



Instructor Training Program Information

About Us

- Just Dance Roanoke is a dance fitness company that was founded in 2011 by Sara Bremer.
- September 2012 Just Dance Roanoke opened its state of the art dance fitness studio.
- Currently our team consists of 12 instructors that teach for Just Dance Roanoke.
- We utilize a common bank of exceptional choreography and instructional techniques.
- We specialize in dance-fitness classes such as Zumba® Fitness and our trademark classes, Just Dance Fitness™, Just Dance: The Hit List, Just Burn™ BLAST, Just Sweat™ & Just Dance: After Dark™ with the hopes of expanding our formats in 2018.
- We also provide corporate private classes and do special event private classes.

Description of Training Program

We take pride in providing our instructors with rigorous and comprehensive training so that they can provide the best dance-inspired group fitness classes possible, and also so that we can maintain quality and consistency from class to class and instructor to instructor. Whether you are a complete novice or a seasoned group fitness instructor, the training program offers something for everyone. In the JDR instructor training program you will focus on our specific methods of cueing, mirroring, choreography breakdown, oral presentation & marketing, learn the foundations of proper fitness/dance technique, and build a strong JDR choreography repertoire.

Why teach Dance-Fitness?

- Experience the joy of motivating others to fitness
- Enjoy the thrill of performing & the excitement of dancing in front of a crowd
- Develop great friendships and meet new people
- Stay in shape & feel great
- It's fun!

Why teach Dance-Fitness for Just Dance Roanoke?

- We strive to make you the best dance fitness instructor that you can be.
- We support and encourage each other as teammates.
- We provide a built-in market of people for people who will want to take your class.
- We allow you the opportunity to teach class at the times & days that are convenient to you.
- We provide continuing education sessions to you at no charge.
- We provide you with ongoing mentoring & support from seasoned JDR instructors.
- We provide you with resources & tools such as music, choreography and ideas for your classes.

Who should apply?

We are seeking individuals that meet most of the following criteria:

- Current participant of JDR classes that knows most of choreography
- Current Zumba® or other dance-inspired fitness instructor
- Exhibits strong dance technique and/or can easily pick up on new choreography
- Has necessary certifications or willing to attain upon acceptance to the training program
- Experience with oral presentation or performance
- Enjoys being the center of attention & knows how to have a good time
- Good team player and ability to relate to co-workers and public
- Good organizational & administrative skills
- Honest, reliable, and able to keep accurate tabs on sales & inventory
- Interested in improving as an instructor and willing to accept feedback regarding performance
- Interested in improving current fitness level and/or dance skills

- Maintains or is striving to achieve an exemplary fitness instructor image including having a professional appearance
- Upbeat, fun and outgoing personality

Application Process

Step 1: Submit Application- **Deadline- Sunday, February 11, 2018 at 6pm**

- Application deadline is Sunday, February 11, 2018 at 6pm. Applications received after this date will not be considered for the training program. All applications must be filled out online.
- Applicants who have previously applied to be an instructor for JDR must fill out a new application.
- Applicants must submit a private YouTube Video link that includes the following:
 - ✓ Name
 - ✓ Why you want to teach dance fitness
 - ✓ 2-3 minutes of your dance moves. Feel free to dance to a song we do in class or your own choreography
- You may also include a current dance/fitness resume.
- Applicants may also wish to submit a letter of recommendation from a qualified person (especially if related to fitness/dance). However, please do not ask current Just Dance Roanoke instructors for a letter of recommendation.

Step 2: Call Backs (Group Auditions) **Sunday, February 18 4:30p**

- After reviewing the applications, we will select a small group to come and take part in a live audition. This will be a group audition that includes dancing as well as one on one interviews.
- The Individual Audition/Interview will allow you the chance to show us your strengths as a future instructor, to show us other songs you know and let us get to know you as a person.
- Applicants should be prepared to interview with Sara & other JDR Staff for 10-15 minutes during the audition process.
- Applicants will be notified by 9 pm on Wednesday, March 16th if they have secured a spot in the 2016 Training Program.

You Made It! Now What?

Applicants who are selected to be a part of the JDR Instructor Training Program will be enrolled in the Mandatory Training Program. The training program is provided for \$150 for the first 90 days (\$50/ month after until you are approved to sub or have class on the schedule) and is very intense. You will be expected to attend workshops, attend classes, lead training classes & attend demos. You will also need to arrive early and stay late. You will receive feedback throughout the program. Here is a brief rundown of what the training program entails:

- Just Dance Roanoke Training Program
 - 3 month training program with the following advanced skills workshops. Accruing a minimum of 12 training hours from the following workshops (Dates & Times TBA) *
 - Orientation and Advanced Skills: Marketing (2.5 hours)
 - Instructor Overview Workshop (6 hours)
 - Advanced Skills Workshop: Cuing and Mirroring (2 hours)
 - Advanced Skills Workshop: Presence and Performance (2 hours)
 - Advanced Skills Workshop: Music and Playlist (2 hours)
 - Additional Program Benefits
 - Full unlimited membership to Just Dance Roanoke
 - Full access to JDR Music Collection
 - Full access to JDR Choreography Video Collection & Practice Sessions
 - Discount on JDR Apparel
- AFAA Primary Group Fitness
 - Must be completed 6 months of being accepted into the training program.
 - Cost: \$299 OR \$99 on APEX Weekends in February and September
- Zumba Basic Level 1
 - Must be complete prior to teaching your first Zumba class and within 6 months of being accepted into the JDR training program.
 - Just Dance Roanoke is hosting Basic 1 Training on this spring. Date TBD.
- Additional Training
 - Kickboxing, Flirt and any additional program certifications will be necessary for any instructor wishing to teach specialty programs.

Questions to ask yourself before applying with Just Dance Roanoke?

- **Are you committed to JDR?** We train you really well. We give you resources, music, choreo and more. We put you in front of lots of potential customers. We give you our secrets to success. We depend on each other for success and we do not compete with each other. Therefore, we do require that all instructors sign a non-compete clause prior to commencing the training program. This means that if you become an instructor of Just Dance Roanoke, you cannot teach at any other facility or form a similar company as Just Dance Roanoke for the 12 months immediately following termination of employment. If you don't see the fairness in this, then this isn't for you.
- **Are you a team player?** We need team players. We want people on the team that will support and encourage and help a fellow instructor. This means subbing for each other when another instructor is in need. This means attending demos and meetings. This means visiting other instructors' classes. This means not being jealous of another instructor if their attendance is greater than yours. If you are not a team player, then this isn't for you.
- **Are you open to and able to take constructive criticism?** We will tell you like it is. The saying, "If you are moving, you are doing it right" does not apply to instructors. Instructors actually do need to "do it right" and we will tell you if you are not. You have to be willing to take direction from your training mentors while you are in training. Having an open mind and always learning from others is crucial to your success. If you can't take the feedback and constructive criticism and make an effort on how to apply it, then this isn't for you.
- **Are you ready to put in the extra time?** We make dance-fitness fun and carefree for participants, but it is actually a lot of hard work. For every class you teach, you will trade your 1 hour of stress-free dance fitness for a minimum 3 hours working time- which includes making a playlist, practicing choreo, arriving early, leading class, staying late, emailing/Facebooking participants. This is a part-time job that will require much more time than what you put into it as a participant. If you don't have energy and time for these extra hours in your current schedule, then this isn't for you.
- **Is your schedule reliable?** When you accept a class, participants depend on you to be there week in and week out, leading them through the workout that you give them. We sub for each other in emergencies & extra special situations because we are a team, but for the most part when you take on a class, you are committing to be there for your participants every single week. You should be just as attached to them as they are to you. If you can't think of at least one day a week that you could be there to teach class every single week for most of the year, then this isn't for you.
- **Are you a life-long learner?** Your training period is the most "learning intense" time of being a JDR instructor, but after your training period is over, you are still going to have to continue learning. Going to workshops, learning from other instructors, learning new choreography, taking dance lessons, taking fitness classes, going to conventions are all ways that you can continue to stay fresh and invigorated as an instructor and avoid burnout. When you hit a plateau and get bored with your own class because you are doing the same things over and over, then you have a HUGE problem. You have to know that you can *always* be better. If you aren't committed to continually learning and freshening your skills, then this isn't for you.
- **Do you have tough skin?** As an instructor it is guaranteed that at some point, you will experience disappointment, uncertainty, fear, rejection and even humiliation. This job is NOT for the faint of heart. Expect to feel these things when you have 1 person or no people show up for class, when you mess up, when you have a wardrobe malfunction, when you are trying out some brand new choreo, when your attendance numbers go down, when your music goes awry, and many other countless scenarios. If you will have trouble dealing with these things and will not be able to learn and grow from them, then this isn't for you.
- **Are you fit?** People need to be motivated by you. You are at the front of the room as the example to others. In order for them to want to put their fitness in your hands, you have to exemplify fitness. You have to work harder than everyone else in that room and make it look fun and enjoyable too. If you aren't willing to take on the challenge of improving your own physical fitness, then this isn't for you.
- **Are you in it for the right reasons?** Do people make a career out of fitness? Absolutely. Should you plan to quit your job when you become a member of JDR? No. For those who work really hard and if you have the time and the energy to devote to this, you can make some money teaching fitness. But keep in mind that in order to be good, you also have to spend money. On your certifications, on shoes, on clothes, on fitness trainings, on travel to get to places where you will learn things, on your ZIN membership. Hopefully, for most people you break even, and as a plus side, you have a built in motivation to workout, a job you love, a reason to buy new clothes, and a new set of friends (your participants, fellow instructors, helpers) that you care about. If you are doing this for the money, then this isn't for you.

So, now that we've given you lots of things to consider, why do you still want to do this? Because you love it. Because you have an urge so great to teach others and be in front of that room, that you just can't be in the crowd any more. Because you have to do this.

