



How to Sell the Endurance Energy Zone™  
Presented by Caroline Dawson  
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Sunday, June 1, 2008 7:00–8:00 AM

Are you tired of your students sighing at the idea of an Endurance Energy Zone™ ride? Have you fallen into the trap of 'all intervals all the time' because that's what your class demands? You know how important aerobic base building is for your group, yet your students seem to think that more is *always* more and think they need rides full of intensity and anaerobic effort. Learn how to "sell" the Endurance Energy Zone and master the tools necessary to give your students what you know they need, packaged as something they want. You'll leave this session with all the tips and techniques you need to bring the benefits of aerobic training into your classes and turn those sighs into cheers!

- Endurance Energy Zone™ Defined
- What do we see in the majority of our clients? Their wants? Their training goals? Their strengths? Their opportunities for improvement?
- So, how do we "sell" the Endurance Energy Zone in a sea of psycho Spinning® classes, where high-intensity effort is the norm instead of the exception?
  - The Mental Challenge
  - The Explanation of Fat Metabolism
  - The Lance Armstrong Approach
  - The Definition of Insanity
  - The Use of Your Body as a Gauge
  - The Definition of Training Longevity
  - The Physiological Benefits
  - The Avenue to Reach Your Full Athletic Potential
  - The Fear Approach
  - Educate Your Students and Praise Responsible Training!

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