

TRUE40 POP-UP CLASS GUIDELINES

Teaching a True40 pop-up class outside the studio can be a great way to attract new clients and build community. Following these guidelines ensures a safe, enjoyable, and compliant experience for everyone involved. Here's a breakdown of key considerations and guidelines:

PLANNING AND LOGISTICS

- **30-45 minute class:** unless specified otherwise with a client or collaboration with another studio
- **Mic + Speaker:** Usually, you are expected to bring your studio's speaker and headset mic, unless the venue provides. For sunrise classes, the venue may not allow headsets due to noise restrictions. Recommended [speaker and mic](#).
- **Announcements Before + After Class:** Use the elevator speech from our brand messaging before class (pasted below), and announce the BOGO or any offers/events coming up. After class, reannounce the offers!
 - Hi everyone! I'm XXX and an instructor at True40 Studio. Today, you'll experience an abbreviated version of the True40® Studio method — a fusion of high-intensity, low-impact strength training that is inspired by barre, functional resistance training, Pilates, and yoga. With optional modifications and challenges, you can move in a way that is true to YOUR body. Our classes are also safe for pregnancy, postpartum, and injury recovery. When taking class at our studio, you'll use equipment like TRX, weights, a ball, gliders, and a barre, but today we will be working with body weight in a more cardio-focused format. We hope to see you at the studio soon, to meet our empowering instructors, and move to the beat of the music with us. We offer [INTRO OFFER FOR IN STUDIO OR BOGO], XX is here to demonstrate with me - if you need help, feel free to flag one of us down. Let's get started!
- **Instructors:** Pop-Up classes will ideally have one instructor leading the class and another demo-ing so clients have plenty of visibility. You can also opt to "team teach" with a fellow instructor.
- **Location selection:** Choose a flat, even surface, which can be on the grass or a harder surface (parking lot, patio etc.) Be sure to communicate to clients of the surface and recommend if they should wear tennis shoes. Make sure a class limit is specified to accommodate space for everyone to move appropriately. Be aware if there is access to an outlet if needing to plug in a speaker or microphone.
- **Mat Orientation:** Classes should be taught with mats in "islands," unless the space does not allow for this. The instructor should be facing the class, mirroring their movements.
- **Directional Orientation:** You will be facing clients, so be sure to adjust directional cueing for them. This means you can either call out your opposite (your left is their right, so you would say "step your right foot forward" even if it's your left. If that's too confusing, you can use objects instead "step toward the parking lot" or "reach toward the building."
- **Props and Equipment:** Plan a class without equipment. Be sure to communicate beforehand that clients should bring their own yoga mats, or have a few extra on hand for those who forget. Towels are a good backup if people don't have mats. Some studios can offer to bring bala weights, etc. for clients to use, please check with your studio owner on the availability.
- **Marketing/Promotional Items:** Optional items/offers: BOGO class (buy one class get one free, bring flyer with QR code to scan), free class passes (BOGO is preference so you still make some money and get people into studio), pop up banner/flyer (from Vistaprint), koozies/cups/pens, "[spin a wheel](#)" where you can put free prizes. Bringing free class passes is a great way to entice clients to try a class out at the studio and reward them for showing up for the pop-up. Having class schedules/information is helpful too!
- **Signing in:** Clients attending should have signed up for the class beforehand, meaning they will have signed a liability waiver before showing up. Be sure to check clients in on Mariana Tek, which will enter them into your automations. Follow up with them via email after class to re-offer BOGO and get them back in the studio.

CLASS FORMAT OVERVIEW

Pop-ups should be programmed to be accessible for a general audience. Choose postures that can be taught without barre support and with easy explanation. We aim to keep the energy high and the movements flowing, fostering a sense of accomplishment and enjoyment for all participants. Provide less detailed posture setup, opting instead for a more fluid and motivational teaching style. Give high-energy cues and positive reinforcement, with minimal anatomical or alignment talking points. Instructors can use discretion on whether they can walk among the class and be available to assist those who are struggling with a posture (aka “bleeders.”) Get people interested in coming to your studio!

● WARMUP - 5-7 MIN

- Opening stretches: 1 minute (done quicker than in studio)
- 2-3 Aerobic postures: 1- 1½ minutes each
 - Must cover at least two planes of motion
 - Be considerate of space for more dynamic postures (ex., shuffle skater)
- 1 Plank or pushup posture: 1-1 ½ minutes
- 2-3 Songs used, Dance remixes with BPM 128-132

● LEGS 5-8 MIN (2 FORMATS) - PICK AND ADJUST ACCORDING TO TIME FRAME

- 2 Posture formats
 - 1 turnout + 1 parallel posture, one posture must be in power (ex. Plie squat + Power Base)
 - Glutes will also include both orientations
 - 2 single-sided postures in the same orientation (ex. Horse pose side 1 and 2)
 - Glutes will only include the opposite orientation (side diamond side 1 and 2)
- 3 Posture format
 - Same as fusion format (includes both orientations and at least one power posture)
 - Glutes will also include both orientations
- Can add upper body movements with legs to save time (ex. Horse Pose + Delt Fly)
- One song per posture (2-3 songs total) at least 2 ½ min per song

● COMBO 6-10 MIN

- Must include all 5 upper body muscle groups (can include some of these in legs and glutes to accommodate shorter classes)
- Postures should at least be 1 ½ minutes each, with varied leg add-ons from ones taught in leg sections
- Include bodyweight exercises (ex. pushups, renegade rows, tricep dips, burpees, shoulder taps)
- Up to 3 songs used, similar to warmup with BPM of 128-132

● GLUTES: 5-8 MINUTES (2 FORMATS) - PICK AND ADJUST ACCORDING TO TIME FRAME

- 2 Posture format
 - 2 single-sided postures with both parallel and turned out add-ons (ex. all fours)
 - Legs will have included both orientations in either 2 or 3 postures
 - 2 single-sided postures in the same orientation (ex. Glutes Snappers side 1 and 2)
 - Legs will have included two postures of the opposite orientation (ex. Power 4 side 1 and 2)
- 3 Posture format
 - Same as fusion format (includes 2 single-sided postures and one bridge, opposite orientations)
 - Legs will also include both orientations, either in 2 or 3 postures
- Can add upper body movements to save time (ex. All fours + tricep kickback, bridge + chest press)
- One song per posture (2-3 songs total) at least 2 ½ min per song

- **CORE: 4-6 MINUTES**
 - Two postures, 1 ½ - 2 minutes each
 - Include one oblique posture and one transverse/rectus/erector spinae posture
 - 60-second Plank HOLD
- **YOGA: 5 MINUTES**
 - Same requirements as a fusion class apply
 - Low crouch → forward fold → roll up → standing neck stretch
 - Three closing breaths

*“Thank you for honoring your body and moving true to you. Thank you so much for joining us today, we would love to see you in the studio! We will be happy to answer any questions you have and be sure to [TAKE AN ACTION RE: THE OFFER AVAILABLE].
Thank you!”*

Example 30 Minute Class

Warm up (5 min)	<ul style="list-style-type: none"> ● Opening Stretch ● Squat to Reverse Lunge ● Jack to Jab ● Mountain climbers
Legs (5 min)	<ul style="list-style-type: none"> ● Plie Squat w/ Lat Pulls (1inch w/ rhomboid squeeze, LRM w/ Lat Pull, alt heel lifts w/ arms over head, GFH) ● Power Base w/ Delt Fly (1 inch, LRM w/ delt fly, pulses w/ T-arms, GFH)
Combo (6 min)	<ul style="list-style-type: none"> ● Alt. Reverse Lunge + bicep tray ● Walking Curtsy + Goal Post Arms ● Tricep Dips ● Pushups + Shoulder Tap
Glutes (5 min)	<ul style="list-style-type: none"> ● All Fours Side 1 (heel press one inch, LRM knee drive, Rainbow Taps, Side plank lifts, GFH) ● Repeat side 2
Core (4 min)	<ul style="list-style-type: none"> ● Marches/leg lowers ● Russian twists ● 60 sec plank
Yoga (5min)	<ul style="list-style-type: none"> ● Cat/Cows ● Down Dog > Pigeon> roll to seat > single leg sidebody/hamstring stretch > side 2 ● Low crouch>forward fold>roll up>3 closing breaths

Example 45-Minute Class

Warm up (9 min)	<ul style="list-style-type: none"> ● Opening stretch ● Alternating side lunges with shoulder press or arm sweeps (modification - low row) ● Sumo squat with alternating twist - option to add hop ● Alternating reverse lunges - option to add split squat (jumping lunges) ● Plank to frogger ● Wide arm push-up or tricep push-up
Legs (8 min)	<ul style="list-style-type: none"> ● Power diamond ● Chair squat (hinged forward)
Combo (9 min)	<ul style="list-style-type: none"> ● Reverse right lunges with bicep trays ● Shoulder raises to pulses (flipping palms up.down) in base posture ● Reverse left lunges with rhomboid squeeze ● Wide arm push-up alternating with tricep push-up (knee discomfort - tricep dips)
Glutes (8 min)	<ul style="list-style-type: none"> ● All 4s with parallel and turn out options OR ● Single leg glute bridge (both sides) + sumo bridge
Core (6 min)	<ul style="list-style-type: none"> ● Boat pose blast ● Reverse marches (challenge - leg lower) ● Modified bicycles (challenge - regular bicycles) ● 60 second plank
Yoga (5 min)	<ul style="list-style-type: none"> ● Child's pose ● Cat-cows ● Downward dog - crescent - warrior 2 - reverse warrior - side angle (repeat for side 2) ● Garland pose (yoga squat) ● Low crouch > roll up > neck stretches > 3 closing breaths