Scripting for your classes – this means planning those small exchanges with your group that can make all the difference.

When you start teaching classes you will most likely start and finish your classes with some final remarks.

People may not always remember the actual choreography, but they will often recall the first and last 5 minutes. Since we only have one chance to make a great first impression, being prepared for the beginning and ending is key for success.

So practice delivering your opening and closing scripts to enhance your delivery, your reputation AND participant retention

Openings

Here are some ways that you can start your class

Welcome. Formally welcome all participants and invite them to share the experience. This shows that you know it's time to begin and are dedicated to your time together.

Intensity. Tell people how to gauge their intensity. Use Borg or maybe a traffic light system; you can use the talk test; and if you have the equipment in your studio you can use heart rate monitoring.

New people. Identify newbies in a positive and relaxed way. You need to screen new people anyway – and once you have made contact you will be able to acknowledge and encourage their commitment to attend and their efforts in the class. Always try to check out with newbies, as well as check in.

Thank You. Saying "thank you" shows that you're aware they make an effort to attend. They pay money and possibly sacrifice family time etc. Tell students you don't take them for granted.

Music. If you have chosen specific music or a theme, mention it at the start of class. Hopefully they will share your personal taste!

Equipment Tell participants which pieces of equipment they will be using. Set up your equipment in the orientation you want participants to mirror. Set up the participants in a logical and organised way that suits the component of the class

Teaser. A teaser gives participants a reason to stay – something to look forward to. Maybe you are building up to a performance track – a finisher – something exciting that will set the scene.

Theme. Setting a theme gives everyone a shared focus.

Purpose. Regardless of how often you change choreography, mentioning the class's overall purpose will help participants get the most from their experience. For example: "Remember that the overall purpose of this session is both strength and cardio, so not only will your muscles be working, but your heart will be pumping as well!"

Ending the class

Gratitude. Thank participants for attending and for making it through to the very end. Sometimes we take for granted the great physical effort members make to complete a class.

You. Make "you" statements about the class's performance to help people feel successful.

Go above and beyond. Use the final moments of class to add value. Do you have any freebies or discount to offer – are there any special events coming up, bring the class together for a group photo to post on social media

Closing Teaser. The opening teaser gives participants a reason to stay for class. The closing teaser serves as a reason to come back. Examples range from the simple ("Now that you've learned today's movements with great technique, next week we'll add an additional set to each muscle group!") to the innovative ("Next week we're going to do all the moves we learned today, but in the dark, with glowsticks!") to the call to action ("Next week you are all going to choose our music by posting your favourite tracks on the club's Facebook page)

Intensity. Where appropriate, a reminder about intensity can help participants stay on track from week to week and it helps teach accountability.

Purpose. Positively restate the purpose at the end of class—this helps everyone, regardless of skill level, to achieve success. On hearing that "our overall purpose was to improve our leg strength today, and we achieved that together," the participant whose legs are shaking will feel rewarded when reminded of this within the positive context of teamwork.