



plyo jam master trainer welcome guide





welcome to the team

Welcome PlyoJam Master Trainer!

We are so excited you are here. You are about to embark on an exciting journey and you will be a very important part of our team! We saw a talent and enthusiasm in you and we are now entrusting you to bring the incredible PlyoJam format to the masses.

Your job is to become an expert in all things PlyoJam, and then recruit and educate others on the history, uniqueness and effectiveness of our format. We can't wait to watch your success story!

xo,
Stacey & Jason
PlyoJam Founders



master trainer expectations



As a PlyoJam Master Trainer, you are responsible for bringing all the enthusiasm, skill and passion for PlyoJam to your trainees.

You are an ambassador of the PlyoJam brand and we trust you to whole heartedly convey our mission and our brand.

By the time you conduct your first training, you will understand our history, our goals and what makes PlyoJam so amazingly unique and special.

We expect the following from our Master Trainers:

Master Trainers must adhere to the guidelines, rules and choreography provided by PlyoJam HQ.

Master Trainer must hold their first training within 4 months of onboarding.

Master Trainers are required to conduct a minimum of 2 trainings per year to maintain free access to instructor and master trainer portal.

We expect Master Trainers to conduct themselves in a professional, appropriate and positive way at all times.

We expect Master Trainers to be consistent PlyoJam ambassadors on Social Media and in person.

If Master Trainers behave in any way deemed inappropriate or damaging to the PlyoJam brand, the position will be revoked immediately.

let's talk money honey

cha
ching!



The Master Trainer pay is based on a very generous percentage of the training fees collected. Your commission percentage will increase as the number of trainings you facilitate increases! Reminder: you are responsible for securing a training venue for each six hour training that you facilitate.

PlyoJam allows Master Trainers to trade ONE free instructor training (a \$250 value) in exchange for six hours of facility use. If any venue fees are incurred, Master Trainer is responsible for said fees. Master Trainers do not earn any percentage of the monthly licensing fees that instructors pay to PlyoJam.

trainings
#1 & #2

50%

trainings
#3 & #4

60%

trainings
#5 & beyond

70%

WOW!

sample earning potential

training #1

50%

2 trainees pay full price	2 x \$249= \$498	\$249
4 trainees use code #1	3 x \$239= \$717	\$358.50
6 trainees use code #3	6 x \$199= \$1,194	\$597

YOUR TOTAL

\$1,204.50

training #3

60%

2 trainees pay full price	2 x \$249= \$498	\$297
4 trainees use code #1	3 x \$239= \$717	\$430.20
6 trainees use code #3	6 x \$199= \$1,194	\$716.40

YOUR TOTAL

\$1,443.60

training #5

70%

2 trainees pay full price	2 x \$249= \$498	\$348.60
4 trainees use code #1	3 x \$239= \$717	\$501.90
6 trainees use code #3	6 x \$199= \$1,194	\$835.80

YOUR TOTAL

\$1,686.30



how to host a training.

what to do first

- Nail down the date(s) and time(s) of your training. You may host a one day training for six hours or a two day training for three hours each day. We prefer a two day training, but it often comes down to trainee and venue availability. We recommend finding your date/time and venue at least 4 weeks prior to the training so that you have plenty of time to market and recruit.
- Fill out the event form on the PlyoJam website so that your training can be listed on the PlyoJam event calendar!
- Create your marketing materials with accurate date, time and venue location for training. Be sure to include YOUR contact information.
- Start spreading the word! Use every marketing technique we've taught you, along with all of your connections, social media, and networking to drive prospective PlyoJam instructors to your training.
- Utilize the sign up codes we've provided for you so that PlyoJam HQ can track your sign ups and sales. Use the discount codes wisely! We encourage you to use them if you believe it will be the "seal the deal" factor in getting trainees signed up.



how to fill a training

You are the expert of your city and your neighborhood! So we are relying heavily on your ability to network and bring people into your trainings. Here are our suggestions...

HOST A DEMO OR FREE CLASS TO GET EYES ON THE FORMAT

Ask your local gym if you can teach a demo class of PlyoJam. Invite every single group fitness instructor to participate and experience the magic of PlyoJam.

SPREAD THE WORD TO LOCAL GYMS AND STUDIOS

Email every gym, studio and rec center within a 30-40 mile radius of your training venue.

Let them know you are a PlyoJam Master Trainer and hosting a training soon. Send them training details and ask them to share with their roster of instructors.

GET SOCIAL

Post on social media about your training. Post flyers and videos and ask your network to spread the word. Research fitness and instructor FB groups in your area. Join and post! Don't be afraid to brag about your new format!

sign up codes

based on your first name and last initial



FIRSTNAMELASTINITIAL

This is your full price code. Your trainees will pay the full price for live training (\$249). They must use this code so that we can track your sales.

FIRSTNAMELASTINITIAL1

This code will take \$10 off the training fee, making the cost \$239. Everyone loves a little discount!

FIRSTNAMELASTINITIAL2

This code will take \$25 off the training fee, making it \$224. Use these codes at your discretion, keeping in mind the less trainees pay, the less Master Trainers earn!

FIRSTNAMELASTINITIAL3

This code will take \$50 off the training fee, making it \$199. Use these codes at your discretion, keeping in mind the less trainees pay, the less Master Trainers earn!

FIRSTNAMELASTINITIAL4

This code will make the training entirely free. You may use this code ONCE per training that you facilitate, and should typically be used in exchange for free training space.



leading up to the training

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- Stay in touch with your trainees! Email them to keep them hyped, add them to your trainee Facebook group, get them excited!
 - Find out the tank top size of each of your trainees and send this information to PlyoJam HQ at least one week prior to your training so we can get your tanks mailed out to you!
 - Select the 12 routines you are going to teach at your training and send your trainees the routine list so that your trainees may review the choreography prior to training.
 - Continue to market! You may get some last minute sign ups!
 - Confirm your training venue to avoid any miscommunication.
 - Send one last email to your trainees the day before the training to confirm your time, location, any pertinent parking information, and let them know how excited you are to meet them!
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training day



Greet your trainees with enthusiasm and warmth.

They may be nervous!
Put them at ease!

Take 5 minutes and allow everyone to introduce themselves! Have each of them tell the group their name, their fitness background (if any) and something interesting about themselves!



Your trainees will have already watched the training videos & completed the quizzes, so your training time together is really about application; working on choreography, leading, cueing.

STEP ONE

Warm up your trainees. This gives you a chance to demonstrate the appropriate way to warm up students in a PlyoJam class.

Choose a medium to high tempo song, include dynamic stretches such as shoulder rolls, hip rolls, knee rolls, etc.

Include movements such as toe taps, v-steps, grapevines. Zero to very limited elevation should be in your warm up.

STEP TWO

Your goal is to get through 12 songs during your six hour training. Each song should take approximately 25 minutes to review and perfect.

Your trainees were sent the list of songs you are going over, so they should have some familiarity.

Rehearse the song once through all together. Keep your eyes on the trainees and look for any areas that seem off or difficult. Break down any sections of the song that are presenting problems.

Break your trainees into groups and have the instructors lead portions of the song in a round robin style.



talking points during the training

During the six hour training you will be doing a lot of dancing and sweating, but as the leader you will also want to use this time to bring up several pointers and reminders for your trainees. There is so much more that can be said, but the below points are a great start!

- Spot check your trainees. Are they able to explain the PlyoJam concept accurately and succinctly? Do they know how to define plyometrics? They better!
- Talk about warm-up and cool-down. Make sure trainees understand the basic movements used in the routines. Warm-ups and cool-downs should NOT be overly complicated. Dynamic movements in a warmup and static stretches in a cool-down. Remind them to switch out their warm-up and cool-down routines often and to be creative when choosing songs. This is their time to be creative!
- Talk about playlist. Ask your trainees how they would go about creating their playlist. Remind them of the importance of having enough high, medium and low intensity songs, along with a great mix of old and new routines.
- Watch the group and scan for movements that look awkward and help them correct the move. This is a perfect opportunity to talk about teachers that are hard to follow and teachers that are easy to follow. Talk about the importance of making the movement large, hitting the beats hard. (They will lose students if they look like an awkward teacher and they are not easy to follow.) While we want instructors to have flair, we don't want them getting so carried away with their own style that they become hard to follow.
- Talk about building rapport with students. How is this done? Giving thumbs up, high fives, smiles and eye contact.
- Talk about ways to motivate the class, moving around the room, being encouraging and welcoming, especially to students who may be a bit unsure.
- Talk about appropriate times for teachers to preserve their energy. If there is a long plyometric build and showcase, this is a great time for the instructor to demonstrate the first few and then walk around and motivate.
- Showing modifications is crucial. Be sure to point out the areas that should be modified in a routine. Explain the frequency this needs to be done. Talk about reading the room and gauging the intensity level. For example, if it's a room full of people 50 and over, instructors might need to show the modifications more.
- Talk about cueing, be sure to really demonstrate how to cue verbally, physically and directionally.

six hour training time line sample

1pm - 1:15pm

Meet & Greet

1:15pm - 1:25pm

Warm Up

discuss elements of a warm up

1:25pm - 3:05pm

Practice first four routines

3:05pm - 3:15pm

10 Minute water break

good opportunity to answer questions

3:15pm - 5pm

Practice next four routines

5pm - 5:10pm

10 Minute water break

good opportunity to answer questions

5:10pm - 6:50pm

Practice last four routines

6:50pm - 7pm

Cool Down

discuss elements of a cool down

answer any remaining questions

pass out tank tops





important links

Link used to sign up for training:

<http://bit.ly/PlyoJamLiveTraining>

Link to submit event to PlyoJam:

<http://bit.ly/PlyoJamEventForm>

Link to Master Trainer Facebook Group:

<http://bit.ly/MasterTrainerFacebookGroup>

Link to Instructor Facebook Group

<http://bit.ly/InstructorFacebookGroup>

Link to Log In to PlyoJam Website:

<https://www.plyojam.com/login/>

after the training



While technically your work with your trainees ends after you have conducted the six hour live training, it is very important to us that you see this as a long term relationship. WHY?

- Because your baby bird trainees will still need guidance and encouragement.
- Because you may want to hold choreography jams every other month and earn some cash!
- Because you may want to collaborate with your new trainees at local events or master classes.
- Because you will want your new trainees to refer other new trainees to your next training!
- Because we are a #plyojamfam.

stay in touch

PlyoJam HQ will always be in touch with all instructors from all over the globe. However, we encourage you to remain a mentor and trainer to your trainees long after the training is over.

Stay in touch inside your area FB Group that you have created. (ie. PlyoJam Instructors of Kansas City)

Hold choreography rehearsals! Charge a small fee and bring your trainees together once a month for practice and team bonding time.

Create a community with your instructors. Plan a quarterly happy hour or other bonding experiences off the dance floor.

Establish yourself as a leader and their go-to mentor!

Check in with your trainees to see if they need any help or advice.





social media expectations.

You are now a MASTER TRAINER for PlyoJam! That means you are a representative and ambassador for our brand, which comes with the task of wearing a marketing hat. Social media is an important part of marketing and brand growth. Please make sure you are doing the following:

Following PlyoJam on all social media platforms including Facebook, Instagram, Twitter and YouTube.

Please make sure you are a member of our private Facebook groups for Instructors and Master Trainers.

Consider forming your own Facebook group for your trainees.

BE ACTIVE. Comment on and share PlyoJam's posts. Post on your own accounts often, tagging @plyojam and using frequently used hashtags like #plyojam, #plyojamdancefitness, and #plyojamfam.

Follow other instructors and support them on social media by liking, commenting and sharing!

plyojam swag



plyojam in the press

SELF

THE
HUFFINGTON
POST

POPSUGAR

Prevention
MAGAZINE

GLAMOUR

plyojam celebs





welcome to the team

PLYOJAM[®]
DANCE POWERED
BY PLYOMETRICS