

SHiNE

DANCE FITNESS.COM



SHiNE Dance Fitness™ Instructor Certification Manual

Online Training Study Guide (Version 1.9)

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Chapter 1 - INTRODUCTION

How did SHiNE DANCE FITNESS™ get started?

The first Shine Dance Fitness™ class (formally known as D.I.V.A. - Dance Inspired Via Attitude) was held on November 4th, 2009, in Eagle Idaho. The Creator of SHiNE DANCE FITNESS™, Kendall Nielson, crafted this dance program after being inspired while visiting a wellness spa in June of 2008 that offered dance fitness classes. Leading up to the wellness spa visit, fitness was not a priority for Kendall and it just felt like another item on the “to do list”. Attending these classes stirred emotions and made her feel happy, youthful, creative and strong. It was in that moment she knew she had to make dance fitness apart of her life on a regular basis.

Upon returning home, Kendall looked for dance fitness classes in her community to attend but they were not quite what she was looking for. She wanted more traditional dance and choreography that was simple and repetitive and moved enough to get a great cardio workout. Despite not having a professional dance background or fitness instructor experience, Kendall was so passionate about these classes she began to craft her own class. When asked by a fellow dance instructor, “Where do you want program to be in 5 years?” She responded, “It depends on the students who attend class. They are the ones who will make the class what it will be in 5 years.” Indeed it did. The students’ participation, smiles, testimonies, and support is what motivated her to continue to improve the quality of the program and the drive to expand it so that other women can experience the joy that this class brings.

In 2013, Kendall wanted to see if others liked the SHiNE™ dance format or if she and the students attending her classes were just drinking their own ‘Kool Aid’. She began to put some of the SHiNE™ routines on YouTube and the response was extremely positive! With the added exposure from YouTube she began getting requests from around the world asking, “Where can I take a class?” and “Can I become an instructor?” It was during this time she decided to take her class, which was considered a hobby, and turn it into a business. In January of 2014 she made the decision to change the name from D.I.V.A to SHiNE DANCE FITNESS. Then to help with the demand of students who wanted to SHiNE from all over the world, Kendall began offering online classes April of 2015. During this same time she was approached by a franchise called KaiaFit™. They asked Kendall to create a training program to certify their instructors so that they could offer SHiNE™ within their facilities. Kendall developed an online training program for them and which continues SHiNE™. Improved versions of this training program are now available to people around the world offering through both Online and Live trainings. The future is BRIGHT!

What is SHiNE DANCE FITNESS™?

Shine (student focused): To give off light. To be good or successful at an activity.

Dance (creative): The art of movement of the body, usually rhythmically and to music, using prescribed or improvised steps and gestures.

Fitness (workout): the body's capability of distributing inhaled oxygen to muscle tissue during increased physical effort.

IN SUMMARY: We are a student focused creative workout.

Promotional Definition:

SHiNE™ is a dance fitness exercise program that is getting global recognition for it's simple yet effective choreography that is sure to make you sweat with a smile on your face. The choreography is rooted in traditional jazz, ballet and hip-hop and is designed for all dance abilities. This high energy, booty shakin' class will give you a full body workout while dancing to the best pop and hip-hop music out there.

The Work Out:

- Exercise Type: Dance Fitness
- Type of Cardiovascular Training: Aerobic Interval Training
- Duration of the Class: 55-minutes
- Each Class includes 15-17 choreographed routines back to back
- Choreography is all original and is rooted in jazz, ballet and hip-hop
- Every playlist includes toning routines using the resistance of your own body weight
- Calories burned: 600 +
- Music is top 40 hits that our students love and recognize from the radio
- Results: Elongated muscles, and toning. Improved endurance, balance & coordination. Increased happy endorphins. Confidence is boosted

SHiNE™ Language:

- You DO You
- Fake It to Make It
- What Happens at SHiNE stays at SHiNE
- You are Stronger than You Know
- Stronger Together
- It Takes A Village

Our Mission as Instructors:

We strive to create a space for students of all abilities to authentically express themselves without inhibitions, gain confidence, connect with others, improve heart health and tone muscles all while having a blast.

The 4 PROMISES:

1) CURRENT

Not only do we provide our instructors with original choreography every month but we also use the most current hits. We love to take the songs that our students are rocking out to in their cars and bring them to life in class with killer routines.

2) CREATIVE

Our choreography is designed to allow students to express themselves and connect with the music emotionally and physically. We encourage our students to disconnect from the stress and allow their alter ego to SHiNE.

3) CONNECTION

The secret sauce to a SHiNE class is the feeling of belonging. We know it is hard to find time for fitness AND friendship so we make it a goal to bring those 2 together on and off the dance floor.

4) CONSISTENT

All SHiNE Instructors provide the same quality SHiNE class by using all original SHiNE choreography and playlist structure. This ensures you get a fun, safe, and effective workout no matter if you are streaming from home or taking LIVE class anywhere in the world.

Priority of all SHiNE Instructors™:

CONSISTENCY...

We want to ensure that all instructors are conducting classes the same across SHiNE Nation. The warm-up is the same, routines are the same, cueing is the same, the same warmth and joy can be found in every class, and the instructors are executing the moves the same.

The fact that we are a growing dance fitness format makes this requirement even more critical. We don't get a second chance to make a first impression. We have gyms, potential instructors and students who are asking where they can take a SHiNE™ class to see if it is a fit for them. If they don't receive a true SHiNE™ experience it will hurt the brand of SHiNE™ and ultimately our growth.

Why Consistency is important for your students?

- Students like to know what to expect

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- Students have more confidence when they know what to expect
- Students are more likely to refer a friend to a SHiNE™ class if they know the experience will be the same

Why is Consistency important for you as an Instructor?

- The SHiNE™ format has been proven to work. The closer you stay to the SHiNE™ model the more likely you will have success
- If you follow the SHiNE™ format your location will be featured on the SHiNE™ website on the location finder
- It saves you time. We give you all the tools to have a successful class from choreography to marketing material

Why is Consistency important for your fellow SHiNE Instructors™?

- It makes it easier to sub for another SHiNE Instructor™
- It decreases confusion and competition among instructors

Why is Consistency important for facility managers?

- They know what to expect
- Members are happy
- It makes it easy for them to sub out classes
- It lowers the risk of “drama” among instructors
- They can rest assured that SHiNE instructors will provide a safe and effective class every time.

Why is Consistency important for the SHiNE DANCE FITNESS™ brand?

- The importance of consistency can not be stressed enough. When growing a dance fitness format it is critical that we all deliver the same experience
- We have potential gyms asking us where they can take a SHiNE™ class to see if they want to add it to their schedule
- Even though SHiNE™ is structured to allow Instructors to run/operate independently, the more consistent we are as a whole the better image as a whole we will have. This is especially true in today’s connected world

Goal For This Training:

Our goal for this training is for all participants to feel they have the knowledge and the tools to teach their own successful *SHiNE™* class.

Chapter 2 - ORIGINS AND BENEFITS OF DANCE



From the beginning of recorded time, dance has been part of human existence. Man used dance before he could speak to convey thoughts and tell a story. All cultures have embraced dance. The Hindu God Shiva, pictured here, is known as The Lord of the Dance. Dance was used for healing and rituals and to celebrate religious gods. Dance is often mentioned in the Bible, such as in Psalm 149:3 ESV, “Let them praise his name with dancing, making melody to him with tambourine and lyre!”

- Romans and Greek dancers were highly regarded by the courts. Warriors would prepare for war by performing ceremonial dances
- During the Renaissance Era, dance was for everyone until the more “decadent days” of the empire when the high social statuses ceased to participate and became the audience instead. This is when performances became more involved and widespread
- The evolution of ballet grew and became more formal and structured. Ballet spread throughout Europe and Russia. Ballet made its way to the United States and has continued to evolve
- Jazz evolved from the African American slaves. It was a way they could emotionally express their deep sorrow. Jazz music started from this era and as music has evolved so has the dance

Evolution of Dance

- Communication
- Tell a Story
- Rituals & Spiritual Ceremonies
- Celebrations
- Social Interaction & Community
- Entertainment
- Art
- Self Expression
- Therapy
- Physical Fitness

Benefits of Dance

Physical - (Full Body Workout)

- Coordination
- Cardiovascular Conditioning
- Flexibility
- Balance
- Tone and Elongation of Muscles
- Increased Bone Density
- Burn Calories

Cognitive

- Increased Memory
- Right and Left Brain Inclusion (holistic thinking)
- Sequential Learning

Researchers looked at the effects of 11 different types of physical activity, including cycling, golf, swimming, and tennis, but found that only one of the activities studied—dance—lowered participants' risk of dementia. According to the researchers, dancing involves both a mental effort and social interaction and that this type of stimulation helped reduce the risk of dementia.

-Harvard Medical School

Artistic

Can you think of any other fitness format that taps into creativity like dance?

- Musicality
- Rhythm
- Creative Expression

Social

- Friendships on and off the Dance Floor
- Teamwork
- Laughter
- Accountability

Individual

- Confidence
- Self-Esteem
- Self-Discipline
- Stretching Beyond Comfort Zone
- Outlet for Stress (often considered therapy)
- Diminishes Depression

The POWER of SHiNE™ TESTIMONIALS

I absolutely love your YouTube page. Being in a wheelchair it I find it hard to find workouts I enjoy doing and not hurt myself in the process. Ever since I found your channel I actually have fun working out and crave to do it everyday. I just wanted to say thank you for making exercise fun for me, and even though I can not do it in person, now I know I will be able to lose the weight I need to and enjoy it. ~ Alyssa H

"Dear Kendall, I wanted to take this opportunity to Thank You & Dance for coming into my life... I have always been very active at a Gym, play Golf, Ski, Run etc. but the last year I have noticed my body wasn't feeling quite well. It was just confirmed I have Rheumatoid Arthritis. As you know it is very painful. Your joints hurt all the time. BUT when I come to DANCE it all goes away!!! I can't thank you enough for making me FEEL GOOD.....I'll keep DANCING.....Francine (52) & still young!!!!" ~ Francine B.

*Although I did not have a huge body transformation, SHiNE was a saving grace after I had my baby 2 years ago! I had some post partum depression and transitioned from working full time to being home ALL the time with 3 kids! Going to dance made me feel good down to my core! You absolutely can not walk out of class without a smile on your face. I also don't know how to dance (zero formal training and lack of coordination) but when I am there I feel like a dance! **Amber B***

*I just wanted to come here and say thank you. At the age of 18, I started having chronic pain issues and during the next 3 years, all my physical activities were taken away from me. No more volleyball or dance and I even had to use a wheelchair in Disneyland because I couldn't walk the distance. I'm going on year four of daily pain and still looking for answers... HOWEVER! I'm on day FOUR of working out to your youtube videos! I started with four songs and now I'm up to six. I know that's not much for most people but it's huge for me and I wanted to share that with you. There is something about your videos that just works for me and my body. THANK YOU for making me sweat for the first time in four years and thank you for letting me dance again. Maybe when my body gets stronger, I'll be able to visit and meet all you wonderful ladies in person ~ **Krista L.***

Chapter 3 - QUALITIES OF A SUCCESSFUL SHiNE INSTRUCTOR™

What comes to mind when you think of your favorite fitness instructor(s)? Was it their class structure, energy, style or maybe their music selection? There are many combinations of characteristics and personalities that can make a good group fitness leader. We think the following characteristics are key to being a successful SHiNE Instructor™:

PASSION

Passion is the number one most important quality of a SHiNE Instructor™. Without passion your students will not buy into the SHiNE™ philosophy

LOVE AND ACCEPTANCE

“Those who have a strong sense of love and belonging have the courage to be imperfect.” - Brene’ Brown

Love and Acceptance is something that should authentically come from within. Someone who possess these qualities is going to naturally want to:

- Greet students (new and existing) and make them feel welcome
- Introduce new students to some of the regular students
- Make eye contact while teaching
- SMILE (please underline SMILE!)
- Visually or verbally give encouragement
- Help the class plug-in/disconnect from the daily grind
- Know what is going on in the lives of your students
- Touch base with your students after class and give them a high five or a compliment
- Embrace the unlovable. Some students come with an attitude or have negative energy, but a successful SHiNE Instructor™ will not let that affect them. Rather you will remain a “light” and love on that person regardless. We don’t know what another person is going through. This class and your unconditional support could be the one positive thing in their life.

AUTHENTICITY

“Authenticity is the daily practice of letting go of who we think we are suppose to be and embrace who we are.” - Brene’ Brown

Be you! Your goal is not to please the “masses”. That is an unattainable goal. When you stay true to yourself and allow your authentic personality to “shine” that is when you will attract the right students for your class.

CONFIDENCE

Being Prepared = Confidence

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There is a BIG difference between confidence with the nose up in the air and confidence that is based in assurance. It sets students at ease when they are being led by a confident and fearless leader who is prepared, not rushed or flustered. You as an instructor will be more confident when you learn your routines front to back and back to front.

HUMILITY

Be REAL. Be Transparent. This class is for *Real* people - taught by *Real* people. Our goal is not perfection. You are there for the students not yourself. Your focus is on helping your students be the best they can be. Attention is on them. While you might be an incredible dancer, you need to teach to the “intermediate dancer”.

Side Note on Humility: It is OKAY to mess up! Messing up is our opportunity as instructors to let our students SHiNE™. Praise them for knowing the routine better than you. But what if you are teaching a brand new class and no one is there to help keep your class moving? You “freestyle”. Whatever you do, just keep moving. Be humble... Let your students know that a mess up is an opportunity to display some self expression. It is healthy to mess up. It reminds us that we are human and brings us back to reality.

POSITIVE ENERGY

You are not only the leader of the class but also the entertainer. Your mood will keep things positive and light. It is important to not bring your personal life and troubles onto the dance floor. Be sure that you are having fun with ALL the students and not just your friends. Here are some things that can help you increase your energy level throughout the entire class:

- Do big moves, i.e. large range of motion moves
- Lip sync
- Get lost in the music
- Smile
- Face your class (turn towards them)
- Move around the room, i.e. fill the room with your energy
- Give verbal encouragement, e.g. “work hard”, “don’t give up”, “keep going”, “work it”, etc.

PHYSICAL ENDURANCE

You need to have high endurance not only complete the class but to keep your energy level up the entire time. The SHiNE™ workout is not easy especially when you have to use extra energy to cue, connect with your students, etc. If you run out of steam half way through class it is likely you are not going to execute the moves the way they were intended and keep proper form.

PROFESSIONALISM

- Prepared
- Punctual
- Dressed appropriately
- Conducts themselves with manners on and off the dance floor
- ***Continuing Education

RHYTHM/DANCE ABILITY

You do not need to be a professional dancer to be a successful SHiNE Instructor™. However, it certainly helps to have some dance experience. Many times people who have a history of dance will be able to learn routines quickly, count music, know the fundamentals and possess musicality/rhythm. If you have never taken dance, have no fear, you can still be a SHiNE Instructor™; as long as you love it, it will come with practice.

STRONG LEADERSHIP SKILLS

Leading a class well involves paying extra attention to the dynamic of each class. Some classes almost run themselves and you are there to add the energy and bring the fun. Other classes need a lot more leadership and direction and will call on your ability to:

- Cue (verbal, non verbal, and progressive)
- Know your dance lingo
- Know your routines
- Be able to count out a routine
- Be able to instruct with the proper form
- Keep an eye out for students that are struggling. Help them out without drawing too much attention, i.e. encourage them.

Take a moment to write down your strengths. How are you going to SHiNE™ most as an instructor? Technique? Experience? Personality?

What areas are you going to have to work extra hard at?

To be an amazing instructor you need to be a fully decorated cupcake! What does that mean you ask?

We believe there are 3 layers to being a fully equipped instructor.

Cake: Choreography and Technique

- Know the choreography
- Transitions are smooth
- Execute moves correctly
- Good musicality/rhythm
- Moves are large/exaggerated. They fills the music

Frosting: Cueing and Safety

- Execute non-verbal cues so that they are easy to understand and the timing is correct
- Verbal cues are simple, loud and clear. Counts are ahead of the transition
- Progressive cueing
- Shows modifications (high and low)
- Watch students and offer verbal guidance for proper form and safety



CUPCAKES ARE MUFFINS
THAT BELIEVED IN MIRACLES

Sprinkles: Energy & Student Engagement

- Make eye contact with students
- Fun factor: smiles, expressive (physical & Verbal), get lost in the music
- Positive reinforcement and encouragement
- High energy and endurance
- Be authentic

As you prepare to submit your evaluation video be sure to think about your fully decorated cupcake. The form we use to evaluate you is a checklist of all the items listed above. We are not expecting perfection and we know it is difficult to master all three categories. Being a Deluxe Cupcake Instructor requires a lot of practice and even then the really great Instructors never stop learning and refining their technique.

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Cueing



SHiNE Instructors use three-dimensional cueing to keep their students engaged, motivated, and safe.

- 1) Verbal
- 2) Non Verbal
- 3) Layered

We understand that each student has a different learning style (visual, auditory and/or kinesthetic) so it is important for us to apply this teaching method to our classes to help ALL our students feel successful.

Verbal Cueing:

- Microphones make verbal cueing more effective. This helps give you more endurance
- Speak loud and clear
- Always cue a few beats before the change. This gives students an opportunity to plan and not make sudden moves that could cause injury
- Time your cues with the music. Cue on the down beats or when there are no lyrics
- Countdown so students know a transition is coming
- Keep your cueing to a minimum, i.e. not too wordy or repetitive

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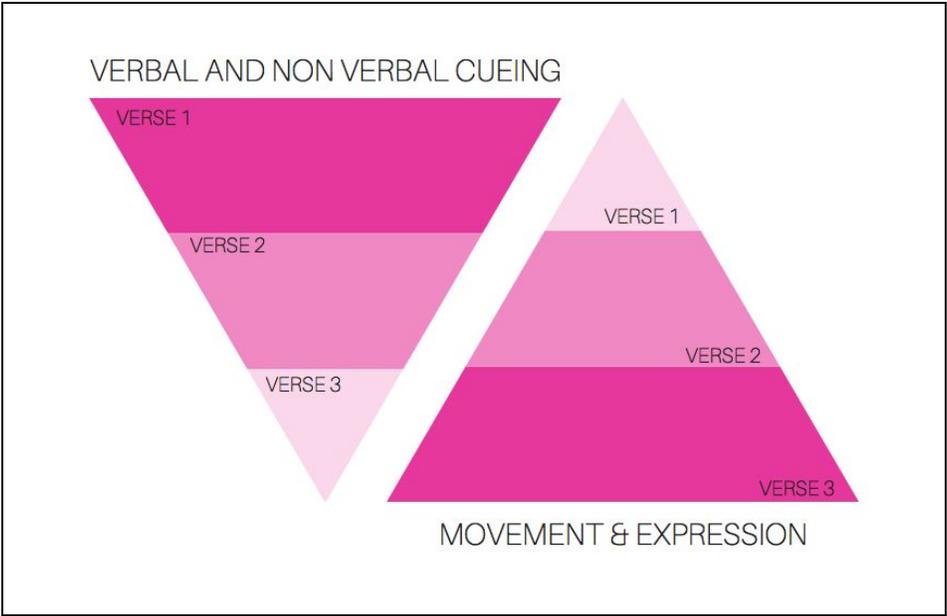
Avoid Wordy Cues	Keep it Simple
Let's take to the left	Left (point in the direction)
4 more than we are going to switch	4, 3, 2, switch
Circle your hips around for 4	Circle for 4
Punch it to the right for 2 and then the left	Punch
Let's move to the right	Move (point in the direction)
Ok, we are going to take it down and squat	Squat for 4

Non-Verbal Cueing:

- Physical gestures must be large so that even the students in the back of the room can see you
- Helpful when cueing a turn or directional change
- Non-verbal can be combined with verbal counting down by holding up 4 or 2 fingers
- Transition move, i.e. demonstrate what the next move will be while students are completing the current combo

Layered Cueing:

- When we layer cue we keep our movements very basic and as the song progresses our movements can increase and we can layer on more complexity or “sprinkles”. For example, you might focus on the feet instead of using arms and feet. Another example would be keeping your hips and hair whips to a minimum until your students have the basics down



Chapter 4 - SAFETY FIRST

You can not help others until you first put your own oxygen mask on!
SAFETY STARTS WITH YOU!



SHiNE™ is a fun and fast paced cardio dance fitness program. With any exercise program you need to be aware of the safety of your students, your class content and your surroundings. But, before you take care of your class and your students, you need to first take care of you! You know the flight attendant rules....You have to first put the oxygen mask on yourself before you can properly assist others. You need to do a self-inventory before you decide if you are ready to teach:

1. How much time can I realistically devote to being a SHiNE Instructor™ each week without becoming overwhelmed?
2. How is my physical health? Eating habits, sleep, endurance, etc?
3. How are the relationships in my life? Will this cause more stress or less stress?
4. What is my motivation for becoming a SHiNE Instructor™? Is this my desire or someone else's?

You get the idea. Spend some time asking yourself these questions and journal your thoughts. Ask yourself, “What is my why?” If you were to dream up the ideal SHiNE Instructor™ job where, when, how would this look?

Take Care of Yourself! You Can't pour from an empty cup!

Now that you've surveyed yourself it is time to talk about student and class safety.

Student Safety:

- Become CPR certified
- Be aware of any health issues your students may have prior to class so that you can help prevent further damage or be prepared to respond quickly to their needs
- Have all students sign a liability waiver prior to attending your class
- Have "Emergency Contact" information on file
- Cue such that students can transition from one move to the next move smoothly
- Let students know when several high intensity songs are in a row are coming up. Let them know that this is to increase their heart rate but not to be out of breath
- Proper footwear is critical for this class. Let students know that SHiNE™ is a high intensity workout so in order to protect their joints from impact shock, they should wear a shoe that provides cushion and support

Class Content Safety:

- Know how to modify your moves and remind students of proper form to prevent injuries
- Range of motion
- Engage core
- Proper alignment, e.g. knee/toe, spine, etc.

Environment Safety:

- Inspect the floor for sharp objects, standing water, slippery surfaces, etc.
- Check the temperature of the room
- Capacity should meet fire code

Note: If you are not already certified, SHiNE™ recommends you obtain a general group exercise certification (e.g. AFAA or ACE). These credentials are not necessary to become a SHiNE Instructor™ but are invaluable to your growth and credibility as a fitness leader.

Chapter 5 - FUNDAMENTAL SHiNE™ MOVES

We use core dance steps when choreographing SHiNE™ routines. Listed below are the most consistently used moves. We want Instructors to not only understand the basic technique of these moves but also be able to execute them. Examples of SHiNE™ songs that include that particular move or series of steps may also be listed.

Posture: *A position of a person's body or body parts (“good” or “proper” posture is to be used throughout all routines)*

Pointed toes: *This is something to be mindful of at all times. Make a habit to remind your students to do the same.*

Isolation: *A movement separating one part of the body from other parts, taking a part of the body and placing it out of its natural position. (e.g. Warm Ups)*

Flatback: *A position in which the spine is parallel to the floor. The abdominals should be tightly contracted to help keep the weight centered over the feet, as well as to support the spine. The body should be in a 90 degree or upside down L shape. This position is also known as tabletop. (e.g. All Of Me, Stand By You)*

Contraction: *A contraction of the abdominal muscles so that the lower spine becomes rounded and the abdominal area hollowed out. The shoulders remain directly above the hips. (e.g. Bad Blood, Confident)*

Step Touch: *Stepping laterally from side to side. (e.g. Delirious, Salute)*

Grapevine: *A variation on a walk, it travels to the side and can be performed at various tempos. It is executed by stepping to the right with the right foot, stepping behind the right foot with the left foot, stepping right with the right foot and then stepping in front of the right foot with the left foot. This sequence is repeated and can also be done to the left. (e.g. Sugar, Shake it Off)*

Kick Ball Change: *A step derived from tap dance. In jazz dance it is basically executed as its name indicates; do a low kick with one foot, place that foot back with weight briefly shifting from the ball of that foot to the opposite foot. This step is done mainly as a transition or preparatory movement. (e.g. All About the Bass, Tonight)*

Chasse (sha say): *In French it means “chased”. In dance it is a step in which one foot literally chases the other foot out of its position. It is usually done in a series across the floor or as a lead-in to a leap or other aerial move. (Think of doing a gallop but with straighter legs, pointed feet and taking up more space. (e.g. Levels, Run The Night)*

Chaine (shay nay): *In French it means “chained or linked”. In dance it is a two-step turn which can be performed in plie or releve. The body rotates 180 degrees on each step. (e.g. Turn The Night Up, Right Round)*

Pivot Turn: *In dance, a pivot turn (or simply pivot) is a general classification for dance turns in which the performer's body rotates about its vertical axis without traveling. (e.g. Delirious, Problem)*

Plie’: *A movement in which a dancer bends the knees and straightens them again, usually with the feet turned out and heels firmly on the ground.*

Releve’: *A position in which the dancer rises from any position to balance on one or both feet on at least demi pointe, or possibly full pointe. (Beg for it, When I Grow Up)*

Jazz Square: *Jazz Box or Jazz Square is a dance move seen in numerous dances of various styles: line dance, novelty dances, jazz dance, disco, hip hop, etc. The name comes from its basic footwork; its four steps form a square pattern. (e.g. Honey I’m Good, Timber)*

Pas de bourree (pah dher booreh): *A commonly used version in jazz dance has three parts: stepping behind, side and forward in either direction. The basic purpose is for transitioning from one move to another. You can also take these same three steps and turn your body around as in a pas de bourree turn. (e.g. Uptown Funk, Lips Are Moving)*

SHiNE Signature Moves

1. Swivel Hips (figure 8)
2. Catwalk
3. Frost the Cupcake
4. Chest Pop
5. Booty Drop
6. Trace Your Lines
7. Rainbow
8. Octopus
9. Body Roll

Chapter 6 - UNDERSTANDING THE SHiNE™ WARM UP

The warm up is the most important routine on the playlist. Let's find out why...

- To maximize safety and to prevent damage to skeletal muscles, heart and connective tissues, warming up is a must
- Allows students to disconnect from their day and connect with the music
- Sets the tone for the entire class
- The low intensive aspect of the warm up allows students heart rates to rise gradually
- The warm up incorporates mild stretching towards the end of the song to help increase range of motion and avoid injury

What you need to know about the SHiNE™ Warm Up:

- It has a sequence of moves that are organized based on the structure of the chosen song (details discussed a little later)
- Instructors are required to stay within the structured format of the Warm Up. This is not to be a choreographed routine but rather a sequential set of moves that correlates to the elements of the song
- Instructors can choose a recommended song from the SHiNE™ Playlist or select their own song according to the selection guidelines below

Warm Up Song Selection Guidelines

1. BPM (106 to 116 is suggested) *What is BPM? _____
2. Duration (4-minutes is ideal)
3. Intro length (Does it give enough time to warm up necks?)
4. UPBEAT!
5. Appropriate?
6. Test it out/practice

Before you can put a Warm Up routine together you need to understand the elements and structure of a song. What does that mean?

What Is Song Structure?

Most popular dance music follows a basic structure that's easy to learn. If you understand a song's structure, the way its sections have been arranged to create the total work, then you're getting closer to understanding how a song can connect emotionally as a dancer.

Here is how a typical song is structured:

Intro An intro is typically a multiple of 16 beats in length and often introduces a new instrument or sound every 32 beats. Some intros open with drums and gradually add layers of instruments. A buildup or other aural cue lets you know it's over

Verse 1 In songs with lyrics, each verse is usually different from the next. The verse sets up the theme of the song and builds a natural progression to the chorus

Verse 2 Similar sound as Verse 1 but different lyrics

Chorus 1 This contains the main message or theme of the song. It's built around a melodic "hook" and is the most catchy and energetic part of the song

"break" This is a transition from the end of the chorus to the beginning of the next part of the song

Verse 3 Same as Verse 1, typically with new lyrics

Verse 4 Same as Verse 2, typically with new lyrics

Chorus 2 Usually, the second chorus repeats the first chorus

Bridge This is an optional transitional section near the end of a song, most often in pop music. A bridge will occur only once, and musically and lyrically it's different from the rest of the song.

Chorus 3 Some tracks will repeat the chorus a third time

Outro This is the closing segment, where the song fades or breaks down to simple beats. It's most likely the same length as the intro.

Structure of a Song and How it Correlates to SHiNE™ Warm Up	
Intro	Neck (or side-to-side or front to back)
Verse 1	Right arm front-to-back for (8). Then left for (8)
Verse 2	Alternate shoulder rolls to the front starting with the Left
Pre Chorus (optional)	Big circular arms to the back for (8) to the front for (8)
Chorus 1	Step-touch starting with the Right swing both arms (8) single arm (8)
Verse 3	Isolate rib cage (16) Double for (8)
Verse 4	Pop your chest to the front (8). Scoop down and up for (4)
Pre Chorus (optional)	Hips or big circular arms again
Chorus 2	Flow (side-to-side both arms for (8) then single arm for (8)
Bridge	Hinge at the waist, flat back to the left. Nose to knee (hold for 8) Runner's lunge-hold for 8. Turn to the mirror-hold. Switch to the right. Runner's lunge (8) pull back. Nose to knee (hold for 8)
Chorus 3	Stretching - Hands on knees twist for 2 on each side for (4)
Outro	Roll up. Roll shoulders back. Alternate shoulder rolls.

PUT THIS INTO ACTION AND SELECT YOUR OWN WARM UP SONG!



Take some time to select a warm up song that would work for a SHiNE playlist!

Name of Song: _____

How Many BPM: _____

Duration: _____

Is it upbeat? _____

Is it appropriate? _____

Did it "test out" okay? _____

Chapter 7 - UNDERSTANDING THE SHiNE™ COOL DOWN

The purpose of a brief cool down after cardiovascular exercise is to slowly return your heart to its resting state. By slowly bringing your heart rate back down you can avoid blood pooling in the lower extremities (the muscles in your legs are still contracting and contributing to venous return). A cool-down also helps to avoid rapid changes in blood pressure.

The recommended amount of time for a proper cool down is anywhere from 5-10 minutes. We start our SHiNE™ Cool Down with the 2nd to last song of the playlist which we like to refer to as the “pre” Cool Down. This would most likely be a low intensity dance routine with a slower BPM.

What you need to know about the SHiNE™ Cool Down:

- Instructors can choose a recommended song from the SHiNE™ Playlist or select their own song according to the selection guidelines
- The Cool Down is “Free Style” or you can select a Cool Down tutorial from the Instructor Portal. The instructor needs to be familiar with the music to know how to transition flow movements into stretching movements
- The Cool Down is part free flow and part static stretching. Always remind your students to stretch to where it feels good. A stretch should never cause pain
- Similar to the Warm Up, the Cool Down has several repetitions to allow students to decompress and breath. The focus becomes inward

How To Select a Cool Down Song

1. BPM (80 - 90 is suggested)
2. Duration (4-minutes is ideal)
3. Appropriate?
4. Test it out/practice

ACTION ITEM

Take some time to select a Cool Down song that would work for a SHiNE™ playlist!

Name of Song: _____

How Many BPM: _____

Duration: _____

Is it appropriate? _____

Did it “test out” okay? _____

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Chapter 8 - STRUCTURE OF THE SHINE PLAYLIST

With every SHiNE™ playlist we want students to experience a full body workout meaning they burn calories, tone muscles, and most of all set their soul on fire! We have created a SHiNE™ playlist formula that is safe, provides a killer workout, and encourages our students to express themselves freely. Some routines make us feel empowered, some make us feel sexy, while others make us feel playful or even feel like a boss. Everyone will identify differently with the routines based on their experiences and state of mind.

This formula is not set in stone, rather it is a guide that we would like all instructors to follow generally speaking.



SHiNE™ Playlist Formula

- Made up of approximately 16 songs and is about 55-minutes long
- Routines are categorized by the intensity level: Low, Med, or High
- Within each intensity level, the complexity level is also categorized: Low, Med, or High
- The first four songs are low intensity and low complexity. This allows students heart rates to increase gradually and the low complexity allows them to disconnect from their day and connect with the music.
- Instructors are encouraged to offer low complexity routines for the first 4 songs to help students gain confidence.
- Intensity levels for songs 5-11 can be modified as the instructor sees fit, but in general should be the peak of the workout

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- Avoid putting high complexity songs together to help prevent students from becoming discouraged. Allow students to regain confidence by offering a low complex routine after a high complex routine
- Avoid putting more than 2 high intensity/Low Complexity routines together. We want to keep our students heart rates up while still maintaining good form.
- Song 12 is reserved for a playful routine. “Playful Routines” just means that is might be more interactive, or encourage self expression or it might be Songs 13 and 14 are reserved for toning. Arm routines are suggested to be the later of the two
- Song 15 is considered the pre-cooldown. Select a low intensity routine where students can turn off their brains and enjoy the movement before they enter back into their day
- Lastly, the 16th song on the playlist is the SHiNE™ cooldown. This will incorporate some repetitive moves and static stretching
- All playlists are comprised of original SHiNE™ choreography. If you wish to add your own choreography you may do so. However, we ask that you limit that to no more than 2 songs per class.

Music

Due to copyright laws each instructor is responsible for purchasing their own music. There are a number of ways to access music. Some instructors purchase each individual song and some purchase a monthly music membership via, Apple Music, Amazon, Spotify, etc. We recommend you use Apple Music so that you can have direct access to SHiNE™ playlists and because this is what HQ uses.

- <https://itunes.apple.com/profile/SHiNEdanceFitness>

Note: When selecting music be sure use the clean version and NOT the explicit.

Making the Playlist

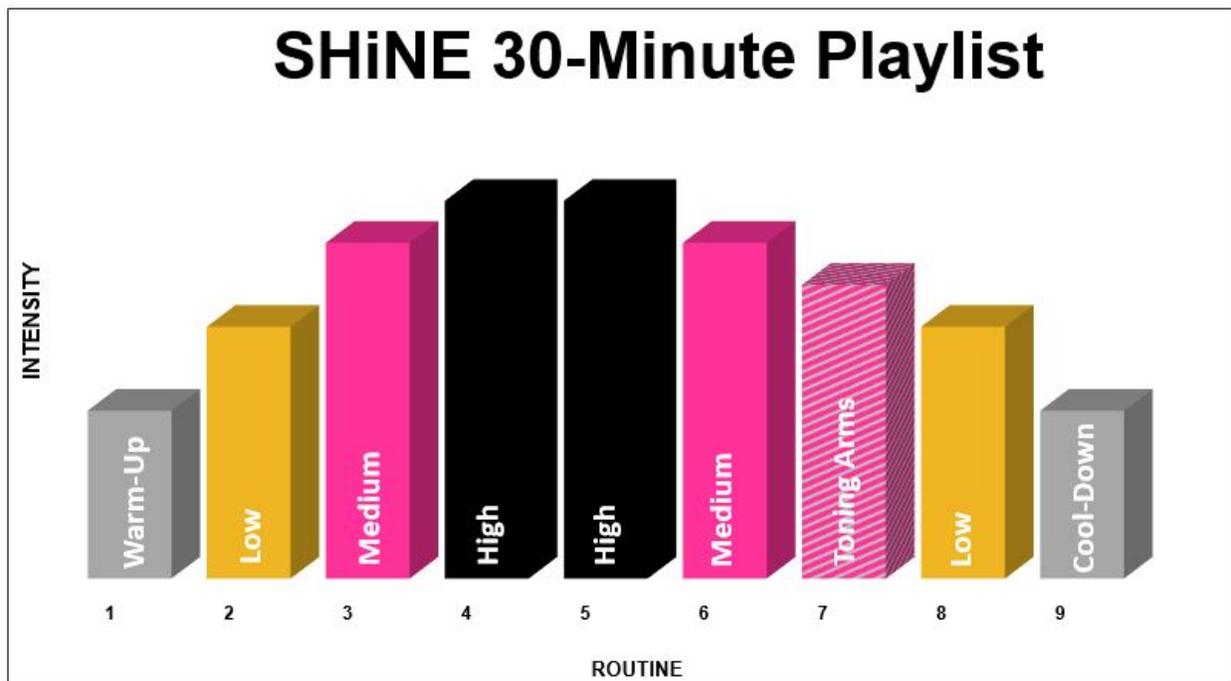
You can build your own playlist using the SHiNE™ Playlist Formula and selecting each song from the SHiNE™ Routine Library or you can use existing playlists that are available to you in the Instructor Portal, shared on Apple Music, or shared on Spotify. If you are a new instructor we suggest beginning with the training starter playlist or one of the playlists found in the Instructor Portal. The more familiar you become with the music options and flow of the playlists the easier it will be to customize your own.

Build a Playlist. This is the form you can use once you are in the Instructor Portal to help guide you as you make your playlist.

#	INTENSITY	COMPLEXITY	VIBE	SONG SELECTION
1	Warm Up	Low		
2	Low	Low		
3	Medium	Low		
4	Medium	Medium		
5				
6				
7				
8				
9				
10				
11				
12	Playful			
13	Toning			
14	Toning			
15	Low			
16	Cool Down	Low		

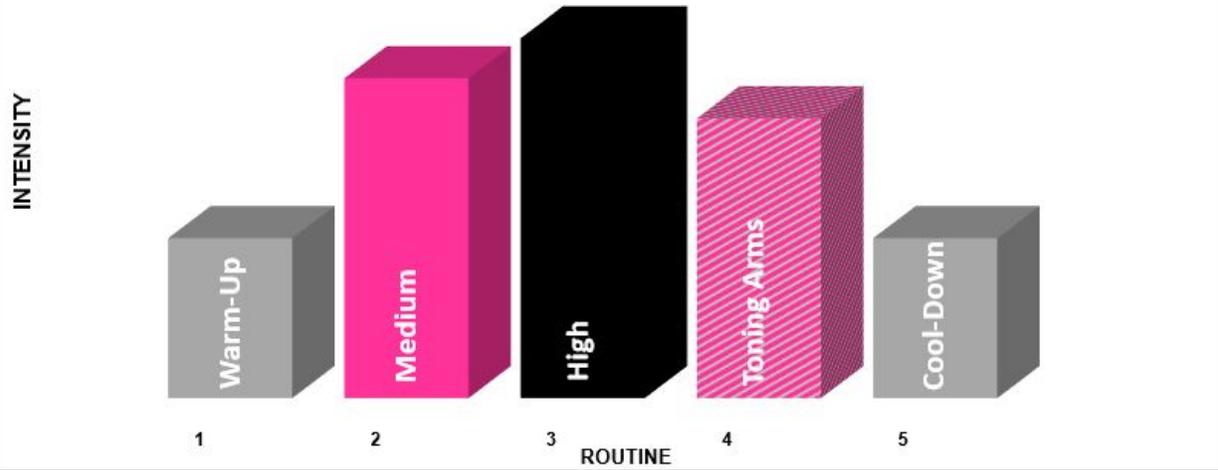
Making Shorter Playlists

Your classes may need to be shorter than 60-minutes or perhaps you have a special event that requires less time. Either way, the SHiNE format can still be followed with the following modifications:



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SHiNE 15-Minute Playlist



Chapter 9 - CREATING A SUCCESSFUL SHINE CLASS

“By failing to prepare, you are preparing to fail.” - Benjamin Franklin

To help you prepare for a successful class you need to keep 3 key components in mind: 1) Preparation, 2) Create Ambiance, and 3) Build Community.

Preparation

Preparation is key and this alone can make or break your class! Below is a list of ways to help prepare for class:

- Create your playlist in advance
- Review your playlist to make sure you are familiar with all the moves in each routine. You want to rock all layers of the cupcake!
- Get to class early so you have ample time for set up!
 - 30-minutes early if you have a lot of set up
 - 15-minutes early if you are at a gym
- Bring water
- Bring your bag of tricks
 - Backup battery for microphone
 - Phone cables - charger, speaker cable, etc.
 - Deodorizer for the room
 - Liability waivers
 - Sign-In sheets
 - Change for cash purchases
- **Sound Check:** Make sure the speakers and microphone are working properly
- **Phone(s):** Set to airplane mode
- **Personal:** Take a minute to breathe and set your intention for the class

Create Ambiance

Creating ambiance helps set the mood, character and quality of a particular space. Whether you are in a gym or operating your classes as an independent instructor you can do several things to enhance the experience of the class by preparing the environment. These include:

- **Music:** Play upbeat music while students arrive
- **Tidy:** Sweep? Mirrors clean? Is there standing water on the floor?
- **Lighting:** Fluorescent lights can be harsh! Turn off some lights. Add soft white lighting or party lights
- **Fans:** Set up fans for air circulation
- **Odor:** The class before you may have left but their body odor did not. Open windows, use deodorizer or diffuser

Building Community // Pre-Class

Be at class early to setup everything and have time to engage with your students. Benefits to connecting with students prior to class include:

- Meet new students and find out if they have any health issues or concerns
- Have new students fill out a liability waiver
- Ease the nerves of new students
- Familiarize new student with facility (bathrooms, water, etc)
- Prepare new students on what to expect:
 - Just Keep Moving
 - Movements repeat
 - Listen to your body and modify
 - You are in a judge free zone. We all had a first class
- Model positive interactions for other students. It helps define the culture
- Introduce new students to others

Pre Class Greeting To All Students

Kick off each SHiNE™ class with a welcome greeting. You won't always have the luxury of meeting new students prior to class so it is important to give a quick summary of who you are and what SHiNE™ is so they feel welcome and prepared.

Things that you want to address in your welcome greeting:

- Give your name
- Welcome to SHiNE™. SHiNE™ is a 55-minute dance fitness class that is rooted in jazz, ballet and hip-hop. The choreography is all original and created for all abilities
- Ask students to disconnect from their day and connect with the music
- Encourage students to listen to their body and modify as needed
- Remind students that SHiNE™ is a judge free zone where they are free to let go of inhibitions because what happens at SHiNE™ stays at SHiNE™
- We all have had a first SHiNE™ class and the key is to JUST KEEP MOVING!

These are just some suggestions and you will learn to address your students in your own personal way.

Things to avoid during a greeting:

- Avoid sharing with everyone how you had a bad day and you really need to SHiNE™. While being transparent is good, we don't want to kick-off a class with the focus being on the Instructor
- Most new students prefer to stay "under the radar." Avoid asking if there are any new students at the start of class or calling them out during routines. Instead, at the end of class, give a shout out and cheer to the new students. They will feel celebrated and leave on a positive note
- Avoid asking, in front of the entire class, if anyone has health issues that you need to be aware of. Address this privately at the start of class or remind the group as a whole to listen to their body and modify as needed

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Building Community // During Class

- Smile and make eye contact with your students
- ½-way through class take a quick moment to check in with newer students
- Prior to class, ask a fellow student to check in on the new student(s) during class, i.e. assign a SHINE buddy

Building Community // Post Class

- Check in with students after class
- Offer ways students can get “plugged in” (private Facebook Page, Newsletter, Activities, social media, pricing options for classes)
- Follow-up email, text or postcard for new students. Thank them for attending class. (Note: If you are offering SHiNE™ classes in a gym they may already have a follow up system in place)

Building Community // Outside of Class

SHiNE Instructors™ have the freedom to create as much or as little community as you'd like outside of class. We believe there is value in building community off the dancefloor because it fosters relationships, builds accountability, and infuses positive energy. Creating a Private Facebook Group helps you connect with your students and keeps them informed. It can also be a place to get to know one another better. (We will talk more about social media in Chapter 11)

Ideas for creating community off the dancefloor:

- Green smoothie social after class
- Community fun run
- Volunteering within community
- Book club
- Meet for coffee
- Flash Mob
- Attend a SHiNE™ event (Demo class, or retreat)
- Attend a concert together
- Hike

Chapter 10 - FIND YOUR SHiNE LOCATION!

Before beginning your journey to find the right location to teach SHiNE™ you will want to ask yourself a few questions. Answers to these questions will help point you in the right direction. Most instructors have two main options; 1) be hired as an instructor by a facility, or 2) become an independent SHiNE Instructor™. Some instructors do both!

Questions to ask yourself:

- How many classes do I want to teach each week?
- How flexible is my schedule?
- How much money do I need to make each month?
- How much money do I have for upfront expenses?

Being hired as a SHiNE Instructor™

When you become an instructor at a fitness facility or studio you will likely be paid per class. The fitness facility would most likely provide advertising, point of sales, liability insurance, music licensing, a microphone and speakers, the space and any other recurring costs associated with offering classes at their facility. You would need to negotiate your pay rate, class schedule, and any other expenses they would or wouldn't cover. Note: Some facilities will have additional requirements in order to teach at their facility such as a CPR or general group exercise certification. Typically, the SHiNE Dance Fitness™ program does not meet that requirement as it is considered a specialty certificate. Some facilities may allow you to teach SHiNE™ classes as long as you have a SHiNE™ Instructor Certificate and evidence that you are working to obtain a general certification. Two highly recognized group exercise certifications are AFAA and ACE. For details, go to afaa.com or acefitness.org. SHiNE™ trainings provide continuing education credits for these general certifications.

How do I approach a gym to see if they would be interested in offering a SHiNE™ class?

DO YOUR RESEARCH

Before picking up the phone do your research and make sure that SHiNE™ is not only a good fit for the facility but that the facility is a good fit for you! Here are some of the things you will want to find out before you connect with a prospective gym:

- Does the location of the facility work for you or would it require a long commute?
- What is the facility's reputation?
- What is their specialty?
- What is the condition of the facility?
- Do they provide the equipment and if so are they in good shape? (mic, speakers, etc.)
- Does SHiNE™ compliment the other formats that already exist?
- What do they pay? Benefits such as: Gym Membership? Childcare? Continuing Education?

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- What credentials do they require you to have? National Fitness Certification?
- Advertising and Social Media. How much will they be promoting your format and on which social media platforms would they use?
- How many members do they have?
- How many followers do they currently have on social media?
- Will they allow me to teach at other facilities?
- Schedule:
 - Is there room on the schedule for SHiNE™?
 - Which classes are their most popular?
 - Which classes are slow?
 - How often do they change the schedule?

BE PREPARED

Complete your research and narrow down the facilities to those that are a good fit for you and SHiNE™. Once complete, you will want to contact the Group Fitness Coordinator/Director either in person or with an email including an attachment of the SHiNE™ promo video, your resume or bio, and your contact information. We have a link available for our instructors with all of these items that is available in the portal.

- Be prepared to teach a full playlist! You need to be ready to go from start to finish. You never know when you will be asked to show them what you've got.
- Be ready to handle rejections. How would you handle the following rejections?
 - We don't have room on the schedule
 - We already have a dance fitness class on the schedule
 - We are more of a strength training facility and not cardio
 - I have never heard of SHiNE™
 - What makes you different from other dance fitness formats?
 - What if you need a sub? Who is going to teach your class if you can't?

Becoming an Independent SHiNE™ Instructor

As an independent SHiNE Instructor™ you have the freedom to choose where you want to teach, when you want to teach, and have more flexibility to craft your SHiNE™ class/community the way you want. However, it is up to you to find a location, set pricing, schedule classes, advertise, track attendance and sales, etc. Many fitness facilities, locations and/or studios will sublease their space to you by the hour.

You have heard the saying.... “Location, Location, Location”. Before you settle on a location, be sure to ask the following questions.

- What is the surrounding competition? (schedule, pricing, format)
- Does it have good visibility from the street?
- Would they allow me to put up a sign?
- What is the rent?
- What is the availability?
- What is the capacity or size of the studio? (plan for growth)
- What are the terms of use? Is there a contractual agreement?
- Do they provide insurance?
- Would the neighbors consider loud music a nuisance?
- How is the parking?
- Is the facility clean?
- What type of floors? (avoid concrete) Can you wear shoes on their floor?
- Does the facility have A/C?
- Is there a sound system? (do a soundcheck! - how are the acoustics?)
- Do they offer a microphone?
- Does the room have good energy? (lighting, windows, ceiling height)
- Do they provide fans?
- Will they promote your class via social media or website?
- What is their policy for small children?
- Accessibility? Would they give you a key?
- Are there wall mirrors?

Expenses for the independent SHiNE™ Instructors not affiliated with a gym will be higher. Depending on the location you select, some of the following expenses might be covered:

- Rent: Space rental typically varies from \$25-\$40/hour depending on location
- Liability Insurance: Approximately \$200/year. There is a slight discount when you are Nationally certified with AFAA or ACE
- Music Licensing: classroom playback copyright (ASCAP, BMI, SESAC)
- Music: (Due to copyright laws each instructor must have their own music)
- Equipment: Lights, sound system, speakers. microphone
- Marketing material: signs, flyers, printables, clipboard, business cards, etc.
- Verify whether your state that requires a State license to teach

How do I launch my new SHiNE™ class/location successfully?

- Begin to share posts on Facebook/Instagram/etc (Refer to the Chapter 11 for social media details)
- Soft launch or pre- launch with your friends
- Wear your SHiNE™ gear proudly
- Signage
- Visit surrounding businesses and introduce yourself (leave flyers)
- Groupon or Livingsocial is a great way to get new students in the door. Be sure to wait on this until you feel 100% comfortable with the material

Chapter 11 - SOCIAL MEDIA AND MARKETING

To make the SHiNE™ brand effective it is important that we are consistent with marketing our brand, especially since we may be new to the market. Remember that we are #STRONGERTOGETHER. This applies in social media and marketing as well. When we all use the same font, elements, hashtags, colors and graphics it reinforces who we are and shows we are a solid brand. Consistency builds trust and that is what we want our students and potential students to see.

If you create designs of your own use our branding kit. Recommended design application is Canva: www.canva.com

FONTS WE USE

- OSWALD (ALL CAPS)
- AILERON THIS (ALL CAPS)
- *Playlist Script*
- **ARCHIVO BLACK (ALL CAPS)**
- ARIMO - ALL CAPS

ELEMENTS WE USE



YOU CAN FIND THIS ELEMENT IN THE INSTRUCTOR PORTAL. UPLOAD IT TO CANVA.

COLORS WE USE

BLACK



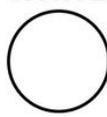
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PINK



e8319d

WHITE



ffffff



FIND THIS GOLD BACKGROUND IN "ELEMENTS" BY SEARCHING "GOLD". IT IS FREE.

HASHTAG!

#SHINEDANCEFITNESS

Other Hashtags you can use:

#dancefitness #strongertogether #iloveshine



FIND THIS DOTTED LINE BY SEARCHING "LINES"

ALL LOGOS ARE FOUND IN THE PORTAL



SHiNE

SHiNE
DANCE FITNESS™

Resources are provided for you as a SHiNE Instructor™

To help ensure consistency we provide you with a lot of graphics as well as flyers, posters, business cards, etc. We have templates already created and a graphics coordinator who can provide you with a digital image for professional printers. (Note: This is for templates not customized).

Recommended Social Media Platforms based on our general student demographic:

Facebook: Page vs. Group?

- A Facebook Page informs whereas a Facebook Group Connects
- Facebook has limited exposure
- FREE and an easy way to inform people without having to create a website.

Instagram

When someone visits your instagram page they should instantly know what you do. This is a visual picture of YOUR SHiNE TRIBE. What do you want them to see?

- Tells a story. Paints a picture
- FREE

The most effective social media pages keep your business and personal postings separate. Create your own custom SHiNE™ account name for all social media accounts:

- To help with searches, consider starting your name with “SHINE” For example “SHINE DANCE FITNESS™ WITH KENDALL” or “SHINE with KENDALL”
- Be cautious of using names with general locations, such as “SHINE DANCE FITNESS of Portland”. This could limit where you teach plus may confuse students if other SHiNE Instructor teach in the same city/town.
- Unique and personalized are an option as well: “SHINE TIME WITH KAYLEE” or “SHINE BRIGHT WITH LORI”

How Do I make my social media posts effective?

- Post on a regular basis (Stay current)
- Use the branding kit when creating and posting
- Keep business and personal accounts separate
- Add photos not just graphics
- #shinedancefitness
- Relatable and positive
- Tag businesses, students etc.
- Think about the pages you are personally are drawn to and why?

Use the SHiNE™ Trademark:

- 1) Use the “™” after SHiNE™ or SHiNE DANCE FITNESS™
 - a) From a Mobile device you will find the ™ in the back of the emoji section.
 - b) When using a PC: Hold the ALT key down and type 0153
 - c) Mac users: Option Key and type 2
- 2) SHiNE is all caps except for the “i”
- 3) The SHiNE™ logo may not be altered in color or dimensions

Chapter 12 - CLOSING

What happens after I complete the SHiNE Instructor™ Certification?

After completing the SHiNE™ Instructor Certification you can begin teaching after you:

1. Submit Evaluation video Teaching the Warm-Up & 2 Routines pre selected from from the Starter Playlist. Submit here: [SHiNE Dropbox](#).
2. Read, sign, and return the signature page of the license agreement. (Located in the Training Portal for online trainings and handed out in person for LIVE trainings)
3. Sign-up for the Instructor Membership (\$24.99/mo or \$255/yr)
4. Join the SHiNE Instructor Facebook Page and start meeting your fellow instructors!

What is the SHiNE Instructor™ Membership?

The SHiNE Instructor™ membership allows you access to exclusive online resources available to instructors only. You ***must maintain an active instructor membership in order to teach SHiNE™ classes***. Your SHiNE Instructor™ membership remains active with an active membership status. There are no annual recertification requirements.

What is included with the SHiNE Instructor™ Membership?

Your SHiNE Instructor™ membership includes the following benefits:

- Access to the SHiNE™ Tutorial Video Library
- Access to the SHiNE Instructor™ Certification Center and Training Video Library
- Access to the SHiNE™ 1-Hour Class Video Library
- Access to the SHiNE Instructor™ Private Facebook page (SHiNE INSTRUCTORHOOD)
- A Limited License to offer/instruct/promote your own local SHiNE Dance Fitness™ class (see Instructor License Agreement for details)
- Access to the complete SHiNE™ Playlist Library which includes sample playlists
- Promos on SHiNE™ SWAG
- Marketing material, logos, color specifications, social media posts, collateral, etc
- Inclusion on the ShineDancefitness.com website Class Location Finder

Conclusion

This is not goodbye! This is just the beginning! We are looking forward to having you as a part of the SHiNE™ team and help us change lives, inspire, and empower women (and some men too) from all over the world one booty shake at a time.

Much Love,
Kendall

GET CONNECTED!

- Instagram: ShineDanceFitness
- Facebook: Shine Dance Fitness
- YouTUBE: SHiNE DANCE FITNESS
- Website: www.shinedancefitness.com
- Twitter: SHiNE DANCE FIT
- Email: Kendall@shinedancefitness.com

Questions: _____
