



**BENEFITS**

# ALL WE DO IS ZIN™

The Zumba® Instructor Network (ZIN™) is a monthly membership program created to give you ongoing support and tools for success. With ZIN™, you'll teach sooner, feel confident faster and never feel alone in your Zumba journey.



Throughout the Licensing Program you've had access to a few ZIN™ exclusive tools to help you along the way. But there is SO MUCH MORE! Here is a rundown of all the ZIN™ Benefits you receive upon completion of the Program:



## LICENSE AND BRAND USAGE

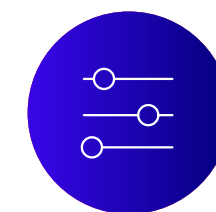


## MONTHLY MUSIC + CHOREO



## MARKETING SUPPORT

- ClassBuzz™
- Marketing Materials



## CLASS MANAGEMENT DASHBOARD



- Instructor Page



## EXCLUSIVE EVENTS

- ZINCON
- ZIN™ Academies
- Home Office Connections



## CONTINUING EDUCATION

- Specialty Licenses
- Skills Trainings
- E-learnings
- ZIN™ Jams



## COMMUNITY SUPPORT

- Mentoring Program
- ZCOM
- Facebook
- Instagram



# LICENSE+BRAND USAGE

The Licensing Program gives you an instructor license for 6 months,  
but as a ZIN™ Member your license will never expire.

Only ZIN™ Members can use the Zumba® brand name on social media,  
flyers, and marketing materials so they can really drive people to classes.



# MONTHLY **MUSIC + CHOREO**

Every month, you'll get all-new music by world-renowned and up-and-coming artists, and choreo curated by the top Zumba® Educators. You'll score monthly ZIN™ Volumes, Mega Mixes, Hot Bonus Songs + Choreo, Fitness Variations and the Best of ZIN™ - to name a few! And you'll get it all through ZIN™ Now and ZIN™ Play.



## HERE'S WHAT YOU'LL GET:



### ZIN™ EXCLUSIVES

These songs are specially available only to ZIN™ Members before anybody else\*!

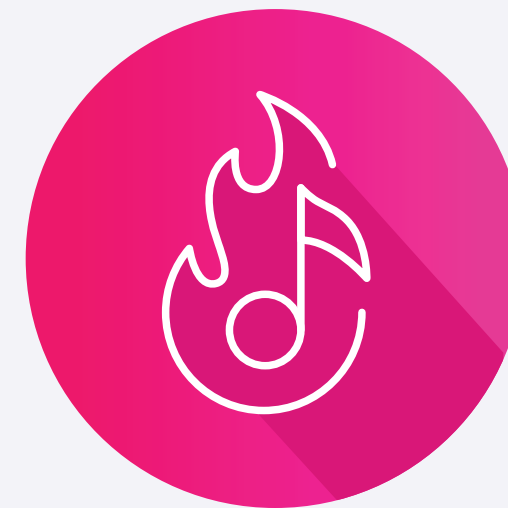
- Perfectly choreographed with the Zumba® formula in mind to deliver the ultimate Zumba experience.
- Zumba partners with some of the biggest artists and producers for ZIN™ Exclusives.
- From time to time, Zumba helps promote your classes by posting :30 second clips on social media.

*\*Some songs are exclusive forever, while others are exclusive for 3-6 months.*



### ZUMBA® ORIGINALS

Songs composed and produced by Zumba.



### HOT TRACKS

Almost every month, we use our relationships in the music industry to see what hot singles will be released by chart-topping artists like Shakira, Pitbull, Daddy Yankee and more. We license these songs exclusively for ZIN™ Members and give them to you right after they launch! Plus - you score a new choreo your students will love.

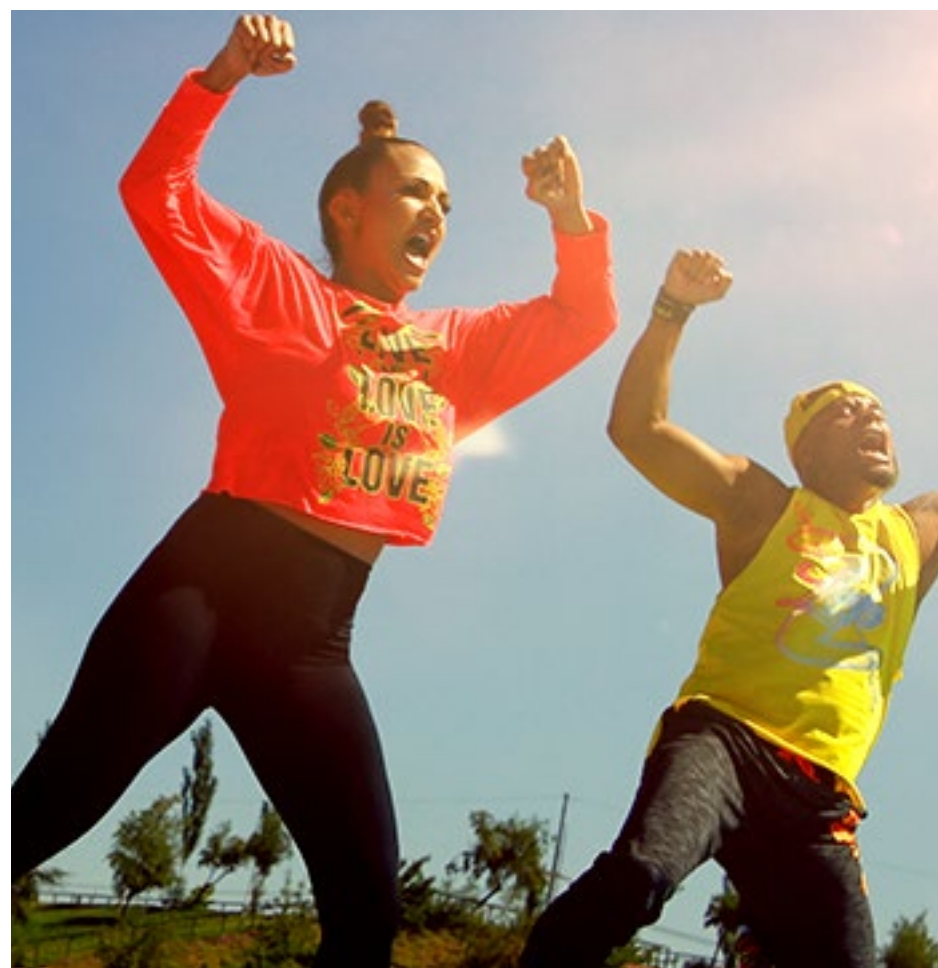


### PRE-RELEASE

A song from a trending artist that is released to Zumba before iTunes, Spotify, etc. ZIN™ Members get access to these tracks before the general public.



## HOW YOU'LL GET THEM:



### ZIN™ VOLUMES

Every other month, you'll receive a new ZIN™ Volume with a full class playlist from start to finish! You'll get:

- 9 Core Songs
- 18 Choreos (2 per song!)
- Warm-Up, Cooldown
- Extra DJ Mix



### FITNESS VARIATIONS

You'll receive two additional Zumba® songs and choreos with more Fitness Variations - moves that will help your students engage their core, glutes, arms and lower body further.



### MEGA MIXES

On the months you don't receive a ZIN™ Volume - you'll get a Mega Mix. This includes:

- 10 Songs
- 2 Choreos



### THE BEST OF ZIN™

An all-access pass to stream from a comprehensive library of 100 classic songs and choreos from past ZIN™ Volumes, handpicked by Beto Perez.



### BONUS SONGS

One additional current track from a hot artist who gives us special access in conjunction with their release date. They can be released any month as they are not tied to ZIN™ Volumes or Mega Mixes.



## HOW YOU'LL ACCESS YOUR CONTENT:

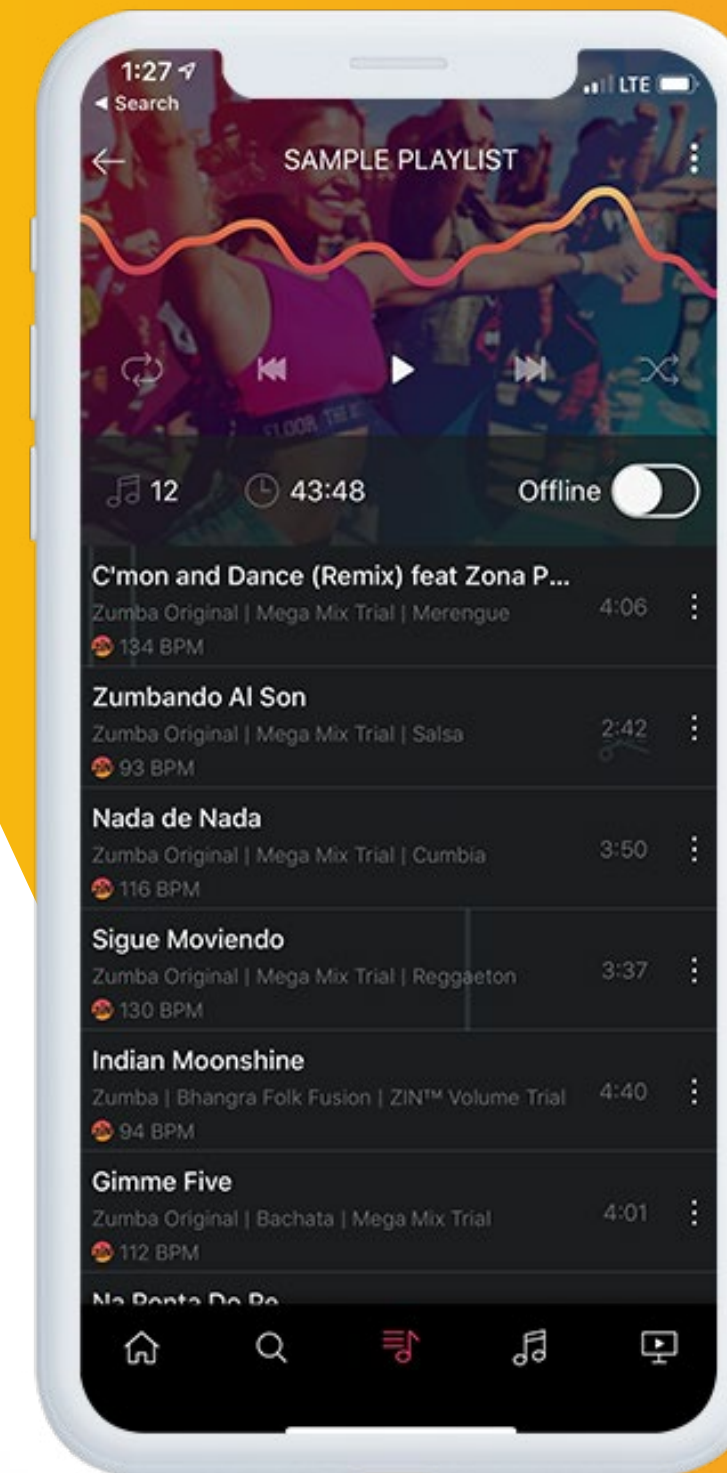
ZIN™ Members receive all content through **ZIN™ Now**, our digital platform, and **ZIN™ Play**, our mobile app.



### ZIN™ NOW

Your digital content platform - only available to ZINs! Your favorite content from ZIN™ Now, which you'll use on your desktop or laptop, automatically syncs with ZIN™ Play without missing a beat.

[ZIN™ NOW](#)

### ZIN™ PLAY

Your easy to use, free all-in-one mobile app that allows you to build and personalize playlists to create the optimal Zumba® class. This is the teaching tool you can't do without! It's the best way to create and edit playlists anytime, anywhere. With ZIN™ Play you can:

- Access your ZIN™ music and choreo on the go.
- Search music and videos by song title, artist, rhythm, and BPM.
- Use the crossfade feature to transition seamlessly between songs in class.
- Edit your playlist like a pro! You can trim songs, add sound effects or water breaks, and change song speed.
- Access your playlist offline. No wifi - no problem!





## WE PROTECT YOUR MUSIC

Think of us like your music security team! We take our music seriously and we have an entire legal team working on your behalf to make sure only ZINs can access your exclusive content.

Here are a couple of simple rules to follow when posting on your social channels to ensure that you keep your exclusives... well, exclusive!

- ZINs can post a video of up to 1 minute of choreography for a ZIN™ Exclusive song on Instagram and Facebook.
- Posting in any other media is prohibited, unless approved by Zumba.
- Videos that don't follow these rules can be taken down, and your account may be disabled.

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**LEARN EVEN MORE ABOUT MUSIC + CHOREO!** ►

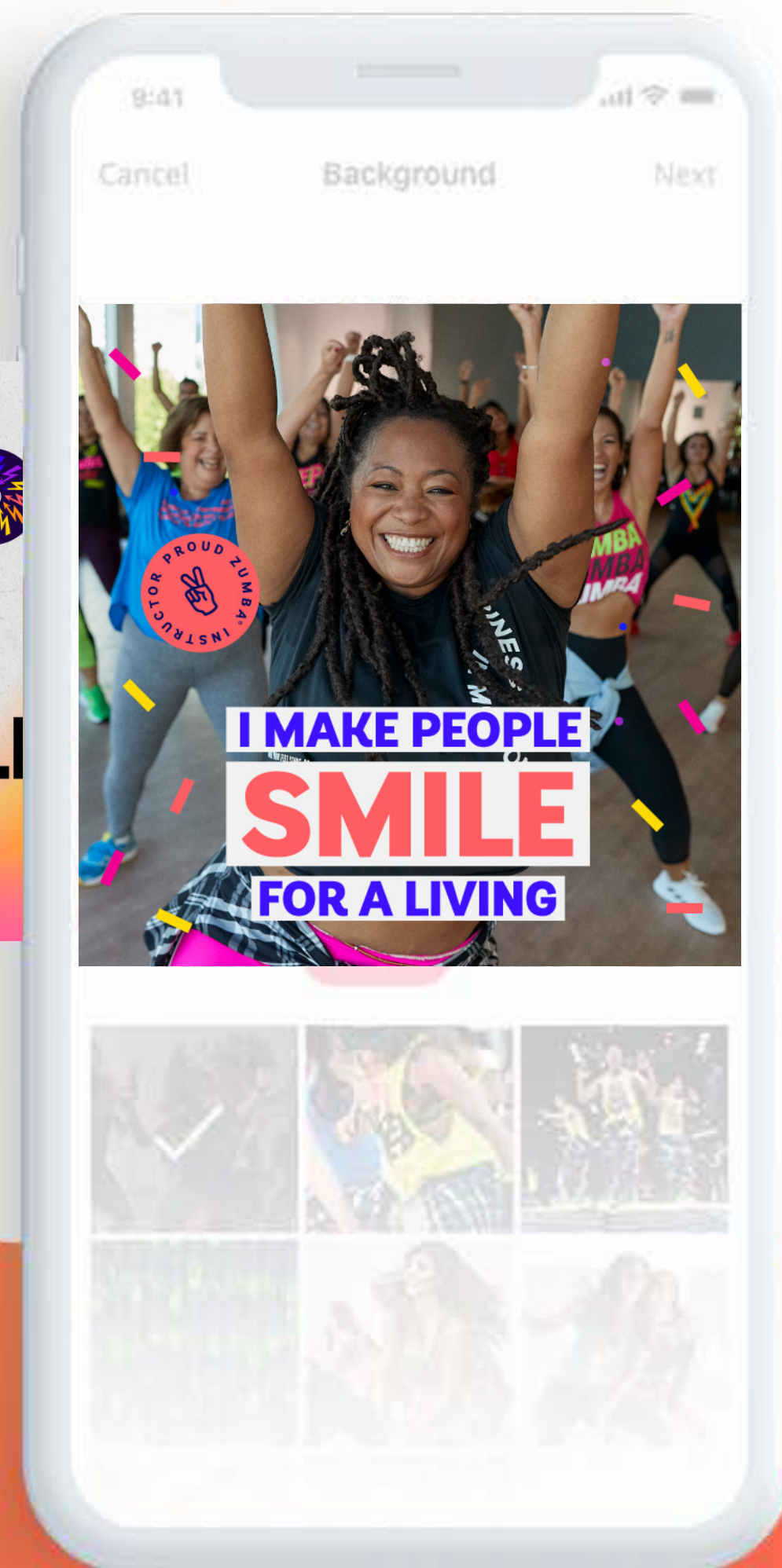
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# MARKETING SUPPORT

Get everything from an instructor page  
to customizable social media assets.





## SOCIAL MEDIA MARKETING APP

The ClassBuzz™ App lets you personalize and create exclusive Zumba® branded content to share on your social media pages. Promote your classes with the ONLY tool to provide official Zumba images, video, animated gifs, stickers and more, in a one-stop solution.



It's available for download on  
iOS and Android devices





## MARKETING MATERIALS

Promote yourself like a pro with your personalized, brand-compliant marketing materials. Access hundreds of Zumba® templates for you to download (for free!), customize and print at home or at your favorite local printer.

[ACCESS MARKETING MATERIALS](#) ►







## MARKETING SUPPORT

# ZUMBA® WEAR

## ZUMBA® WEAR DISCOUNTS

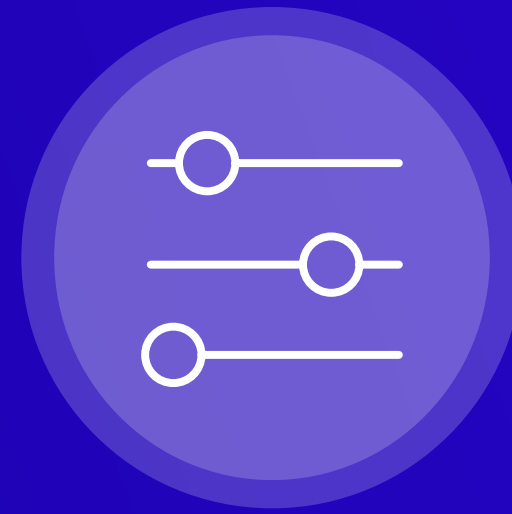
One size does NOT fit all, and neither does one style! So we create workout gear that has something for everyone. And the best part? That fabulous look-at-me feeling starts showing up outside of the class, because self-expression builds confidence and confidence builds self-expression.

Fall in love with leggings, bras, shoes and more that look almost as good as your moves. Plus, ZIN™ Members always receive at least **20% off Zumba Wear**. Happy shopping!

SHOP NOW

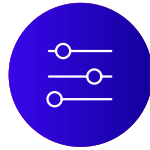






# CLASS MANAGEMENT DASHBOARD

This **all-in-one** solution streamlines ZIN™ class posting  
and management, saving you valuable time!

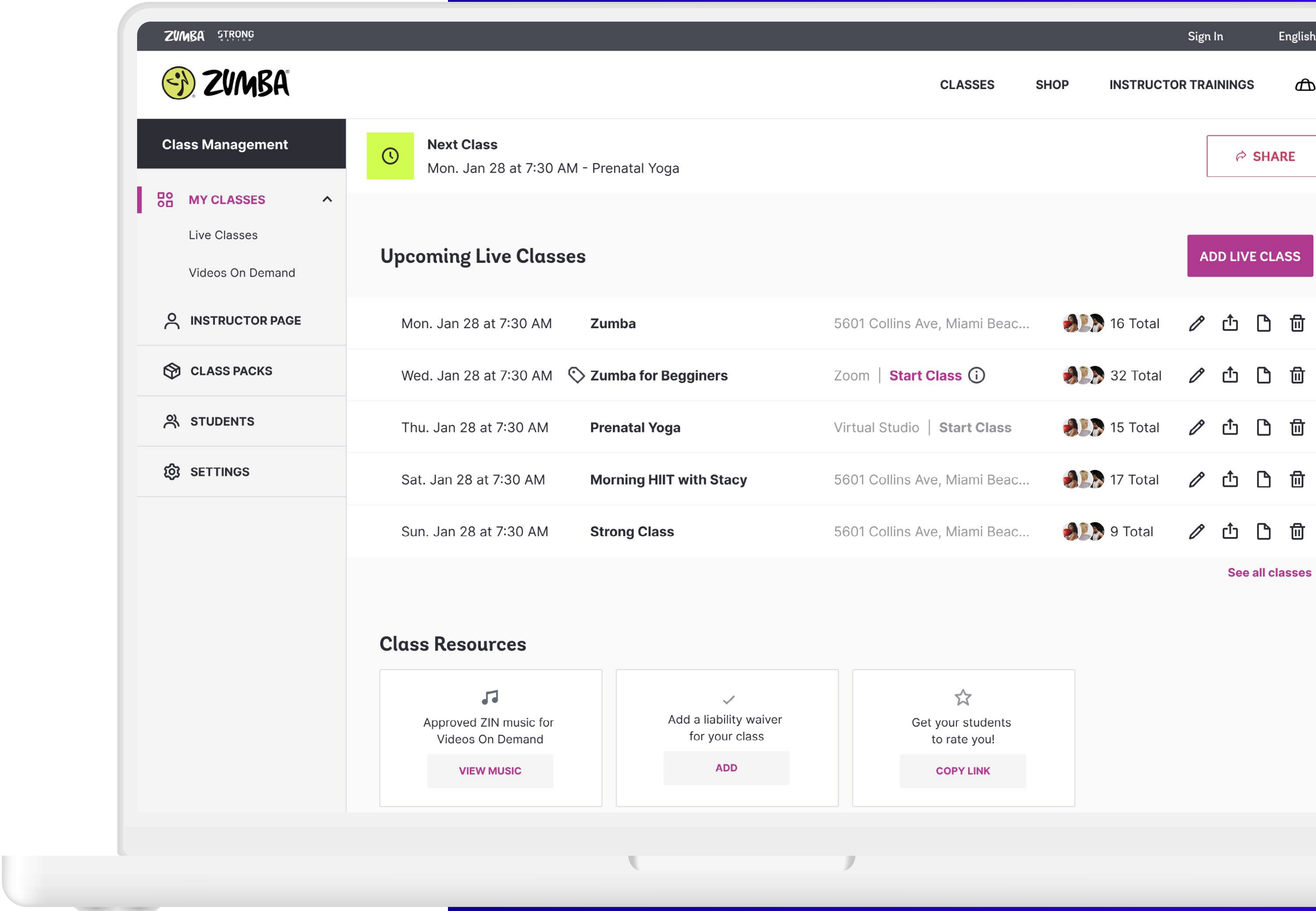


# CLASS MANAGEMENT DASHBOARD

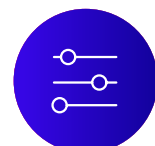
## CLASS MANAGEMENT DASHBOARD

THIS ALL-IN-ONE SOLUTION STREAMLINES ZIN™ CLASS POSTING AND MANAGEMENT, SAVING YOU VALUABLE TIME!

- **Post + manage** all your **classes** (in-person, on-demand, and virtual)
- Take **payments + attendance** for all class types
- **Instructor page** that will help increase class bookings
- Receive **tips**
- Sell **class packs**
- **Edit, share,** and add **notes**





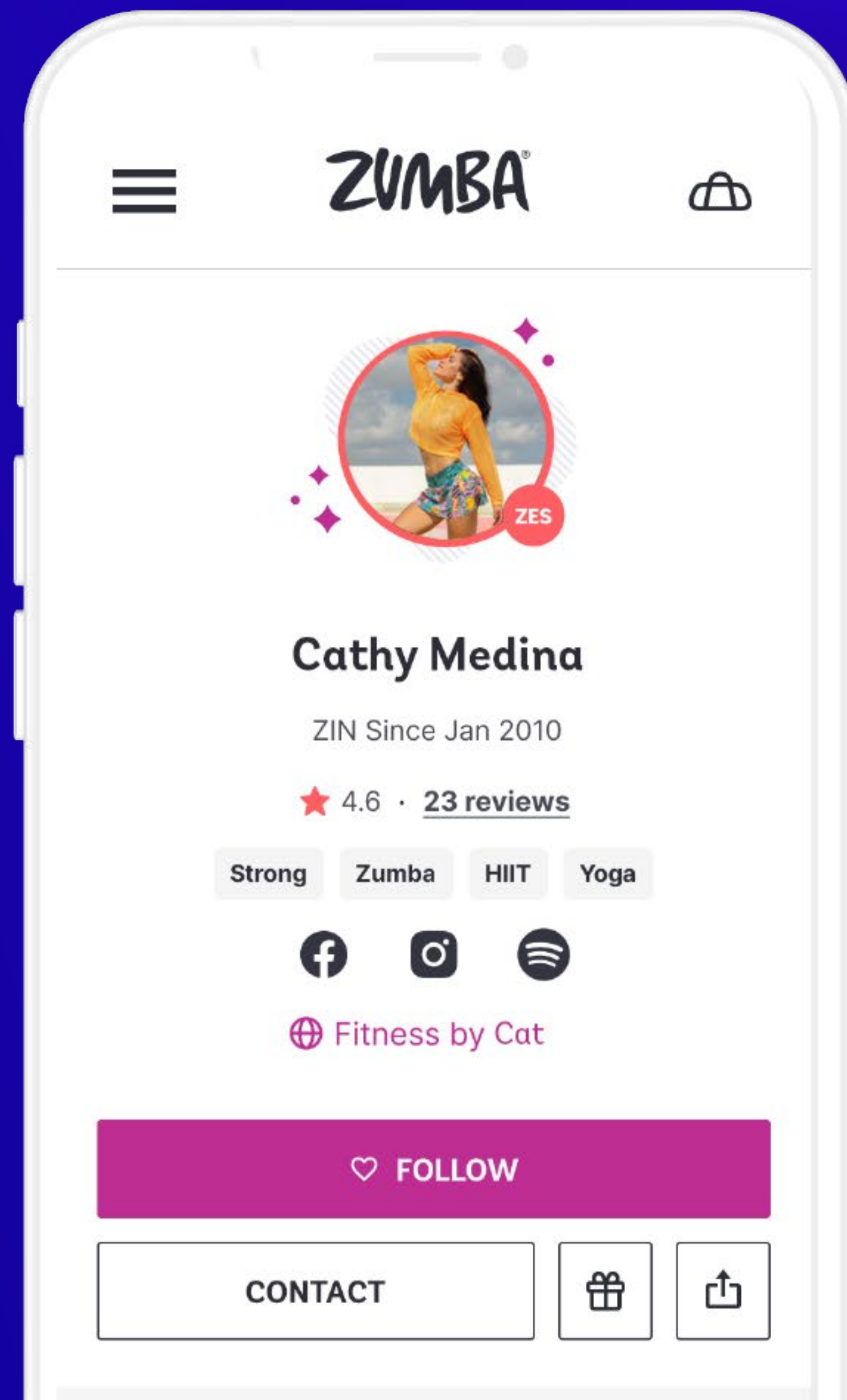


### CREATE YOUR INSTRUCTOR PAGE

#### INTRODUCE YOURSELF TO STUDENTS AND PROMOTE YOUR CLASSES

- List all of your **upcoming classes** and **take registrations**
- Upload a **profile photo**
- Show **ratings** and **reviews**
- Post your **social media** and **website URLs**
- Give students the ability to leave a **monetary tip**
- Includes **follow button** so students can keep track of your classes

[CREATE MY PAGE](#) ►





# CONTINUING **EDUCATION**

Only ZIN™ Members can access a world of advanced trainings and skill-boosting courses designed to sharpen your skills, help you reach new class participants, and add new classes to your teaching calendar.





## CONTINUING EDUCATION

### ZIN™ JAM SESSIONS

Only ZINs can attend **Jam Sessions**, live 3-hour workshops led by a licensed **Zumba® Jammer**, choreo experts who were handpicked by Beto! You'll learn 4-5 new choreos, network with local instructors, and improve your instructor skills while having a blast.

You can attend **Choreo Jam Sessions**, designed to help you master your choreography, build your cueing library, and learn progressions, or **Rhythm Jam Sessions**, designed to help you go deeper into your basic rhythms.

### ZIN™ JAM SESSIONS – SPECIALTY

Get 4 to 5 new routines to integrate into your Zumba® specialty classes. Choose from a variety of specialties: Zumba Gold®, Zumba® Toning, Aqua Zumba®, Zumba® Kids + Kids Jr.

Plus, you'll dance away with a Certificate of Completion and ACE/AFAA Credits.

[FIND A JAM SESSION ►](#)

[ZIN™ JAM SESSIONS FAQ ►](#)







## SPECIALTY LICENSES

More classes on your schedule means more money in your pocket! Only ZINs can get additional licenses and teach specialties like:



### ZUMBA® KIDS + KIDS JR ▶

**Incorporate fitness into children's lives with two classes.** Learn how to modify Zumba moves and help develop healthy habits for kids ages 4-6 + 7-11 with age-appropriate music and fresh new choreo.



### ZUMBA® TONING ▶

**Teach a body sculpting class to hot rhythms.** Learn how to blend specific Zumba moves and body sculpting techniques using maraca-like Zumba Toning Sticks for an intense strength-training experience.



### ZUMBA GOLD® ▶

**Learn the moves active older adults want.** Master Zumba moves designed for active older adults or those looking for a low-impact workout. Reach the largest growing segment of the population, and learn how to effectively address their unique anatomical, physiological and psychological needs.



### AQUA ZUMBA® ▶

**The ultimate pool party.** Learn how to teach effective water-based workouts that blend high-energy Zumba moves with low-impact aqua fitness.



## SKILL DEVELOPMENT TRAININGS



### ZUMBA® PRO SKILLS ▶

**Gain leadership and presentation skills.**

Learn how to lead your class like a pro with this top-rated training that teaches the importance of cueing, body movement and student interaction.



### ZUMBA® RHYTHMS 2 ▶

**Get six all-new rhythms.**

Keep things fresh with advanced dance techniques and six new rhythms (belly dance, flamenco, tango, samba, soca and quebradita) to incorporate into your Zumba classes!



### ZUMBA® RHYTHMS 3 ▶

**4 new rhythms. Unlimited ways to heat up your classes!**

Spice up your classes with 4 brand-new rhythms: Brazilian Funk, Bhangra, Afrobeat and Street Heat. New beats. New moves. New ways to pack the dance floor!

Live Training - 1 Day





## CONTINUING EDUCATION

### E-LEARNINGS

Sharpen your skills with e-learnings designed to help you become the best instructor possible. You'll find incredible online courses on everything from how to cue like a pro, to how to add more booty-toning glutes moves into your classes.



#### CUE LIKE A PRO

Amp up your cueing skills with the ultimate learning experience to help you lead your class with confidence!



#### ZUMBA® GLUTES

Bring more booty-poppin' moves to your classes and learn the science behind obtaining toned glutes.



#### ZUMBA® WORLD RHYTHMS: AFRICA

Explore four rhythms — Kwela, Kwaito, Segga and Kuduro — and take your students on safari!



#### ZUMBA® CORE

Get the tools to incorporate core strengthening exercises into your killer classes.



#### ZUMBA® BURST

Get the tools to incorporate high-intensity interval training into your classes.



#### ZUMBA® WORLD RHYTHMS: BRAZIL

Heat up your classes with four new rhythms, Axé, Capoeira, Brazilian Funk and Frevo.



#### ZUMBA® WORLD RHYTHMS: CARIBBEAN JAMAICA

Explore three dance styles: Mento, Ska and Dancehall thriving in Jamaica today.



#### ZUMBA® WORLD RHYTHMS: INDIA

Get four new rhythms, Bollywood, Garba, Lavani and Bhangra designed to spice up your classes.

[LEARN MORE](#) ▶



ZIN™

# EXCLUSIVE EVENTS

Score access to ZIN™ only events where you'll sharpen your skills, learn from the world's top Zumba® talent, and network with fellow instructors.





## ZIN™ EXCLUSIVE EVENTS



### **convention**

Since 2008, ZIN™ Members from around the globe have gathered in Orlando, Florida for several action-packed days of education, networking and fun. ZINCON is the place to connect with thousands of fellow ZIN™ Members and learn how to become the best instructor possible!

#### IT'S ON LIKE ZINCON!

- Fun Fact: Instructors who attend ZIN™ Convention teach up to 4 more classes a week!
- Network with diverse Zumba® experts and fellow ZIN™ Members.
- Score the newest Zumba Wear + products at special prices ONLY found at ZINCON.
- Get up to 95% of your CECs and CEUs credits.

#### CAN'T MISS EVENTS INCLUDE

Inspiring Kickoff Session  
Fitness-Concert™ Event  
Theme Party  
Access to the Zumba Wear Store  
Closing Session

Plus, you can customize your daily schedule with nearly 200+ sessions, learning capsules, and trainings.

[GET A TASTE OF OUR MOST RECENT ZINCON!](#) ►

[TELL ME MORE!](#) ►





**ZIN™ EXCLUSIVE EVENTS**



## **ACADEMY**

Take your career to the next level with one day of learning, moving and networking at a ZIN™ Academy! You'll experience a full day packed with educational sessions presented by top Zumba® instructors. The best part? They happen all around the world!

[CHECK IT OUT ►](#)

[SIGN ME UP ►](#)

## **HOME OFFICE connection**

Get ready to party with your fellow ZIN™ Members at a Home Office Connection - a 3-hour event exclusively for ZINs that includes a super-charged Master Class, a heart-to-heart with a representative from the Zumba® Home Office and a “step up your skills” session. Did we mention it's FREE? These events happen all over the world - so stay tuned to the ZIN™ Facebook page for announcements and updates.



# COMMUNITY SUPPORT

One of the most incredible parts of Zumba® is the support and connections created by ZINs around the world. We are always here for each other, to listen, to help, and to let you know we always have your back.





## COMMUNITY SUPPORT

### ZIN™ MENTORING PROGRAM

The ZIN™ Mentoring Program will match you with an experienced ZIN™ Member who can help you kickstart your instructor journey. Stuck on choreo? Having trouble creating a playlist? Your mentor can help you with all that and more.

#### As a Mentee, you will:

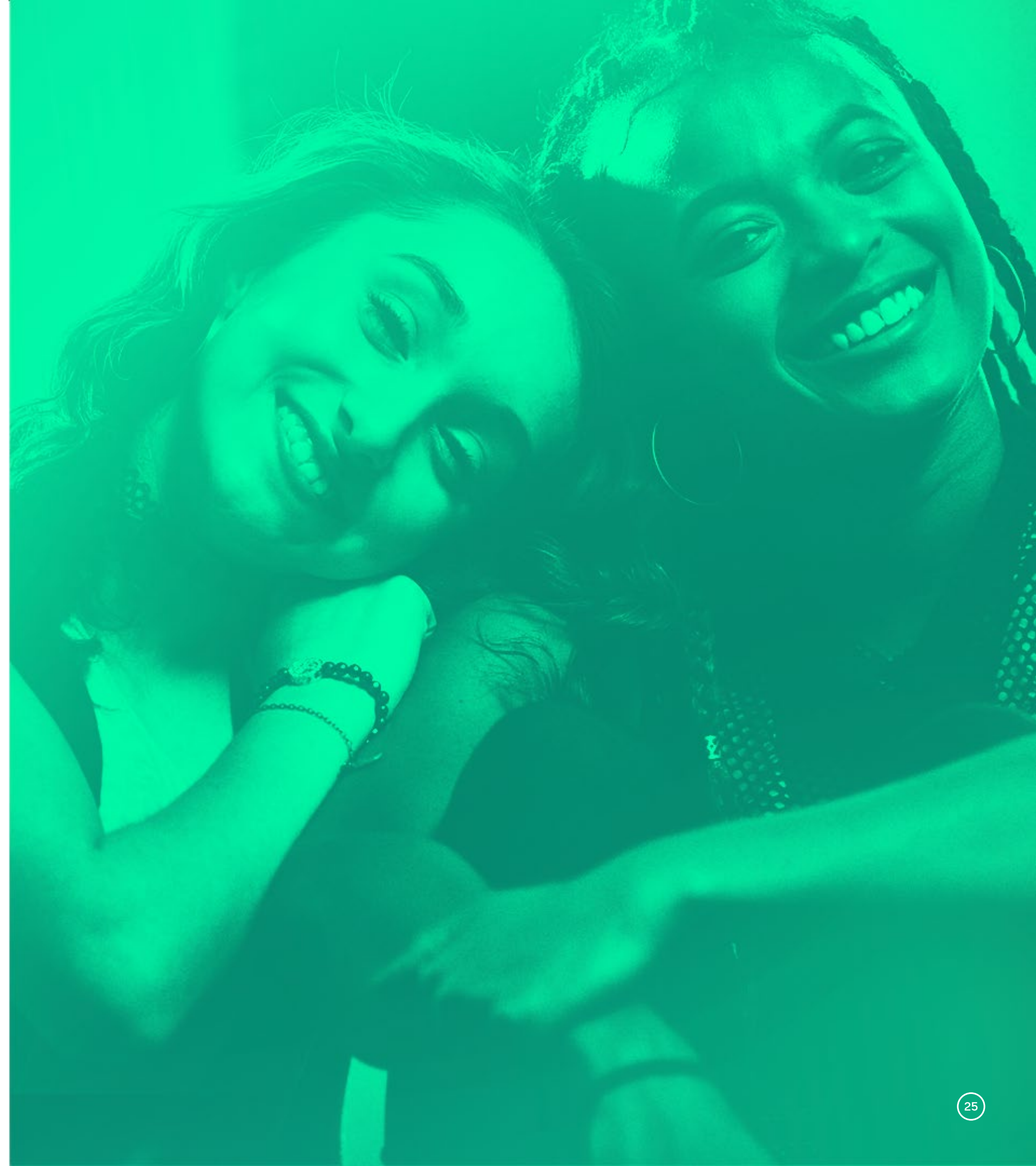
- Receive coaching and honest feedback from an experienced ZIN™ Member.
- Choose which skills to improve, from cueing to creating playlists.
- Gain new perspectives and insights on teaching.
- Communicate and schedule meetings on your own time.

#### Ready to find your perfect mentor?

- Tell us about yourself and what areas you want to improve in. We'll provide the questions...you just stay awesome!
- Based on that criteria, plus your location and communication preferences, we'll match you with an experienced ZIN™ Member.
- Meet your mentor and start establishing goals, check-ins and future meetings (don't forget about becoming best friends, too)!
- Work hand in hand to sharpen your skills over 8 weeks, and reach your goals with the help of your new Mentor.

[SIGN ME UP ►](#)

[MENTORING PROGRAM FAQs ►](#)







## COMMUNITY SUPPORT



### ZCOM

The ZIN™ Community Council (ZCOM) is a group of ZIN™ volunteers who help fellow instructors by connecting them with the info they need straight from the Zumba® Home Office. They bring ZINs together through District Community Projects and Meet and Greet (online or face to face gatherings where ZINs get to know each other).

You can easily connect with your local ZIN™ Community by reaching out to your area's ZCOM volunteer or joining your local ZCOM Facebook group.

[LEARN MORE ABOUT THE ZCOM PROGRAM](#) ►



### LET'S CONNECT!



ZIN™ FACEBOOK



@ZIN™COMMUNITY INSTAGRAM

