



The Dancer's Workout®

WEBINAR WORKBOOK

HOW TO SUBSTANTIALY GROW YOUR STUDIO'S ADULT DANCE PROGRAM

Link to Webinar Registration Form: https://thedancersworkout.mykajabi.com/webinar_registration

Our goal is to provide you with a turn-key solution that will transform your adult dance program and establish your studio as the _____ in your area for _____ ballet, jazz, and contemporary dancers.

Sometimes we refer to The Dancer's Workout® brand as _____.

The videos where there are seven of us in all black are used to train _____, whereas the colorful videos with high attendance are videos of actual _____.

All TDW students need to have had some prior _____ training during their lives, no matter how long ago.

Our students have generally cancelled their _____ memberships and have directed their _____ budgets to our classes.

Our students have used our classes to start _____ again. Our students recommend The Dancer's Workout® classes to anyone who has _____.

The Dancer's Workout® is specifically designed for _____ dancers and for _____ dancers with ballet, jazz, and contemporary training. These classes are regarded as an _____ and _____ safe path back to dance for former dancers.

Jules, TDW Founder, received her classical ballet training from the _____.

Once former dancers find your TDW classes, they are as "_____ as _____ gets." This turns out to be a great stream of _____ for studios like yours.

The _____ students we have, the _____ our dance business is.

To become a TDW Authorized Studio, the _____ on your part involves _____.

Our TDW Dance Instructor training is excellent for both _____ and _____ teachers.

Our instructor training is completely online, and it provides leadership training, social media advertising guidance, a complete business plan and toolkit, detailed instruction on how to teach The Dancer's Workout®, all the choreography needed, and a step-by-step certification application process designed to get your ballerina certified to teach The Dancer's Workout® in as little as _____ weeks (self-paced).

In summary, The Dancer's Workout® Instructor Certification is for new and experienced dance teachers who have exceptional training in ballet and who want to use their dance training to teach intermediate and advanced-level adult dancers. In addition to ballet, our instructors also need to have versatility in intermediate to advanced-level jazz and contemporary dance.

Once your ballerina becomes certified, your studio immediately becomes a _____.

Can a dancer you sponsor for certification teach The Dancer's Workout® at a competing studio? _____

Do I need to identify a ballerina to sponsor for certification before purchasing the online course? _____

One course purchase provides registration credentials for how many individuals? _____

Is choreography for The Dancer's Workout® classes provided? _____ How? _____

How many songs _____ and full masterclasses _____ are provided with the course? What type of music is used? _____. What genres of dance are used in each class? _____

What is the toning portion of the class called? _____

During class, does the instructor dance full out the entire time while calling out the movement cues or sit on a stool? _____

The Anatomy of The Dancer's Workout® class: Each class starts with a 10-minute review of _____, then we start the music. After warmup, the dance cardio segment includes _____ high-energy songs. Class concludes with Bikini Bootcamp and final stretch songs. There are a total of approximately _____ songs in each one-hour class.

During each one-hour masterclass, the choreography builds across songs and then culminates in a high-energy dance cardio song which pulls it all together. It is incredibly _____ and the students _____.

Our large active library of TDW classes becomes available to you after your certified instructor has been teaching The Dancer's Workout® for _____ months. During this period, monthly membership dues are waived, giving your studio the chance to really test-drive the program.

Using the leadership training and social media guidance provided by the course, we want you to build your vibrant community of adult dancers by at least month _____.

Your studio can offer _____ classes per week and retain _____ revenue (aside from paying your instructor to teach).

Finances: There is a one-time fee for the online course of _____ which gives you and your dancer access to the course for _____ months. Your dancer can apply for her TDW Instructor certification at any time during that six-month period.

To get certified, your dancer will need to submit several video samples “pretend-teaching” to demonstrate her proficiency.

Are there additional fees for her certification application? _____

Once your instructor becomes certified, she will remain certified for an additional _____ months, and you will pay _____ membership dues during that period.

If, after having been certified for 6 months, you decide you want her to continue teaching The Dancer's Workout® at your studio, you will need to begin paying monthly membership dues to retain your studio's status as a TDW-Authorized Studio and for her to maintain her certification. Monthly dues are less than _____ % of your expected TDW monthly revenue.

Once your studio starts paying membership dues, you and your instructor will receive access to the full _____ of active TDW masterclasses.

At the end of your instructor's first six months of certification, if your studio does not choose to pay the membership dues, you _____ your status as a TDW Authorized Studio, you _____ your instructor's certification, and you have to _____ offering TDW classes at your studio.

How many modules are in the course? _____ How many lessons are in each module? _____

What's your impression of the tour navigation? _____

Where will my instructor find the actual instructor certification application? _____

Name of Module 1: _____ Content: _____

Name of Module 2: _____ Content: _____

Name of Module 3: _____ Content: _____

Name of Module 4: _____ Content: _____

Name of Module 5: _____ Content: _____

Name of Module 6: _____ Content: _____

TDW Online Academy Module _____ Content: _____

Student responses to these questions:

What is the ideal type of TDW student? _____

What matters to you about the TDW community? _____

What about the class itself matters to you? _____

If you were speaking to a dance studio owner who was trying to decide whether to buy the course so that she could get one of her ballerinas certified to teach TDW at her studio, what would you tell her?

Social media tips: _____

What did you notice about the students in the video: _____

Email: jules@thedancersworkout.com

General thoughts/comments/concerns/questions: