

ADVERTISING:
WORDS AND PHRASES FOR TARGET MARKETS

GYMS and fit FITNESS CENTERS (and diet clubs?)

Why not add square dance to your fitness routines?" (Nick)

"Square Dancing - The Right Fit!" (Gord)

"Square Dancing - It's Fast!, It's Fun, It's for everyone" (Bill)

"Square Dancing! You will be surprised." (Marianne)

"Fun with a purpose!" (Nick)

"No time to be shy!" (Nick)

"Spice Up Your Life - Do Something Different." (Nick)

Nick added:

You will be surprised at:

The music being used - Lady Gaga!, Adele! Uncle Kracker! Anna Kendrick! (Add any other up-to-date pop singers)

Lots of Pop, Rock, Swing, Blues, Bluegrass, Dixieland, CW, Broadway - even Classica.

You will be surprised at how many kilometers you will dance in a 2 hour square dance evening - Have a guess! (6 - 7)

You will be surprised at how much fun it is to do those recommended 10,000 daily steps.

You will be surprised at how much you will laugh, hug and chat and the new friends you will make.

You will be surprised at how little you miss your cell phone during the evening.

You will be surprised at how few puffy crinolines you will see.

You will be surprised at how much pure fun you will experience.

You will be surprised at the health benefits.

You will be surprised to see no barns, no hay bales, to hear no screechy fiddles.