



DIVA UNIVERSITY 2025

A career development course for pole & fitness teachers

TUESDAYS @ 7pm EST in September via Zoom

All classes are drop-in @ \$25 each

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The fitness industry is a wonderful, disorganized, vibrant and intimidating place to work. Thankfully, Roz knows her way around this beautiful mess and wants to overshare her wisdom in Diva University, a virtual workshop series perfect for those new to the professional pole & fitness scene, as well as seasoned vets looking to bring new life to their classes & clients.

9/2: HOW TO LEAP FROM STUDENT TO TEACHER

Have you ever dreamed of leading your own pole or fitness class, but don't know where to start? Well, the first course in Diva University is essential for you – it's all about making the leap from student to instructor. It covers:

- How to be a great student first
- What makes a great instructor (hint: a 6-pack isn't the answer)
- Experience, education and certifications

9/9: BUILDING A BRAND AND REPUTATION

Whether working for a big chain or for yourself, every fitness pro has got to establish a name for themselves. This seminar is all about:

- Brands vs. reputation
- Defining your audience
- Marketing basics
- Growing your brand and reputation

9/16: LEADING INCLUSIVE FITNESS CLASSES

Inclusivity is more than a buzzword - it's an ongoing practice that supports and nurtures the diverse spectrum of athletes you'll encounter in your career. Let's discuss what it really takes to coach different kinds of athletes in the same space:

- defining and understanding inclusivity
- inclusive marketing practices
- preparing for class
- making movements accessible during class
- gathering feedback

9/23: HELPING CLIENTS OVERCOME GYMTIMIDATION

The fitness industry's obsession with young, slender, and super strong athletes has alienated 95% of the general public. Fear not – this seminar



will give you tried-and-true strategies for helping clients build a movement practice they'll crave. Topics we'll cover:

- defining gym-timidation and what stops marginalized people from working out
- inclusive marketing practices
- less intimidating intake sessions
- meeting clients where they're at physically and emotionally
- personalizing success to each client

9/30: ASK ME ANYTHING

As a wrap-up to Diva University, we'll review what we've covered this month and address any lingering questions or concerns you've got. Anything goes!