







Association

AQUATIC PROGRAMMING FOR SUCCESS:
THE EBBS & FLOWS

with Sara Kooperman, JD www.WATERinMOTION.com sjkooperman@gmail.com



#### SCW

- MANIA® Conventions
- SCW Certifications
- WATERINMOTION®
- S.E.A.T.® Fitness











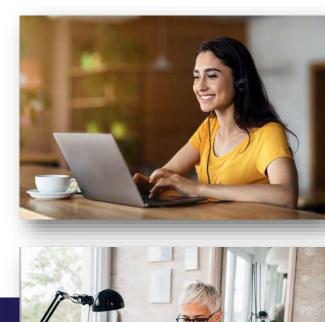






# ONLINE **CERTIFICATIONS**

- Manual
   Exam
- Videos
   LIVE COURSE FREE





### scwfit.com/certs















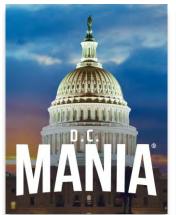


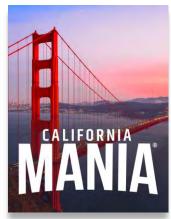
# RESOURCES

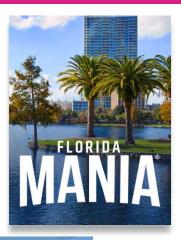
www.scwfit.com

- E-NEWS
- WEBINARS
- PODCASTS

### 7 MANIA® Fitness Conventions



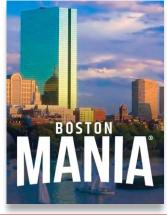












Feb

California Florida March

April

Atlanta July

Dallas Aug

Midwest Oct

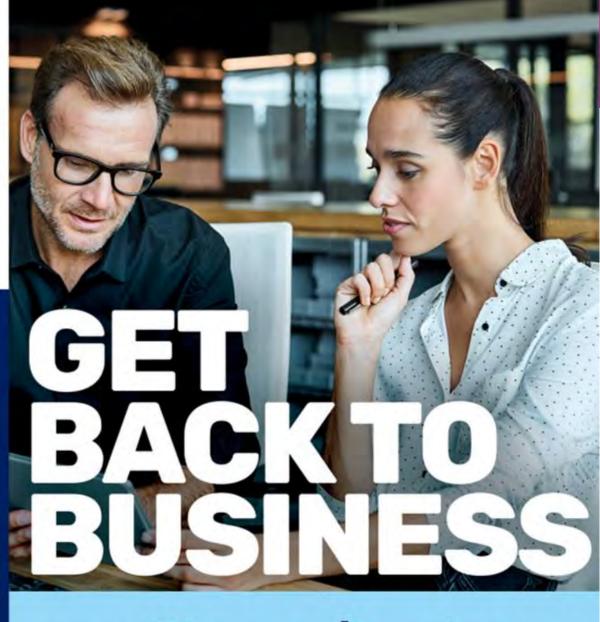
**Boston** Nov





50 laser-focused business sessions exclusively dedicated to:

Marketing Technology Trends Sales Retention Social Media Products Programming Finance Leadership



scwfit.com/business



#### Saturday, Dec 10

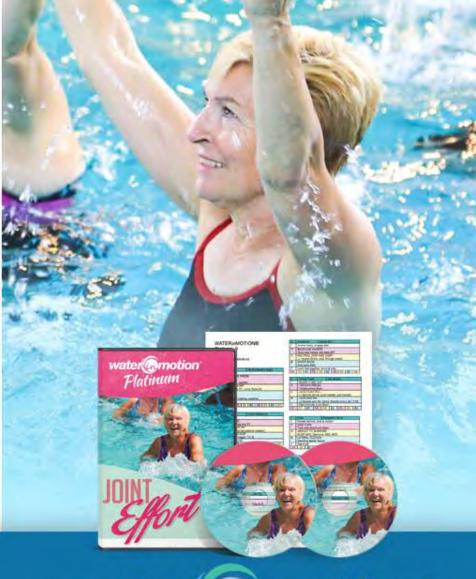
- 30 Sessions
- 15 Top Presenters via Zoom
- 15Hrs CECs: SCW, AEA, AFAA, ACE, NASM & ACSM

TrainerApex.com

# NOW IS THE FOR CHANGE







water a motion

water in motion<sup>®</sup>
Platinum

#### **COMMON ISSUES**











- Aqua exercise is the **weakest link** in our group ex or pool schedule
- Most Aqua Classes are less than full
- Never enough good instructors
- No decent subs
- Always the same people taking the same classes ... not reaching or attracting new participants
- Instructors that won't change their choreography
- Instructors that demand too much time or attention and won't change
- Schedules that revolve around instructor availability, dictating which classes can be offered when
- No marketing resources for Aqua Exercise
- Aqua classes that exist on "islands" separate from other club departments we dont know where they go, pool or group ex?
- Inability to effectively quantify and measure current business success or failure in Aquatics
- Aquatic Exercise departments that operate in the red
- Can't find water instructors

### **OUR CLIENTS NEVER LEAVE**



- ✓ Aqua is a great investment
- ✓ Our clients don't leave!
- ✓ Unless they drown!





### **Member Retention - IHRSA**



- √ 72% retention for Matures (65+)
  - Embrace systems & social diversity, educated, happy, family-oriented
  - Need for physical, mental & social support
- ✓ 70% retention for boomers (45-60)
  - Wealthiest, fittest,
  - Challenge authority, Expect world improvement
- √ 56% retention for Millennials
  - Sports and jobs entitlement, narcissism
  - Technology Influenced
    - Predicted to be more globally civic-minded



#### **ACSM CURRENT COMMENTS**



- ✓ By the year 2030, the number of individuals 65 years and older will reach 70 million in the USA alone.
- ✓ Those 85 and older will then be the fastest growing segment of our population.







# YOUR AQUA PROGRAM





#### **Pools Are Safe**

- ✓ Beginners
- ✓ Older Adults
- ✓ Rehab
- ✓ Cross
  Training

#### **Pools Are Sanitary**

According to the CDC, pool chemicals provide 6 times the strength needed to kill the coronavirus (Covid-19).

#### **Pools Are Valuable**

- ✓ Members "need" a pool can't exercise in their bathtub Your instructors won't leave
- ✓ Your clients won't zoom

# DISCRETIONARY INCOME AND FRIENDS

- 3
- ✓ SENIORS: Aging populations seek social outlets in fitness centers and other activities.
- Reaching this population is crucial as they are faithful members with discretionary income and are likely to bring friends.







# WOMEN SEEK STABILITY & SYSTEMS



- ✓ Women want to know what is next
- ✓ Women feel secure in stable environments
- Women drive kids to school taking the same route everyday
- ✓ Women take the same route to work every day.
- ✓ Women seek stable relationships





# WOMEN SEEK STABLE FITNESS ENVIRONMENTS

- ✓ Women go to the same club for years
- ✓ Women know the front desk staff's name.
- ✓ Women relate to and seek instructors or trainers who are like them
- ✓ Women hold onto health club and facility memberships longer than their male participants
- ✓ Women love fitness stability & systems





### Give them what they want



- Clients know what they want
- And they want it now
- Give them what they expect





### **EXAMPLE OF POOL WITH CAPACITY OF 25**



DAY	TIMES		Class	10 per	25 attending
Mon -	9:30, 10:30, 5:30		3	30	75
Tue -	9:30,	6:30	2	20	50
Wed -	9:30, 10:30, 5:30		3	30	75
Thu -	9:30,	6:30	2	20	50
Fri -	9:30, 10:30, 5:30		3	30	75
Sat -	8, 9:30		2	20	50
Sun -	9:30 4:00		2	20	50
		<b>TOTAL</b>	17	170	425 (visits)



# INCREASE "ROI" RETURN ON INVESTMENT



- Reduce the "I" (the "Investment")
  - Cancel all classes that are less than half-full
  - Cancel 9 of the 17 leaving you with 8
  - Members will REVOLT!
- Raise the "R" (the "Return")
  - Current weekly attendance is half-full or 170 footprints per week
  - Goal is to fill the classes to 425 footprints per week
  - Go from 170 to 425 need 255 more footprints!
  - 255 footprints = 255 ÷ 2 = 127 new/retained members





#### **VALUE**



- > 127 x \$480 (\$40 monthly dues)
- Achieve 50% of target
- Achieve 25% of target

- = \$60,960 annually (15/class)
- = \$30,480 annually (7/class)
- = \$15,240 annually (4/class)





# COMPARE YOUR "BEST" & "WORST" INSTRUCTOR



- ✓ How Many people attend your "best" instructor's class at 9:30am on a Monday morning?
- ✓ How many would attend your "worst" instructor's class at the same time?
- ✓ What if you could give your "worst" instructor the "best" instructor's:
  - MUSIC
  - MOVES
  - CUES









✓ How many more would come to the class?



#### PROVE VALUE = REVENUE



#### How much would you spend to achieve 25% of your goal \$15,240 in annual extra member revenue?

Increased Aqua Coordinator	r salary
----------------------------	----------

Increased instructor wages and incentives

Pool improvements

Pool Equipment

Additional marketing costs

License fees

Increased training

**TOTAL** 

\$2,000 (\$1,000 bonus incentive per 1/4)

\$1,700 (17 class/week, \$2 more/class. 52 wks)

\$2,000 (cleaning, painting)

\$1,000 (noodles, gloves, hand buoys, stereo)

\$2,000 (flyers, emails, posters, back packs)

\$1,200 (\$100 per month)

\$ 990 (10 certs @ \$99/per)

\$10,890 with \$4,250 left over!



Return On Investment (on \$60,960)
Return On Investment (on 50% of income = \$28,140)

over 400% over 200%

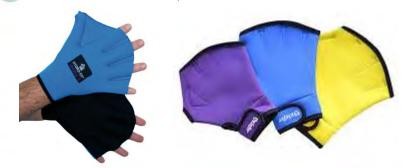
# SPENDING MONEY ON AQUATIC EXERCISE IS COST EFFICIENT



# NEW EQUIPMENT does NOT mean new instructor skills









### Trends from MANIA® Conferences



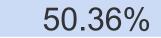
### WHAT TOPICS INTEREST YOU MOST



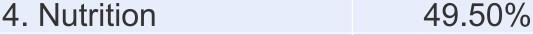


1. Functional training	31.1270
2. Strength Training	51.90%
3. Active Aging	50.36%

**Eupotional Training** 



E7 790/



5.	Exercise	Science	47.21%

6. Personal Training 39.02%

7. Boot Camp/HIIT	38.15%
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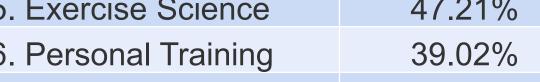
8. Group Cardio 37.20%

9. Small Group Training 35.64%

10. Sculpting/Toning 31.37%







### Trends from MANIA® Conferences

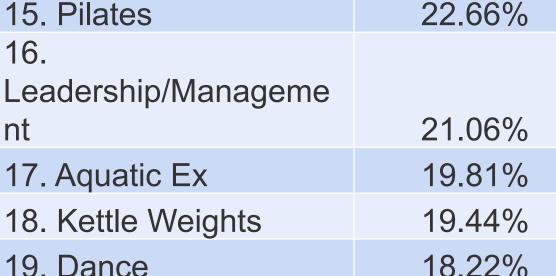
# WHAT TOPICS INTEREST YOU MOST







11. Yoga	28.41%
12. Cycling	27.85%
13. Barre	24.48%
14. Sports Conditioning	23.33%
15. Pilates	22.66%
16.	













#### **NEW WATER PROGRAMMING**

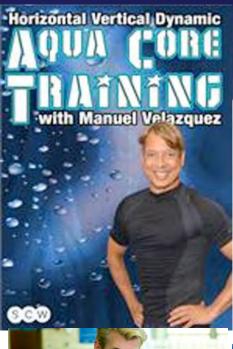


#### ✓ WATER PROGRAMMING

- HIIT
- Tab-Aqua
- Dance
- Yoga/Pilates
- Barre-a-cuda
- Aqua Zen (Restoration)
- WATERinMOTION®



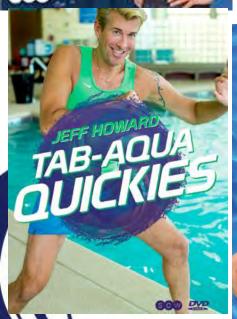


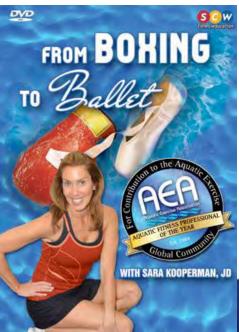


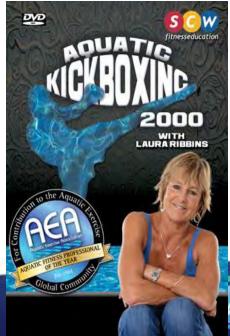


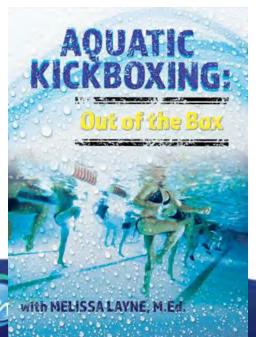


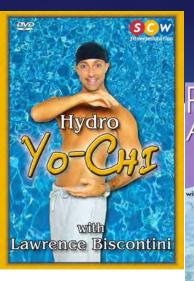














With Sara Kooperman, JD











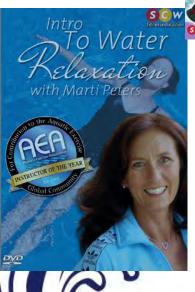
SOW



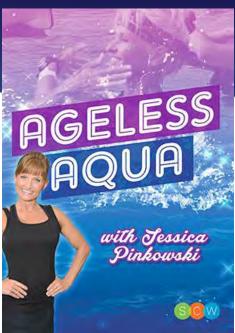
Barre

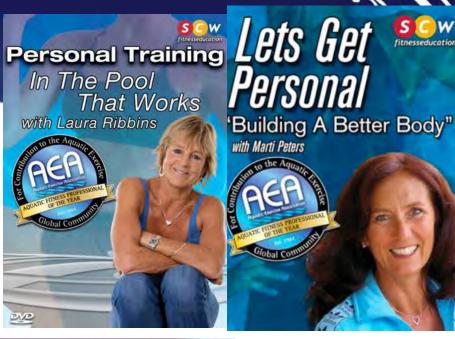




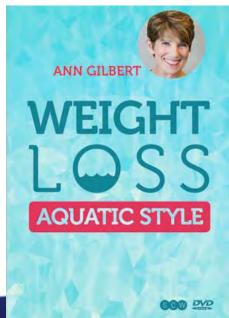


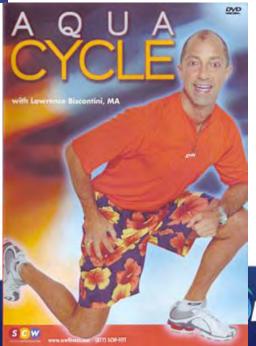














### WATERINMOTION – 14 years





















#### www.scwfit.com/BOSTON



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Li	dicates ses we (in-Perse ecorded	sion is both on) &	FUNCTION & ACTIVE AGING	STRENGTH / CORE	MIND/BODY & RECOVERY	BARRE / EX	CYCLING / BOXING	AQUA (STARTE IN LECTURE)	NUTRITION	EX SCIENCE / LEADERSHIP	BUSINESS	Give your fitness the attention it of scwfit.com/br	dener
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Ī	FR2	9:45am- 11:00am	Broart Strength for the Ageless Female	(Liw integer Training)	Floweig Yoga For Chakra Busincony Velacous	Lood, Lift & Live Better! Apper	Poplat Aught 2 to Historida	HEF the Wall Gilbert	Katogune Diese History and Applications Hyde	EXPO SHOPPING E Siber Sheap flac overy Adaptation Claim flamatic	n 9.45am n Figure Small Group Mayo	FR2	i
Γ	FR3	11:15am- 12:30pm	Build Butter Aging Body Balancia Roberts	Pro Ambre Core Coreditioning Robinson	TayiFit Original Flow	Improve Your Man West Taylor	Submitted: A DJ Saved My Life Acces	Water Works Valengerz, Kalji & Carcalini	Maurispania Managanias Layrie	Emerge Systems Hede	Biglishing Your Worldward Brand Screen Glock	FR3	5
	FR4	ETEROPE I CI-1/per-citique SEESON 2 Citique Cigna	Where Functional Teaming Meets Yun - Rostlyland SESSICH 2	Armed & Dargatous Carvatho SESSION 2	Other Yoga for the Years) of Heart - Respection SESSION 1	Burn Burnth Aquel SESSION 1	Curtoniar Rehards MESSON 2	Smart Sata his Aqua Dumbhada Kulp SESSION (	Sparts Supplements A Security Man SESSON 1	A Range Towards before House supergase SESSION 1	Solding Sused Salve Discovered SESSION 2	FR4	1
	FR5	3:00pm- 4:15pm	Arthetia Exercises: From Head to Lise Conti	BHOPPING 12:15pm-3:00pm  Build & Solten Busily Carsalins  SHOPPING 4:00pm-5:00pm	The Breating Clinic Hill	Fit By Humbers Georges	Schwinstell HIT & Quit fill Hoog	Lathauth Spaan: Dancing with Aquatic Principles Figueroa	Feubrition Math - Calorina Sname and Stor, Oh Myl Youle	EXPO SHOPPING 12:15p Shielding for Strength Flexible Foundations Forest Flexible Foundations Forest Flexible Foundations After 5 flow EXPO SHOPPING 4:00p	Pump Up Your Productions east	FR5	
Г	FR6	4:45pm- 6:00pm	Eath Vitament Filips Tools	How to Master the Deadlift	Flore Fran & Be Spreen-Click	Agany Abany Lapres	Schwereth Polisheig Stamonds Hepp	FGG Stanuagh Through the Ages Kules, Carvelles & Gilbert	Microratriama Broken Down L. Howard	Cifetong Leasures on Leadership Stansons	Picture of Group Ex: E.PT. Picture Mosperman Respo. Velopopaya & Biochardo	FR6	
T	FR7	6:15pm- 7:15pm	OSO ATNESS DOL		The Art of Figur Yoga Busics Cooli			Tuy it Off. Alpus Style Layre	RESISTER FOR MANIA' R AND ENJOY 100 SESSIO		III.MI	FR7	
	SA1	7.30am 8.45um	SEAT Supported Selected for Agels as Training Climat	Creatise Compounts Garners	To Cit - Verageto - bist Flasher Herop	Kidar Karada. Bisharda	Reputing Hear Street Street Agents	Tall-Aque Quectino	Factor Parlaments	Term Laurence ying Taum Miningston fallon	Fields & Frequence Seeman	SA1	
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t	SA3	11:15am- 12-30pm	Inchesses Functional Transver- features Fourself Multinx	Arm Cardy Alpel	Core Yoga Strong	Straker Kickboaring Spring Great	Sichnetram Vanns Fred Trenck Thomas	Labourin Sprach Comm Water Creational Health out Amalier	Metabolism Facility Chaca Digality	Cheir Austrummeri & Esercius Santobur Betterdurf •	Stocked Media & Orandony Far Fit Press Brohands	SA3	411
F	SA4	Accounts to	Fail Crussed State 3 transact SESSION 1	Mine Van Core De Late Way Brid Spars States Van States Van	Harry To Cleans	Guraf & Super Cartain Captor SEESOW 2	Supplier Block Claude Supplier Applier SUSSISSES	Process to the filest Desider as \$63,000 T	Manual Virtal You Specific Stands L. Promoted URINGON 2	SHOPPING 16 45am 11 15am Forter (Protein Makes Perfect (Jacksonsk)	1/ 12-15gm 3-90pm Suspensive Marketty Pin Grands & Professory Normannie - EEEESIGN 2	SA4	- Amiliana
L	SA5	3:00pm- 4:15pm	Laffinatili Filmess. Sattres Agenty for Ad- run. Amatel	Eurosit Eurosit J. Françoit	Fascia ROM & Fleebilty Velocities	Warning Wenkouth Spream-Chick	Design Your Legendary Tearth Training Department & Regain	Ab Arusnai Giffren	Wife You Can't Street Earning Digates	Greath of a Mustar Carry	For 2022 For 2022 Folkson	SA5	
г	SA6	4.45pm-	Mouseau Sunday for Paint Free Movement	SHOPPING & 00pm-5-00pm SLOT- Shengthen, Langthen, & Torm	Active Sensovery Fue Setter Sensola	Suisten Better Bultu	Admyrania Maday vaca Gran	HID Total budy Blass Orbitolists	First that captures Dignals	EXPO SHOPPING 4 50p Expectant Printers Wife Terrory Martine	m-E dom  Abanagamani Scaneri Maca	SA6	il
t	SU1	7:30am- 8:45am	Recovery Techniques for ASSAS Agens Toda	Journey W. Inc Core Bellevidor	Muscle Cure : Happy Hon & Healthy Backs Fullor	Multing  How to Handle  Physiothrophy  D. Robinson	Reference Van Theore	Barracuda Brioty Kulp	Torn - Complete	Francisco Visat Francisco Directos Artistos	Granding the line Experience Voluments	SU1	ii
Ī	SU2	9:00am- 10:15am	Barry & Barry & Balance Kurp	Group Mobility & Strength Bettesdurf	Tai Che e Yuga n Bamboo Pulinan Roos	Slada is no Youz Strateger Self Taylor	Scientisch: Dry-14: Broad hitchie Fusion Theory	Upo & Downing of Agess Carvatho	The Stage Edy & Homestern Come Come	Alterna y Pro- Paylo Clamano Caplo	Francisco Sanctin Section	SU2	4
	SU3	10:45am- 12:00pm	Agility for Active Agers	E-OUT SHOPPING 10/90am 1: Lines Body Self Cure Betterdorf	60ges Huster Voga Stretch Workschop Theses	5 Securità To Impetived Flambility Fultur		Aigus Excellence for the Active Ager Vetaguez, Carvatho & Kulp	Mary Calmins II for Thomas Work Dogstry	CPO CLOSE-DUT SHUPPING Cream Part Bellat Cont	50:00-pm - CODpm Dropping Marcons Introduction Marcons Proceeding United	SU3	Paralle ave
	SU4	12:15pm- 1:30pm	H. LE.T. Pressore Chause Gazanes Gallen	Setting to the Core Core Treating Methods Assimo	Routin & Stronglijen Pristes Mat/Tei Cro Hill	EMH Easy Moderate Hard		All Solutely Assus CarvaPre-	Revenue the Aging Processes With fruittien	Santa Santa American Standard State Section	15 Ways To Resources Your Continut	SU4	iľ



#### **CREATE A SYSTEM**

✓ Only add in a "program" NOT a "class"

✓ Have at least 3 instructors able to teach the "program"

- Choreograph together
- Rehearse as a team
- Substitute at least twice before you teach
- Video your own staff Share the video!
- ✓ Test a new program
  - Trial on a group (fellow instructors, favorite class)
  - Roll out the program slowly





#### **RULES OF THE ROAD**



- ✓ Offer the class at least 3 times a week
- ✓ Make instructors use the same cues
- ✓ Name a class and teach the class satisfy member expectations
- ✓ Update the program regularly every 12 weeks
- Get good subs!





## REVIEW THE STAFF REGULARLY

Evaluate each instructor at least every 6 months (prefer 3):

Keeps instructors focused

Allows **coaching** opportunities

And be a coach, not a policeman

Use your iPhone and let them evaluate themselves!









#### **SELECT THE RIGHT STAFF**



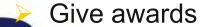
- ✓ Take the drama out of the department
- ✓ Its not about how many certifications you carry
- It doesn't matter your body type
- ✓ Or who your **best friend** is
- ✓ Its just about numbers!





# THE TEAM CAN NOT PLAY TO WIN IF

- Count attendances in every class
- Assign 3<sup>rd</sup> party to count & record life guards, front desk staff, housekeeping, managers (GM on duty
- Compare statistics and publish
- Have a book
- Post numbers



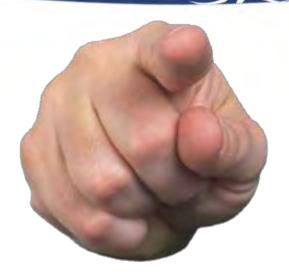




### TAKE ACTION

3

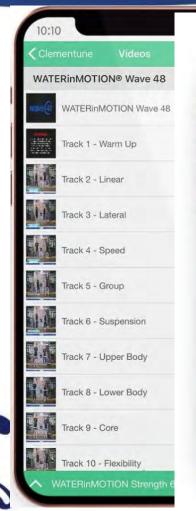
- Review timetable quarterly to maximize attendance
- Identify top instructors and programs
- Keep your best staff satisfied
  - Find out what makes them happy
  - Discover what their goals are
  - Clone what they do and how they do it
- ✓ Take action on under-performing





### MAKE IT EASY TO BE A

"TEAM"









### www.scwfit.com/APP













# #1 Website Visit – SCHEDULES #1 Brochure taken from the Club

- ✓ Open the schedule on your phone
  - ✓ Pool Hours & Group Ex
- ✓ Can you read it?
- ✓ Is it attractive?
- ✓ ADVERTISE!!!
  - Membership Specials
  - PT Aqua Session Discounts
  - Private Swim Lessons
  - New Programs





## Put the Class Schedule up



- ✓ Put the Class Schedule up
- ✓ Pool Schedule
- ✓ Group Ex Schedule
- ✓ Schedules have the #1 open rate on a website!

### SPRING 2022 | EXAM WEEK | MAY 7-12 SATURDAY, MAY 7 MONDAY, MAY 9 TUESDAY, MAY 10 WED, MAY 11 THURS, MAY 12 SUMPERFEM BECK DEOLL STEENGTH + TONE SUMPRISE FLOW BSCCA | DBOLL MICHELECTIANESHE CARDIO CORE MICHELIE LEE | LA KES DE 400-5:15 RM 1200-12:6 RM S: 10-6:20 PM CV: UR SITEMALS AND ARMS CW1645 LIW A TEMESTIC HE CAL DROLL MAT PHATES ZUMBA VEKET LANSIDE 5:10-6:10 PM V III 'A SA FLOW SIGN-SISO PM MAT PILATES SUNDAY, MAY 8 5:10-6:15 PW MARY DEGLE LOUIS MEGA JETH PRINCIPLING MARK LANSING 690-790 PM T:00-0-00 RM RESTORE-ROWYOGA LOUIS DIROLL CARDO DARCEMENTO BUSSELL LA RESIDE W ENCEDES (LANESIDE LEE A PRIMERSIDE 6:10-2:10 PM SCAN FOR FULL CLASS DESCRIPTIONS PLEASE NOTE: NO GROUP EX MAY 13-16 SUMMER SCHEDULE DEGINS MAY 18 STRESS MANAGEMENT TIPS 4-4-8 BREATHING EXERCISES GO POR A WALK: EAT, DRINK, AND SLEEP: Walking promotes the release of 4: Inhale through your nose for 4 sec. Food and water are brain fuel! Eat 3 meals a

endorphins!

Experience natural relaxation and

relief from a guick walk around

campus or Audubon Park.

7: Pause your breath for 4 sec.

8: Exhale slowly out your mouth for 8 sec.

REPEAT 4X



day and have snacks on hand!

Sleep is essential for memory formation.

Sie ep deprivation can impair your ability to

retain information.

## **Group Ex Schedule**

- ✓ Printable Schedules #1 Physical takeaway!
- ✓ Website #1 Click-Through
- ✓ Always <u>downloadable</u>
- ✓ Always <u>QR Code</u>
- ✓ Add in specials! & Website <u>Pop-ups</u>











SATURDAY, MAY 7	M ON DAY, MAY 9	TUESDAY, MAY 10	WED, MAY 11	THURS, MAY 12
AMAIC PRODUME  THE	BOOTCAMP MICHELELEE   LANESINE	SUISEEFEW SECK DEOLL	7:00-000AM STRENGTH+TOKE MICHELELEE (IA MESIDE	SUMPREFIELD BOLL
1945- II; SAM ZUMBA VEKE] LAKESDE	S00-250 PM MAT PRIATES RACHE   GROCLE	450-5/15 RM CYCLE 45 CHUY A   BWERSHIC	1200-12:5 FM IGHTE+FLOW SECAL DBOLL	S: 10-6:30 PM CVC IQ: BITGERIALS AND ABN JEEF [REVERSION
SUNDAY, MAY 8	SIGN-6(15 PM CYCLE 45 JEFF   RIVERSIDE	WASA ID BOTT AN AND STORY OF S	SIGN-SSOAM MAT HEATES LOUIS (MBCOLL	5:20-0:00 PM ZUMBA MARK LANESIDS
MARK LANESIDE	6,00-7,00 RA  RESTORE-ROWYOGA  LOUIS (DIROUL	620-720 PM CARDO DANCE PARTY BUSSELL   UN RESIDE	7:00-0:00 RM 9:39 M ERCEDES  LAMESIDE	
TELVINASSIE	OCO-530 MM		SCAN FOR FULL CLASS DESCR	PT ONE BENEFIT

### STRESS MANAGEMENT TIPS

4-4-8 BREATHING EXERCISES 4: Inhale through your nose for 4 sec. 7. Pause your breath for 4 sec. 8: Exhale slowly out your mouth for 8 sec. REPEAT 4X

GO FOR A WALK talking promotes the release of

erience natural relaxation and relief from a quick walk around campus or Audubon Park.

EAT, DRINK, AND SLEEP:

SUMMER SCHEOULE DEGINE MA 18

Food and water are brain fuel! Eat 3 meals a day and have snacks on hand! Sleep is essential for memory formation. Sie ep deprivation can impair your ability to retain information.



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GROUP EXERCISE | SPRING 2022 | JAN 25 -MAY 4



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STAYING UP-TO-DATE

ON CLASSES: SIGN UP FOR THE SMALL LIST AND

DOWNLOAD THE YERROW IN

# Compare water to land – ENGAGE & ADVERTISE



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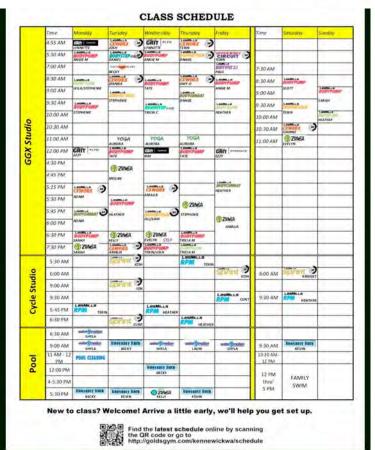
### GROUP EXERCISE | SPRING 2022 | JAN 25 -MAY 4



## Make it Attractive - Use Color!



TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:00	GRIT SERIES	LESMILLS O	T m L S ∈ Sergey	Y@GA Vijay	TATAS E Sergey		
8:00	Y@GA Vijay	BODYPUMP	Fiona	BODYPUMP O	BODYCOMBAT O	LESMILLS O	LESMILIS 0
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12:10	LESMILLS O	BODYPUMP O	BODYCOMBAT O	LESMILIS 0	BODYPUMP O	CXWORX	BODYPUMP O
13:10	SH'BAM O	LESMILLS ()	CXWORX	LESMILLS O	CXWORX	BODYPUMP O	LESSELLS O
16:00					BODYCOMBAT O	@ ZV/MBA Erick	
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17:30	GRIT SERIES			GRIT SERIES			
18:05	Pilates PITNESS Maru	Ivana	BODYCOMBAT O	CODYPUMP	BOOVPUMP Erick	LESMILE 0	Erick 9
19:10	Trick	BODYPUMP O	2VMBA Erick	Y GA Vijay	19:30 Emma	LESMILLS O	BODYPUMP O
20:10	Fiona	Vinyassa YOGA Vijay	SHBAM O	LESMILLS O		BODYCOMBAT O	LesMills O
21:15	LESMILLS RODYPUMP O	BODYCOMBAT O	LESMILLS O	BODYPUMP O			





### **Celebrate with Events**



- ✓ Always have a reason to celebrate
- ✓ Program Events
- ✓ Advertise through
  - Emails
  - Text Cell Phone #s (eztexting.com 5 cents per)
    - Text 150 characters
    - Images engage people & can be reposted
  - Facebook
  - Instagram
    - Pintrest
  - TickTock





# LAUNCHES ATTRACT NEW AND **RETAIN MEMBERS**

Launch a new program or run a re-launch - every 3 months
Host an event to honor existing members – bring a friend!
Spring, Summer, Fall, Winter (\$40 per month membership dues)

New Members	Each Event	4 Events/year
1 7	\$500 \$3,500	\$2,000 per year \$14,000 per year
15	\$7,500	\$30,000 per year







### **MARKETING**

- ✓ No advertising budget
- ✓ No design assistance
- ✓ No production assistance
- ✓ No support

✓ Answer is to DO IT YOURSELF!

www.waterinmotion.com/marketing



































# EZ Texting & Instagram Images & Messages

- ✓ See what's happening this Valentines Day Tues. Feb 14 at 9:30am at the Y Share the Aqua LOVE & bring a friend! <a href="https://www.mcgawYMCA.com/valentine">www.mcgawYMCA.com/valentine</a>
- ✓ St Patrick's Day Splash: Join us at Golds Pool for a Charity Water Workout <u>\_</u> Guests welcome! Tues 3/14 at 10am <a href="www.GoldsGym.com/lucky">www.GoldsGym.com/lucky</a>
- ✓ Cinco De Mayo Pool Party for members all guests welcome A friend fiesta! Fri. May 5 at 9:30am RSVP
   here: www.ChicagoRecCenter.com/fiesta











## **System for Information**

3

- ✓ Name the Event Holiday, Celebration
- Provide a DAY and DATE
  - Members like a reminder of what day of the week that it is
- ✓ Provide an exact Time
- ✓ Provide the Location
- Remind them to BRING A FRIEND
  - Get ready for a membership drive
  - Coordinate your live marketing
- ✓ Do you want an RSVP
  - Can you build a microsite with more details
    - **Clever Name**
    - Have non-members register (cell ph & email required)



### YMCA MARKETING KIT











FREE CLASS PASS	FREE CLASS PASS	FREE CLASS PASS
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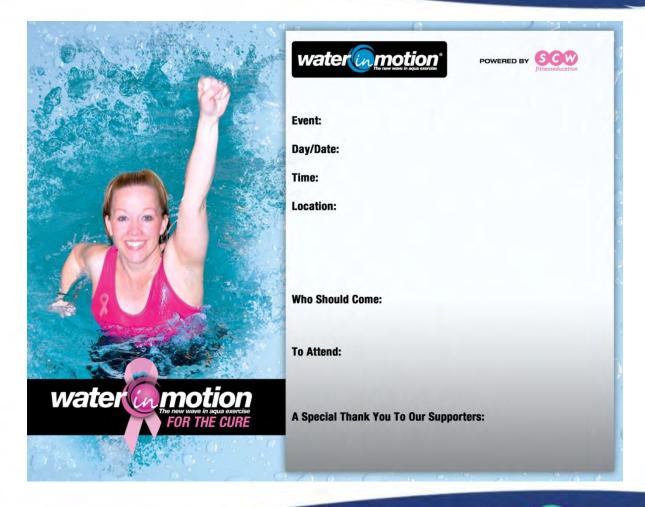
# WATERINMOTION® MINI-POSTER







# ADOBE-WRITABLE 8 ½ x 11 MINI **POSTER**







# ADOBE-WRITABLE 8 ½ x 11 MINI **POSTER**





POWERED BY

WATER in MOTION® Launch Event:

Saturday, June 9, 2012 Day/Date:

6:00pm - 9:00pm Time:

**Forever Fitness** Location:

> 1313 Quadricep Lane Tricep Corners, WI 2000

888-777-6666

### **Who Should Come:**

Everyone! Men, Women and Children! Bring your family and friends to this event!

### To Attend:

Come to this exciting event! Bring a non-member and attend for FREE! Enjoy fun give-aways, fantastic raffles and membership discounts! Don't miss out!

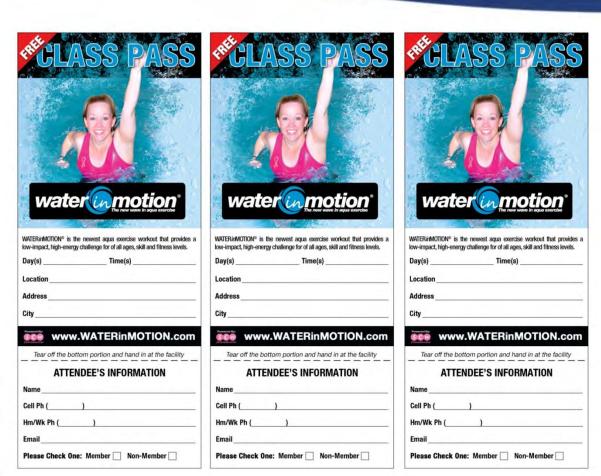
A Special Thank You To Our Supporters: ABC FITNESS, ACME YOGA, XYZ SPA





### FREE CLASS PASSES

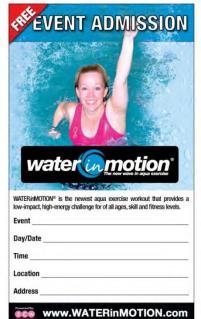






# FREE EVENT ADMISSION **PASSES**







	VENT ADMISSION
W	rater motion
<b>W</b>	The new wave in aqua exercise
	TION® is the newest aqua exercise workout that provides a
impact, l nt	nigh-energy challenge for of all ages, skill and fitness levels.
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	WATER: MOTION
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	ATTENDEE'S INFORMATION
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# **INSTRUCTOR TRACK ASSIGNMENTS**





### INSTRUCTOR TRACK **ASSIGNMENTS**

PROGRAM:

RELEASE:

SPECIAL INSTRUCTIONS:



	NAME	EMAIL ADDRESS	CELL PHONE	OTHER PHONE
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## **CLASS PUNCH CARDS**



		ATTEND 10 CLASSES water motion
AND RECEIVE:	AND RECEIVE:	AND RECEIVE:
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# **EVENT INFORMATION HANDOUT**

### The SIMPLE Launch

Set qoals - why are you launching? (new memberships, new participants, retention, etc.) Set concrete numbers and set expectations.

Instructors - These are your most valuable Group Ex resource! Get them all on board and include them in the entire process

Marketing Kits- Use them both INTERNALLY and EXTERNALLY. Our SCW Launch Kit flyers are mini-posters perfect for posting around the club, pre-school, grocery store and coffee shop. The session passes must be given away liberally to drive people to try your facility, and sign-up sheets to encourage enrollment and provide a way to track membership sales. To reward your attending members and sell sessions, use the punch cards.

Plan - When, where, who, budget?

Let people know- Get the word out using the marketing kit.

Enjoy - the event and evaluate!







### WHO SHOULD TAKE WATERINMOTION®?

This class is for anyone who needs to improve cardiovascular endurance, muscular strength, range of motion or flexibility. WATERinMOTION® addresses the physical fitness needs of participants of all ages. Exercisers who might especially benefit are those who want to improve the tone and function of their entire body with continuous resistance and limited impact.

### WHAT IS WATER in MOTION®?

Based on the Principles of SCW Fitness Education's Aquatic Fundamentals program, WATER in MOTION is a pre-choreographed, vertical exercise program that meets the cardiovascular and musculoskeletal training needs of aqua participants in under an hour. WATER in MOTION® focuses on the unique properties of water and how this physiology can enhance and elevate your exercise experience. Dive in and experience the newest wave in water exercise!

### WHEN CAN YOU EXPERIENCE WATER in MOTION®?

Your facility will list the offerings on the club group fitness and/or pool schedule. You can get a total body workout in under an hour that will strengthen, condition, and motivate you. Feel invigorated by the water and confident in your knowledge that each WATER inMOTION® experience will be safe, fun, and effective. This is not your ordinary water workout - WATER in MOTION® delivers consistent results and variety in a quality controlled method developed and choreographed by the world class faculty of SCW Fitness Education.

### WHERE WILL YOU FIND WATER in MOTION®?

Fine fitness and aquatics facilities all over the U.S. license the privilege to offer this amazing new program - ask for it in your center! Think you might have what it take to teach WATER in MOTION® ? Look for instructor trainings at each and every MANIA event across the country!

### WHY IS WATER in MOTION® DIFFERENT FROM TRADITIONAL **AQUA EXERCISE?**

This experience was created by veteran instructors who appreciate the burden music selection and choreography development placed on instructors. This fabulous package addresses those concerns in a way that is at once efficient, effective, and exhilarating! No longer will your agua experience be solely dependent on the knowledge and creativity of one instructor. The choreography for WATER in MOTION® is developed by a proud recipient of the AEA's Global Award for Contribution to the aquatics industry and a host of other top aquatics professionals.

### HOW DO YOU SIGN UP FOR WATERINMOTION®?

Show up with your suit, a towel and high expectations! You can take 3-5 times a week! Results will continue as you learn to increase the intensity of your workout at your own pace. WATER in MOTION® will improve the overall tone of your body and conditioning of your heart. Gain strength, endurance, and confidence with WATER in MOTION®. Catch the next wave in aquatic fitness!





### SIGN-IN SHEET W/ WAIVER







WATER in MOTION® **LAUNCH** 

**SIGN-UP:** 

**EVENT:** 

DAY/DATE:

TIME:

LOCATION:



I agree to hold harmless

, their company, owners, directors, employees, instructors, trainers, staff, staff and sponsors

from any and all liability arising out of this event/class including, but not limited to: muscle strains, tears, pulls, broken bones, miscarriage, death, and any and all illness, or loss of my personal property. I understand the risks involved with participating in this strenuous event and may attest that I am in sound physical condition. I also understand that I may be videotaped, audio-recorded and/or photographed during this event and may use the images for any and all purposes.

NAME	EMAIL ADDRESS	CELL PHONE	OTHER PHON
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# **INSTRUCTOR RECRUITMENT POSTER**





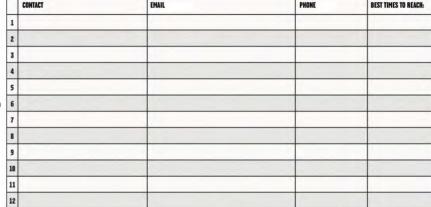
### JOIN OUR WATER in MOTION® **TEACHING TEAM! GO FROM BACK OF THE POOL TO THE DECK!**

- · If you have a passion for change, and love to help others...
- · If you adore working out and want a FREE fitness facility membership...
- · If you've thought about teaching, but were afraid...

Les Mills provides you all the tools to succeed - Music, Choreography and **Cuing! We give you EVERYTHING!** No experience necessary, just a passion for fitness required! Contact our **Group Fitness Department TODAY!** 

**CLUB NAME:** 

ADDRESS:



















AQUATIC PROGRAMMING FOR SUCCESS: THE EBBS & FLOWS

with Sara Kooperman, JD www.WATERinMOTION.com sjkooperman@gmail.com

