



DISTRIBUTED BY **SCW**
fitnesseducation



WISHING
YOU A
HAPPY
PURIM



CALORIES

AVERAGE
500
BURNED

DURATION

55
MINUTES

EXERCISE TYPE

GROUP AQUA
EXERCISE WORKOUT

INTENSITY

LOW IMPACT,
HIGH-ENERGY.
YOU DETERMINE
THE INTENSITY

MUSIC

THE LATEST INSPIRING
SING-ALONG TUNES

EQUIPMENT

NOODLE

RESULTS

INCREASES STRENGTH & ENDURANCE
TONES AND SHAPES
MAINTAINS HEART HEALTH

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water in motion[®]
The new wave in aqua exercise

Event:

Day/Date:

Time:

Location:

Who should come:

To attend:

**CALORIES**

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500
BURNED

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water in motion[®]
The new wave in aqua exercise

Event:

WATERinMOTION[®] Launch

Day/Date:

Thursday, March 15, 2014

Time:

6:00pm - 9:00pm

Location:

**Forever Fitness
1313 Quadracep 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!

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FREE EVENT ADMISSION



WATER*in*MOTION® is the newest aqua exercise workout that provides a low impact, high-energy challenge for of all ages, skill and fitness levels.

Day(s): Time(s):

Location:

Address:

City: _____ State: _____



Distributed by:

SCW

Tear off the bottom portion and hand in at the facility

ATTENDEE'S INFORMATION

Name _____

Cell Ph ()

Hm/Wk Ph ()

Email

Please Check One: Member ☐ Non-Member ☐

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FREE CLASS PASS



water in motion

CALORIES	DURATION	RESULTS
AVERAGE 500 BURNED	55 MINUTES	INCREASES STRENGTH & ENDURANCE TONES AND SHAPES MAINTAINS HEART HEALTH

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INSTRUCTOR TRACK ASSIGNMENTS

PROGRAM:

RELEASE:

SPECIAL INSTRUCTIONS:



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	NAME	EMAIL ADDRESS	CELL PHONE	OTHER PHONE
TRACK 1				
TRACK 2				
TRACK 3				
TRACK 4				
TRACK 5				
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TRACK 11				
TRACK 12				



waterinmotion®
The new wave in aqua exercise

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THE SIMPLE LAUNCH

SET GOALS-

WATERinMOTION® is a pre-choreographed, group exercise aquatic class that changes the music, choreography and marketing every 12 weeks. This provides an excellent opportunity for a facility to attract new members, grow the participation base and increase class retention. By encouraging members to bring their non-member friends, family and colleagues, the goal is to have a full-blown party, or simple master class every twelve weeks to encourage member involvement and attendance growth. Set goals for this launch . . . Try to get at least 20 new people to come to your facility that have never dipped their toe in the water before . . . Try to have at least 10 of them "Sign up today"! Set up a one-day-only discount. Offer an enroll-now promotion. Work with you sales and marketing staff to really WORK the launch and make it WORK for you!

INSTRUCTORS-

Both aqua and land group exercise instructors are your most valuable resource. Ensure that you include them in the launch process. Have everyone in the club wear costumes for a full week before the launch. Everyone has a costume in their attic or a kid's cape hanging around. Have the front desk staff wear a Queen Esther costume or a batman or superman cape. Have all the instructors dress up, or at least make an announcement before and after class. Have the sign-up sheet right inside the door of the pool or in the locker room with a pen attached so the instructor can get their students signing right then and there.

MARKETING KITS-

Our WATERinMOTION® Launch Kits are adobe-writable and allow you to type in your personal club's information. The mini-posters can be personalized and posted in the locker rooms, bathrooms, front doors, and at local businesses around your area – coffee shops and schools work well. The session passes drive people to your facility and the sign-up sheets encourage enrollment and provide a way to track sales. The punch cards offer 10 or 20 class passes that allows a facility to charge for a class or simply encourage participation. If a facility does not charge for classes, they can enter in an expiration date and once a student participates all 10 or 20 times, they would be entered into a drawing to win a discounted personal training session, or \$25 gift certificate at a pro shop or sporting goods store, or a neighboring restaurant.

PLAN-

Planning every detail is important. Have everyone in the facility involved. The sales staff should be onsite to welcome new participants and take them on tours. The personal training staff should check-in people at the front doors with business cards in hand. Even the towel crew should be available to meet and greet potential and returning members. Create a detailed outline of what your participants can expect on your launch day. This should include the who, what, where, when and how of the event.

LET PEOPLE KNOW-

The best way to get people to your launch is by getting the word out. Use the marketing kits, have your instructors wear costumes along with the front desk staff and trainers. Announce, announce, announce and pass out event passes at every turn. Tape the passes to all the cardio machines, leave the classes by the sinks in the bathroom and display them proudly at the front desk. Check with your local newspapers and radio stations to announce the events. Many of them will do this free of charge if you only make the time and effort.

ENJOY-

Don't forget to have fun! Make it a party, the place to be. Get excited and spread the word!

WATERinMOTION® LAUNCH SIGN-UP:

EVENT:

DAY/DATE:

TIME:

LOCATION:

I agree to hold harmless

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

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

may use the images for any and all purposes.

	NAME	EMAIL ADDRESS	CELL PHONE	OTHER PHONE
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JOIN OUR **WATERinMOTION**[®] TEACHING TEAM!

GO FROM IN THE POOL ON TO THE DECK!

FACILITY:

- Have you ever thought about becoming a group fitness instructor in a low impact environment that yields HIGH IMPACT RESULTS?
- Are you interested in making money doing something that you LOVE?
- This pre-choreographed program gives you all of the moves and music you will ever need.

CONTACT PERSON'S NAME:

LEARN TODAY - TEACH TOMORROW! Sign Up Here...

PHONE:

EMAIL:

	CONTACT	EMAIL	PHONE	BEST TIMES TO REACH:
1				
2				
3				
4				
5				



INSTRUCTOR OF THE MONTH

**Click Here
to add a
head shot**

MEMBER OF THE MONTH

**Click Here
to add a
head shot**



INSTRUCTOR OF THE MONTH

Kelly Smith

Bio for the instructor of the month goes here. Bio for the instructor of the month goes here. Bio for the instructor of the month goes here. Bio for the instructor of the month goes here. Bio for the instructor of the month goes here. Bio for the instructor of the month goes here.



MEMBER OF THE MONTH

Mark Johnson

Bio for the member of the month goes here. Bio for the member of the month goes here. Bio for the member of the month goes here. Bio for the member of the month goes here. Bio for the member of the month goes here. Bio for the member of the month goes here.

