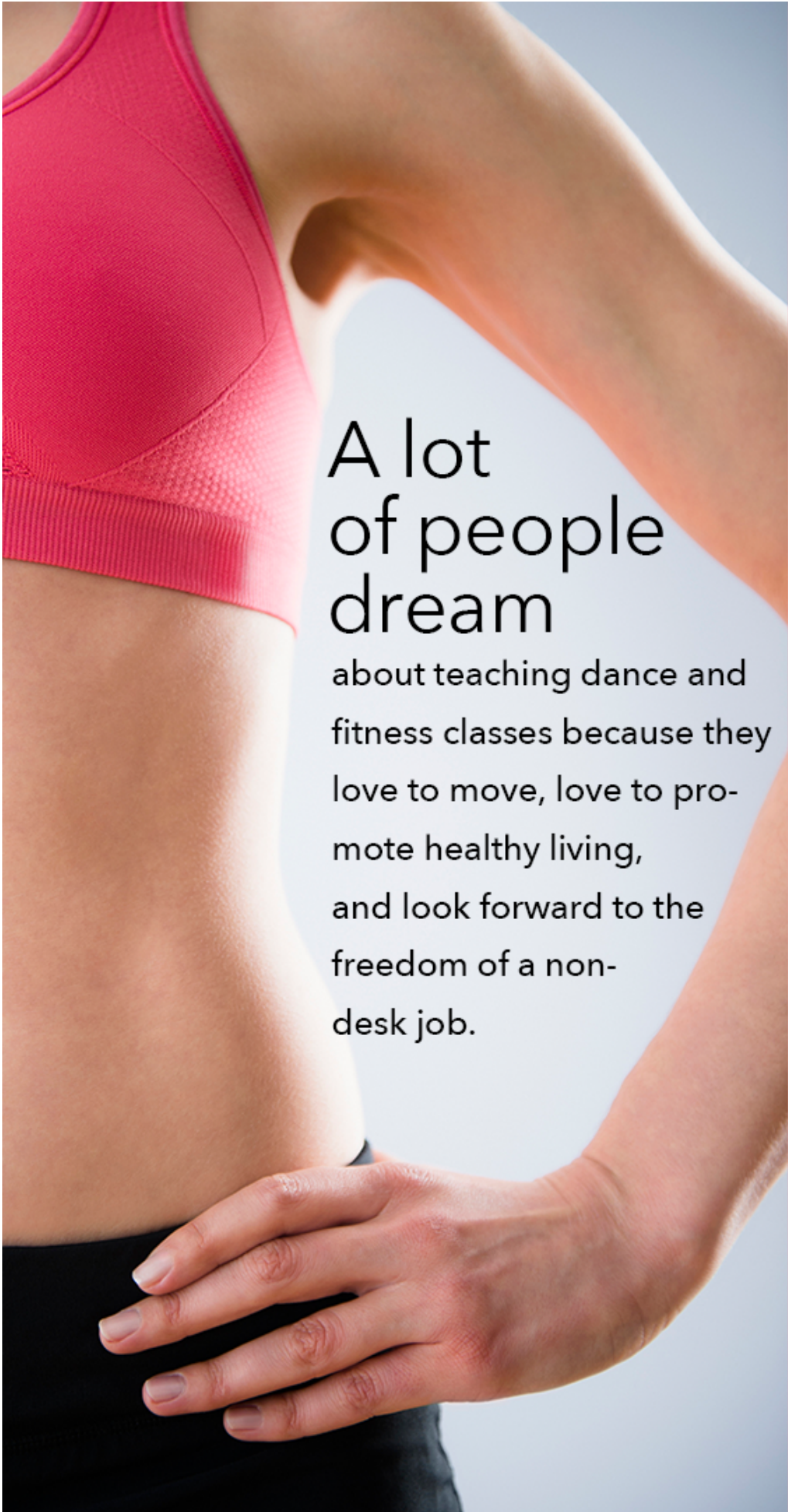




ShanQu®

Bellydance Blueprint

A woman wearing a bright pink sports bra is shown from the waist up. Her right hand is resting on her hip. The background is a soft, out-of-focus blue.

A lot of people dream

about teaching dance and fitness classes because they love to move, love to promote healthy living, and look forward to the freedom of a non-desk job.

The truth is that many people allow their dreams to fizzle out or be forgotten altogether.

We know the challenges that independent instructors can face; we've also seen plenty of instances where pros keep passion alive while growing their business.

Here are 5 tips that will help you live your fitness and dance dreams and avoid the nightmares.

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1. Professionals take their *time*

A photograph of two women in a bright, modern fitness studio. In the foreground, a woman with blonde hair, wearing a white tank top and black leggings, is smiling and clapping her hands. In the background, another woman with dark hair, wearing a blue tank top, is also clapping. The background is bright and out of focus, suggesting large windows.

A successful leader can use strategic cues to create flow. Students want to feel accomplished, and participants should feel like they're putting in effort without awkwardness. The skills that make a great instructor take time to develop! Students don't demand perfection, but they love seeing their instructors improve.



2. Practice *smart* marketing

The marketing you do today can take up to a year to have an impact. Everything you send into the world takes time to be absorbed. Most people need to see the same information eight times before they take action! The truth is, many instructors quit right before their advertising starts working. If you advertise once, put up a round of flyers, or buy an ad online, you might as well burn your money. But if you approach marketing with a strategy, you'll squeeze every drop of value out of your budget.

A person wearing a red sports top, black leggings, and a black smartwatch is sitting on a purple textured mat. They are holding a white smartphone in their left hand, and a white charging cable is plugged into the bottom of the phone. The background is a light blue wall.

3. Add *value*

NEVER focus on "*what can I get?*" Rather, focus on "*how can I give?*" Create an environment where students can build relationships and showcase what they've learned. Your students are coming to your classes for the experience. Give them the engaging experience they're seeking, or they'll find it elsewhere. Be deliberate in creating a welcoming and professional environment; everyone will benefit.

4. Expand your *horizons*



Leaders love to learn because they're always seeking solutions for their students. Whether it's for fitness, dance, yoga, or business, I learn something in every class I take. Sometimes it's an amazing cue, a new breakdown, a phrase, or an insight into another person's life experience. If I can pick up a tidbit that can help my students, I know that I have the resources to be a better instructor.

5. See the *big picture*



It's important that you see your business as one that gains value over time. If you don't have decades of experience, you owe it to yourself to find mentors who do. A mentor will save you stress and money because they've seen every scenario. Find someone who's built value over time, knows the ins and outs of the industry, and maintains a profitable dance or fitness business.

In conclusion...

You CAN be the right person for the job and you CAN learn the right skills! It's a great gig when it's going well and you're making a positive impact on your community and bank account. But there are variables that can impede your growth and profitability. With SharQui, selected applicants travel step by step along the path of mastering the skills needed for leading classes and operating a successful business. We offer an unparalleled level of support for group leaders. But training slots fill up fast!

Apply at TeachSharQui.com!

(We also have professional skill development programs that do not require application or approval to register)



Here's what other people have said about the program...



"The SharQui format really made a difference to the quality of my class... [M]y ladies think they want a 'technique' class but from my experience, if they are stiff they get discouraged and drop out of class. I think a fitness class is the right approach for a real beginner..."

- **Nneka Matthews**

"What immediately impressed me about SharQui is the fact that you're actually doing real belly-dance and not adding all these moves from other fitness forms! Oreet shows it's possible to get a good workout while still keeping it authentic."

- **Jalilah Zamora of Jalilah Raks Sharki CD series**



"I taught the SharQui format in my class and my students loved it! It was so much fun, and I love that I was able to get them really moving and sweating."

- **Rachel Furr**

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