

# Powder Blue Productions

## Area Promotions Director (APD) Application

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

### **Please print, complete and send, along with your DVD to:**

Powder Blue Productions  
ATTN: APD Selection Committee  
460 Goddard  
Irvine, CA 92618

### **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. Only complete applications will be considered.

### **Applicant Check Off List:** Please read, check each box listed, and sign your name below.

- If I am selected as an APD I may occasionally be asked to travel on Fridays or Mondays.
- My DVD submission will not be returned to me.
- I have the time to devote to this position.
- If I am accepted, I will do my best to book, promote and present a minimum of TWO Instructor Trainings.

Signature of Applicant \_\_\_\_\_

## Powder Blue Productions Area Promotions Director Application

Complete Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: (\_\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_ (Very important)

1. Years of experience teaching Group Fitness:
2. List number of years teaching/studying each format:
3. List formats for which you are applying to become an APD:  
Check all if applying for all
  - Turbo Kick®
  - PiYo™
  - Hip Hop Hustle™
4. What areas of your teaching do you know you need to work on?
5. Approximately how many participants attend your largest class?  
Turbo Kick®?  
PiYo™?  
Hip Hop Hustle™?
6. List all related trainings or current certifications. Include any workshops which relate to your specified formats. *(Before being officially accepted as an Area Promotions Director, we require that all APD applicants in the United States have an ACE and AFAA Certification, or are at least registered in an ACE and AFAA Certification – or a fitness related college degree)*
7. Are you currently an approved continuing education provider? If so, please list:

8. List any presenting experience which may or may not relate to fitness (include group size, topics & dates):

9. List your teaching schedule (Please list all classes, even if not a PBP format):

**MONDAYS:**

Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_

**TUESDAYS:**

Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_

**WEDNESDAYS:**

Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_

**THURSDAYS:**

Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_

**FRIDAYS:**

Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_

**SATURDAYS:**

Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_

**SUNDAYS:**

Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_  
Format: \_\_\_\_\_ Time: \_\_:\_\_\_\_ Club: \_\_\_\_\_ City: \_\_\_\_\_

10. What is your current profession/Job? Describe:
11. How many hours per week do you currently work outside of fitness?
12. Do you currently hold or do you have plans to apply for a management position in the fitness industry? If yes, please explain:
13. Do you have sales experience and what qualities do you feel make a good sales person?
14. Why do you want to be an APD?
15. On a scale of 1 (being the worst) and 10 (being the best), how supportive is your family of your desire to be an APD? \_\_\_\_\_ Explain:
16. What do you normally do to make a good first impression on people?
17. What is one action/accomplishment (other than birth of child) that you are most proud of...
18. Are you willing to obtain additional Pilates and or Yoga Training if we ask you to? Please explain.
19. What in your mind makes an outstanding presenter and what do you think is key to being successful at event promotions?
20. Other than the area you currently reside, are there other cities/states that you travel to on a frequent basis? If so, please list:

21. Do you have plans to move from your area in the next two years? If so, please explain or list the area you are considering relocating to:
22. Tell us about your current life priorities (please list at least 5)
23. How would other people describe your personality and what areas you need to work on?
24. Briefly tell us about your history as it pertains to fitness. What is your fitness story and what are your future goals in the fitness industry?
25. What are your future personal goals?
26. Tell me about a time recently when you had too much on your plate and how you dealt with it. Please be specific:
27. If you set up a Powder Blue Training at a club and it was approaching and the coordinator was not returning your calls or emails, how would you handle it?

28. Do you own a home computer with a high speed internet connection and email account? How often do you check your email?
29. What is the most current Turbo Kick® Round you have taught? \_\_\_\_\_  
PiYo™ Lesson? \_\_\_\_\_ Hustle™? \_\_\_\_\_
30. You need to set up a Powder Blue Training in another state where you have no contacts. How would you make contacts?
31. Tell us about the last time you had to deal with a last minute unexpected or emergency situation. How did you deal with it?
32. Provide a specific example of dealing with a “difficult person” and how you handled it?
33. What physical goals do you have for yourself?
34. What things are most important to you in life? Provide as much detail as you feel necessary:
35. What is the most important life lesson you’ve learned so far?
36. What character traits do you find most attractive in others?
37. What character traits do you find least attractive in others?
38. How would you describe your two best friends? Use 10 words or less to describe each of them. Please use first names only:

39. Write down the following qualities, then list them in order based on which quality you possess the most.

- |                   |          |
|-------------------|----------|
| 1. Organization   | 1. _____ |
| 2. Optimism       | 2. _____ |
| 3. Star quality   | 3. _____ |
| 4. Follow through | 4. _____ |

40. How much time per week might you have to devote to being an APD if you were selected?

41. What are your biggest fears about this process or becoming an APD (besides not being selected)?

42. Taking on this position as an APD requires good communication, meeting deadlines, and scheduled work for promotion. How do you feel you will be able to fit this new job into your current work/life schedule? (Please really think practically about how you would do this)

43. Please provide three other fitness instructors we may contact for a reference: Include complete name, phone number with area code, and e-mail address (if available) for each reference:

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

44. Please provide up to three fitness related supervisors/managers we may contact for a reference: Include complete name, phone number with area code, and e-mail address (if available) for each reference:

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

45. Please provide up to three family/friends (outside of fitness) we may contact for a reference: Include complete name, phone number with area code, and e-mail address (if available) for each reference

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_