



## **The DivaGirl Licensee Program**

***Become a DivaGirl and Launch Your Own Divalicious Business!***

### **Welcome to DivaGirl Fitness!**

DivaGirl Fitness<sup>1</sup> is an online female community, dedicated to help women to ***get fit, have fun and feel sexy!*** DivaGirl is your online source to various sexy dance/fitness-based classes, workshops and events, hosted in your area. We also provide you with up-to date information on exciting exercise trends, lifestyle crazes and self-confidence tips to help you lead a healthy, *divalicious* life!

DivaGirl has re-defined what it means to be a "Diva" and have reached explosive growth over the last year! **Join the Diva Revolution** and become part of the most *divalicious community* around...

### **DivaGirl Licensees**

Our team constitutes of highly passionate and trained Instructors (titled **DivaGirl Licensees**), who are certified with DivaGirl Fitness and hold a diva persona. All DivaGirl Licensees are motivated and skilled to help average women, on the inside and out.

DivaGirl Fitness is looking for Divas across the globe that are *inspiring, experienced and talented women* to become DivaGirl Licensees! If you are interested in running your own classes/workshops, being rewarded with your own business, and having the amazing support of a greater brand, then DivaGirl is for you!

### **What is the DivaGirl Licensee Program?**

The **DivaGirl Licensee Program** allows you membership into the DivaGirl Community-encouraging women to live a *divalicious* lifestyle! Your Licensee Membership allows you to run your own business, receive the support and expertise necessary to create your own Diva events, and reap the rewards of **Diva-Preneurship!** As part of a greater community of women, you are given the tools for marketing, business management, improved choreography, dance/fitness ideas, great advertising efforts and online exposure... all for a LOW monthly fee! The DivaGirl Licensee Program allows you to join the *Diva Revolution* that will help your business expand, leading to new and exciting opportunities!

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<sup>1</sup> DivaGirl Fitness is a branch of **DivaGirl Inc.** DivaGirl Inc. is the over-arching brand for our four established divisions: *DivaGirl Fitness, DivaGirl Entertainment, DivaGirl Beauty* and *DivaGirl-Preneur*. For more information about our premium Dance Entertainment Company of professional Dancers and Instructors, who entertain at your corporate, or Diva events and parties, please visit us at [www.divagirlentertainment.com](http://www.divagirlentertainment.com). For more information about DivaGirl Beauty, our premium beauty/spa services across the GTA, visit [www.beauty.divagirl-inc.com](http://www.beauty.divagirl-inc.com). For more information about DivaGirl-Preneur, our educational business division that connects, inspires and educates women through seminars and events, please visit [www.preneur.divagirl-inc.com](http://www.preneur.divagirl-inc.com).

***Unleash the Sexy Within...***

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## Is DivaGirl Right For You?

### **The DivaGirl Licensee Program may be right for you if:**

- You enjoy teaching and inspiring others through dance and/or fitness
- You enjoy living an active lifestyle and hold great self confidence
- You are outgoing, enthusiast and enjoy interacting with other females
- You love to have fun and meet new people
- You enjoy the freedom of being flexible with your schedule & like to set your own hours
- You are looking for part-time, contract-based or full-time work and rewards
- You are hard working & ambitious, yet enjoy your time off; a true work-balance lifestyle!
- You are motivated to generate your own income & reap the rewards of Diva-Preneurship
- You like to be challenged & would like to develop your own business management skills
- You are a sexy Diva!

## Why Join DivaGirl?

By becoming a **DivaGirl Licensee**, you reap the following benefits:

### Immediate Benefits:

- Receive special rates of advertising (print & online) and discounted event tickets, offered via the **Woman's Post**- a magazine designed for professional women.
- Receive **10% off** all Canfitpro conference registration (members & non-members)
- Receive **10% off** on Canfitpro certification courses (i.e. FIS course), exams and merchandise at the Canfitpro trade show booth
- **Privileged rates** on liability (Stevenson & Hunt Insurance Brokers), medical/dental insurance rates (Matheis Team Financial)
- **Receive \$35** for every DivaGirl Licensee that you refer and signs up!
- **Receive \$10** for every DivaGirl Member that you refer and signs up!
- Receive a custom **online profile**<sup>2</sup> via [www.divagirlfitness.com](http://www.divagirlfitness.com)
- Opportunity for online **posting of your own classes**, workshops and/or events<sup>3</sup>- each DivaGirl Licensee receives their own webpage!
- Opportunity for **online registration** of your own classes, workshops and/or events, via [www.divagirlfitness.com](http://www.divagirlfitness.com) (using your own PayPal account)
- Opportunity to **write your own articles**, announcements and tips, using your personal blog section
- Opportunity to post your classes, workshops and/or events<sup>4</sup> in our monthly newsletters' **event listings** section

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<sup>2</sup> Your online profile will follow the DivaGirl Fitness template and meet the DivaGirl Fitness standards. All profiles will be reviewed and are subject to an approval process.

<sup>3</sup> With your DivaGirl profile, you are allowed to post unlimited class/workshop listings!

<sup>4</sup> To post your classes, workshops and events in our monthly newsletter, you must fill out a **DivaGirl Featured Event-Application Form**, to be found under our Business Training Resource Centre. Monthly submissions are due the 20<sup>th</sup> of every month. In the monthly newsletter, each DivaGirl Licensee is allowed up to a maximum of two (2) postings per month.

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- Excellence exposure to our **Monthly DivaGirl Newsletter**- reaching over **6,500 members**, with the database growing daily!
- Opportunity to be highlighted as a **Featured DivaGirl** in our monthly newsletter (article write-up to be complete by us)<sup>5</sup>. All Featured DivaGirls receive a DivaGirl prize pack *valued at \$50*.
- Receive a **Quarterly Licensee Newsletter**, for DivaGirl Licensees only that includes marketing tips, dance choreography notes, music suggestions, fitness trend and updates, etc. A great source to help you build your own business and create your own Diva vibe!
- Opportunity to post your events/workshops on our **Facebook Group, Facebook Fan Page, Twitter Page or LinkedIn Group**<sup>6</sup>
- **Vast exposure** of your classes and events from women all **across the world**- a well-visited website!
- Receive **cost price for all DivaGirl Merchandise**<sup>7</sup>
- Receive **60% off** all Instructional Workshops already taken via DivaGirl Fitness
- Receive **25% off** all Instructional Workshops offered by DivaGirl Fitness
- Receive continuous discounts from our **exclusive D- VIP**<sup>8</sup> listing which includes amazing offers from our Diva friends!
- Receive one (1) FREE ticket every year to **DivaGirl's Annual Conference**<sup>9</sup> (*valued at \$50*)
- Receive four (4) FREE tickets to quarterly<sup>10</sup> **DivaGirl-Preneur events** in Toronto via the DivaGirl-Preneur division (*valued at \$60*)
- Receive one (1) FREE ticket to our annual tele-conference with **Thriving Lifestyle**, an organization that helps DivaGirls live and thriving and healthy lifestyle.
- Access to our library of **dance choreography notes and online videos**, with the ability to feature you own!<sup>11</sup>
- Receive access to our **Business Training Resource Centre**, which includes: *Choreography Notes, Business Templates/Documents, Design & Graphic Files, Tips/Advice Articles, Women/Entrepreneur Online Resources, Dance/Fitness Online Resources, Sales Guidance* and more!
- Access to our online **Discussion Forums**, in which you have the ability to communicate/interact with other DivaGirl Licensees and Members- an additional way to add exposure to your business!
- Listing on the **DivaGirl Directory** that is a source for teacher/dancer bookings, and/or auditions for events/parties in your area (if desired)

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<sup>5</sup> To apply as a Featured DivaGirl, you must fill out a **Featured DivaGirl Licensee Application Form**, to be found under our Business Training Resource Centre. You are allowed to be featured once every 12 months.

<sup>6</sup> To have your event created on our Facebook Groups or Twitter Pages, all submissions need to be sent to [events@divagirlfitness.com](mailto:events@divagirlfitness.com).

<sup>7</sup> To receive cost price for business tools, marketing materials or merchandise, you are required to complete the **DivaGirl Merchandise Order Form**, to be found under our Business Training Resource Centre.

<sup>8</sup> Visit page 4 for more information.

<sup>9</sup> International members will have access to the PowerPoint presentations that will be posted via the community after the workshop date.

<sup>10</sup> There will be four (4) DivaGirl-Preneur events throughout the calendar year: January, April August and October. You receive a ticket for yourself (cannot be transferred). Registration will be required. International members will have access to the PowerPoint presentation that will be posted via the community after the event date.

<sup>11</sup> If you are interested in adding your own choreography notes/videos to our community, please contact [info@divagirlfitness.com](mailto:info@divagirlfitness.com) for information on the next filming date.

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- Opportunities to make extra commissions through our **DivaGirl Referral Program**<sup>12</sup> and bonus referral incentives throughout the year!
- Opportunities to be present at any event/conference/workshop/trade show, in which DivaGirl is sponsoring, for FREE!
- Access to host various workshops/events (as approved by DivaGirl) at **The Spoke Club** in Toronto- [www.thespokeclub.com](http://www.thespokeclub.com).
- Opportunity to **partner with DivaGirl Inc.**<sup>13</sup>

### 12 months (1-year) into membership:

- Opportunity to collaborate with DivaGirl in offering your own specialized **Canfitpro Certification Program** or to become a DivaGirl Instructional Instructor.
- Receive a FREE DivaGirl Prize Pack, valued at \$50! A gift to thank you for your 1-year anniversary with DivaGirl!
- Opportunity to become a **DivaGirl Pro-Trainer**, organizing and instructing your own DivaGirl Instructional Workshops.<sup>14</sup>
- Receive one (1) FREE ticket every year to DivaGirl's annual event, **Divalicious!** (valued at \$25)

### Who's Part of Our D-VIP?

The D-VIP (a.k.a. *DivaGirl's Very Important People*) is an exclusive list available to DivaGirl Members only. It is a collective directory of DivaGirl Partners who offer various discounts and offers to our members. Partners can range across a variety of sectors (i.e. health, fitness, fashion, beauty, career, sex, entertainment, etc), yet fits our brand image of encouraging women to **get fit, have fun and feel sexy.**

For an updated listing, please visit:

<http://www.facebook.com/album.php?id=32494564981&aid=45154> or contact us.

### How do I Become a DivaGirl Licensee?

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<sup>12</sup> See Appendix for more details about our Referral Program or contact [info@divagirlfitness.com](mailto:info@divagirlfitness.com).

<sup>13</sup> Partnership opportunity will forego an approval process by DivaGirl Inc.

<sup>14</sup> For more information on how to become a DivaGirl Pro-Trainer, please contact DivaGirl.

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It's easy! It's fast! Visit [www.divagirlfitness.com/join](http://www.divagirlfitness.com/join) to select your membership option, **DivaGirl Licensee**. You pay **only \$35/month!** You will then be required to fill out the online application for review.

All online **applications are reviewed** by DivaGirl Fitness. You will receive a confirmation within 24 hours from submission.

Once your application is approved,<sup>15</sup> you are a **DivaGirl Licensee!** You will receive an email that will confirm your user name and password, which you must use to enter the DivaGirl Licensee community. You can start using our tools and creating your online profile right away!<sup>16</sup> You are now ready to start your own DivaGirl business!

*Unleash the sexy within!*

Laura Furtado  
**DivaGirl Inc.**

*DivaGirl Fitness, DivaGirl Entertainment, DivaGirl Beauty & DivaGirl-Preneur*

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<sup>15</sup> Please note that you must attend at least **one** DivaGirl Fitness Instructional Workshop, before becoming a Licensee. We recommend you attend a workshop before you sign up as a Licensee, however, you are allowed to sign up before. You have 6 months from signing up as a DivaGirl to take an instructional workshop. Contact us for workshop dates in your area. If you are unable to attend an instructional workshop due to being out of province or country, an online correspondent course is available. Contact DivaGirl for more information.

<sup>16</sup> Once your application is approved, you will also receive your own **DivaGirl email address**. Please confirm to [info@divagirlfitness.com](mailto:info@divagirlfitness.com), the email address (i.e. yahoo, hotmail, gmail) that you would like the DivaGirl email address to be forwarded to.

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