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**TURN’D UP INSTRUCTOR ‘TO DO’ LIST**

***I put together this list to ensure anyone going to any class will have the same amazing
Turn'd Up Fitness experience. I made it a checklist so you can use it from time to time to keep
your standards high! Hope you find it useful.***

**CLASS PREP**

|  |  |
| --- | --- |
| **1. Structure playlist and make sure the playlist is in order before class:** |  |
|  1 warm up |  |
| 1 pulse raiser |  |
|  8 songs from the 'It's a Twerkout' section |  |
| 3 sassy |  |
| 1 cool down |  |
|  |  |
| **2. Dress** |  |
| Represent the TUF brand: TUF clothing, check shirt |  |
| Hair down and make up done if it gives you a boost |  |
|  |  |
| **3. Before class starts** |  |
| Welcome all class members |  |
| Sign in sheets |  |
| Check members have completed Par-Qs |  |
| Ask them to follow your Instagram page and offer to add them to a private Facebook group. Ask them to like the main TUF fitness page and follow the main TUF Instagram account |  |
| Always have spare change if customers are paying in class |  |
|  Arrive 15 minutes early - don't be late! |  |
| TUF music playing in the background  |  |
| Set disco lights up |  |
|  Give an introduction about what TUF is to new members |  |
| Keep it all inclusive so that nobody feels left out |  |

**CLASS DELIVERY**

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| Transform into 'Sasha Fierce' as soon as the music begins |  |
| Maximum energy throughout each track |  |
| Activate hands with each move. Clear precise movement. On point technique. |  |
| Use facial expressions - have fun with them! |  |
| Use cues effectively: |  |
|  - Before every change in movement |  |
|  - Big and bold cues |  |
|  - Use your voice |  |
| Connect with your girl gang! |  |
|  - Use the mirrors to make eye contact |  |
|  - Scan the room - always think about the new people at the back |  |
|  - Aim for 'fitness magic' - when everyone is moving in sync - this should be possible if cues are strong |  |
| Quick demos - only if needed |  |
| Keep breaks to a minimum |  |
| Keep classes fresh and current with new routines introduced regularly  |  |

**AFTER CLASS**

|  |  |
| --- | --- |
| Thank everybody for coming |  |
| Congratulate first timers! |  |
| Ask for feedback (good/bad) |  |
| Take a class photo and post on social media -Tag your girl gang |  |

 **SOCIAL MEDIA**

|  |  |
| --- | --- |
| Keep posts positive and uplifting |  |
| Remember to use ‘Woman of the Week’ |  |
| Use your hashtags. Research what relevant hashtags are trending |  |
| Be consistent |  |
| Use high-quality photos |  |

**MARKETING**

|  |  |
| --- | --- |
| Use flyers |  |
| Always carry business cards |  |
| Talk to people about TUF |  |
| Try flashmobs at festivals or in the middle of town! |  |
| Message new followers |  |
| Post on buying and selling sites |  |
| Utilise Facebook ads |  |
| Build a community  |  |

**GENERAL**

|  |  |
| --- | --- |
| Take care of your mind and body: |  |
|  - Keep yourself fit and eat nutritious foods |  |
|  - Drink plenty of water |  |
| Support other instructors when you can buy going to their classes or events and sharing each other’s posts |  |
| Always put in 100% |  |