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Aerobics -- Dancing For Profit

By MalaMaal.com

Aerobics -- Dancing For Profit

Although the national obsession for group exercise has begun to level off, estimates claim 23 million Americans participate in aerobics in health clubs and exercise gyms.

This includes people enrolled in programs run from community facilities, YMCAs, and gyms, to dance studios in shopping malls.

This figure represents 10% of the US population who exercise occasionally, definitely a fraction of what it used to be 10 years ago when the craze was at its peak and America was waking up to the urgent message of the importance of exercise.

NEW MARKETS The decline of enrollment-based fitness programs have forced many studios to expand their services.

For example, some jazz exercise studios now offer skin care and nutritional counseling. Some offer shiatsu classes.

The biggest problems for any stationary fitness program is being able to organize classes that work around the schedule of its potential clients. The interest in fitness remains. The market did not dwindle as the figures suggest. The biggest challenge in this industry to identify new ways to deliver its services to the market.

BUNS OF STEEL If you are an aspiring exercise entrepreneur, here are three avenues by which you can deliver and sell your services to your market:

CORPORATE CONTRACTS. Many businesses recognize that healthy employees are productive employees, something the Japanese realized decades ago. You can send instructors to a business location to conduct exercise classes that are subsidized by the employer.

SATELLITE CLASSES. You can lease community or church facilities, recreational centers or school gymnasiums and hold classes for people in that community. Some very large apartment complexes have halls or function areas where classes can be held.

VIDEOS. Students who attend your class once can continue the routine on their own time. That's the convenience video can offer. Instead of coming to an organized exercise class, people will attend an exercise class in front of their VCRs. In fact, a video tape can be an excellent add-on product to corporate contracts, satellite classes, or studio classes.

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For The Beginner Dancer

By Sara Jenkins

As a newcomer to dancing you undoubtedly have an uneasy feeling about how you should conduct yourself at a dance class. You possibly wonder if you are going to experience difficulty learning. Well first, please be assured you have no reason for concern. dancing is easy and you will not have serious difficulty learning. Everyone in the class is a beginner, starting on the same base, and you will all learn

together. The following comments may make it easier for you to understand a few basics concerning the dance activity.

1) DANCING IS FUN! Your instructor will be doing his best to help you realize this from the very first night.

2) dancing is a casual activity. You need no formal introduction to those you have not met. There are no strangers among dancers. Just step right up to anyone and introduce yourself. In dancing we are all on a first name basis. It's friendlier that way. Wear your "NAME TAG."

3) Later you may wish to dress "themed"; but for the classes, just dress comfortably.

4) dancing is a close contact sport. Please use good judgement in your choice of jewelry, belt buckles, etc. Sharp or rough edges may scratch or catch on someone's clothing.

5) On a very delicate subject – extra physical exercise or possibly the slight nervous tension of learning may cause perspiration. Use of deodorant is advisable, to avoid the embarrassment of body odors which may be offensive to others.

6) On a personal note – the use of alcoholic beverages, just prior to or during a dance, is not permissible.

7) Gents – Remember! You have both strength and weight advantage over the ladies and you should always, even in your enthusiasm, be conscious that the ladies do not like to be handled roughly. Let them enjoy dancing too!

8) IMPORTANT. Listen carefully to instructions and be sincere in your efforts to follow instructions. GOOD LISTENERS LEARN EASIER!

9) If, during the class, you do not understand an instruction, do not hesitate to ask for an additional explanation from the caller.

10) There is no reason to feel shy or embarrassed – just listen and follow instructions. Sooner than you think, you will be dancing to the calls.

11) dancing is relaxing. Take it easy! You do not have to work hard at it, you have plenty of time.

ENJOY YOURSELF!

12) Please be on time for every class and HAVE FUN!

Just when you thought you knew how to dance! Now you have the chance to learn so many things about dancing, please visit: <http://www.dancingguideu.com> to get free

dancing lessons

today!



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