

twerXout[®]



E-Brochure

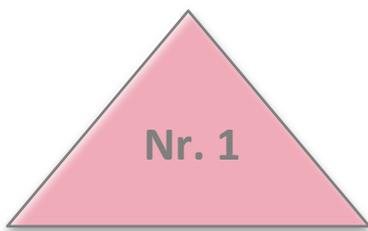
Welcome To The Team

You are a twerXout[®] -Instructor and
now part of our community

An Innovation In The Group Fitness Market

twerXout® fitness – an innovation in the group-fitness market

twerXout® is one of its kind in the European fitness market. We can tell you with great confidence that we are in the right place, at the right time and not only are we market leaders, but market creators. Our main task now is to do our best to establish twerXout® in the group fitness world and make it strong in order to compete with world known brands.



We pull together!

We are happy that you are a part of our fast growing community. Together we are building the twerXout® brand and getting it to the maximum potential! A big fan base, a full course, professional approach to body and joy of life are the key ingredients of our elixir of success. It is our job to work for it and reach our goals. Together!

The brand twerXout®

What is a brand?

A brand serves for identification of goods and services of a company. Signs that are capable of distinguishing goods or services of a company from those of other companies are to be protected. (definition from DPMA-register).

twerXout® has been a registered trademark since 23.12.2016 and it is listed in the German Patent and Trademark Office (DPMA) as well as in the World Intellectual Property Organization (WIPO) for the European Union (EU), United Kingdom and Switzerland, as a word brand. Legal protection of the trademark is valid 10 years. You can get access of the register on the website www.dpma.de

What Is Behind The Brand?



„twerXout® is the project of our lives and we have put so much heart and hard-work into it, that we see nothing but success for it in the future.

The Story

The initial idea to develop a fitness program based on twerking came quite spontaneously during joint training sessions. Kristina and Rimma were exhausted and agreed that twerking is as hard as any regular fitness course. "There are no twerk-fitness-programs out there!", said Kristina, "let's make one!" Rimma agreed and immediately thought of tons of ideas. But the realization was not as easy as it seemed in the beginning.

The development of a dance-fitness program went on for months and brought some difficulties. But faith in the project and strong will chased all the doubts away.

Now you can find twerXout® courses and workshops in gyms, health clubs and dance schools all over Germany, England, Belgium, Switzerland, Austria. Both founders travel around Europe and give workshops. Next year twerXout® is expanding in Europe. In addition to this, twerXout® has a line of sports clothes and is attending different events and exhibitions.

Who Is Behind The Brand?

The Founders

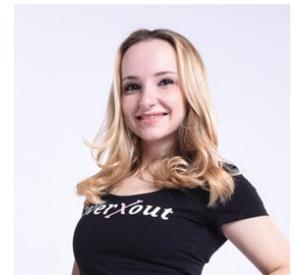
Rimma Banina

When Rimma lived in Russia she was a trainer and taught different dance- and group-fitness courses and gained a lot of experience working as a coordinator in a well-known health club. Today she teaches dance courses like High Heels, Dancehall and Twerk. She developed the dance-fitness program *twerXout*® together with Kristina Markstetter and now they are working on its realization.



Kristina Markstetter

Kristina holds a degree in industrial management and she is a trained dancer, choreographer and dance teacher. Now she teaches such dance styles as Contemporary, Street Jazz and Twerk. She also works as a dance teacher in different all-day schools and leisure centers and takes part in social projects involving children and teenagers. She developed the dance-fitness program *twerXout*® together with Rimma and now they are working on its realization.



What is twerXout® fitness?

This innovative dance-fitness program combines dance with functional training and basic twerk elements. It works with your body weight and fights all prejudice that twerking is just about “shaking your butt”. Constant training in squat-position will make your legs and booty burn. Becoming fit and having fun comes together!

In our course we combine your passion for dance and fitness and show you how much fun group fitness can bring. The duration of one twerXout® class is 60 minutes. Each class includes learning of basic twerking moves. During the dancing part we immensely increase your coordination and improve your overall endurance. General fitness exercises and functional training in combination with twerking will build strong muscles. And while having fun you don't even noticed that you just burned 600 calories! Let's shake!

Course Content:

Twerk Basics

Building Muscles

Coordination Training

Cardio Training

Burning Calories

Dance and Fun

The Structure Of a twerXout® class

1. Warm Up

twerXout® class starts with a Warm-Up choreography to get the blood circulation going and prepare the body for the workout. It includes isolation for the whole body and dance warm-ups. The Warm Up should last for two songs and increases slowly. Avoid too much Twerking in the first two tracks.

2. Basics

The class continues with basic Twerking elements. At this point, much emphasis is placed on the correct performance, to learn the basics and to avoid injury.

1. a routine which includes the learned "Up & Down" moves
2. a routine which includes the learned moves of "Jiggle"
3. a routine, which includes the learned "Side" moves
4. a challenging routine that combines functional training with Twerking
5. a routine that includes moves on the floor (optional)

When doing the basics, it is important to make sure that music and dance moves go together and the order is logical and easy to follow. You should also pay attention to fitness, dance and health aspects. An anatomically correct execution of the moves must be guaranteed by the trainer. With functional training sequences and strength exercises with dance elements muscles are built and strengthened and general fitness is improved. Do not forget about Twerking either. Before the first Basic you should explain what the students must pay attention to.

3. Dance

Now dance routines with Twerking and other dance elements starts. Dance, fun and fitness are in the first place here. Simple and easy to follow dance routines that improves general fitness and coordination, done to great music. Here, too, the health aspects should be taken into account. Use the entire room and end your class dynamically.

4. Cool Down

The course should be completed with a cooldown. Here isolations and a short stretching are important

Structures Of The Choreographies 1

A choreography is an artistically designed sequence of moves. The word "choreography" is specifically used in the dance industry. We usually shorten it to "choreo".

A twerXout® class consists of about 16 choreographies. This means that the warm-up sequences, the basics, choreographies and the cool-down must be choreographed. Here "choreography" means not a complex constantly changing routine, but simple repetitive elements (this is explained further). The number of songs in a class may vary, depending on how much time is spent on changing tracks, drinking breaks or instructions. There are routines that can be easily performed without a break, others need a little break to drink water. New choreographies can be explained very briefly, in case any new move or more complex dance sequences occur. However, there must not be a long break between the choreographies.

How do I make my own choreography?

A tip: turn on the track and move a little to it. Sometimes the moves come just like that. Continue doing that and break the song into segments. As a rule, most of the songs have a classic basic structure:

Intro **Verse** **Bridge** **Chorus** **Verse** **Bridge** **Chorus** ***Bridge/Break** **Chorus** **Outro**

Explanation

Intro:	leads the listener into the song
Verse:	from here the content is transmitted, often the singing starts here
Bridge:	also called pre-chorus, is a transition to the main part that builds up tension
Chorus:	the main part of the song, it is mostly sung, but can be instrumental as well
Bridge/Break:	at this point some songs can have altered Bridge or rap part (Break), chord sequence or melody could change here, or stay the same as the previous
Outro:	leads the listener from the song

Structures Of The Choreographies 2

Speak the language of your students:

So that your students can follow you, it is important to bring a recognizable system in your choreography. This means that the moves should repeat (see colors above).

Example: In every **Chorus** you dance the same moves

You should use this rule also in **Verse & Bridge**

BUT! If the last ***Bridge/Break** change a lot, you can use other dance moves in this sequence, that is different from the previous **Bridge. Intro** und **Outro** do not necessarily belong together.

Keep it simple!!!!

As mentioned above, people enjoy it when they know what's coming next. So avoid difficult step combinations and too many basics and moves at once, keep the choreography simple. Limit yourself to two different basics and combine them with simple dance elements, rather than overloading the choreography with too many movements. Nevertheless, the students should not feel bored. Keep to a golden mean.

Important Advice:

Give your students the chance to follow you, prepare yourself well before the class and be confident in your choreography. Make your choreo interesting and logical, pay attention to music as well. Find music that moves people. Use all the space and all possible directions, turn yourself to your students, have direct eye contact with them. Be fluent in your choreography, so that you can show it facing your students and be professional enough to be able to switch between the directions.

A choreography should be no longer than 3 months in the program. If you change the songs, then do it step by step. The change should not happen overnight because that would be too many new movies for your students and for you as well. Change for example only 3-4 tracks.

The Quality Of The Movement

The quality of the moves in a twerXout® class

We do not offer notorious Twerk moves but a movement trend that is fun and keeps you fit at the same time. The students take an experience and discover a new kind of movement. After the first twerXout® course, the participants know that it is not simply "shaking the butt", but it can be very hard and effective training for the glutes and leg muscles. The fitness aspect has to be transported and the participants need to feel that they really just do something good for their body. With many dance elements, we give the participants a good feeling, encourage and challenge them.



Where does the moves and music come from?

We like to use dance steps from Jamaican Dancehall, Hip-Hop, Afro and Latin-American dances alongside Twerking moves in our dance workout. All simple fun basic steps are suitable for this. There are no limits in choice of the music:

Dancehall, Reggaeton, Hip Hop, House, Pop oder Afro – the main point ist hat it gets you shaking 😊

What Is Twerking?

Duden: "Dancing style with special emphasis on the movements of buttocks and hips" phonetics: [twə:k]

Source: <http://www.duden.de/node/853802/revisions/1355876/view>

The term "Twerk" consists of "twist" and "jerk" and is found since 2013 in the Oxford Dictionaries.



The roots of Twerking lie in the African tribal culture and it is similar to the "Mapouka", a dance from Cote d'Ivoire, when women mainly move their buttocks. Further developed the original form of Twerking in the Hip-Hop scene in the 1990s and now it is a part of many dance styles. On stages and in nightclubs Twerking is considered as an accepted dance style.

Unfortunately, there is a lot of inappropriate Twerk content on the internet showing the TWERKING at a low level that puts off many women. The nudity and motion quality are a big issue. There are many young girls and women who like to move sexy, are at terms with their sexuality and find "dirty" TWERKING super. On the other hand, there are many more women who find such movements rather primitive and disgusting. So, TWERKING is a very nice way of dancing and can appeal to a broad variety of women. You just have to show that there is another way of dancing it and chase the fear of "TWERKING" away.

What Is Functional Training?

Functional training is basically not attributed to any sport and includes complex movements that involve multiple muscle groups and joints simultaneously. Here, coordination and stabilization is needed. For example, movements such as squats, jumps and push-ups are combined together and involve different muscles. Therefore, there are endless ways to use functional training and combining it with Twerking is one of them.

Functional Training + Twerking = twerXout®

TWERKING can be done in many positions and can be easily combined with functional training. When creating a twerXout® course use a sequence (Basic No. 4) that addresses with these moves. Nevertheless, functional sequences are also possible in dance parts and can be used in the choreographies. A logical and calm but demanding structure and the interaction with the music are essential parts of a good functional twerk workout.

It is important to make sure that the students perform all the moves in the right position, especially during the functional training. Observe the position of knees, pelvis and upper body and correct them when necessary.

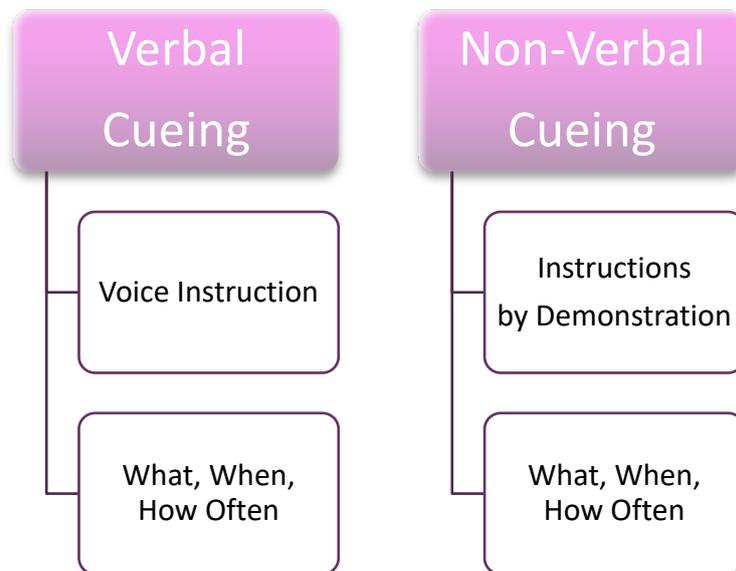
TIP! This is how you can correct your students' mistakes during the class:

- Eye-Contact
- Speak
- Hand- and arm gestures
- Show the incorrect posture with subsequent correction

Depending on the situation you have to decide how to communicate to the students what they are doing wrong. Never say directly, "You're doing it wrong."

Communication

Good communication with students and your enthusiasm play a major role in a twerXout® course. You must also give instructions correctly so that the students can follow the course well. We differentiate between two types of communication:



Example:

verbal Cueing: announcing and calling out

non-verbal Cueing: hand gestures (countdown, stop, signs for exercises)
 Facial expression and gestures (body language)
 Acting with the group (e. g. change of location, change of direction)
 Showing the next move while the previous one is still being performed

These two types can be mixed, "Mixed cueing". With well-applied cueing comes good communication which helps to increase motivation. Change of moves must be communicated using professional cueing four bars before the next move starts.

Motivation

Remember: people come to class because of you! Your course is packed when you show competence and energy as a trainer. We are loud, bright and positive, transfer that to your students.

How to motivate your students

- With your voice: alter your pitch, volume and speech rate from time to time.
- With your appearance: you are self-confident and full of power, that is very quickly transferred to your students.
- With the music: select the music volume appropriately. Loud is good, but we don't want to damage the hearing.
- With the movements: entertain your students with fun movements and avoid long and monotonous "Step Touch" sequences.
- With facial expressions and gestures: laugh a lot, be positive and use a lot of additional gestures. A bored expression and a limp posture reject people.
- With integration or Breakout: break out from the coaching role and integrate yourself into the group. This can be used if the group already knows the routine and you master the cueing well.

Target Group

The target group: first of all, must ask yourself the question “What and who do I want to reach?”

What: to reach the biggest possible audience and bring them to participate in your twerXout® course

Who: women of all ages

How do I reach the „What“?

In order to have a broad reach, you have to concentrate as a company or as a coach on a wide audience.

The more commercial your plan is, the greater reach you'll have.

How do I reach the „Who“?

Every woman is different, that is no secret. Some love testing new stuff out, are courageous and full of energy, others prefer habitual tasks and like to keep it simple.

The answer to the core question is: in general, our task is to create something that appeals to a variety of women.

We have now decided what and who we want to reach. In the next step we should decide how we want to achieve this.

„How“ to reach a large number of women of all ages?

On the previous page, we have explained that the majority of women feel reluctant to offensive and exaggerated moves and their freedom in connection with dance. Since TWERKING can be very erotic, it is more important to keep to the dance aspect. So to reach this audience, it is important to show the TWERKING from a different perspective.

Coming to the point – How do I reach Women of all ages?

Very easily: We offer women a format that shows that it is solely for sport and fun. In no way is it vulgar and shameful, but free, cheeky and funny. It's about keeping fit with the help of dancing and fitness. We round off the complete package with positive and natural appearance.

Philosophy

twerXout® is all about "US"! WE laugh together and WE can reach our goals together. WE are a community!

WIR

... encourage women of all shapes and sizes to love their forms and become self-confident.

... are determined and push ourselves further. Your goal is our goal: We will reach it together.

... stand for fun and life – bright, loud, positive and free!

... can be ourselves and laugh happily.

... are awakening the passion for Dance and Fitness. This combination is invincible.

... cannot sit still, our hips start moving to good music and hot rhythms.

... are active and lively. WE simply adore sport, especially when we can do it with cool people.

... are not afraid of change, we are open to new discoveries and are happy with everything that is new.

... can overcome all difficulties because we are strong and know what we want.

... always treat each other well and constantly motivate each other. Friendly and warm-hearted atmosphere is very important for us.

The twerXout® formula is:

YOU + ME = US

You As An Instructor

Exactly You! count as an integral part of twerXout® and achieving your goals is also our goal. You are firmly integrated into our website and we will publish information, videos and pictures from the trainings on our social media channels regularly. Let us share your training life and inform us about your achievements and events.

Inspire your students with a new course format that they have never seen before. An innovative and creative dance-fitness program.

Be positive and dynamic, spread joy and good mood. Make your students laugh and become not only a trainer but an entertainer.

Motivate your students to reach the desirable goal. A perfect mix of Twerk Basics, Functional Training and Dance will push them and make them sweat.

Be thoughtful and understanding and show your students how they can get a new feeling of their bodies and feel good.

Learn The Methods & Technique from the twerXout® founders and or the professional PRO-Instructors and get the tips and tricks on how to teach the course correctly.

Know what you do and become a professional and competent trainer for your students.

Become a part of a strong developing community. We are creating a comforting Team-Feeling and accompany you on your way.

What Is The Next Step?

FROM NOW ON you can offer twerXout® fitness courses, specials and workshops throughout Europe. In addition to this, the doors are open for you to offer Twerk classes and workshops as you have learnt and applied TWERKING moves in the training.

The Future: Health Clubs

twerXout® fitness is an integral part of a course plan in a gym or health club, as it is particularly tailored for the group fitness audience and is done the best in sports facilities. You're one of the first twerXout® trainers, use it to your advantage.

Also very popular: twerXout® fitness or choreography classes and TWERKING classes, specials or workshops dance schools and pole dance studios.

At best, you have read about course options in advance. We set the wheels in motion to find jobs for you, but you should go the extra mile and seek the job yourself. You are in our pool of trainers and we are in constant contact and advertise regularly for your classes and workshops. Let us know if we can do something for you, we can help.

How To Extend Your License

1. ONLINE-CHECK

Extend your license. Including Instructor Portal.

Fee: 145,00 €

2. EXTRA-CHECK

Attending a twerXout® X-tra Workshop. Which can be a big event such as twerXperience – Intensive Twerk Workshops Germany. It includes updates, techniques, new choreographies, great experience, meeting new people, learn from amazing artists, and may include Photo- and Video Shoots. Including Instructor Portal.

Fee: 190,00 €

3. INTENSIVE-CHECK

Attending the twerXout® Initial Training again by getting percentage off the Initial Fee.

Including Instructor Portal.

Fee: 233,00 €

4. EXPERT-CHECK

It is only for experienced and selected instructors. A twerXout®-PRO license enables the trainer to carry out his own twerXout® certification training and to organize events, by earning an attractive commission. In addition, twerXout-PRO trainers can develop choreographies for the Instructor Portal.

*(prices incl. Taxes)

The Team



„We are a Team!“

Thank you for your energy and your confidence! We wish you all the best on your way as a licensed twerXout® trainer and hope you stay in our community for a long time!

Your Kristina & Rimma and the entire twerXout® team