

easy money

# Earn \$\$ helping



Stephanie Kelly, 53,  
Orlando, FL

*These savvy women have discovered fun ways to make money inspiring others to start exercising. Learn their secrets so you can start raking in cash too!*

**“I make \$150 an hour teaching cardio drumming!”**

“Seven years ago, I was unhappy and significantly overweight—even though I owned several health clubs. Then one day, a friend posted on social media that she was going to her favorite cardio drumming class, POUND (POUNDFit.com), and I was intrigued. I watched a video about it and fell in love. When I learned they were going to offer a teacher training at a gym near my home, I realized it could be a fun way to get fit and make money.

“When I arrived for the training, I was worried because I was older, overweight and out of shape, but the instructors encouraged me. The training was only one day, and it included a one-hour masterclass, including instruction about the movements, strikes and rhythm. Then I was paired with another teacher, and we had to coach each other and then lead a track in front of the group. The training cost me \$149, but now prices start at \$249.

“I started to teach at my gym, and when I moved to Florida, it was easy to launch again. I rented a room at the local arts council for \$25 a night and taught classes there. I market my business by posting photos on social media, but a lot of my business comes from word of mouth.

“I enjoy teaching POUND classes because I get to inspire others to make small changes and get healthy—I even lost 140 pounds! I also love that it’s flexible and scalable. I teach one class a week and make \$150 an hour. The money I make goes toward my child’s private school tuition or is saved for vacation!”

# others get fit!

**“I bring in \$250 an hour teaching jump rope”**

**“Years ago a group of my friends were talking about losing weight, and I suggested we get together to play the jump rope game Double Dutch.**

“I’m a writer, and from that experience, I wrote a play called *Outdoor Recess*, about older women who play Double Dutch, a game in which you jump in between two long jump ropes that go in opposite directions. When I was promoting the play, my friends suggested I offer Double Dutch events in the community and inspire other women to have fun with fitness. Since it was easy to learn, a great workout and appealed to women who didn’t like the gym, I thought it was a great idea. So in 2004, I founded DC Retro Jumpers (DCRetroJumpers.com).

“I started to host events at the local community center, and through word of mouth, I was invited to other types of events, health fairs,

store openings and school fairs. At the events, we demonstrate Double Dutch and encourage others to join in. Sometimes we have 100 people waiting to jump! My business partner, Robin Ebb, exclusively runs after-school Double Dutch programs. Last year, we were invited to be cultural ambassadors to teach Double Dutch in Russia.

“I send announcements of new events to my email list and use Instagram and Facebook to spread the word. We’ve also received a lot of press through the years and grants to help us bring the program to more people.

“I love this work because it feels more like fun than an obligation. It’s gratifying to see other women have so much fun, regardless of how old they are! Our motto is: Not everyone likes to exercise, but everyone likes to play. I make \$300 to \$500 per event—money that goes back into the organization.”



Joy Jones, 64,  
Washington, D.C.

**“I earn \$30,000 a year making Hula-Hoops!”**

**“I used to work in public relations, but when I saw a friend do hooping, or hoop dancing, I was hooked!**

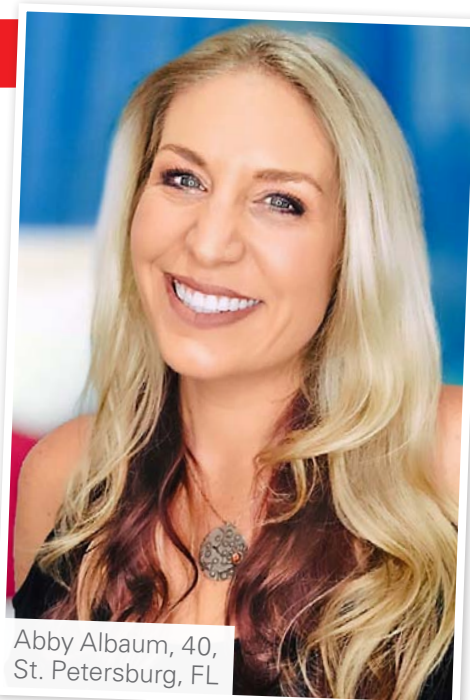
I became trained as an instructor, started to teach classes and formed a performance troupe. Not only did I lose weight but I recovered from depression. Since I loved it so much, I started making Hula-Hoops as a hobby. My dad suggested I sell them at a local farmers market, and I made \$100 the first time. I kept returning, and every week, people wanted to learn more. That’s when I realized I could turn this into a business.

“I created a website (HoolaMonsters.com), sourced the materials from the hardware store and watched videos on

YouTube to learn how to make them. I started to sell the Hula-Hoops on Etsy.

“I market the business through my website, Pinterest and the farmers market, which draws up to 10,000 people each time. After a while, I expanded my business and created Hoola-Fit (Hoola-Fit.com), the only hoop dance program approved by the American Council on Exercise.

“The best part about running my business is that I get to see people transform their lives. I also love the freedom I have to work on my own schedule. I earn \$30,000 a year making the Hula-Hoops—money that pays the bills, goes back into the business and pays for trips!”



Abby Albaum, 40,  
St. Petersburg, FL