

## SUGGESTIONS FOR ENCOURAGING STUDENTS TO COME TO EVENTS

- ❖ Big name instructors teaching in beginner rooms
- ❖ A room that during certain hours play classic/oldies dances
- ❖ Special discounts off the registration for 1st timers, possibly badges that distinguish 1st timers so that regulars can welcome and encourage them.
- ❖ Posting the lesson/level in advance.
- ❖ More beginner and high beginner dances taught at least every hour.
- ❖ DJ's should play beginner music from the surveys.
- ❖ Beginner level dances done in the main ballroom.
- ❖ Free pass/free number of paid workshops/free dinner for 1 timers.
- ❖ Beginner dances, lower fees.
- ❖ Each dance should be taught at least 2 times.
- ❖ Event directors should keep everything fun, and non-restrictive. Relaxed, fun, and welcoming.
- ❖ Lower cost of the event and low cost hotels.
- ❖ Have a beginner floor or have a block of time in which only beginner dances are played.
- ❖ Present/teach or offer beginner level and easy intermediate dances and offer a discount or some perk if you bring in dancers.
- ❖ Offer a discount for groups of 5 or more.
- ❖ Day passes in the range of around \$25.00
- ❖ Having a beginner room and an all request room.

## SUGGESTIONS FOR BEGINNER DANCES

- |                          |                      |                         |
|--------------------------|----------------------|-------------------------|
| ➤ Puttin the hammer down | Tush push            | Treat her right         |
| ➤ Lindi shuffle          | Cruisin              | Moonlight kiss          |
| ➤ Peaches & Cream        | Downpour             | I spy                   |
| ➤ Silver Star            | Country 2-step       | Hit the lights          |
| ➤ Prime Waltz            | My new life          | Broken glass            |
| ➤ Almost cha cha         | Simply mine          | Whiter than white       |
| ➤ Electric slide         | Second chance waltz  | Blue highway            |
| ➤ Eye Candy              | Bicycle Waltz        | Amoure en Provence      |
| ➤ Sixteen step           | Ribbon of highway    | Texas waltz             |
| ➤ Country walkin         | Irish stew           | Locomotion              |
| ➤ Rita's waltz           | DHSS                 | Cupid Shuffle           |
| ➤ Cowboy charleston      | It's my world        | AB "L"                  |
| ➤ Cajun thang            | Rockin cha           | The freeze              |
| ➤ Swingin thing          | We are family        | Cowboy boogie           |
| ➤ First dance            | Texas barefootin     | Country as a boy can be |
| ➤ Rub it in              | Come on and dance    | Trashy women            |
| ➤ Crossover              | Sundance             | Ah Si                   |
| ➤ Money Money Money      | GI Joe               | Cowgirl twist           |
| ➤ Can you feel it        | Stroll along cha cha | Nice'n E-Z              |
| ➤ AB series              | Step right up        | Wallflower              |
| ➤ Hey Mr. DJ             | Booty call           | 123 waltz               |
| ➤ Come dance with me     | Smokey places        | Cowboy cha cha          |
| ➤ Bad bad Leroy Brown    | Sidesteppin          | Super simple            |
| ➤ Connections            | San Antonio stroll   | AB ticket               |
| ➤ Chocolate City Hustle  | Beginner stroll      | El Corner               |
| ➤ Strait cha cha         | Little rhumba        | Live laugh love         |
| ➤ Disco                  | Un Button            | Playa Latino            |
| ➤ Saturday night fever   | Don't cha wish       | Womanizer 2             |

|                                |                      |                          |
|--------------------------------|----------------------|--------------------------|
| ➤ Feel the cha                 | When I grow up 2     | Keeps getting better     |
| ➤ No can do                    | Closer               | One of these nights      |
| ➤ Applebottom jeans            | Long train running   | I don't feel like dancin |
| ➤ Adaptable                    | Walkin               | Blue finger Lou          |
| ➤ Hicktown                     | Good time            | Sweet sweet smile        |
| ➤ Ski bumpus                   | Cut a rug            | Beginner line dance      |
| ➤ Duck Soup                    | Scrap piece of paper | Move it                  |
| ➤ That's the way I like it     | Hippy dippy mambo    | Waltz across Texas       |
| ➤ Alley cat                    | Boot scootin boogie  | I love a rainy night     |
| ➤ Stealing the best            | Get down, get funky  | Jamaica walk             |
| ➤ Beach bop boogie             | Cactus flower        | Dizzy                    |
| ➤ One                          | 101                  | Star Shuffle             |
| ➤ Mr. Inbetween                | Big girl boogie      | Sweetie                  |
| ➤ Chocolate cover candy hearts | Shama lama           | Endless love             |
| ➤ Home sweet Chicago           | Flobie slide         | Drivin country           |
| ➤ Honky tonk stomp             | Cotton Eyed Joe      | Ghost Train              |
| ➤ 16 step                      | Dream on             |                          |

#### WHAT IS THE MOST DIFFICULT STEP TO TEACH A NEW STUDENT

|  |                             |
|--|-----------------------------|
| ✓ Pivot turns - changing of the weight                   | Monterey turn               |
| ✓ Shuffles - triples - cha cha steps                     | Kick ball change            |
| ✓ Syncopated steps                                       | Coaster step                |
| ✓ Change of directions                                   | Jazz box/Rhumba box         |
| ✓ Sailor steps   | Forward triples/Mambo steps |
| ✓ The follow through, getting weight on the correct foot | Weave                       |
| ✓ Rock, recover, triple step                             | Lock steps                  |

#### HOW DO YOU KEEP YOUR STUDENTS INTERESTED AND ADVERTISE YOUR CLASSES

- Flyers, business cards, newspaper - Started a catch and release program, students come to the beginner level classes to grasp the basics and then released to the clubs. Also send out a weekly email regarding upcoming events, field trips, what was danced, monthly birthday party.
- Newsletters, flyers, grocery stores bulletin boards, business cards, free web posting dance sites, local schools and community events, public demos.
- Word of mouth, networking, recommendations from others.
- Flyers, 8 week sessions for evening, 10 week sessions for day. Encourage students to attend more than one class
- 3 sessions per year - Sept - Nov., Jan-April, June-August, and make it fun.
- Business cards and flyers, local free newspapers, websites, World newsletter, supermarket bulletins, church bulletins. Teach beginners in sessions for a 10 week period. Make it fun. Parties, free snacks.
- Personal web site, flyers, and recommendations from students. Laugh a lot, good music, share the health values of dancing, encourage and praise
- Dance socials in which all students are invited.
- Community centers, web pages, flyers. Promote the class as a healthy choice of exercise and benefits of having fun and socializing.
- Flyers, signs at venues, internet based groups, websites.
- Encourage students to invite family and friends. Mail out a quarterly newsletter to the past and current students. Keep my personal web site updated with class information. Keep the classes upbeat and fun and give them a challenge one week and give them easy the next. Review, review, review.
- Monthly city bulletins. New dances, review of the latest teaches, reteaching the oldies. Occasional "open dances"

- Online newspapers. Ask for their birthday and once a month celebrate all birthdays in that month. Talk to all students to make them feel they are part of a family.
- Weekly emails to present and past students. Web site listings, word of mouth, demonstrations at events. I do things in class to keep them looking forward to coming back and also teach in sessions. Teach easy dances to keep the moving and smiling. Line dance social once a month.
- Keep the advanced class progressive with two new dances per week. Research new dances using online resources and seek a balance in dance selections.
- Newspapers and college catalogs. Make the classes fun.
- Serve punch, tea and coffee at each class and celebrate everyone's birthday once a month. Variety of dances with a variety of music.
- Free demos at venues showing the various forms of dance and music. Posting playlist at the monthly dances. Music sells a class and keeps them interested. Demo next weeks classes. Organizing a monthly dance social. Encourage students to bring family and friends. The enthusiasm and passion for dance coming from the instructor as she/he teaches will rub off on the students.
- Let them know the value of exercise for the body and brain.
- Give them an easy dance under their belt and that gives them confidence that they can learn more. Have fun teaching and that seems to be contagious. Try to find their favorite music and find dances to do to this music. Give the intermediates a challenge. Celebrate birthdays once a month. Cater to each students needs.
- Keep it upbeat and fun and encourage new students to give it at least 3 tries before deciding whether line dancing is for them or not. Make all new students feel welcome.
- Take them on road trips and to other classes.
- Use the students input as to what they would like to learn next. Preview of the next lesson.
- Emails, newspaper, demos, flyers. Email to all students regarding upcoming classes. Make the class fun, never draw attention to mistakes but simply review areas that are troublesome. Demo a dance I plan to teach. Incorporate different styles of music. Never give them a hard time if they need a review or a walk-through.
- Demonstrations at different venues, flyers and colleges. Make it fun, keep it energizing and teach dances that they can dance at socials.
- Flyers, newspapers, word of mouth. Give students a flyer "Intro to line dance 12 weeks session. Dance party at the last class of the 12 week session. Insist that all beginners do a 12 week session and pay up front. They can come to the first class free. In return they get a discount over what they would pay per class, free CD of practice music for all the dances we cover during that 12 weeks and free step sheets. The fact they have money invested helps motivate them to come back. Once a month we go for coffee after class and that gives them the opportunity to bond with each other. Dancers night out, towards the end of the month we take a trip to the local club. We submit our list to the instructor and they play music/dances they know.
- By teaching them different styles and what's being done at the local clubs.
- Quarterly road trips to a local club. Different instructors agree on some similar dances which we can all teach so there are dances common to all and we prepare the dancers from week to week.
- No pressure, all mistakes are fun, friendly and family atmosphere. Give music and step sheet to practice at home.
- Donate gift certificates to senior centers for a free month of lessons. Introduce new students to the class to make them feel welcome. Compliment them on their accomplishments, listen for applause when they like a dance. Send out cards like Get well soon or Miss you.
- Community education booklet, web site, Facebook. To keep things interesting, alternate instructors, dance types and different levels. Review regularly and have plenty of open dancing. I teach and review dances that are easy enough that we can fit several dances into a class period rather than spending a long time teaching one difficult dance. I vary the music that I use for many of the dances to give them a new feel. I suggest alternate steps for those who don't want to do turns or have difficulty with other steps. I make sure they know we're all there just to have fun and get exercise and it's okay to have variations.....if you don't remember the steps just make them up and someone will probably follow you.

TIPS FOR TEACHERS

[http://www.worldlinedancenewsletter.com/Tips\\_BegPM.html](http://www.worldlinedancenewsletter.com/Tips_BegPM.html)

[http://www.worldlinedancenewsletter.com/TipsT\\_TOC.html](http://www.worldlinedancenewsletter.com/TipsT_TOC.html)

GAMES FOR LINE DANCERS

<http://www.bigdavegastap.com/>

DANCE FLOOR ETIQUETTE

<http://www.cowgirls.com/dream/jan/dancetip.htm>

BASIC STEPS ON VIDEO

<http://www.blazingboots.com/html/newdancers.html>

BASIC STEPS BY PAULA MESSIER

[http://www.worldlinedancenewsletter.com/TipsBeg\\_BasicLDS.html](http://www.worldlinedancenewsletter.com/TipsBeg_BasicLDS.html)

BASIC DANCE STEPS & HOW TO DO THEM FROM PAULA MESSIER

[http://www.worldlinedancenewsletter.com/Tips\\_BasicTermsPM.html](http://www.worldlinedancenewsletter.com/Tips_BasicTermsPM.html)