
- Keep an eye on form. Correct posture is the best way to ensure a comfortable and safe workout. Remind your participants to keep the chest lifted; align shoulders, hips and knees; and maintain balance by distributing body weight evenly on both feet while keeping the chin parallel to the floor. Remember, safety always begins and ends with vigilance. Keep your eyes open to make sure no one is overexerting themselves. Constantly monitor your class to make sure everyone is adequately engaged. Have a plan in case of any medical emergencies. Keep your students involved in the routines. If they are properly following you, there is less chance for a misstep. And remember to have fun!

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### ADDRESSING IMPROPER WEIGHT USE IN A BASIC ZUMBA® CLASS

Have you ever had a student pick up dumbbells, put on wrist weights, or even use Zumba® Toning Sticks during a regular, basic Zumba class? This can cause serious injury and should be immediately addressed.

So what should you do? Be a great leader and educator. Below are a few possible responses. Go ahead and tailor them to fit your personality.

Before class:

Hi, I see you are wearing weighted wrist bands. I would love to chat with you after class to find out more about your fitness goals. Maybe I can help you achieve them! Fitness experts, however, recommend not wearing weights during dynamic aerobic exercise. It’s up to you, of course, but you might consider taking them off until we can chat about how to best meet your goals.

If they are holding the weights, you could say: For now, I need to ask you not to hold the weights because if your hands get sweaty and slippery, they could slip from your hands and injure yourself or someone else — even if you’re wearing gloves.

After class:

Talk to them to find out why they’re using weights. Chances are it is for one of two reasons:

1. I want to tone/build muscle.
2. I want to burn more calories.

## LOS ANGELES 2013

Acknowledge their thoughts by saying: It's very smart of you to try to make your workout as efficient as possible.

Then, educate them by explaining: Did you know that research shows that the risk you put on your joints is not worth the possible toning or weight loss benefits? Most fitness experts recommend that participants do not use hand weights during a cardio-based workout, unless the class is designed specifically to include them. It's best not to use hand weights or toning sticks when doing quick moves because of the safety risk to yourself and the participants around you.

The full range of motion, momentum, speed and arm patterns during a cardio class may cause stress to the muscles, joints and connective tissue. Hand weights should only be utilized when the upper body moves are controlled. Exercise selection by the instructor ensures that joints and muscles are not overloaded.

Finally, give them an alternative way to achieve their goal: Actually, using weights limits your range of motion and if you put the weights down and do every movement using full range of motion, you will get more toning/weight loss benefits.

Demonstrate the difference with the Beto Shuffle — and leave them with a smile.

### Summer Specialties and Sessions!

June, July and August mean summer vacations, sporting events, schedule changes, students home from school, and class attendance roller coaster rides. Summer also means swimming outside, short and tank tops, family reunions and picnics! So fitness classes still have a place but the traditional classes might not be your best offering this summer. This is a great time to bring out a series of sessions to feature your favorite specialty program.

A good way to keep both short term and long term students interested in your classes is to run three or four short sessions of different Zumba Specialty programs. One month sessions fit vacation schedules, holiday schedules and are a good way to present a ZUMBA SPECIALTY PROGRAM SAMPLER! Here is a schedule you might promote to your gym or facility manager:

**June - Featured ZUMBA Specialty Class. ZUMBA TONING!** Get those arms and legs and everything in-between in shape for summer fashions! Students learn how to use weighted, maraca-like Zumba Toning Sticks to enhance rhythm, build strength and tone all the target zones. **And then they LOOK HOT in their 4<sup>th</sup> of July outfits and at family reunions and are in shape to play volleyball and Frisbee and all those summer party games!**

**July – Featured ZUMBA Specialty Class – AQUA ZUMBA!** Get in the pool and stay cool with Aqua Zumba classes for a few weeks during those hot July days. This Specialty course is the "pool party" workout for all ages. **Get your students to jump in and try this crazy water ride or would it be a water sport? Either way, students really need to try this class to get it!**

**August – Featured ZUMBA Specialty Class – ZUMBATOMIC!** The kids are getting a little restless about now so how about a 4 class or 2 week session for the kids the last weeks before school starts! Zumbatomic classes will help break the





## LOS ANGELES 2013

boredom and provide some organized fun and exercise. And you get a chance to make a great impression for a possible after school program for the fall!

All summer – kick up the Gold classes at your facility by adding a few *GOLD TONING routines!* Take the workout in those classes to a new level! And create a *ZUMBA IN THE CIRCUIT* four week session just to give your regular students a new challenge and a total body workout to your transient students. We bet this short session will be a big hit. And of course be the first instructor in your area to teach *Sentao!*

Sessions are great because they are planned and when you plan something it is so much easier to market it! Make special calendars and challenges! Short summer sessions are perfect to showcase YOUR specialty programs. Sessions are the way to make the summer exciting and new and different for your regular students' workout experience. And your gym or facility managers might just take notice and give you a new class in the fall!

So if you have been holding back trying to find the perfect place to try out your favorite specialty program – TRY SUMMER SESSIONS!