

Turn your

POLE DANCING ADDICTION

POLE | ADDICTION

How to Turn Your Pole Dancing

Into a Business



**Teaching All Women The
Art of Pole Dancing**

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About the Author

Jessica Jakacki is a mother of three, wife, corporate-business owner and pole-dancing instructor. A late night TV show, several hours on the Internet and a company called [A Pole Lot of Fun](#) changed her life.

One evening while watching “The Best Damn Sports Show,” Jessica saw Tom Arnold being taught how to pole dance by two Crunch instructors. Learning how to pole dance always was a fantasy of hers and there it was, the newest fitness trend in California.

She spent an entire week on the Internet reading information from several resources and finally came across A Pole Lot of Fun. Jessica did not need to be “sold;” she had her credit card ready and wanted to be a part of this, no matter how much it cost. She instantly became an owner of a home pole-dancing party business. She also called her best friend, Kari Shaver, and *told* her she too was going to be part of this opportunity.

After spending several nights learning the moves and reading the instructional manual, they decided home parties were not what they wanted to do. They wanted to teach more than the 11 moves offered by A Pole Lot of Fun – they wanted to teach all women the art of pole dancing. Then, with months more training and research, Pole Addiction was born.

Jessica lives with her husband, Rick, in the wonderful little city of Port Huron, Michigan. She still runs her insurance company and teaches instructors in her pole-dancing company how to run the classes. She continues to use the information in this guide to expand Pole Addiction across world.

She wishes to thank her husband, who spent several extra evenings alone with three wonderful yet energetic children, so she could build her dream. She also thanks:

- Her mother, Anita Reynolds;
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 - Fred and Ebony Wilkerson at Powerhouse Gym on E. Jefferson in Detroit;
 - Studio 1219 in Port Huron their home studio (office with two 10-foot brass poles);
 - Katie Coates owner of Vertical Dance (www.verticaldance.com);
 - Instructors Niya Jackson, Tamika Latham, Tara Lavery and the beautiful and amazing “superstar” Kamilah Harris also a model in the manual.
- A special thanks goes to Tara Kemp and Dotti Porrett, who keep the insurance agency running smoothly while Jessica is pole dancing.

1. Introduction

Welcome and thank you for investing in your future. You are about to embark on your newest addiction: pole dancing, which will allow you to express yourself more uniquely than any other fitness program. It empowers women and motivates them to feel sexy, exercise more and realize it is not important to lose weight but very important to gain both emotional and physical strength. You will be amazed by the transformation of yourself as well as all of the wonderful women you are about to meet. You will build an amazing bond with each and every one of your students.

1.1 *What is pole dancing*

Pole dancing is everywhere you turn in the media. It is on national TV shows as well as local, national and international news publications and broadcasts. It continues to pop up all over the world.

Though the world is starting to accept pole dancing as the hottest fitness trend and gymnastic sport it is, getting over the image of it simply being strippers in gentleman's clubs still is a major hurdle. We are giving women and business owners all over the world an opportunity to learn, teach and enjoy the most fun piece of fitness equipment there is: a vertical pole.

There always will be the other type of pole dancing in the gentleman's club and, hopefully, you will look at them differently as there are MANY very talented women working in those establishments. We are not here to change what they do, only dispel the stigma attached to the name "pole dancing."

1.2 *The benefits of this career*

Imagine for a moment a fitness class you attend once a week for two hours that is the most exciting, motivating and frustrating class you've ever been a part of. You watch

women walk up to a vertical pole, grab on and swing effortlessly with the grace of a veteran ballerina.

It is your turn. You walk up to the pole, grab it and barely are able to get your feet off the ground and hold your own body weight. As soon as you are done, nine other women and the teacher clap, cheer and praise your efforts.

Three sessions later, you are able to do 80% of the moves taught. You have learned a routine and can hold your body weight on the pole. You have upper-body strength you didn't know could ever exist, and every time you do a move, your classmates cheer. This is a pole-dancing class – the only fitness class in which everyone is cheering and supporting each other. It's the only class you actually look forward to attending.

This is how every one of your students will feel. You will get the most joy out of watching your students touch the pole for the first time. You will watch them go from meek, shy ladies to confident, sensual, beautiful women. This is feminine power at its finest, and you will be responsible for helping women find their inner goddess.

You also get to make your own hours, determine your own income and benefit greatly from tax benefits of owning your own business. You actually will be able to write off the purchase of the guide and your vertical pole!

1.3 In this Guide

We would like to welcome you to the world of pole dancing. We want to give you a wealth of information you can use to learn how to pole dance, to start your own business, or to get hired as an instructor.

In chapter 2, entitled **Spins, tricks and poses**, we cover all of the moves necessary to teach a private party all the way to an Advanced series.

In chapter 3, **The pole-dancing business**, we take you through the responsibilities it takes to run a pole-dancing business and who should have those responsibilities. Hiring instructors could be the most important step in the growth of your business.

In chapter 4, **Time to shop for a location**, you'll learn the best way to run a pole-dancing business without the overhead costs of opening your own studio. We also go through venue responsibilities, types of poles and set up, so in a matter of a few weeks, you will have a location to teach your classes.

In chapter 5, **Internet marketing plan**, you will learn how to market yourself. Today, the most effective and reasonable marketing tool is the Internet. With a good website, getting listed on search engines, and email newsletters, you consistently will grow an internal list of women who are specifically looking for pole dancing.

In chapter 6, **Basic marketing**, you learn to do basic marketing. Though the Internet is a valuable marketing tool, there still are many people who do not use, don't have time to use or don't realize they can find you on the Internet. Business cards and flyers as well as other marketing ideas will help get your name out to the public.

In chapter 7, **Student registration**, we tell you what to do when the phones are ringing and the emails are coming. We take you through sample emails, phone scripts and a simple registration process, via sample forms.

Chapter 8, **Teaching and spotting**, teaches you spotting techniques. With your marketing plan rolling, your venue ready, your moves perfected and your students lining up, what's next? The actual class. We have included our class descriptions – from Introductory to Advanced – as well as some extra income opportunities.

Throughout this guide, you'll find sample forms and other items you can adapt and use to teach your classes, as well as valuable advice from the women who helped write this guide.