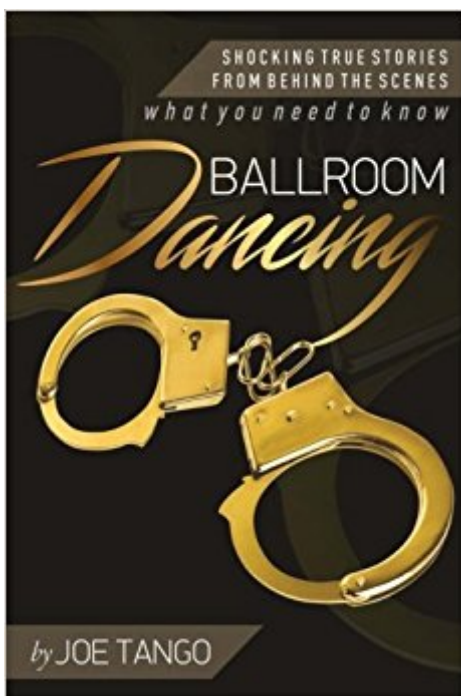


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Ballroom Dancing: Shocking True Stories From Behind The Scenes



Synopsis

~ A "Must-Read" for anyone who wants to catch a glimpse of the real world behind the glitter, glitz, and sparkle of the sequined world of ballroom dancing.~ This book is the first book of it's kind, Joe pulls back the curtain exposing the truth of what really goes on behind-the-scenes of the glamorous world of dancing. The book,~ released by the renowned ballroom dancer is comprised of his collection of case studies thru the years of teaching. The book examines strategies to utilize asset value based on Joe's knowledge of the field and specific expertise in this market. Joe sheds light on the schemes of bad dance instructors and studios. It was written to expose the truth about how shady characters with poor skills in dance instruction rip unsuspecting dance students off and prey on the vulnerable.~ A "must read" for anyone interested in a definitive account of thievery and seductions in the glamorous world of dancing. In this tell-all book will shock you!~ Joe's other books include:~ The Passionate Lover: How to Keep Your Relationship Alive.~ The Passionate Lover 2 Become Her Desire.~ ~ AUTHORJOETANGO.COM

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Customer Reviews

The purpose of this book is to alert readers to some potential pitfalls with dance instructors and dance studios. Many studios and instructors are quite legal and professional, but not all. Hopefully, the pointers I've presented can help you make informed decisions.

OUTLINE

IntroductionIn the introduction, Joe Tango briefly explains the purpose for writing this book--to educate consumers about the inner workings of dance studios and scams that unprofessional instructors practice. He assures the reader that there are many dance studios and instructors who are legitimate and provide excellent instruction in dance. His hope is that by using the tips and knowledge he shares, consumers can avoid being cheated.

Ballroom Dancing: Shocking True Stories from Behind the ScenesIn this first chapter, Joe Tango provides the background for this book. His stories and knowledge about the darker side of the dance industry were collected over a twenty-year period. From dance studios that lock clients into over-priced contracts to instructors who are alcoholics, drug addicts, fugitives hiding from the Internal Revenue Service, and parolees with ankle bracelet monitors--he's seen it all. These devious studios and instructors can drain the fun out of dancing, a wonderful, fun activity that strengthens and stretches muscles and provides social recreation that promotes coordination and the use of the mind.

Big Franchise Dance StudiosIn the second chapter, Joe explains the business model utilized by franchise dance studios. The promotional material, ads, and coupons for discounted dance lessons are designed to appeal to the glamorous, fun side of dancing. However, he cautions that these promotions are really aimed at drawing new students into studios so attractive, friendly dance instructors, more skilful at high-pressure sales than dance instruction, can tempt unsuspecting students into purchasing high-priced lesson packages.

Don't Be ConnedIn this third chapter, Joe warns about the tactics used by studios to sell dance packages. Often, there is more emphasis on looks, friendliness, and sales ability when hiring a dance instructor, than on instructor skills. These characteristics are then strategically used by the instructors to make sales. Their sales are aimed especially at the prime target market of dance studios--the elderly. Elderly dance students are often lonely people attempting to recapture a part of their youth. They can be especially vulnerable to high-priced packages sold by fast-talking dance instructors, as they seek activities that make them feel more valued and alive.

Warning! Beware of Independent Dance StudiosIn the fourth chapter, Joe relates his encounters with several bad independent dance studios. He explains that because the dance industry is not regulated, anyone can open a dance studio. Joe exposes some of the schemes used to create the illusion of a high-quality dance studio--websites, fake trophies, big signs, and phony pictures. Instructor bios are valuable tools when selecting a studio or instructor. But, Joe strongly cautions that it is very easy to fabricate lavish claims in a bio.

So You Think You Can Teach?In the fifth chapter, Joe tells several stories about want-to-be dance teachers who believe that because they are hot on the dance floor, they have the ability to teach others how to dance. While some may have honest intentions, others lack

ethics and standards. The source of instruction is important--DVDs or a few night club group lessons do not provide the high-level skills or professional standards that come with the rigorous training required to become certified. Uncertified instructors can fool some students through flattery and charge high prices for low-quality lessons.

Keep Your Eyes on the Clock

In the sixth chapter, Joe uses his own personal experience and observation to warn serious students of dance about the tactics some instructors use to avoid working too hard. He offers tips on how to stay in control of the lesson and get the time being paid for. He relates several stories about instructors who sabotage other instructors through various schemes because of greed, need, and mental health issues that pose risks to students. Joe also relates a horrific tale about one instructor who took advantage of his position of power, authority, and trust to sexually molest a young, vulnerable female student. Joe also warns about instructors trying to stay "off the grid" to escape financial responsibility (like tax evasion and avoiding payment of child support or alimony). This should be of concern to students because they may be out of luck if they have paid in advance for a block of lessons and the instructor skips town to avoid being caught. Joe believes that regulation of the industry that requires proper screening of all instructors would prevent people who are a threat to the health and wellbeing of others from becoming dance instructors.

Robbing the Widows

Joe begins the seventh chapter with an unhappy story about a felon who conned an elderly widow by playing on her girlhood dreams of being a dance instructor. Joe cautions that he is aware of many con artists who take advantage of the opportunities that being a dance instructor provides. They prey on the vulnerabilities of elderly, lonely women with big hearts and motherly instincts to protect and help.

Lesson Packages

The eighth chapter provides a review of the different business models and events that dance studios use to keep their business in business. While not popular with a studio, Joe advises students that when booking a private lesson with an independent dance studio or an unknown instructor, payment should not be made upfront. Showcases provide an opportunity for studios to show off their instructors and students, and to increase their profits. To prepare for these shows, an instructor will arrange special choreography and students will need more instruction and studio time, as well as expensive costumes and shoes. Joe cautions that students should prudently consider how much they can afford to spend for their two and a half minutes in the spotlight and to ensure that their choreography is original.

Protecting Yourself

In the ninth chapter, Joe illustrates several bad practices that instructors employ. He also shares his own teaching technique and the fundamentals that students should expect during a lesson. He cautions readers to watch for instructors who teach by pushing and dragging their student through the routine--this is not true instruction and students do not truly learn to dance. Joe

then notes the different traditional dance activities that studios arrange for their students or members. These activities appeal to the lonely and promote the fun and socialization aspects of dance. ã ã ã ã Regulation of Dance StudiosIn this tenth and final chapter, Joe explains that currently, there are no laws regulating dance teachers and studios. An instructor needs no certification and studios are not required to do a criminal background check, verify instructor qualifications, or confirm past employment. This leaves students (seniors, adults, and children) vulnerable to scams and exploitation in many ways, as illustrated in this book.

This is a very true insight of the ballroom community. Unfortunately, there are many "teachers" out there, who should not be teaching. I hope this will be regulated and teachers have to be certified. I have met teachers like the ones describes in this book, even "teachers" who actually should be in jail. This book is a great guideline how to pick a teacher, who will help you to achieve your goals. I had a dance teacher in the past, who was incredible. He was certified and knew how to teach. He was able to create very good dancers. With his help, I learned more than I ever thought, and now I am competing. I will be forever grateful to him, he was an exceptional teacher and person. You have to work to get there, that is the truth. Anyone telling you you can win a competition in a few weeks is lying. This book will not discourage you to take dance lessons, in fact, it is necessary to have some background knowledge to make the right decision (and use common sense). Dancing is a wonderful sport or hobby. It is very fulfilling and you definitely will meet wonderful people. You just need to know what to look for. I recommend this book and you will be confident in your choices.

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