

Kia Ora,

My name is Heather Stauffer, I am a BODYPUMP™ and RPM™ instructor with Lifestyle Family Fitness in Charlotte, North Carolina, USA. I am submitting my entry for the Make More Freaks and Win contest. My entry may be long winded, but I have given it a lot of thought, as I do with anything I truly believe in. Scroll through the top if you must... because the very best is at the bottom! Although I recommend reading it all. Like my fitness journey, this is a description of my "Freak" progress.

Connection has been one of my biggest focuses since accepting a position with LFF. Our facility is new to the area of Charlotte and we are surrounded by competitors. I find that, because I am also new to the area, I have a special knack for building relationships with our members. It doesn't come naturally to me as I am a somewhat reserved person, but I want everyone to share a great experience and not feel like they are lost in the crowd. We've all seen those people... they are embarrassed about their appearance, uncomfortable setting foot in the gym, and would happily fade into the walls if it were possible. I used to be one of those people, and I am so glad to say that, even though I remember what it felt like, my gym is now the most comfortable place in the world for me, outside of my home.

Getting acquainted has been goal number one, I was not only new to the area but was a new instructor as well. To get acquainted, I started "working the floor." I greet every person in our facility in the morning and invite them to come to class. I ask their names and when I can, I write them down. I take remembering their names very seriously because as I found out this past week; a response like "No, thank you, not today" does not mean never. It has taken asking some members multiple times a week, every week for six months to get them into the group fitness room. But it worked and now they keep coming back, and that is what matters most.

Secondly, I seek out the people who look uncomfortable, like a mother hen taking a chick under her wing. I show them my fat pictures and tell them honestly how I struggled. I'm embarrassed about how I used to look but Les Mills classes helped me shed 70 plus pounds; without those pictures the story I am so proud to share might not be as believable.

As my classes grew in size, I was having problems remembering names. I came up with a plan, I called it Goofy Giveaway. One day I showed up at my boss's BODYPUMP™ and RPM™ classes with a bag full of odd prizes. I had each person write their name on a piece of paper to enter the Goofy Giveaway drawing. I had so much fun handing out the prizes and seeing their reactions. Remembering the name of someone who got a ridiculous gift and laughed hysterically wasn't so difficult anymore. Now I'm getting the hang of how these things work.

My next effort came in the form of a Group Fitness Survey. Now these I only give to people who come to my class. It's about me getting to know them personally. I provide them with a survey that never has more than 5 questions at a time. They are short questions that require specific yet concise answers. I could not believe the amount of

support I got from the members, and the valuable information I received back from them. I cleverly put my email address at the bottom of the survey, giving each person the option to email the responses back to me. Oh, how that helped! Now I have a way to reach out to someone if they don't show up for a while. I just send a friendly email with well wishes. Works like a charm. For their participation, my peeps get to be entered into a drawing once a month. I provide a gift certificate to a sports merchandise store for my BODYPUMP™ class and a gift certificate to a local bike shop for my RPM™ers. My only rule is that on the day I do the drawing you have to be present to win. They get a weeks notice as to when it is coming and BAM they come out in droves.

On Valentine's Day I came up with a way to treat everyone who came to my RPM™ class without candy. What a challenge... but I called it Smoochathon and handed out lip balm to each participant so that they could work hard to keep all that chocolate they would eat later from becoming extra love on their hips, thighs, and booty... but their lips would be ready for all the smooches they could get. Still a healthy giveaway, but fun and creative.

My most recent effort is in the form of creative attention grabbing announcements. Before class at LFF each instructor has to provide a public announcement for the whole gym over the loudspeaker system. I decided that since I have already greeted everyone who would acknowledge me and that since most of them don't listen to the messages anyway I would start to have a little fun with it. So...

I jumped up onto the front desk counter stood up and made my announcement to a military drill cadence. This is how it went

Attention Lifestyle Members and guests
I don't know what you've been told
But your routine is getting old
BODYPUMP™ is where it's at
Come work with me, I'll trim your fat

Don't be scared of barbells and weights
It's almost time don't hesitate
Bottom halves are down and dirty
'cause sweating never looked so purrrdy

There's no need to enlist
Pump is even free to guests
With BODYPUMP™ results are real
The difference is in how you feel

55 minutes is not a lot
For your body to be smokin' hot

Spoken: To accept the challenge, fall into formation and proceed to the group fitness room.
That is all!!!

Whew, it was tough to break outside my comfort zone and laugh at myself. But people loved it. I now have some peeps that come to my class not just for world class group fitness, but to see what crazy thing I will do or say.

Now the best part... I had to top the last announcement, so I wrote a rap for my RPM class participants. I hope you enjoy... they sure did!

RPM™ is Raw Power in Motion
Pack Ride so smooth it feels like lotion
What you've never tried it? Come give it a shot
A whole new experience, I think you'll like it a lot

Biggest Calorie Burner in this joint
No, I'm not braggin' just stating my point
Reach right down, give the resistance a turn
In just a few moments you'll be feeling the burn

Adrenaline's pumping, let's start a commotion
RPM™ is Raw Power in Motion

Shape those legs, hips, butt and tighten the core
When we're all done you'll be screaming for more
And we don't ride solo, we work as a team
Makes spinning fun if you know what I mean

You can sit in the front, or hang out in the back
The instructor is there to keep you on track
Hills, Flats, Peaks, and Mixed Terrain
Last working track is called "Going Insane"

Adrenaline's pumping, let's start a commotion
RPM™ is Raw Power in Motion

I'll say booyah during Standing Attack
My peeps in the crowd just holla right back
Pullback climb it's a booty blast
If you've got junk in the trunk
Its time to take out the trash

If you hear us yell hoo-hah you know the work got tough
But we don't drop gears, cos we can't get enough
You're gonna get breathless, but its all good
That's how we roll, in the LFF hood

Adrenaline's Pumping, let's start a commotion
RPM's Raw Power in Motion

Oh, snap I almost forgot to "Turn It Up"
Music is loud so you can feel the bass
Pedal Stroke and load help set the pace.
I dropped the "FM" on ya for a good time
So proceed to RPM, cos I've finished this rhyme

Adrenaline's Pumping, Let's start a commotion
RPM™'s Raw Power in Motion
RPM™'s Raw Power in Motion
RPM™'s Raw Power in Motion

*** A shout out to Rooster and to Glen
Without our Homeboys there would be no RPM

I'm not jacked up on pills, potions, or drink
I wrote this sober, so LMI tell me what you think
Let's be honest I should keep my day job
So mount that cycle and ride it like a H.O.G.

I am Heather a new instructor
Creating more freaks like no other
So here's the scoop
Connection is glue
I want to win the contest
Les Mills, please let me hear from you!!!

Photos:

