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water in motion®
The new wave in aqua exercise

DISTRIBUTED BY: SCW

MORE COLORFUL WATERS

CALORIES	DURATION	EXERCISE TYPE	INTENSITY	MUSIC	EQUIPMENT	RESULTS
AVERAGE 500 BURNED	55 MINUTES	GROUP AQUA EXERCISE WORKOUT	LOW IMPACT, HIGH-ENERGY. YOU DETERMINE THE INTENSITY	THE LATEST INSPIRING SING-ALONG TUNES	NOODLE	INCREASES STRENGTH & ENDURANCE TONES AND SHAPES MAINTAINS HEART HEALTH

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

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Event:

Day/Date:

Time:

Location:

Who should come:

To attend:

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MORE COLORFUL WATERS

waterinmotion®

The new wave in aqua exercise

Event: WATERinMOTION® Launch

Day/Date: Thursday, May 9, 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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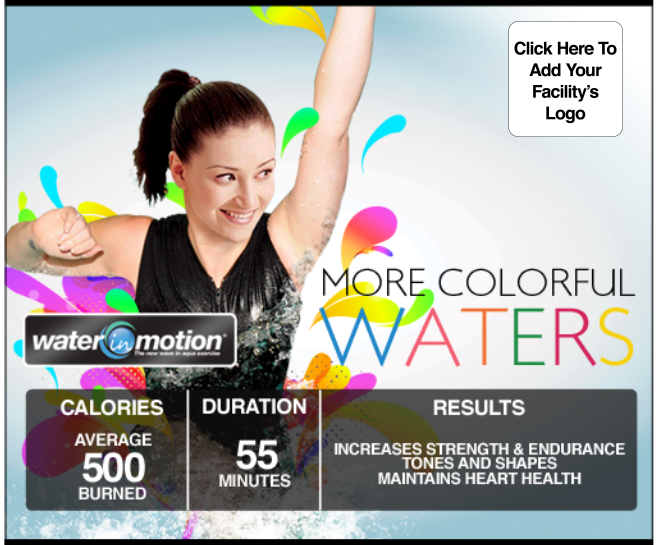
CLASS PASS



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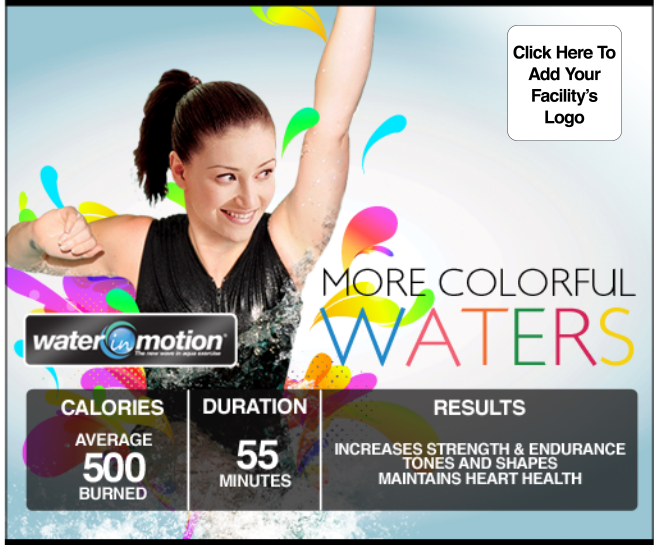

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INSTRUCTOR TRACK ASSIGNMENTS

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				
TRACK 6				
TRACK 7				
TRACK 8				
TRACK 9				
TRACK 10				
TRACK 11				
TRACK 12				

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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 get involved in promoting your upcoming launch by having the instructors engage their class participants, the front desk staff sign people up, and any additional staff help put up the marketing materials that are provided. Also, have the sign-up sheet right inside the door of the pool or in the locker room with a pen attached so that instructors can get their students signed up 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 marking 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!

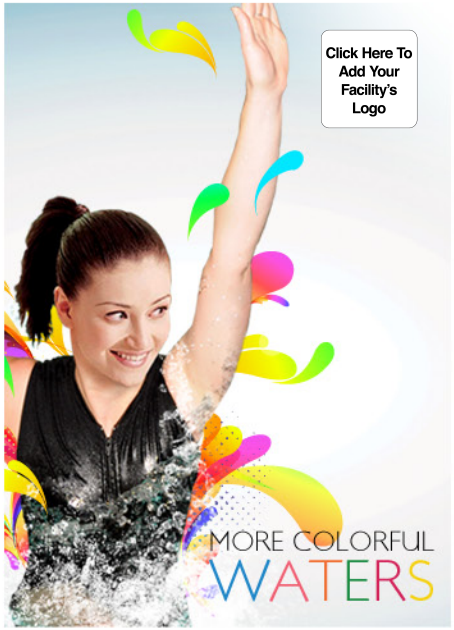
WATER*in*MOTION®
LAUNCH SIGN-UP:

EVENT:

DAY/DATE:

TIME:

LOCATION:



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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.

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JOIN OUR WATER*in*MOTION® TEACHING TEAM!

GO FROM IN THE POOL ONTO 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 to teach this fantastic aquatic exercise program.

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.				
6.				
7.				
8.				

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INSTRUCTOR OF THE MONTH

Click Here to add a head shot

MEMBER OF THE MONTH

Click Here to add a head shot

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

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10 CLASSES Name: _____ Click Here To Add Your Facility's Logo

Exp Date: _____ water in motion Distributed by: SCW

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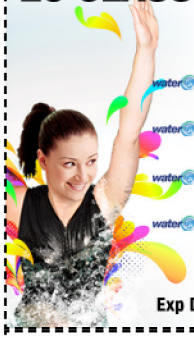
20 CLASSES Name: _____ Click Here To Add Your Facility's Logo



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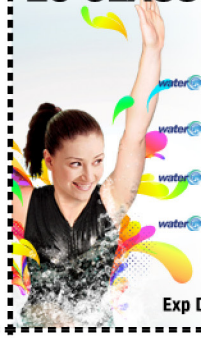

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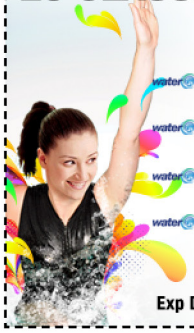

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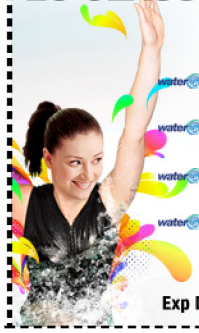

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