

## UNDERSTANDING THE LIVE VIRTUAL CLASS LICENSES: STEPS & REQUIREMENTS

With the launch of the Instructor and Facility Live Virtual Class Licenses, we are thrilled to offer our certified instructor community the ability to teach Essentrics classes online and publicly promote them using class listings on the [Find a Class tool on Essentrics.com](#). This development allows you to reach people near and far while keeping up with the technological times in the fitness industry – and make a sustainable living doing so.

The purpose of this document is to break down the steps to follow for teaching and promoting live virtual classes, all while abiding by the License terms and maintaining the integrity of the Essentrics technique and brand. Read on to set yourself up for success!

We are always here for you at Head Office to answer your questions and support you by phone and email. Please never hesitate to get in touch!

The Essentrics Teacher Training Team

[training@essentrics.com](mailto:training@essentrics.com)

514-989-0236 or toll-free 1-800-828-7930

## **Contents** *Click to jump to a specific section!*

- Who needs to sign a License?
- What is a “live” virtual class?
- What platforms can I use to offer my live virtual classes?
- Steps before teaching live virtual classes
- Key Requirement #1: Your Class Profile Account and Class Listings
  - Increase the visibility of all your classes!
  - How do I log in to or create my Class Profile Account?
  - How do I make a class listing?
  - What information does my client see in my live virtual class listing?
- Key Requirement #2: Linking Your Online Promotion to Your Class Listings
  - The value of linking to your class listings on Essentrics.com
  - How do I promote my live virtual classes?
  - Visual Guide: How to link to your class listing(s)
- Key Requirement #3: Charging a Minimum Fee for Virtual Classes
  - Teaching live virtual classes for a fundraiser or charitable organization
- Key Requirement #4: Maintaining Your Active Teaching License
  - Important note – COVID-19

### FAQs

- Why can't I offer pre-recorded classes?
- Can I record my class for my exam submission or class assessment?
- Can I teach a live virtual demo class?
- Can Apprentice Instructors teach live virtual classes?
- How do I complete my Apprentice Teaching Hours Form when teaching live virtual classes?
- Is there an Instructor License fee?
- Is there a Facility License fee?
- By when do I/does my facility need an approved License?
- I operate a gym, studio, fitness center, etc. Do I need to sign a Facility License?

Let's start off by answering some key questions!

➤ Who needs to sign a License?

**All certified Instructors** who wish to teach live virtual Essentrics classes need to sign an Instructor Live Virtual Class License before teaching virtual classes of any kind.

**Facilities** who wish to offer live virtual Essentrics classes need to sign a Facility Live Virtual Class License.

A facility is defined as a dedicated physical brick-and-mortar teaching space (commercially leased, owned or otherwise) such a gym, studio, fitness center or community center that facility members or clients frequent in person, and includes businesses as well as not-for-profit or charity organizations. To be eligible for a Facility License the facility must offer recurring fee-paying classes.

➤ What is a “live” virtual class?

The License permits you to teach live virtual classes that are only available for a scheduled one-time viewing for the duration of the class in real time. Live virtual Essentrics classes may not be pre-recorded, recorded, made available on demand or hosted online after the class has ended. Think of it like this: when you teach an in-person class, it has a start and finish time. When it ends, it ends. The same holds true for this new live virtual class format!

➤ What platforms can I use to offer my live virtual classes?

You can offer your live virtual classes to a private and secure group using one of the following tools:

- Zoom
- GoToMeeting
- Microsoft Office
- Private Facebook group
- Private Instagram group
- Any comparable platform not open or accessible to public audiences

**Not permitted:** Broadcast of an Essentrics live virtual class to a public or open audience on platforms such as:

- Facebook Live video or recorded video
- Instagram Story, Live video, recorded video or IGTV
- YouTube Live video or recorded video
- Vimeo Live video or recorded video

➤ Steps before teaching live virtual classes

Read and electronically sign the Instructor License. Complete the request form [here](#) to have the Instructor License emailed to you from Essentrics via DocuSign (an online signature tool).

Wait for Instructor License approval by email from Head Office. Please allow up to 2 business days for approval.\*

Create your Class Profile Account [here](#) if you have not previously done so.

Wait for Class Profile Account approval by email from Head Office. Please allow up to 2 business days for approval.\*

If you will be independently managing your live virtual classes...

You must submit class listings for all your live virtual classes on your Class Profile Account [here](#).

You must link your online promotion to your live virtual class listing(s) on the Find a Class tool.  
*(See page 7)*

If a fitness facility will be managing your live virtual classes...  
Has the fitness facility been added to the list of Approved Facilities for Live Virtual Classes [here](#)?

YES

NO

Inform the fitness coordinator/manager that they must sign the Facility License via DocuSign and have it approved by Head Office.  
You can request the Facility License on their behalf by entering their email address [here](#).

*\*Approval simply means that Head Office has checked that you are a Certified Instructor*

## ➤ Key Requirement #1: Your Class Profile Account and Class Listings

In order to teach and promote live virtual classes, you will need to create a Class Profile Account, if you have not previously done so. Your Class Profile Account allows you to submit class listings that are visible to the public on the [“Find a Class” tool on Essentrics.com](#), and these class listings are your promotional tools for Essentrics live virtual classes.

### Increase the visibility of all your classes!

The class listings you submit in your Class Profile Account aren't just your promotional tools for your live virtual classes. We encourage you to make class listings for your in-person classes and indicate your availability to teach private classes, especially if you are not holding any formal group classes right now. This helps visitors to Essentrics.com find you!

### How do I log in to or create my Class Profile Account?

Through this link: <https://essentrics.com/submit-your-class-for-the-map/>

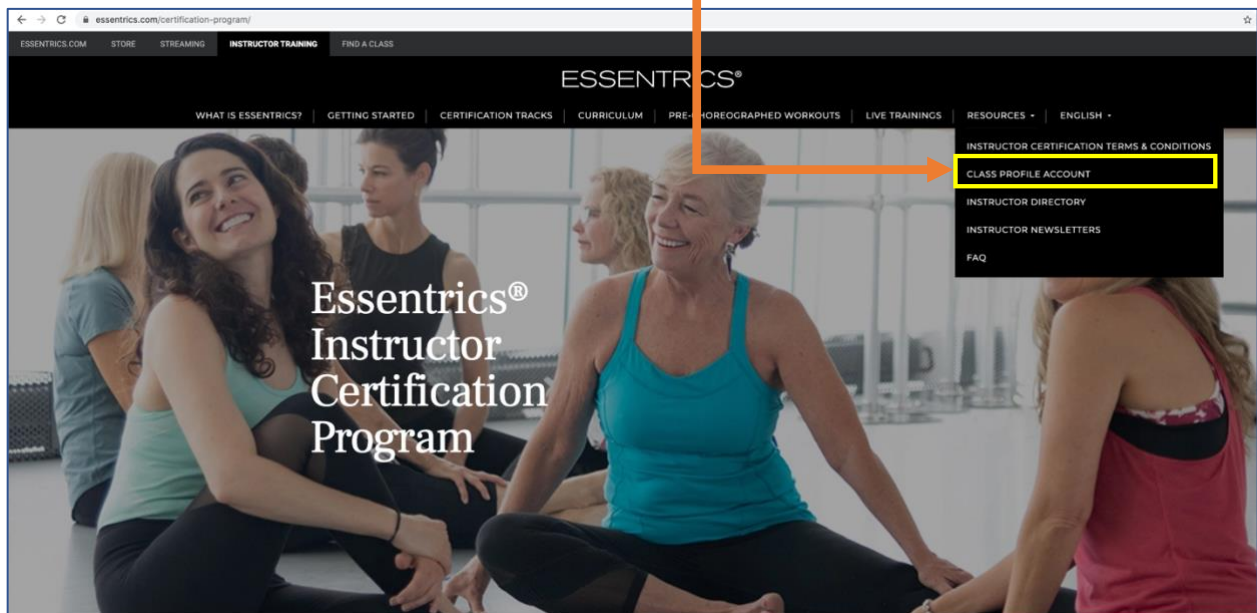
Or

Go to **Essentrics.com** >

Click tab **Instructor Training** >

Click tab **Resources** >

Select **“Class Profile Account”**



## How do I make a class listing?

Log in to your Class Profile Account and follow the directions for submitting a class listing. You must click on “Submit a New Class Listing” for the form and fields to appear.

## What information does my client see in my live virtual class listing?

Your live virtual class listing has all the information your client needs to register for your class and learn more about you and your qualifications. It includes:

- Your class location (to help clients in your area find you online)
- Class name (e.g. Essentrics Barre)
- Day, start time & class duration
- Cost
- Registration information you choose to make available through a clickable SIGN UP/INFO button (e.g. the website where your class registration is hosted or your email address if you manage registrations manually)
- Personal information you choose to display such as your biography, photo, email address, social media contact, website, and if you are available for private training.

## Here’s an example of a live virtual class listing:

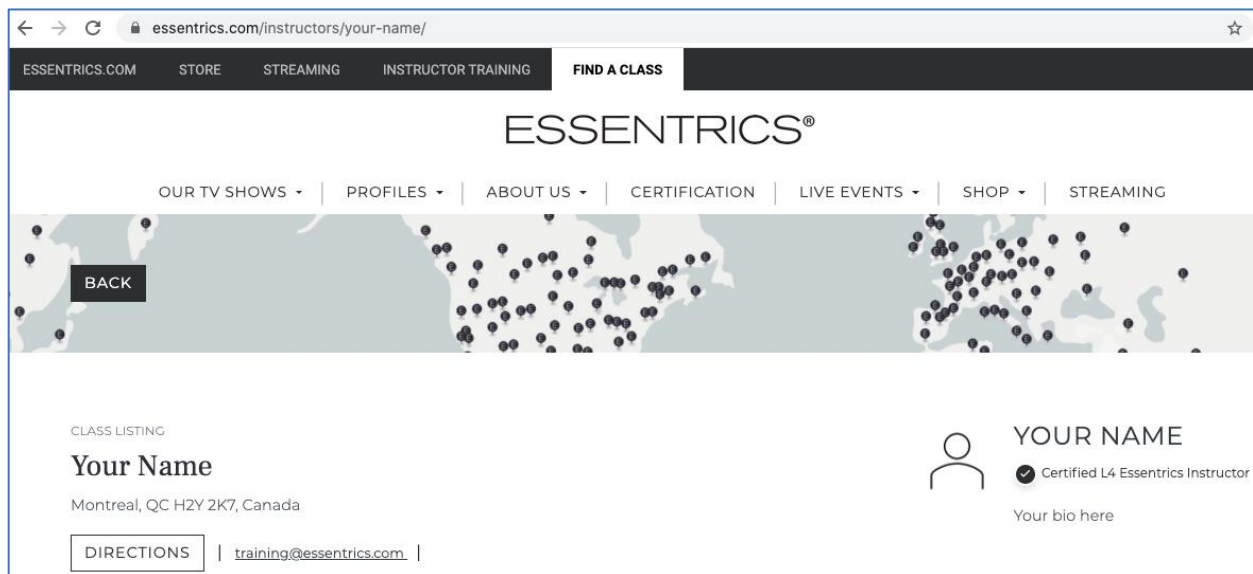
Click to view: <https://essentrics.com/instructors/name-of-the-facility/>

The screenshot shows a web browser window with the URL [essentrics.com/instructors/name-of-the-facility/](https://essentrics.com/instructors/name-of-the-facility/). The navigation bar includes links for ESSENTRICS.COM, STORE, STREAMING, INSTRUCTOR TRAINING, and FIND A CLASS. The main header features the ESSENTRICS® logo and a menu with options: OUR TV SHOWS, PROFILES, ABOUT US, CERTIFICATION, LIVE EVENTS, SHOP, and STREAMING. Below the header is a world map with a 'BACK' button and numerous location pins. The main content area displays a 'CLASS LISTING' for 'Name of the Facility' at 426 STE-HÉLÈNE STREET, MONTREAL, QUEBEC H2Y 2K7 Canada. A 'DIRECTIONS' button and the email [training@essentrics.com](mailto:training@essentrics.com) are provided. To the right, a profile section for 'YOUR NAME' shows a 'Certified L4 Essentrics Instructor' status and a 'Your bio here' link. Below this is a 'Live Virtual Classes' table:

Class	Date & Start Time	Duration	Cost	Registration
Essentrics®	Mondays 9:00 AM EDT	60 minutes	CAN\$5	<a href="#">SIGN UP / INFO</a>

Last update: December 2020 6

**Note:** You must submit a class listing in your Class Profile Account corresponding to every live virtual class you teach that is open to the public. (ALL public live virtual classes must be listed at all times). If you are only offering live virtual private classes or live virtual group classes that are closed to the public, you must submit a single class listing, but you are not required to provide class details such as day/date, start time, duration, cost or registration information. In this case, in the Find a Class tool, your class listing will appear without class details (**see screenshot below**) and it serves to populate the map.



## ➤ Key Requirement #2: Linking Your Online Promotion to Your Class Listings

### The value of linking to your class listings on Essentrics.com

When a prospective client clicks on your class listing, they will find your class details and registration information presented in a clean, professional way. This creates a uniform user experience for every client exploring live virtual classes – regardless of their experience with or knowledge of our program – which serves to solidify and strengthen the Essentrics brand to the benefit of all instructors. And when the client sees that your class listing is hosted on Essentrics.com, they will understand that you teach a reputable workout program. They will appreciate the knowledge and skills you have acquired throughout the rigorous certification process, making them confident that by taking your class, they will be in good hands. Your class listings showcase your accomplishments and validate the quality of your live virtual class offering – like a “stamp of approval”!

## How do I promote my live virtual classes?

We want to help you succeed, be seen and thrive! When promoting your Essentrics live virtual classes online, make sure to link to your corresponding class listing(s) in the following ways.

### When promoting through ...

#### **Your website:**

A link to your Essentrics.com class listing(s) must be visible on the page where an Essentrics live virtual class offer is promoted.

#### **Posts or events created on Facebook/Meetup/LinkedIn/Twitter (or any other platform that allows you to put a clickable link):**

This is where you copy-paste your Essentrics.com class listing URL into your post or event. See the **Visual Guide** below for a step-by-step breakdown.

Copying your Essentrics.com class listing link in your post is how you direct your client to all the info they need to register for your virtual class – all they have to do is click the SIGN UP/INFO button under “Registration.” If you want to share your website or email address or your gym’s website, make sure to feature them *within* your class listing instead of putting them in the post itself. This way your post will stay nice and tidy, making it easy for your client to register to your class via your class listing. This is why we ask you to make your class listing link the exclusive access point for registration to your virtual class, and we request that you do not include your contact information or other links (besides your class listing link) within your posts.

Keep in mind that once a client knows you, they can contact you directly (by phone, email, via your website, etc.) instead of going through your class listing.

#### **Posts on Instagram and stories on Instagram or Facebook:**

A link to your class listing(s) is not required when promoting your Essentrics live virtual classes because these platforms do not allow for clickable links. However, if you promote your live virtual classes on Instagram and you use a link tool (e.g. Linktree) in your bio, in this instance you are required to include a link to your class listing(s) in your link tool.



## Visual Guide: How to link to your class listing(s)

1. Search your name on the Find a Class tool ([click here](#)).

### SEARCH BY INSTRUCTOR NAME OR FITNESS FACILITY

Find an in-person or live virtual class by searching for a specific Certified Instructor or fitness facility.

SEARCH

2. To link to several class listings (all Search Results associated with your name):  
Copy the URL shown in your browser.

https://essentrics.com/?s=Your+Name


ESSEINTRICS.COMSTORESTREAMINGINSTRUCTOR TRAINING**FIND A CLASS**

## ESSEINTRICS®

OUR TV SHOWS ▾ | PROFILES ▾ | ABOUT US ▾ | CERTIFICATION | LIVE EVENTS ▾ | SHOP ▾ | STREAMING | ENGLISH ▾


### Search Results

SEARCH



INSTRUCTOR  
**Your Name**  
Your Name

Certified L4 Essentrics Instructor  
Montreal, QC H2Y 2K7, Canada



INSTRUCTOR  
**Your Name**  
Name of the Facility

VIRTUAL CLASSES

Certified L4 Essentrics Instructor  
426 STE-HÉLÈNE STREET, MONTREAL, QUEBEC H2Y 2K7 Canada

3. To link to one specific class listing: Click the class listing and copy the URL shown in your browser.

ESSEINTRICS.COM STORE STREAMING INSTRUCTOR TRAINING FIND A CLASS

ESSEINTRICS®

OUR TV SHOWS ▾ | PROFILES ▾ | ABOUT US ▾ | CERTIFICATION | LIVE EVENTS ▾ | SHOP ▾ | STREAMING

BACK

CLASS LISTING

Name of the Facility

426 STE-HÉLÈNE STREET, MONTREAL, QUEBEC H2Y 2K7 Canada

DIRECTIONS | [training@essentrics.com](mailto:training@essentrics.com)

YOUR NAME


✓ Certified L4 Essentrics Instructor

Your bio here

Live Virtual Classes

Class	Date & Start Time	Duration	Cost	Registration
Essentrics®	Mondays 9:00 AM EDT	60 minutes	CAN\$5	<a href="#">SIGN UP / INFO</a>

4. Paste the URL into your promotion.

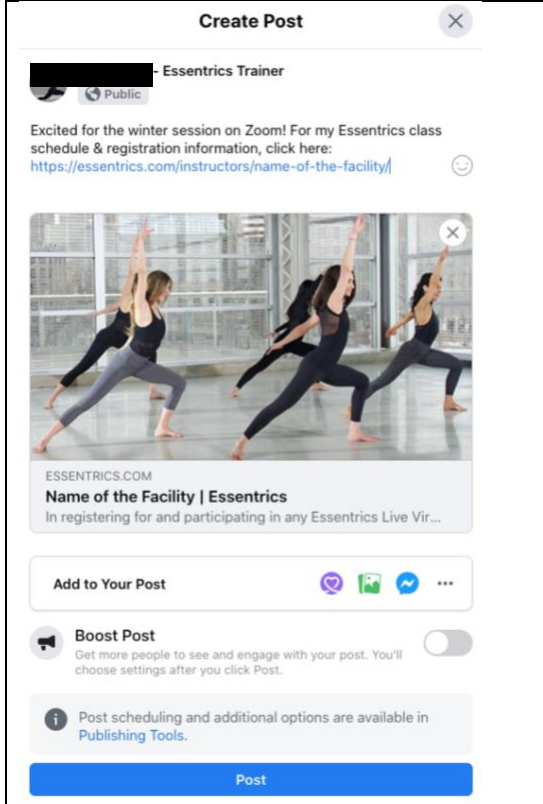
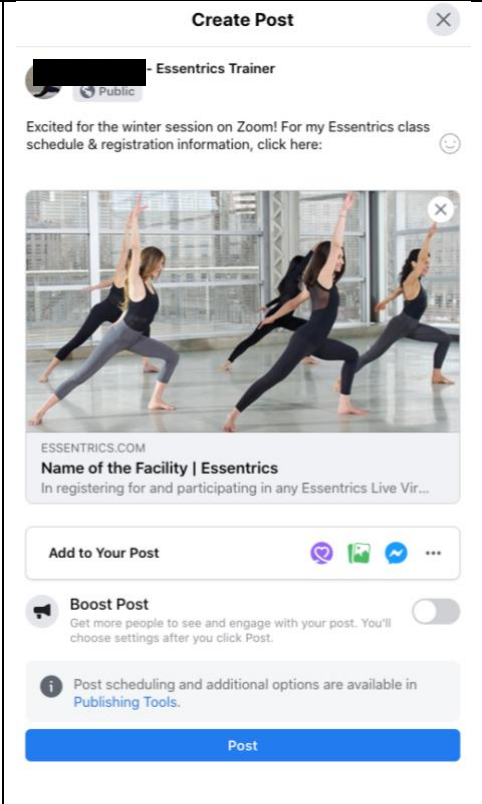
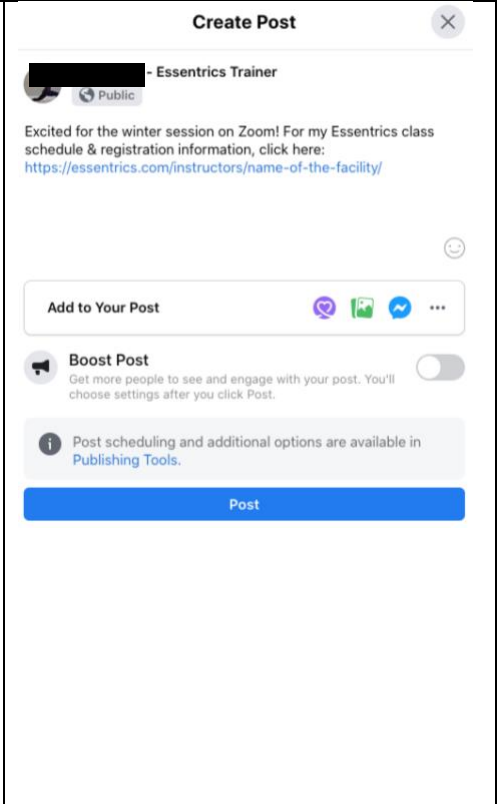
 **Tip: Make a hyperlink.** This converts the URL into a convenient & clickable link for your clients and makes your promotion look nice and clean.

<i>You go from this:</i>	To register for my Zoom Essentrics class click here: <a href="https://essentrics.com/instructors/name-of-the-facility/">https://essentrics.com/instructors/name-of-the-facility/</a>
<i>To this:</i>	To register for my Zoom Essentrics class click here: <a href="#">here</a>

Last update: December 2020 10



## Tip: Here are a couple ways to share your class listing link on Facebook

<p>First paste the link to your class listing. A link preview appears (the Essentrics image).</p>	<p><b>1<sup>st</sup> option:</b> Delete the URL. The image will stay a clickable link for a cleaner post.</p>	<p><b>2<sup>nd</sup> option:</b> Or delete the photo if you prefer but keep the URL.</p>
		



## Tip: State your Level when promoting your virtual classes

It is important that interested clients recognize the Essentrics certification as a 4-level program and understand the value of your Level. By stating your Level when promoting your classes, you are providing a reference point for your qualification and skills. If you are teaching at a fitness facility, explain to them what your Level means and how to indicate it when promoting your classes or your biography/instructor profile. Depending on the display of your name and your promotion, you can choose the best way to state your certification Level. Here are some examples:

- Annabel Smith, Certified Level 2 Essentrics® Instructor
- Annabel Smith Certified L2 Essentrics®
- Essentrics with Annabel Smith, Certified L2

Last update: December 2020 11

### ➤ Key Requirement #3: Charging a Minimum Fee for Virtual Classes

Your live virtual Essentrics classes cannot be offered for free. The fee you charge is at your discretion, however the cost for a single live virtual drop-in class cannot be less than 5 USD, 5 CAD or 5 EUR. Why? We want clients to properly compensate you for your time and expertise. When clients pay for your virtual class, it adds value to your class and the Essentrics brand. Imagine what would happen if clients were to only seek out free Essentrics classes online: it would devalue all the paying classes offered online by the greater instructor community. While it may seem harmless to give a free virtual class to a new client or to your followers on social media, when viewed from the big picture, free virtual Essentrics classes have a negative impact on all instructors' ability to attract and retain paying clients. That is why putting in place a minimum fee for live virtual classes protect the livelihoods of all instructors and the integrity of the Essentrics brand.

Demo classes are an exception, and may be offered for free. Read all details on page 13.

#### Teaching live virtual classes for a fundraiser or charitable organization

You may offer live virtual classes for a fundraiser, provided that there is a minimum donation amount of 5 USD, 5 CAD or 5 EUR per participant to gain access to the class. If you wish to volunteer your time to teach live virtual classes for beneficiaries of a charity, these classes do not require a participant fee.

### ➤ Key Requirement #4: Maintaining Your Active Teaching License

Your class listings that appear on the Find a Class tool on Essentrics.com showcase your achievements to Essentrics' global online audience and help direct people to your classes. That is why to be eligible to teach virtual classes and have your class listings featured on the Find a Class tool, we want you maintaining your teaching license by staying engaged with the technique on an annual basis. This ensures that visitors to the website will experience high-quality, safe, reliable virtual classes taught by Certified Instructors who are actively learning and staying up-to-date and involved with Essentrics Teacher Training developments. For all the details on maintenance requirements, please see the [Instructor Certification Terms and Conditions – Maintaining Your Active Teaching License](#).

#### Important note – COVID-19

We understand that these are challenging times, and for that reason we are waiving the requirement to maintain your active teaching license during the COVID-19 pandemic until further notice. Some of you are actively teaching or working on your next Level right now and others are taking a break – and we support you in whatever choice you have made. If you are able to do so, we encourage you to keep learning and staying involved in whatever way makes sense for you, such as rediscovering a Pre-Cho you already own, watching past Teachers' Corners on the Instructors Facebook group, making a new playlist or studying anatomy ... and the list goes on!

Last update: December 2020 12

## FAQs

### ➤ Why can't I offer pre-recorded classes?

By teaching a virtual class live, in real-time, the goal is to offer the most personalized and interactive class experience possible for your groups or private clients. Get to know your participants! Ask them to turn on their cameras so you can see them and do your best to give personalized attention and corrections. Like with any new skill, virtual teaching takes practice and patience! We recommend keeping your group size manageable so your virtual classes feel personal.

**Note:** There is one exception: classes given at conferences where attendees pay a registration fee may be pre-recorded. You must be Level 3 or 4 to offer this type of class, since it is only at this stage that you will have gained the skills to teach a safe and effective class to a specialized audience as well as the knowledge needed to present Essentrics as it relates to the theme of a conference. Make sure to refer to the Instructor License for complete details on how to proceed in this special situation, and be sure to contact [training@essentrics.com](mailto:training@essentrics.com) with any questions.

### ➤ Can I record my class for my exam submission or class assessment?

Yes! You or the facility where you teach can record your virtual class to submit to Head Office for this purpose only.

### ➤ Can I teach a live virtual demo class?

Yes! Teaching a live demo class can be a great way to introduce Essentrics to a wider audience and spread the word about your classes. You can offer live demos to prospective clients or in partnership with an event, organization or approved facility, for a fee or free of charge. The goal is to give a short workout that serves as an introduction to the technique and your classes, which is why it needs to stick to 15 minutes or less. Demos are intended to be occasional, stand-alone events, and may not be ongoing or offered as a part of a series. For support in preparing your demo, contact [training@essentrics.com](mailto:training@essentrics.com). We are here to help you succeed!

### ➤ Can Apprentice Instructors teach live virtual classes?

Yes, Apprentice Instructors can teach their 30 Apprentice hours of the full Pre-Choreographed Workout 1 class virtually, to private groups, if they so choose. Important note: virtual Apprentice classes may not be publicly promoted and may not be offered through a facility. Apprentices can refer to the Guide for Teaching Live Virtual Apprentice Classes on their Level 1 Resource Webpage for complete terms as well as virtual teaching tips. As soon as an Apprentice Instructor passes their Level 1 exam and becomes a Certified Level 1 Instructor, they will be eligible for an Instructor Live Virtual Class License.

- How do I complete my Apprentice Teaching Hours Form when teaching live virtual classes?

Any full one-hour Pre-Choreographed Workout class taught virtually can count towards your Apprentice teaching hours required for your Level’s certification requirements. You will need one volunteer from each virtual class to agree to provide their name and email address as your participant. In lieu of a signature, simply note that it was a virtual class.

- Is there an Instructor License fee?

No.

- Is there a Facility License fee?

All fees have been waived until July 1, 2021. Read the complete terms for facilities [here](#).

- By when do I/does my facility need an approved License?

As of February 1, 2021, to be able to offer and promote Essentrics live virtual classes:

- **Certified Instructors** require an Instructor Live Virtual Class License.
  - **Facilities** (gyms, studios, fitness centers, community centers, etc.) require a Facility Live Virtual Class License, except in certain cases in which the facility is operated by a Certified Instructor (see below).
- I operate a gym, studio, fitness center, etc. Do I need to sign a Facility License?

It depends. If you operate a dedicated physical brick-and-mortar teaching space such as a gym, studio or fitness center that members or clients frequent in-person, to be able to offer and promote live virtual Essentrics classes ...

<b>No, you <u>do not</u> need to sign a Facility License if ...</b>	<b>Yes, you <u>do</u> need to sign a Facility License if ...</b>
You are a one-person business.*	There are more people involved in your business than just you.
<i>Meaning, you have <u>no</u> employees/instructors (other than you), no contractors, no business partners or third-party organizers, etc.</i>	<i>Meaning, your organizational structure involves one or more employees/instructors (other than you), one or more contractors, one or more business partners or one or more third-party organizers, etc.</i>

\*Facility License is optional. If the Facility License better suits your needs, you may decide to sign it in addition to the Instructor License. Please contact [training@essentrics.com](mailto:training@essentrics.com) with any questions about your specific situation.