



Killer Cues

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Objectives

- Discuss the importance of effective language in cueing
- Explore the balance between language and delivery styles
- Outline resources for developing language, visualization and killer cues
- Learn how to create verbiage that is personal, meaningful and effective and *natural*
- Apply this knowledge to coaching your Spinning classes

The Impact of Effective Language

- Verbiage can make or break a class
- Powerful coaches use powerful language
- Words convey messages and evoke emotion

Language and Delivery Styles

- Powerful language must have an appropriate delivery
- Vocals: tone, enunciation, pace and clarity
- Verbal and physical delivery

Resources for Developing Language, Visualization and Cues

- You!
- Colleagues and other instructors
- Inspirational figures, spiritual leaders, and visionary masters
- Sports authors and coaches
- Related disciplines: martial arts, dance, yoga, other sports
- The Internet as a resource
- Cycling books, magazines and websites
- Thesaurus and dictionary
- Music, songs and poetry

Metaphors, Analogies and Word Associations

- Simple words made into magic
- Using the senses: sight, touch, sound, smell and taste
- Unlocking emotions
- Personal experiences
- Succinct choices of verbiage that convey your message
- Appropriate language that is personal and natural

Application to Spinning® Classes

- Aligning profiles and terrain with cues
- Balancing visualization with commands
- Allowing music and profile to guide your cueing
- Open the door to new cueing styles
- Every day cues now become killer cues and luminous language!

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