



A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN OUR CUSTOMERS

It's Easiest to QUIT!

The Top 5 Reasons People Quit Dancing – or Never Even Start!

It was recently reported in the National Dance Association News that of 1000 people that consider enrolling in a dance class, only about 50 gather the courage to actually do it. Of those 50, over one third will drop out before the beginner series is done. Of the 30 or so that finish the beginner series, less than half will return for an intermediate class.

Why is there such anxiety about dancing? What makes it so hard to take the initial step? What makes it so hard to stick with it? Below are the top five reasons people give up before they even begin – and some easy solutions.

1. New Dancer Anxiety.

Adults don't face many situations where they have to learn something new from scratch. Bottom line – we don't like to look stupid and being a beginner in a new arena, well... it's like learning a new language – but with your whole body – and it's scary!

Yes – learning to dance is exactly like learning new language, and the good news is that everyone starts at about the same place. There are the occasional students that had dance as a child, and those are actually the minority.

SOLUTION(s): 1. Look for a onetime class for beginners that you can try without a commitment. While you are there, talk to others about their background or experience. 2. Talk to established dancers about how they got started. 3. Take private lessons to get you up and moving quickly, and discreetly – which will also give you a confidence boost!

2. Fear of Rejection (Judgment).

As humans we tend to seek acceptance and do our best to avoid rejection.

Walking into a dance class or dance, our eye is invariably drawn to the most skilled person(s) in the room. We immediately begin to doubt and then judge ourselves. Before we can even give it a thought, the self-doubt has become a tangible fear – fear of rejection.



SOLUTION(s): 1. Take a moment and look at how many unskilled people there are in the room. For every skilled dancer, there are 20 beginner to intermediate dancers aspiring to be that good. Our eye tends to 'skip over' those people even though they are the majority - unless we consciously look for them. 2. Change the same old 'fear' rhetoric into an inspiring story. Ask the 'good' dancer how he/she started and what he/she would recommend for you. You'll have an ally in your quest!

3. Bad Planning.... *The full article, including reasons 3, 4, and 5 AND their solutions, can be found on our website under 'Benefits'.*

Hello! We are pleased to send you this monthly issue of *FYI*. It is our way of saying that you are important to us and we truly value your business. Please feel free to pass this newsletter on to friends and neighbors. Enjoy!

Monthly Thoughts



"If taking vitamins doesn't keep you healthy enough, try more laughter."

- Nicolas Chamfort

"Individual commitment to a group effort – that's what makes a team work, a company work, a society work, a civilization work."

- Vince Lombardi

"If it came in a bottle, everyone would have a great body."

- Cher

"Our own physical bodies possess a wisdom which we who inhabit the body lack."

- Henry Miller

Monthly Music Picks

Expand your music library with our danceable music picks. We'll give two different songs – different styles, eras, or speeds – for each of two dances.

Rumba

Lady Soul – The Temptations
So Nice – Bebel Gilberto

Country Two-Step

Liza Jane – Vince Gill
Don't Stop – Wade Hayes

Monthly Quote

"Do not wait; the time will never be 'just right'. Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along."

— Napoleon Hill



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A 'GOOD NEWS' NEWSLETTER TO INFORM AND ENTERTAIN OUR CUSTOMERS

AUGUST 2010



Great Resource - *to grow your business, improve your life and just have fun*
 ... over the next few newsletters we'll be sharing some of our favorite resources ...

LittleSomething.com

Have you ever wanted to send a small gift to someone who did something nice for you? Just a little something. Not too expensive, but still a nice gift?

Check out the link above for great little gifts for just \$9.49 each – INCLUDING shipping!

More resources to come in the next newsletter.



From the desk of

Maren Oslac

August is our own **Dancer Appreciation Month** and we want to hear from YOU! Tell us your dance story! We'll be posting them on our website, including them on our blog and may even create a website dedicated to your thoughts! Details on our website.

Are you a fan of our facebook page? Have you seen our blog? You will find photos from recent events as well as weekly 'teasers' on our facebook page and regular updates, inspiring article and great tips and tricks on our blog. Links to both are on our website.

Electronic versions of our newsletter are also available on our website (under the 'media' tab).

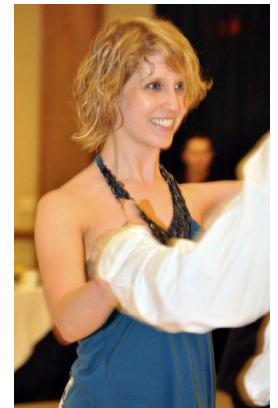
Tell us YOUR story!

YOU INSPIRE US! We want to know you – tell us your dance story and get entered in our 'my dance story' drawing. We're giving away \$100 cash – and MORE .

Details and submission form on our website or at the studio.

Dancer of the Month

Competition is not everything to Natalie Hoyle – it's actually more of a hobby. However, I did get a phone call on Sunday evening – which started with a huge apology, in a squeaky excited voice... "I'm so sorry to bug you on a Sunday, Maren, but I just had to tell you, We did REALLY well!"



'Really well' meant that she and her 'partner' won the Jack & Jill competition – which means, she get paired with someone randomly and had to dance – had to compete against other random pairings. Her preparation paid off.

Jack & Jills require good technique, teamwork and timing and excellent lead and follow skills.

Natalie initially came to HSD to learn Hustle, she's since blossomed into a top West Coast Swing dancer. You'll also find her dancing many of the ballroom dances, country dances, salsa and her newest dance to conquer is Lindy Hop!

Congrats Natalie! We're thrilled to have you as a part of our dance family!