

MAKE MONEY FROM TEACHING

A SIMPLE & HONEST GUIDE

If I am qualified to do anything in this life, it is to advise you on how to make a decent living, build a career and generate profit from teaching classes.

I have done it – this works, it is simple and duplicatable.



If you need me at any time, [just email.](#)

MAKE MONEY FROM TEACHING CLASSES

Like most, I am an avid follower of social media. You have to be in 2020, especially if you are building a community, it is quick and easy to market your business, keep in touch and survey what else is going on around you.

Despite how easy it looks, not everyone can teach great classes. It takes a passion for teaching and sharing, a commitment to turn up, patience to keep reinforcing and a thick skin to stand in front of a group on both good and bad days. **In order to make a career out of teaching, you have to ♥ it.**

This is where we make our first rookie error! Loving teaching and doing it for love are 2 very different things. Unless we have a business model from which to work, the love and the passion will fade leaving us unfulfilled and disillusioned.

The fact that we ♥ what we do is absolutely not enough, but it does get me thinking; I have listened to so many on social media talk about 6 figure incomes' but rarely do I see any instructor in today's climate celebrate a healthy wage. **Remember this Mantra - There is always a better way.** If this were any other industry, people would rise up with intention and ambition. Doors would open to the next level once markers were met. It is obvious why we "en masse" are not achieving in this way; the question is - **Who is willing to change and do what it takes to earn more?**

The big jobs, the exciting opportunities, the new innovations are all governed by individuals who SELF CREATE. SELF CREATION is the overriding theme of this guide. When you become your own GURU, you can act quickly, make decisions and bring positive change. Anything is possible!

LET'S CREATE A LANGUAGE THAT WILL HELP US MOVE FORWARD

3rd Party Content – any content designed or created by someone other than yourself.

Self created – any content, class style or choreography created by you.

Brands – any class style that is pre branded

Operators – gyms, centres, clubs & boutiques.

Community – classes where you hire the venue and cover all costs.

Guru - you

CREATING A PLAN

THERE ARE ONLY 24 HOURS IN EACH DAY

When we are making money on an hour by hour rate, it is pretty easy to do the figures. We can only really teach up to 6 classes a day and this is the high end when looking at energy, repetition and burn out.

So, with this in mind my first tip is to have a repertoire of styles. You need to make every hour work for you, and when you run out of hours, you need to re assess and work out how to make the hours pay more or create a more passive income.

#1 PLAN A RANGE OF CLASS STYLES

High energy classes require, high energy teaching so make sure that you can teach a wide range of class styles. These need to suit your timetable and your demographic.

HIGH ENERGY	MEDIUM ENERGY	LOW ENERGY
Cardio classes	Conditioning	Meditation
Choreographed classes	Aqua	Stretch
H.I.I.T	Yoga	Breathing
Dance	Pilates	Beginners
Education	Circuit	Technique

The great thing about being organised and planning is that the obvious becomes obvious, as you map it out. You can suit class styles to demographics and the more demographics you cover the more opportunity you have to make money.

The bigger your repertoire of classes and styles the more demand you create for your services. Once you have a class template, you can devise classes around the theme. This is where you develop your own style. Your classes will be instantly recognisable because of how and what you teach, not by the brand name of your class.

I will keep repeating throughout that one of the key benefits of self creating is that you can act with speed. You can change the time, style and theme of your class overnight to meet the demands of your customers, react to new trends or capitalise on a special event, date or innovation in your area.

You will very quickly learn to run rather than walk:

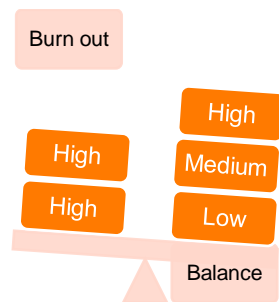
1. Try a new class on the same date each month.
2. Add an extra class once a month focusing on breath, meditation, abs & back

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3. Run short courses
4. Plan events and masterclasses
5. Run technique sessions for small groups.

All of these things can be created instantly and marketed with in your existing groups and local media.

ENERGY BALANCE



#2 PLAN YOUR DEMOGRAPHICS

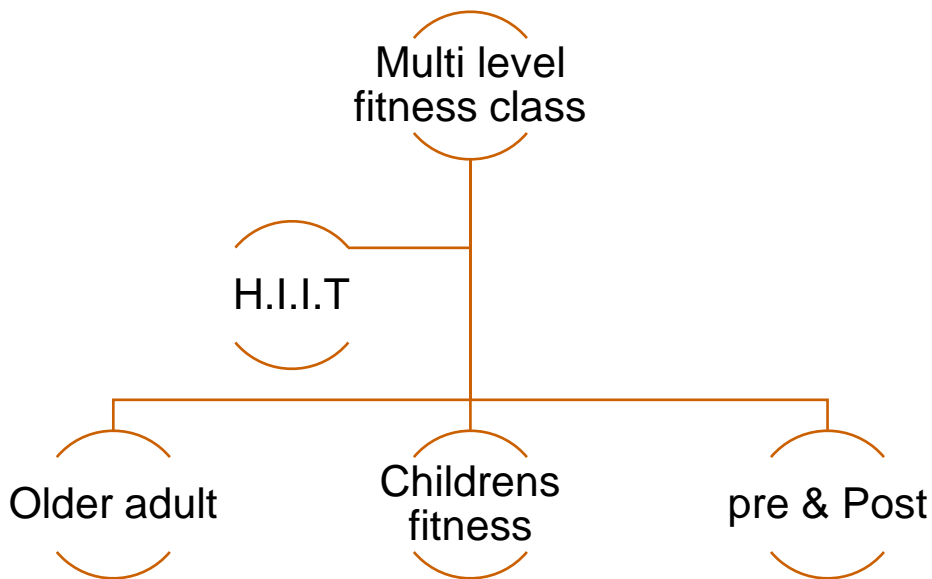
DEMOGRAPHIC	STYLE	TIME
Mothers	High/medium energy	9-11am
Professionals	High/ medium energy	6-8am / 6-9pm / Lunch breaks / weekends
Older adults	High/medium/low	Any time
Special populations	Medium/low	Day time
Children	High/medium/low	After school
Club members	High/medium/low	All day / weekends

The list is pretty much endless really, but the point I am making here is that outside of multi-level generic classes there are a wide range of genres and modalities that can be slotted into your daily routine. These can be marketed to specific groups and priced according to the amount of skill involved in creating and teaching. This is where you recoup your investment in advanced learning, add on qualifications, masterclasses and workshops.

You will be able to filter your customers into different classes once they are in your community. For example an older adult may not have the confidence to walk into a H.I.I.T class for their first experience, but once they have met you and feel comfortable with you, they will trust your professional judgement when you tell them that they are capable of at least trying it.

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MULTI LEVEL FUN CLASSES WILL FEED AND DRIVE SPECIFIC DEMOGRAPHICS.



#3 BE QUALIFIED & COMPETENT

- If you are going to teach specialist class style and/or populations make absolutely sure that you are qualified and insured to do so.
- Make sure that your insurance policy covers you for every age group and condition that you advertise.
- Make sure that your qualification equips you to teach large, small and 1 to 1 classes.
- Make sure that the equipment you use is designed for purpose.
- Make sure that you are competent.

#4 PLAN A TIMETABLE

I know when I started teaching (1985 London – Cannons city club). From the offset I asked for back to back classes. This may have been a 45-minute class followed by a 30-minute one, but it made my income worth travelling and committing to the slots. I did not always get what I asked for, but I made a point of asking anyway!

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See below example of 2 days:

DAY	TIME	STYLE	VENUE
MONDAY	7-8am	H.I.I.T	OPERATOR
	8-9am	YOGA	OPERATOR
	6-7pm	CONDITIONING	COMMUNITY
	7-7.30PM	ABS	COMMUNITY
THURSDAY	9.15 – 10.15am	CONDITIONING	COMMUNITY
	12.30 – 1.15pm	CARDIO	OPERATOR
	1.15 – 2.00pm	YOGA TECHNIQUE	OPERATOR

You can see from this brief example that I have time in my day to rest and do other things, but I am already set to create an increasing income as a result of working in different places, teaching different styles, doubling up my time slots.

In reference to resting and doing other things, see #5

#5 PLAN YOUR NEXT MOVE

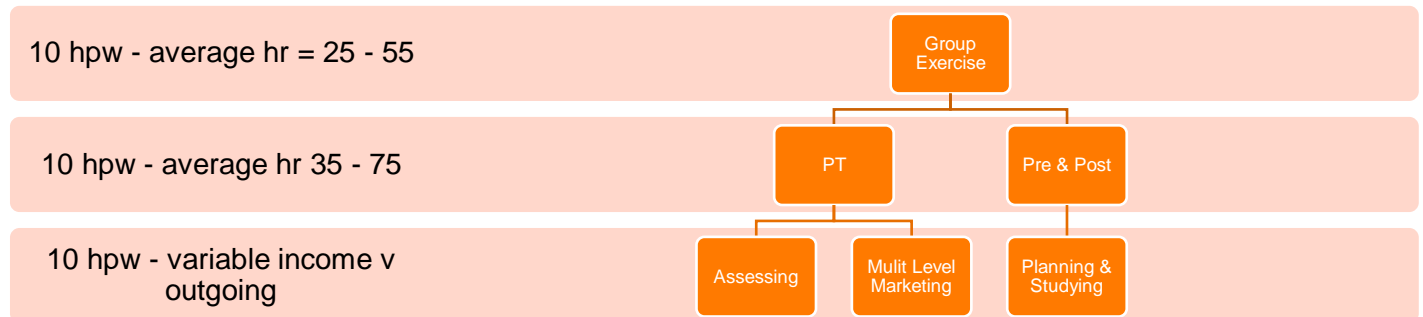
Teaching classes is great but there are so many other things that you can do to increase or supplement your income. When you are selling your time, there is only so much that you can make, which is why it is important that you have a view to charging more for more highly more highly skilled and innovative concepts.

Here are a few examples:

Personal training	
Corporate classes	
Retreats & events	
Multit level marketing	
Assessing & tutoring	
Online teaching	
Small group training	
Study & advanced training	

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Our problem is often how much we make or do not make per class. When we sit and look at our options within the spectrum of teaching physical activity, there are always other options. Some pay higher, some pay lower and others are a work in progress. I have seen instructors take on multi-level market and it completely overtakes their business in time and reward. Specialising in more highly skilled areas such as PT & pre & post demands a higher fee, while assessing can be done at home and is pretty restful compared with physical teaching. All of these things require update and qualifications, so it is important to keep on learning and schedule this into your weekly plan.



3RD PARTY VERSUS SELF CREATED

*This is where it starts to get personal! When we mention ♥, it is not just ♥ of what we do, it is ♥ of what we are part of. Call it a community, a tribe a clique or a cult, everyone wants to be part of it. The most prominent examples of this are **Zumba and Les Mills***

I get it, I really do and just because I don't ever want or need to teach third party, branded class concepts, I can really see why others do. The problem is that in my experience and remember I pre-date Les Mills and am still teaching now, and also remember that the theme of this guide is **making money** - so please read this carefully and with consideration my next 2 statements:

#1 I HAVE NEVER MET A WEALTHY LES MILLS INSTRUCTOR!

The brand is simply not designed to make the instructor wealthy. It is mass produced and so easily duplicatable. Its original USP was that anyone can teach the class, designed for in-house staff such as gym instructors and receptionists and culling the need for external instructors. This never really happened as it soon became apparent that in a service industry, receptionists are receptionists because their skills and personalities are suited to that role not to the role of standing up in front of groups of people leading an exercise session.

MAKE MONEY FROM TEACHING CLASSES

The general public or member benefit from the fact that they can walk into any session, **anywhere in the world and receive a standardised class** that is immediately recognisable and achievable.

You need a licence to teach making it unsuitable for community classes.

These three things do not make great business sense for an instructor whose goal is to make money.

WHY?

1. Operators who hold a licence have access to the brand and they set out the rules. The instructor is the channel only, they are needed to pass on the model, that is their only requirement.
2. There is no hierarchy for instructors within the LM model
3. The content is always the same despite the instructors' skills or experience.
4. There will always be a long line of other instructors that can do the exact same thing as you.
5. The model cannot be adapted for other teaching options

Again, this list could go on and on – YES there are great LM instructors out there and YES some are much better than others; this is what makes it ultimately more infuriating because these instructors are not benefitting from their assets. They may be slightly more popular on a group exercise timetable, but this will not result in higher wages because they are so easily replaceable.

I am not saying don't teach LM classes, everyone should be part of a tribe and everyone should do what they love. What I am saying is plan your daily/weekly timetable to include more highly paid options.



#2 I HAVE MET MANY WEALTHY ZUMBA INSTRUCTORS

Hell yes, when Zumba launched, community instructors were making £100's per class. There were queues, waiting lists, parties, you could not schedule enough classes. This was because it was one of the first brands to have backing and global backing at that. The hard work was done for you. Everyone knew what the class was and everyone wanted to do it due to the marketing. All the instructor had to do was:

1. Do the course
2. Set up the class
3. Pay the licence fees

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This was pure genius.

So what are its downsides?

They are few but never-the-less important.

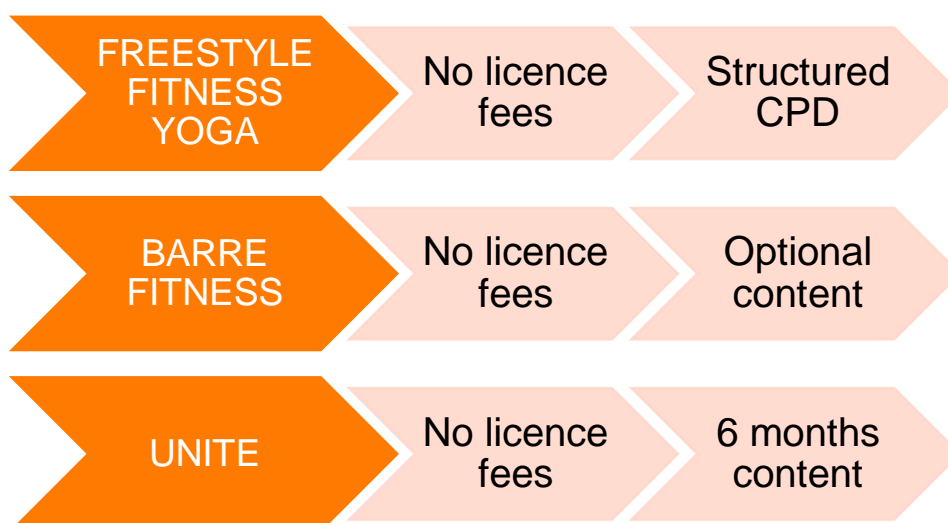
1. There became too many Zumba teachers, therefor the model was diluted.
2. Only the few made money, this was not down to market forces, it quite rightly was a result of the instructor being great. You should not have to be one of the amazing to earn a decent wage, you just need to be good and committed.
3. Other models became as popular as Zumba and people are generally transient.

Again, I get why anyone would want to teach Zumba, it is such a "feel good" model, but it has passed its peak now and in doing so has lost its earning potential. So, like Les Mills, make it a feature on your timetable rather than a focus

#3 WHAT ABOUT THE OTHER 3RD PARTY BRANDS?

This is where you really need to **GET SMART** in business!

I can absolutely tell you that as an established training provider, presenter and designer of group exercise innovations, the option for my business (GXT) to provide brands that rely upon drip feeding pre choreographed content to my instructors on a monthly basis in return for a licence fee has always been there but absolutely never been tempting. I am driven by money (what business person is not?), but I am over ridden by honour and so vehemently do I believe that you are all capable, able, competent to **SELF CREATE** your content that this would never ever be viable.



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Every model varies slightly, but every model is designed to get you up and running, give you help when needed and allow you to **SELF CREATE**

As I have already mentioned, the big brands, the really big brands such as Les Mills and Zumba have massive backing and with this comes massive marketing, these are massive incentives for a new instructor to cut their teeth on pre choreography and monthly licence fees.

These big brands have created an underclass of mini brands that vary from moderate investment to no investment. Some have great websites with a team of choreographers, regular contact, competent monthly content, branding and progressions. Some have a website with one person driving it, an ever decreasing level of customer service and then there are those with a website, an idea and an opportunity should instructors happen to buy it.

*Yes, people will come to your classes to do big brands, but no one has heard of most of the mini brands. They are trends, fads and innovations. People come because they see you are running a new idea, you are sending out marketing, you are in their area and it is at a time that suits them. They stay because of YOU. So, keep the big brand, use the mini brand then drop it, move on and **SELF CREATE**.*

To make the changes necessary for instructors (that is you), to turn the industry into one that makes money rather than spends it, you have to first stop buying the mini brands, unless you fall into one of the following categories:

- Not qualified to teach group exercise
- In a full-time occupation



#4 EXPERIENCE MATTERS

This is over to you now. You have to ask yourself a series of questions:

Do I need 3rd party content?

So many instructors are telling me that they put little bits of their own content into their branded classes. If this is the case, if you put even a tiny part of your own **SELF CREATED** content into a branded class, and it works then you are ready to get going on the journey of making more money.

Do my class titles need to be branded?

Forgive me for I am about to cross a line. About 6 months ago my neighbour went to a club based class with glow sticks. I would invariable prefer to sit at home and tap my toes to old school classic but each to their own. She loved it as did her friends. This was 6 months ago. **Ask me if they still go?**

Of course not, they are back to spinning, indoor cycling at David Lloyd. **Ask me why?**

Simple, indoor cycling works, it is reliable, it is progressive, it is not a concept or a fad (no matter how much fun) it is a fitness model that is proven.

When do I stop using the brands?

This is a great question - I am glad you asked. You must remember that the brands are there to work for you, you do not work for them. As soon as the day arrives when you wake up in the morning and think, I am ready to **SELF CREATE**. To earn money, you have to **SELF CREATE**. Once you start to maser your own content, you will earn more money and begin to invest in more learning, more ideas, more equipment, a venue.

If I were starting out now this would be my plan:



Ask yourself this final question now, would I prefer to be spending my money on licence fees and content or investing in being better, knowing more or perhaps renting a space?

#5 DO NOT BLOCK IT

It is not so easy to give you this advice knowing how many people make money from you in a perfectly legitimate way by providing you branded content and licence fees, so before you try to block this information in your mind by telling yourself that she hates the big brands, she wants something from us, she does not know what she is talking about Please remember that I don't, I don't, and I do.

The important thing here is that this information is not for everyone. Our industry has become a much more vibrant and accessible place since the brands became involved, BUT, this is for instructors who want to make a great income, doing what they love in situations that pay them a decent fee.

THE FUTURE

If you are ready, if you are prepared to make changes, stand up as a business person with a business mind and a business outlook then this is where you get going.

Remember the #1 most important thing in this guide is that you become a master of your own content. Create your own class titles and class content.

One of the great things about the individual instructor is time and speed. If you see a great class innovation or have a great idea, you can conceptualise it, create it, market it and get it into the studio in a matter of days. Who cares if it sticks! Even if you get 3 – 6 months out of it, you have created something that makes people happy and they will be eager to follow you, to see what is next.

Let's make a list:

- 1. How much do you want to make per week/month?** Do figures, even if they are simple. Write it down and then break it down into how many hours you need to work in whatever situation to make that money come in. As soon as you see it, before your eyes, you can formulate a more constructive plan.
- 2. Are things working for you right now?** If your current timetable, and styles of classes will not pay you back this is what this guide is all about. You need to make changes.
- 3. Planning change** There is a lot to get going with here so make a plan for change. Try 1 or 2 things at a time and be prepared for some of them to fail. If they fail, tweak them and try again or move onto the next thing.
- 4. Prepare for discomfort** you may not love the “new stuff” right away, but stick with it. I can honestly tell you that I am now the teacher that I used to roll my eyes at. I have changed, by being a master, my own master of content and direction. I quickly become hooked on trying new things, saying new things and doing new things.
- 5. Set out your USP** I don't know who is reading this, where or when but what I can tell you is that in my early twenties I met someone who told me that “there is always a better way”. This was amazing advice. He laughed in my face when I spoke the Group X jargon of the moment. He had no patience for nonsense and moved me on very quickly. I did not have time to repeat, repeat, repeat until I had no option but to stick with my cues, routines and habits because it was too difficult to drop. He gave to me what I am now giving you.

This is a gift to you and just the start of a long and rewarding career in fitness. When you get what you want from the industry of your choice, this is called success and success attracts success. More things come to you, your choices will become many and varied. No one is ever going to ask you to do anything more than what you pay to receive.

Good luck x

Jayne Nicholls – Director GXT

ABOUT JAYNE NICHOLLS

Jayne Nicholls, multi award winning owner and director of GXT commands a unique position in Yoga & Fitness.

Jayne & Yoga

Never content to follow conventional methods, her passion for original thinking is the foundation for the Freestyle Yoga brand now in its 19th year and responsible for Freestyle Fitness Yoga the UK's leading contemporary Yoga program designed specifically for qualified instructors, white-labeled as Nova for Virgin Active and the Yoga of choice for both teachers and operators. Jayne provides an occupational journey from entry level to full Yoga Teacher Training for anyone who loves Yoga and is keen to share it.

Jayne & Fitness

Jayne champions the working instructor providing qualifications and developing programs that allow both emotional and financial rewards. Something of an entrepreneur in the fitness industry she has created a business out of a passion. Starting as a group exercise instructor and personal trainer, Jayne has never been employed, never taught third party programs and always searched for a "better way." This mind set paved the way for long term sponsorship by Nike as a Fitness Athlete, Red Bull, repeat bookings as a presenter and speaker at conventions and events nationwide. Her leadership demonstrates that you can be both an instructor and a business person and her longevity in the industry provides a proven track record for success.

Jayne & iGuru

Co owner of iGuru Athleisurewear Ltd, Jayne has realized a long term ambition of designing and producing a fitness clothing brand, currently on it's first "Gym to Gin" collection, the monochrome range excels in both quality and performance.

Jayne says : "I have learned pretty much everything I know to be true from standing in front of a class and teaching what my head and my heart have to share. No school of business can teach you more than human interaction and a desire to change peoples lives. I have never wanted to sell to the masses and am happiest when just one person "gets it."

Jayne on combining Yoga & fitness: "still a relatively new approach the amalgamation of science with received wisdom is a playground for anyone with imagination. Applying human function to a physical Yoga practice is fascinating, demonstrating every strength and weakness. Anyone competent in both methods will prove to be the future of modern Yoga."

Jayne on third party programs: "our industries have become standardised due to the formulaic approach of third party teaching. The large brands are a constant source of inspiration and community for instructors but they will never allow the single person to be financially, emotionally or professionally rewarded in their own right"

Jayne on the national occupational standards for Yoga: "I watch with interest the rage and venom emanating from Yoga teachers entrenched in "the old way". It is fear that resists change and having experienced it years ago in the fitness industry I have complete empathy. This will force the "actualisation" that Yoga so often simply acknowledges. What is ultimately important is the need for the general public to understand what a physical yoga class has to offer them. The NOC's will only improve the relationship between teacher and student by forcing a language that is transparent and mutually coherent."