

Powder Blue Productions

Area Promotions Director (APD) Application Information & instructions for making your audition DVD!

Questions? Please contact Christine Dwyer at christinedwyer@turbokick.com

Thanks for your interest in becoming an APD & Presenter for Powder Blue Productions. We always need good people on our team! Every year we conduct one APD Audition Camp. Selected applicants will be notified in writing. We regret that due to the number of applicants, if you are not accepted, you may not be notified. We do encourage all to submit again the following year.

Area Promotions Director (APD) Job Description

Individuals who are interested in taking on the role of a Powder Blue promoter, presenter and fitness professional to represent Powder Blue Productions in their surrounding assigned territories.

APD's Key Responsibilities:

1. Locate hosting locations to hold events/trainings
2. Book continuing education events/trainings with the hosting location located by APD
3. Communicate with the hosting location during promotion of the event
4. Promote events and trainings
5. Educate, inspire, motivate and connect with fellow fitness professionals and enthusiasts
6. Present training material and sell merchandise at events

This position requires:

- Love and passion for fitness, especially Turbo Kick®, PiYo™ & Hustle!
- Professionalism, charisma, charm, humor, kindness, humility
- A commitment of between 5 -10 hours per week.
- Following acceptance as an APD, initial ramp up time requirement is slightly higher for the first 3 months: approximately 8 -12 hours a week.
- Excellent organization and follow through (via phone and email)
- Sales driven attitude
- Positive self image and a love for helping others
- Recruiting host sites in your area and/or surrounding areas/states
- Likeability, respect and reputation of excellence in your fitness community
- Willingness to make cold calls
- Willingness to conduct occasional free master classes at area facilities
- A minimum of 2 years experience teaching group fitness classes
- A minimum of 1 year teaching Turbo Kick® PiYo™, and/or Hustle.
- Good networking/communication abilities
- Home based high speed internet connection, access on a daily basis
- Excellent phone and written skills
- Willingness to persevere through rejection to "get the job done" mind-set!

Applicant Requirements: In order to apply, you must have:

- Current CPR
- Turbo Kick® Instructor Training * PiYo™ Instructor Training * Hip Hop Hustle™ Instructor Training *
- AFAA Primary Certificate, Personal Trainer or a Fitness Related College Degree *(or proof of registration)*
- ACE Primary Certificate, Personal Trainer or a Fitness Related College Degree *(or proof of registration)*
- A LOVE for Powder Blue Formats!

Pluses (highly encouraged but not mandatory)

- All-Star Presenter Camp Record of Completion**

** Only Gold or Platinum ranked instructors are eligible for selection as an APD: If you do not have a Gold ranking but wish to apply, you may allow your Application submission to also be your re-test! Please include a check for \$35 for each format you are re-testing for, along with your application and DVD submission.*

NOTE: An overall Platinum ranking is highly favored. (ROCKSTAR rank from All-Star Instructor Training or All-Star Presenter Camp + Gold in any Powder Blue format = Platinum in that format!)

*** All-Star Presenter Camp is not APD Audition Camp, it is a one of a kind training where you will learn everything you need to become a presenter. (Limited cities/states have this training scheduled. We highly suggest making every effort to attend one of these events if they are offered in your area). Attending All-Star Presenter Camp gives one an advantage to those that attend.*

Applicant Travel Information for APD Audition Camp (If accepted)

All selected applicants are required to pay their own transportation to the training/try-out conducted in Southern California. We, in return, cover lodging, some meals, entertainment and three full days worth of invaluable training with a great bunch of fitness professionals!

Invitation to our training is not an offer of employment. Training is to be viewed as an “audition” for both applicant and Powder Blue Productions. Only those with tremendous potential are invited to attend. Anyone who has considerable time constraints is discouraged from applying and attending.

APD Audition Camp Information (If accepted)

Potential APD's invited to the training have the ability to showcase their skills, attitude, organization and professionalism. It's a great opportunity and a fun, valuable weekend spent networking, learning and making great new friends. We will cover topics including: enhanced public speaking, the art of presentation, how to transition from great instructor to a captivating presenter, how to book and promote your Trainings (Turbo Kick® Instructor Training, PiYo™ Instructor Training, Hip Hop Hustle™ Instructor Training, and All-Star Presenter Camp) professionalism, Powder Blue Productions event protocol, networking, perfecting your form and technique, and a few fun topics! We will bring in the best coaches in each area to assist us in your training. Many of those who have gone through our training go on to present for IDEA, Schwinn, Sara City, 24 Hour Fitness, Nautilus, Body Training Systems and many other industry leaders.

Keep in mind that having exceptional form or packed classes is only a small part of being a great APD. Applicants are selected based on their ability to captivate and entertain on DVD, public speaking skills, likeability, energy, a down to earth “real” quality and an overall excellent attitude! In addition, we consider the need for additional APD's in certain regions of the country,

an individual's dedication and support of our program(s), length of time teaching Turbo Kick®, Hip Hop Hustle™, PiYo™ and other related presenting experience. *

- Exceptional teaching skills are a must. If you have not been evaluated by your group exercise manager/coordinator in more than a year, we highly encourage you to do so and take steps to fine tune your teaching skills before submitting your application.

- DVD should display a high degree of excitement, exceptional form, and the ability to adapt to your groups needs. Cueing should be clear, early, verbal, physical and easy to follow.

- We are looking for applicants who possess the “WOW” factor!

- Applicants who have attended All-Star Presenter Camp training will be given higher attention and priority.

Application Instructions and Requirements

1. Please attach a cover letter explaining why you believe you would make an excellent presenter.

2. Please include a DVD recording of yourself teaching the format for which you are applying to present. All DVD's must be able to be viewed on a home DVD player. Only applicants teaching Turbo Kick®, PiYo™ or Hip Hop Hustle™ will be considered. Any applicants with DVD's not able to be viewed by the committee will be notified and given 48 hours to supply a new one. *(Hint: make an additional copy in case the original is lost or damaged in the mail).*

All DVDs must also include:

- An introduction of you followed by a sample of your public speaking skills.

Note: Videos that include a demonstration of your public speaking abilities (on any topic) are highly recommended (speaking to a group and not alone)

- A minimum of 15 minutes of you teaching the format(s) you are applying for. Please include a good camera view and demonstrate punches and kicks. If you are applying for multiple formats, please include them all on 1 DVD.

3. Include your Application (written portion) with your DVD submission.

Final Thoughts:

Don't forget that your DVD is your one chance to make a lasting impression on the committee! We are far more interested in “who you are” than in how high you kick. Make sure those first couple of minutes are captivating, exciting, professional and invite the viewer to watch on! Make your submission stand out. Wow us! Let your “guard” down and be who you are when you teach your class! Let your personality shine through. Let us know who you are, what you stand for, and what's most important to you.

Applicants tend to hold back and come across “ultra” professional. This rarely gives us a taste of who you really are. Professionalism is a plus, but we do want to see the exciting, real side of you that people love! If you're funny, smart and interesting... make sure that shines through in your video. After reviewing the application, please let us know if you have any questions!

Remember, by completing this application, you will have passed the hardest test. There are hundreds of people talented enough to be presenters. What separates you from the rest is the organization and follow-through. Take that first step.

Tips from the APD Selection Committee:

A confidential panel of instructors and current APD's will view your DVD and application. Typically, if the application meets minimum standards the committee will move on to view your DVD. Do not begin your DVD with an apology. If your DVD is not up to *your* standards, re-tape it. Look your best! Be your best, but don't worry about perfection. We are looking for people who are "real" and comfortable with themselves. We will be looking for the following:

- An approachable, charismatic personality that shines through, even on video
- Public speaking skills
- Videos that exhibit you teaching OUR formats. In high demand are presenters who can present more than one format (Turbo Kick®, PiYo™ & Hip Hop Hustle™)
- A poised, professional and polished look is a must!
- A look that conveys your commitment to a healthy diet and regular fitness
- A great "can-do" attitude! We have no room for "Prima-Donna's", "Divas", "Drama Queens" or high maintenance types!
- Turbo Kick® – We look for form that is explosive, super high energy, nice long powerful punches, perfect foot placement on kicks, dynamic eye catching form!
Only Gold level instructors are eligible to apply. We are looking for the best of best within the ranks of our Gold instructors. **
- PiYo™ – Correct alignment, reasonably flexible, a physical/athletic/flowing approach to PiYo™, rather than spiritual. Applicants must demonstrate their ability to teach both Pilates and Yoga. Only Gold level instructors are eligible to apply. **
- Hip Hop Hustle™ – We look for energy, explosive, popping movements. Facial expressions and making it real and do-able are a must! Bring on the HUSTLE attitude! Again, only GOLD level instructors will qualify. **

** If not Gold you can re-test for \$35 per format. Include a check and note with your audition DVD notifying us that you are also retesting.