



FACILITATING YOUR OWN PLYOJAM CLASSES

For many instructors, it makes more sense to facilitate your own classes rather than being hired by a gym or studio. This can lead to greater profit when done properly. It can also allow you, as the instructor, to be fully in charge of creating the atmosphere and community you want to see in your PlyoJam career.

BE YOUR OWN BOSS

In order to facilitate your own classes, you must scout a location, set up a rental agreement with the location, and typically do all the marketing, advertising, and money collection on your own. There are pros and cons to this setup, but this guide will give you a few hints about how to make this work!

After reading through this free guide, you will have the option to schedule a virtual chat with a PlyoJam team leader who can go into more detail, answer questions, help you with ideas, etc. The cost for virtual chats is nominal and can be very helpful.





FIND A LOCATION

Find a location that is convenient for you and your target audience. Make sure the location has proper flooring, a good sound system, and a reasonable rental price. We've found rental spaces typically go for between \$25-\$50 per hour. This is a fair amount. If you commit to a weekly rental, you may be able to negotiate the price.

SET UP A FACEBOOK PAGE.

Begin adding all your friends that might be interested in taking your class to a private Facebook Page. Ask them to invite their friends to the FB page as well. This is the fastest way to start growing a following.

COLLECT EMAILS & START A NEWSLETTER

You can start by simply emailing from your gmail account, but if you want to create newsletters with images and even videos, MailChimp is a great, free service. If you need additional help on how to use MailChimp, this may be a good reason to schedule a virtual chat.



RESEARCH THE AREA AND SET YOUR PRICE

You want to make sure you price yourself fairly and accurately.

Research your area to find out what studios are charging for similar classes. You may want to just start with a drop in fee, but eventually you'll want to create package prices. Encourage cash payment, or use Venmo.





CREATE MARKETING MATERIALS

Utilize the marketing materials PlyoJam has provided for you to create flyers and cards to advertise your class. For a small fee, the PlyoJam marketing team can create these for you. Email support@plyojam.com if you would like to know about this option. Be creative and pass out marketing materials at schools, coffee shops, malls, anywhere you feel you'd find your target demographic.

FREE PREVIEW CLASS

Set up a free class for your friends and family to come try PlyoJam. Encourage them to bring friends and family to the free class. This is your time to SHINE and WOW them! Make it count!

BE CONSISTENT

Your class size will ebb and flow. Be patient and be consistent. Students like to have a teacher they can count on.





USE THE SWEATNOW APP

Sign up as a fit pro on the SweatNow app. This is a great booking app in which you can be in touch with your followers and potential students can find your classes. Again, we can go through the use of the SweatNow app on a virtual chat!

WAIVERS

Have your students sign waivers to protect you from any liability. PlyoJam has a waiver, but we would also encourage you to ask your studio if they have any waivers specific to their location. Find the PlyoJam waiver in the marketing materials section of your instructor portal.

We hope this free guide has helped you get started! For a more in depth look at how to facilitate and create your own rockstar PlyoJam business, please feel free sign up for a virtual conference with a PlyoJam team member [HERE](#).

www.plyojam.com