
I want to just get up and Dance

72 Tips to get more people in your dance fitness classes so you can focus on the fun part!
—To just get up and dance!—



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1st Edition

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Introduction

Wooooo hoooo ...you're in!

Thank you for downloading this ebook. I have put together 72 tips to help you grow your dance fitness business. I tried to make it 50 tips but I got a bit carried away!

My name is Katie Joy and I'm a Zumba® and Piloxing® Instructor. I own and manage a dance fitness business in a small town of 50,000 people. This has been my full time job since 2009 and I employ four other instructors on a casual basis.

These tips are designed for instructors who teach independently and run their own classes as a business. It is not aimed for instructors who are employed at gyms, but please let me know if it's helpful!

The tips will help any dance fitness business such as Zumba, Piloxing, Pound, U-Jam Fitness, Metfit, Bhangra Fit, The Jungle Body, Hot Hula etc.

How it all came about...

You are talking to the accidental Zumba Instructor! My dance fitness business all came about by accident. As a sole parent it gave me financial freedom and a flexible lifestyle while I raised my 2 children until school age.

At the beginning, I had every intention to go back to my corporate career when my kids were old enough to start school. However, when the time came, I decided I didn't want to go back to an office job. I then started obsessively learning about business.

I enrolled in Australia's leading education provider for entrepreneurship and have now completed a business diploma in Entrepreneurship. Yippee!! I have invested 100's of hours in webinars, tele-summits, podcasts, audio books, ebooks, online courses, live conferences, marketing bootcamps and literally 1000's of dollars in professional studies to develop my business skills.

I am constantly trialling, testing and applying new growth strategies to my dance fitness business. After all, this is my livelihood, I'm the sole income earner for my family and I am 100% committed to making it work.

I want to share with you just 72 tips that you can apply today to grow your dance fitness business too.

I've been there. I know how it feels. I had zero business skills. Just because I was a wiz on the computer and did well at University (I studied a Master's Degree in Environmental Management) I thought I knew what to do, but looking back I really didn't. Things change so quickly and you literally have to constantly keep learning to stay on top.

Lucky for you! I've done all the late nights and hard yakka and just want to make it easy for you.

I now have a solid foundation and a great team which has freed up more time for me to do other things, like write this ebook for you.

My team knows what needs to be done to keep growing the business. My dance fitness business survives and makes money without me.

When I actually took a real look at what I wanted in life I realised I wanted to help more people. I wanted to help people just like me. I wanted to help passionate people in the fitness industry.

I know my team are doing a fabulous job helping all our dance fitness clients - they don't need me anymore ...tif tif... hehehe

So I decided to see if I could help other instructors grow and create a successful dance fitness business too.

“After all, we are given a certificate to teach a dance fitness class and provided with the continuing education to improve our instructing skills. But we are not prepared for entrepreneurship, running a business and being good at it!”

If you haven't had any previous business skills it can be quite daunting – so here I am. I have made a million mistakes. I've survived so much trauma. I have wanted to pull my hair out and get a normal job, to throw it all in and give up.

It's not easy to start your own dance fitness business and to keep it growing is even harder.

I have divided the tips in separate categories so you can follow through with what stage you are at.

So if you are starting out or if you have a good solid business these tips will help you boost numbers and soar into a successful career as an independent Dance Fitness Instructor.

I believe in you!

The 72 Tips

Getting started

1. **Public Liability Cover:** When you are getting started it's important to make sure you are covered legally. This means making sure you have the right public liability insurance. I know many people who are registered with an official fitness authority may have subsidized cover. However, for the rest of us we need to find a good insurance company that is affordable, but gives us all the necessary cover. In Australia, I recommend Dancesurance. They are affordable at less than \$300 a year to start and it increases the greater your annual revenue.
2. **Music Licenses:** Notice I said License(S), yes there may be more than one! The next step is to make sure you have your music license. Check with your program that certified you. I know in Australia we need APRA and also PPCA if we use non Zumba music. Check with who certified you on the direction you need to take for your country to be legally compliant.
3. **First Aid:** Although not required in some States and countries, it is strongly advisable that you have a current first aid.
4. **Dance Fitness membership:** depending on which program you are teaching, it is strongly recommended that you join the membership program to receive all the support, music and choreography. If you feel you have enough to start with, keep in mind that when you do decide to join that it may take 2-3 months before you actually receive any new choreography. If you are not sure when you will start teaching, you can hold off on joining the membership to save a few \$\$ but if you are new and don't have any support around you, I strongly suggest joining as soon as possible for the support and community.
5. **Craft your vision:** I know most people like to jump right in and start teaching but its essential that you first need to craft your vision, so you can figure out where you fit. This will help you achieve a product to market fit when you go searching for a venue. Decide who it is you want to teach, how often, what lifestyle you want, and define what success looks like to you.

This is a great starting point to figure out your vision, mission and values. This will help differentiate you in the market and build an attraction model of your business. It will help you draw in the clients you want in your classes.

6. **Create a client AVATAR:** No, not the green, cool creature from the movie, a client avatar. This is a mental image of your ideal client. Who they are, what they like, what they do. For example if you are aiming for mums in their mid 30's from a small town chances are they will have young kids. You can understand that a late night class will probably not suit them as they need to be home putting kids to bed. However if you are in a big city where people work late hours, you might be able to put on a later class. You may also consider opening a creche for the young mums whereas this would be pointless in big city centre as most families live in the outer suburbs.
7. **Figure out where your clients are:** Now that you have defined what you are about (i.e. vision, mission and values), who you want in your classes and what they look like (your client avatar), you now need to figure out where they are, what lifestyle they have and where they hang out. This helps you
 - a) choose a venue and time, and:
 - b) know where to focus marketing.

Let's say you want to teach ladies over 55 years. You then figure out that they congregate at places such as the boat club, yacht club, RSL, senior citizens club...etc You also note the major retirement villages in your area. This leads you to the next tip to help find a venue and market your classes.

8. **Find a venue:** Find a venue where your clients hang out or that is convenient for them. Check the space, make sure it is suitable for you and the number of people you are aiming for can comfortably fit inside. Check for air conditioning if you know it will get hot. Some venues many have music licenses covered (e.g. if it is a RSL, or Club) this is a bonus as you can ask to have your classes covered under their coverage and save more \$\$.
9. **Pick a time:** Choose a time that will suit your target clients. Talk to people who are interested in your class. Find a realistic time that people will commit too.
10. **Choose a price:** Once your decide on a venue and time, its time to choose your price point. I would avoid going too low as its easier to offer specials, deals and promotions rather that increase your price later on. If you are coming into the market late, check out your competitors who would already have a price standard. Please note that cheaper price is not better. You don't have to lower your price to get clients.
11. **Create a sign in and waiver form:** have your participants sign waivers that they attend sessions of their own free will and they will not hold the studio responsible if they suffer illness, injury or death as a result. Include a notice that they will be added to your email list and ask each client if they agree.

12. **Buy a GOOD sound system:** You now know your venue size so you can purchase a sound system that will deliver for your class. I do recommend buying a good quality one here. I have never regretted spending the little bit extra for a good sound system. When you have great sound in your class, it really helps pump up the energy and keep bringing people back for more.
13. **Ask for help:** So you are ready to launch your class. Ask your friends and family to come and support you for the first couple of weeks. Ask them to ask and invite their friends too. This will help you feel comfortable and get valuable feedback as you start.
14. **Get your classes online:** Once you decide when and where your classes will be held, make sure you update it on the database of the company who certified you to teach that particular dance fitness program. You can also register your classes in local directories like my local directory, craigslist (USA) or gumtree.
15. **Set up a home office:** Think about investing in a laminator, printer and computer so you can print out your own 10 trip passes, tickets etc at little cost.

Market yourself like a pro

16. **Launch series:** So you are ready to launch your new class. It is time to set up a clear plan of your launch series. How are you going to do it and when. Create a build up, excitement.
17. **Use the best apps:** Download and use apps that make your marketing materials look professional. They are also super easy and save you a ton of time! I use photogrid, canva and typorama and soon many more! I can write more on this later.
18. **Get free media:** Align an event you are hosting or want to do with what is current in the local or national media eg. International womens day, mental health week, seniors week. This will help you get attention, interest and often free media.
19. **Find a person or organisation with an email list of your clients:** Approach a family day care centre and offer free classes for their clients (mums and/or kids) to attend your classes. Agree on "X" number of emails for "X" number of weeks for the day care centre to email their list your valuable offer that will benefit their clients. This is especially successful if you offer a class with a crèche.
20. **Get free advertising:** Approach a school and offer a free month for students and/or parents to attend classes (or give a free demo) in exchange for free advertising in the local school newsletter.

21. **Get your flyers to your potential clients:** Place flyers and brochures about your classes where potential clients frequent. Organic food stores, libraries, schools, community boards, coffee shops, and doctor offices provide a wealth of possible clients. Ask for permission from each business before leaving the flier. I always flood the businesses I ask with free class passes. Getting flyers and posters is more important at the start of launching your business. Once you build a solid attraction model you will find people automatically start coming to you.
22. **Get cheap marketing materials:** Use postcards or business cards as flyers and timetables: Do the same for postcards / flyers but use them as for advertising. Eg. I have made 100 postcards that are Dance Star certificates that I give to kids at demos. They give to their parents the ZStar Certificate for excelling in dance fitness and on the back is all my details for class. That way the parents put the certificate on the fridge and it reminds them to call you to enrol their child. (Note: make sure you brand stands out).
23. **Give gifts that make people think of you:** You can also make magnets, calendar magnets etc, which are perfect affordable gifts for new clients. They are likely to put the magnet on their fridge which reminds them on your class. (NOTE: make the magnet with a nice picture and small business details, you want them to feel an emotive response of happiness when looking at the magnetic not boring business details like the election ones or plumbing ones we sometimes end up with).
24. **Buy sale clothes or make your own:** Buy clothes on sale (e.g. Zumba sometimes have shirts on sale for \$3-\$10) then you can sell clothes with a decent profit (as you will always have left overs that never sell, that you can give away during events or classes as prizes).
25. **Be your own designer:** Design your own business cards using photo grid app and upload the complete photo to vistaprint for cheap and unique flyers (but the quality is still pretty good). Plus you can small quantities such as 250 units.

Build an attraction model

26. **Get on Social Media:** Decide which social media works best for you. I have found a Facebook page is an absolute must. You can also schedule posts really easily which can take some of the pressure of you.
27. **Start adding people to your Facebook profile:** If you intend to also use your Facebook profile for business start adding people to this, or create a new one. Keep a separate list of the Facebook names of your clients (I use notepad app on my ipad). When it comes a time to invite people to events or tag in special posts you can go back to your list and remember who to include instead of just relying on memory.

28. Create emotional titles for your specials: Create emotional titles for your specials, offers and promotions. Eg. a 10 trip multi pass could be called the “BLITZ Bundle” or “Brilliant Bundle”. The 20 Trip pass called “The Accelerator”. If you are looking to include a membership direct debit, never call it a direct debit (who wants money debited from their account every week!) call it the “LIVE FREE” plan, “Easy Plan”, VIP member etc. I call my direct debit membership the “FREE CLASSES” Plan. Sounds pretty good huh? You are free to go to as many classes a week for one low weekly price.

29. Make your own website: Quite often as an independent dance fitness instructor you are given a free website or can list your classes on a hosted platform. However, it is recommended to have your own website. You can do this really, really easily through hosted platforms such as WIX, SQUARESPACE. Wordpress is great, but only if you are more techy. The benefit is that you OWN this space. Like a shop in a mall. You own a little piece of real estate online. You can literally put anything there! If you want your business to grow, you will need to have this so you can make sales and put important information about yourself, team, events, products etc on your site. Eventually you can add items to sell and make it an e-commerce site. Another important part of having your own website is that you can start blogging and creating ‘content’.

In summary, if you don’t have your own website, it is really easy. You can do it yourself with programs such as WIX, SQUARE and for as little as \$100 year. You can even add shopping carts. Remember to schedule in time for updates (at least once a month)

30. Start a blog: A blog is super easy to integrate into your website. It’s also a great way to write about stuff your clients find valuable. I actually decided to use my “blog” function on my website to put events because I was getting tired of deleting and adding new events all the time. That way on the events page all the old events are archived and organised really well (a good reference too).

31. Publish: Blog and video blogs increases your SEO listings – make sure you tag common phrases that potential clients would enter in the search engine such as: (Zumba class “you town name here”).

32. Give a FREE session of the basics once a month: Make a day and time before class for questions or breakdown of steps for highly uncoordinated people. We do once a month on the first Monday of the month. This encourages new people to get a break down and builds loyalty to your classes as you offer more than other people. This is particularly helpful for Zumba GOLD classes or for classes where people really value breaking down the steps or technique.

33. Develop your own vision, mission and values: Who you are and what you stand for. Guides for developing you VMV are here:

34. **Create a referral system:** develop a referral system such as cash back for referrals that join. Points system that once a regular client refers 5-10 people there receive a free piece of clothing or a free month of classes. Decide what works for you.

Get good at selling

35. **Start building your email list:** As soon as you start, begin to build your email list. Make sure you use an autoresponder email provider such as mail chimp or constant contact. Mail Chimp is free. I use it and love it. Legally you need to give people the option to be able to opt out of your email list.

36. **Automate welcome emails:** You can set up a special automated email for new clients over 8 weeks with yourself video and introducing yourself and your team , regular clients, special events, taking the time to explain what you are about. Also include weight loss tips, motivation sayings, quotes, fitness tips, recipe's etc.. what would you find valuable to read if you were a new client to someones Zumba Fitness class?

37. **Create a direct debit membership option:** Create a membership to create loyalty and increase class numbers and overall vibe. I use ezidebit (when you sign up say you are expecting over 100 people as the debit rate is reduced to 88c instead of \$1.35 which you can pass on to the client). Mind body also are integrated with Ezidebit at a rate of 88c. You can also take online payments with Mind Body

38. **Accept credit card payments:** PayPal offer a scanner for card payments for \$100 with a 2.5% additional fee that you can choose to pay onto the client if you choose.

39. **Use the seasons for promotions:** Tie in classes and promotions with the seasons and events during the year. To sign up for marketing tips reminding you of promotions and seasons click here:

40. **Give new people high priority:** treat new people who walk into your class like GOLD! Getting new leads is tough. Once they walk through that door, they are literally GOLD! Your main objective is to be warm, welcoming, caring, genuine and considerate. This will help turn your "newbies" into loyal regular clients. Key steps involve – super warm, friendly helpful (as you already are), maybe offer a 10 trip pass at a super low price especially for new people and the deal is only offer valid for 7 days).

Your regular clients won't mind if you spend some time talking to and introducing your new people to someone in the class. Trust me, the new person will thank you for it. It's very scary for some people to walk into a new venue and see strangers. Especially if the regulars are "clicky" or just hang out together. Find one of your regulars who will be happy to act as an ambassador for you and will happily talk to and help your new client feel welcome

41. **Get customer relationship management (CRM) software:** If you are a licensed Zumba Instructor you are in luck. There is a super awesome deals where ZIN members get mind body online software for only \$5.50 a month. You can record client information to register new people at classes. You can also use it to sign in everyone at your class so you know exactly who and is coming to your classes and who is away. There is a bit of a learning curve to use it, but once you get it, its great! I'm considering recording a course on how to use this system. Let me know if you are interested! If you can't get mind body software or its too expensive, you can even use email service providers such as mail chimp at the start.
42. **Use surveys to discover what people want:** Create surveys online using google docs (FREE) use the form function and create anynomous surveys to find out the answers to questions you need answered. You don't need to play in the dark and guess and hope. You can find out exactly what people like and don't like and using an anonymous form is the best way for people to voice their opinion. Run it on social media for a month and make sure to tell everyone at class. It will help you focus your effort and give people what they want not what you think they want.

Get noticed

43. **Organise a charity event:** Charity events are a great way to get noticed.
44. **Get involved in community events** and perform for free. This will give you great exposure. Make sure you have plenty of flyers, but what works better is to actually get the emails of interested people who enquire after your performance (this gives you the control over contact). You can then follow up with a special email promotion such as one month of unlimited classes for \$1.
45. **Dress to impress:** You are unique and have a great deal to offer the world. You are you and don't have to try to be anyone else. Find your unique style and dress to impress. You are a dance fitness leader.

You want people to be inspired by you. You want people to have fun and feel like a super star. If you love rock n rock, dress like a rock star. If you love bright happy colours, dress like that. If you love hip hop and the funky rap look, dress like that. Looks do matter to some degree. Think about it. If you turned up for a fitness class and the instructor has the same boring singlet, black leggings and old shoes, would that inspire to look good and feel great. To a degree, looks do count.

Think about who inspires you, who you love. Think about the style of the leaders for you. I doubt they dress is plain boring clothes and shoes EVERY TIME. You are now

an entrepreneur and want to run your own successful business. Looks to count. The image you create does count. It is your brand. Consider the image you want to convey.

46. **Get media attention:** Gain media exposure by doing innovative and different guerrilla marketing techniques. Guerrilla marketing is an advertisement strategy concept designed for businesses to promote their products or services in an unconventional way with little budget to spend. This involves high energy and imagination focusing on grasping the attention of the public in more personal and memorable level. For example, run a campaign encouraging random acts of kindness. Call out to businesses to donate products and stand on edge of street or during a busy market and give out products while dancing and promoting your brand.
47. **Organise a flash mob** for a cause that you believe in, such as domestic violence (one billion rising campaign <http://www.onebillionrising.org>). You can register a dance flash mob for free.

Keep your clients coming back

48. **Get emails:** Retention, Retention, Retention. You absolutely must get your clients email (at a minimum). Secondly get their Facebook details to add them as a friend or invite them to like your Facebook page. Even better if you can get their phone, birthday and address (more on this later)
49. **Send REAL cards in the mail** to clients (not email cards). I use Send Out Cards which is an online service that sends personalised REAL cards. You can set up an automatic welcome card for new clients and also set it up to automatically send birthday cards. This works wonders. I have a lot of regular clients who come to my town in the winter (it's warm here in winter) and go back down south during summer. I can't even begin to explain how much they love getting a personalised card while they are away.
50. **Develop an email list and nurture your clients.** This is a whole subject in itself. Your emails must add value to your clients and not just bombard them with what you are doing. This can be spammy. The ones who really care about what you are doing are regularly in your classes. Your emails need to include topics of value such as information on local fitness events coming up, health topics, weight loss, diet and nutrition. But keep them simple and not too long. You can link topics to your blog if you have one. At the very least, send out.
51. **Create a dress up or themed party.** We are in the dance fitness business. It's FUN! It's dancing! It's your job to keep it fun, exciting and entertain your clients to keep them coming back for more.

52. **Host a guest instructor:** Whichever dance fitness program you are licensed for there is bound to be

53. Approach a local bar and ask for free venue if you provide the entertainment for a Latin Dance Party.

Be number one

54. **Follow people who inspire you:** Follow innovative & successful dance fitness business instructors and watch how they market themselves. Create a SWIPE file where you save all the stuff that you can use later.

55. **Have a birthday plan:** Remember birthdays decide on what you will do... You may have a special birthday song and choreo that you invite the birthday person either to the front of the class or on stage (or to wear a dorky pair of glasses – depending on their level of comfort with being the centre of attention), you may send them a real card in the mail. Give them a voucher for a free class. Decide what it is and set up a system to ensure it runs smoothly. Relying on fb to tell you is not as effective as recording it into a system as some people are not on facebook and unless you are addicted to it, you may miss people's birthdays.

56. **Differentiate yourself from the marketplace:** Create a catchy name (it must be short, easy, explain what you do easily and memorable) that is why I choose ZCLUB – its easy to associate it with Z (for Zumba) Club, which we are.

Other examples are ZCREW, ZuCrew, Club Z, ZTeam, ZumCrew, ZuClub, ZFix, Zpeeps, ZTribe, DanceZ, Zdance, ZFit, ZFitClub, Z KidZ, ZKidsFit, ZFitCrew..you can see what I mean.

One of the biggest turning points for me was actually rebranding from Zumba Fraser Coast to ZCLUB. There were a number of benefits, one being that all the hard work we put into advertising and promoting came back to us. For example, when we did a Zumba performance and said we were Zumba. People would search and attend any Zumba class. We were helping all the instructors teaching in our small town. This is great for Zumba, but not great for business and return on investment (ROI). After we rebranded we found more people identified with us and actively sought out ZCLUB, not just any Zumba class.

Another benefit was that we could start making our own clothes. We made our own logo and could print our own clothes. This meant that we could really unite as a club and a community group of dance fitness lovers. It was especially good for teaching the Zumba kids classes as we were able to make our own uniform.

57. **Keep track of who is and isn't in your classes:** On Mind,Body, Online, you can set up alerts when people don't attend. Then you can reach out and see if they need you help or assistance and that you miss them and want them back in class.
58. **Automate emails:** Try to automate as much as possible. Take the initial effort to set it up and then test it, then automate it. An example might be a "miss you" video. Film yourself saying that you havnt seen them in class for a while and would like to know how to help. Email that video to anyone you havnt seen in a while (p.s. make sure you record that you sent it on the mind body online contact log... so you don't send the same twice)
59. **Group text:** Group text can work at times, but use with caution. Sometimes you may receive msgs saying people to take them off the list. My phone can only hold 20 unless I use a groups text app, that works to varying degrees, be careful what you text and to whom.. the last thing you want is to bombard the wrong person with un useful information. If You decide on group text I would marry it up with your class attendance records and set the group with names of people who regularly attend that class.
60. **Know your key numbers:** Some key numbers to record are how many people in your class, total cash, number of new people.

Build value

61. **Be a Positive Leader and Role Model:** Dance Fitness is a positive place. Make sure you remain that way. There is no differentiation between personal or business profiles (such as your Facebook business page or personal profile). You are you own walking, talking brand. Once you become an instructor you are a leader. Never be negative on social media. Don't gossip or "hang out your dirty laundry". This is my personal opinion. If you are someone who likes to rant or search for sympathy on social media, then maybe you should rethink your real reason for wanting to become a leader in dance fitness. My personal belief is that when you take that step, you are a leader in the community and are responsible for making other people feel happy (no matter how crappy you may feel).

RULE 1: never be negative on social media.

RULE 2: don't talk about other instructors negatively. You will experience betrayal, hurt, competition, unethical actions, lies, people trying to bring you down. Just keep your head high and focus on implementing these tips that will actually help you grow. These are just the icky parts that are part of the process of growing a successful business, so don't feel alone or upset when it happens. Refocus your hurt energy into positive productive things and cheer yourself on for how far you have come.

62. **Be You and own it:** Use your own talents to market yourself. Eg. If you are not into healthy eating then no point pretending you are eating a healthy dinner – do the ZUMBA PLATE course and use their tips so eventually you can transform your life into more healthy eating. If you love healthy eating then share with your clients your food, what you do and how you prepare it, recipes, advice etc. Extend beyond Zumba classes to incorporate the healthy and happy lifestyle.

63. **Use your talents:** Do the best with the talents that you have. If you are overweight, don't fret, focus on what you have to offer that inspires people. Perhaps focus on where you want to be or what Zumba has done for you. If it has healed your depression or anxiety, tell people about it. You will find people who relate to your story and are looking for a solution. The fact that you have been there, can relate and have overcome it, means that you hold the solution to their problem, so they will go to your classes.

64. **Use testimonials:** Ask your clients for testimonials from different reasons, it may be weight loss, depression, anxiety, confidence, coordination, feeling of belonging, finding a social group who motivates them. Ask for testimonials, put it on your website or make a mini book to have at the table at class when you enter

65. **Use video:** If you haven't filmed yourself doing the basic steps, then use the youtube links of ZES from Zumba who do steps breakdown. Send it to your clients especially new clients.

66. **Give your clients what they want:**

You are there to give your clients what they WANT. If they want a high energy class, do it. If they want a low impact class, just do it (even if you are a great dancer and want a super high energy workout). It's not about you or your workout, it's about meeting the needs and expectations of your clients. If you fail to understand and meet the needs consistently, your numbers will drop off.

Never make participants feel they need to come to your class to help YOU. Your numbers are your responsibility and if they are consistently low you need to find out what needs you are not meeting. It may simply be the time/day/community/competition has been around longer etc. Your job is to dig deep and figure out why you can't get the numbers.

Marketing is a HUGE component of being successful in business. 80% of your time should be on sales/marketing/product development. That's improving yourself, learning new tracks, thinking about new and innovative ways to draw people in.

67. **Create a social side to your business:** The best advertising is word of mouth. I'm not saying to hang out every weekend and be best friends with all your clients. Definitely try to keep business and personal life separate if you can. But it doesn't take much to help people interact and become friends. Maybe only 2-3 times a year so, do

something as a group, a BBQ, a group demo-then BBQ, a movie night. The aim is to integrate people into your fitness family. You want to create a community. A tribe of people who follow you.

68. **Differentiate Yourself:** Choose a business name that will set you apart and differentiate you from other “Zumba” classes. From all your hard work and effort the last thing you want is clients to turn up to another Zumba class thinking it is you.
69. **Partnerships:** Who can you partner with to send clients both ways. Non competitive but complementary partners, such as massage therapists, physio, weight watchers, mothers groups, family day care, business groups, cafes/restaurants.
70. **Make a stand:** Don't be afraid to make a stand on issues that align with your vision and purpose.
71. **Add value where ever possible:** Always be thinking on how you can add VALUE to you classes and clients. Focus on value adding and the clients and money will flow as a byproduct of you delivering what they need.

72. **Learn to sell without being 'salesy':** When engaging in conversation focus on the feature, benefit, feeling model. Your aim is to evoke an emotive feeling. Check out my example below. You can see that talking about the feature is boring. Benefit is a bit better, but when you can evoke the *feeling* that the product or service you are selling will give your client, you are more likely to make a sale.

Feature, Benefit , Feeling Model

This is what I talk about to tell people about the Unlimited membership direct debit plan called the FREE CLASSES PLAN

Feature: you can come to unlimited classes per week with a direct debit to your bank account.

Benefit: You can choose any class, any time, any day and not have to worry about

finding cash.

Feeling: You are free to enjoy any class, any time and be officially part of the Zcrew! You will be our VIP and be the first to know about everything. We keep our Zcrew motivated to keep coming. You get tagged in posts to keep your motivation up and then you see the results (in your body, mind etc).

Zumba class “You can move, feel great, don’t need to follow exactly, have freedom to be yourself & get fit and healthy at the same time” “Imagine feeling stronger, toned and with a bunch of new motivating inspirational friends”

Sign in or register

“You can track all your classes and if you forget your pass we have it covered”

“You will never miss an update and know exactly what is going on and where our classes are held”

To buy a Multi-trip Pass:

Feature: You have prepaid all your classes and receive a cheaper class price (boring)

Benefit: You don’t have to worry about money when you come to class each week (getting better)

Feeling: Imagine you can come whenever you want and be part of the crew. Now you are one of us because you have a special pass!

ZCLUB Clothes

Feature: You get a vinyl print on any top you want for \$10

Benefit: You can wear good quality fitness clothes chosen by you of us to suit our classes.

Feeling: The colours and designs will make you feel happy! You will really feel part of the club and it will lift your mood at class! You deserve to look and feel good.

Growing your dance fitness business is fun and rewarding but I won't lie, there is a lot of work to do. It is a business after all and unless it's just a hobby for you and money isn't an issue, you need to realise that to be successful (and make money) you have to work at it consistently over a long period of time.

If you focus on building your unique brand, adding value to your clients, then you are off to a roaring start!

Good luck and keep in touch. I would love to hear how these tips have helped you and which work best in your individual circumstance.

Join the facebook group:

Dance FitBiz Mastermind