



The SOULfusion EXPERIENCE

Session #718 Saturday 7/23 2:35pm

Presented by Michele Park

www.michelepark.com

SOULfusion combines yoga inspired flows, cardio bursts, mobility, and bodyweight training into an integrated soul-enriching experience. Immerse yourself in a SOULful journey in our Master Class and dive into the magic of fusing music with movement to create a memorable and engaging student journey.

OUR INSTRUCTOR PROMISE

The SOUL Brands provide all of the tools fitness instructors need so they can concentrate on providing their students with an amazing in-class or virtual experience. We do that by creating EASY to learn, EASY to teach, FUN to take, safe & effective group fitness formatting. Our goal is to create a one-stop shop for fitness instructors for all of their teaching needs.

How to CREATE an AMAZING EXPERIENCE for your class from the moment they step into the room (In person or virtual).

1. IMPRESSIONS ...First/Middle/Last

"There are many people that we meet in our lives. But only a very few will make a lasting impression on our minds and hearts." (And SOULS) ~ Susan Polis Schutz

- We all could probably agree FIRST IMPRESSIONS are made within the first few minutes of seeing someone but you might not realize that it's actually within the first 7-17 seconds.
- 55% determined by appearance
- 93% of evaluation of others is based on non verbal input
- 40% more responsive if you are using their names
- Can you win people back after a BAD first impression?
- Last impression helps create LIFERS

The first impression sets the tone for what lies ahead. The last impression is what students are left with and will probably remember the most. BUT....there won't be a last impression if you don't get the first impression right.

2. THE EXPERIENCE ...be the total package

- Play the part
- Set the scene: Lights/ Stage/ Props/ Smells
- It's not enough to have great choreography & amazing music
- Your energy matters
- What you might know: Make eye contact, know names (note on your phone or in a small book in your bag), work the room
- What you might not know: Hold eye contact, speak to them with their name, repeat back something they have mentioned to you (ex...SUZI and her canceled pilates class), and strategically place yourself around the room

3. MUSIC MATTERS ... Music is the language of emotion

- Brings out emotions (good & bad)
- Use highs & lows in your song
- Using the words
- Subjective (What is your GO-TO song for a BAD DAY, a GOOD DAY)
- Life Experiences
- Expectations
- The chills DOPAMINE

“It has been suggested that before music and before language, there was one mixture of the two -- musilanguage -- that sounded across the savannah. That musilanguage split and specialized into two different forms of communication – one for ideas, one for emotion. Whatever the reason is, our ancestors have been playing music for longer than any of us knew -- recently a bone flute was found near the Danube in Germany, from over 40,000 years ago. Music is in our blood, our bones and our brains.”

Alistair Jennings PhD in neuroscience from University College London

IT's TIME.....THE SOULfusion CLASS EXPERIENCE

Lower Body

Upper Body

Cardio

Total Body

Flow

Core

**For todays SOUL choreography please visit:
<http://tinyurl.com/SOULchoreo>**

**For more information about our SOUL formats please visit:
www.michelepark.com/instructor-training and check out our FAQs**

**To sign up for an In Person or Virtual training please visit:
<https://www.thechoreographyclub.com/upcoming-trainings>**

Thank you for attending our SOULfusion session. It was a pleasure to have you in class. We would love to stay connected and answer any questions you might have about our formats.

XOXO Michele

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REFERENCES:

<https://www.insidescience.org/video/why-does-music-make-us-emotional>
<https://www.mindtools.com/CommSkill/FirstImpressions.htm>
<https://www.business2community.com/customer-experience/first-last-impression-one-lasting>
Podcast:
Fitness Career Mastery with Barry & Shay Kosabi

