

NuLine
dance



Do you want to increase
the size of your club?

Enjoy group marketing and brand recognition
NuLine Dance clubs benefit in many ways including

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- Use of NuLine Branding • World wide web exposure
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- Events published • Choreography scripts uploaded
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- iPhone® App • Reduced cost for Linedancer Online Magazine
- Merchandise • Your own NuLine email address
- Access to instructor only blog



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A COMPLETE PACKAGE

for an introductory price of only £50*

(or country equivalent) *that works out at just 96p a week.

You can even pay in instalments just ask for details.

Open your club doors to the next generation of dancers NOW!

Contact Alison Johnstone at
alison@nulinedance.com or visit
www.nulinedance.com



We spoke to a NuLine Dance club about why they joined NuLine and what it has done for them...

I signed up for a social networking site in September 2010 and one of the first people I noticed was Alison Johnstone and a new idea she had for promoting my favourite dance form. I had spent the last two years saying we need someone to do something to promote Line dance how it is now, nobody knows how amazing it is, unless they already go to classes and mostly the ones who do love it won't tell friends they Line Dance because all they get is "Yeah Ha". Whilst I love country music Line Dance is not and hasn't been for years..... Yeah Ha!

The minute I saw Alison's ideas for promoting Line Dance by renaming it NuLine I was excited, I could tell that she had the right personality to take it forward and inspire others with her bubbly personality and love of teaching and dancing.

I joined in October 2010 and we have

just celebrated our second year as a NuLine Dance club.

Before joining NuLine my confidence was low because without an identity there was conflict in class as when I got new people they expected country music and to be doing the same dances they had done when they started dancing 15 years ago. Calling it NuLine has meant new dancers do not come with preconceived ideas of the type of dances they will be doing. This has meant that I retain all dancers that come and try the class along with the class members I already had. My class numbers have grown substantially in two years!

My existing dancers love our new name and much prefer saying they dance NuLine. It gives the instructor too the chance to talk about Line Dance how it is now as whenever I tell people I teach NuLine they always ask "what is that?"

Nuline has given me a professional edge to by using the logo, and other branded merchandise supplied by Alison.

Alison encouraged me to choreograph which I hadn't done despite my professional dance training and success in choreographing for other dance genres. In two years I have had three dances published in Linedancer magazine and my latest dance 'Waana Wanna Woop' was recently demonstrated and taught at the Windy City Linedancemania event in Chicago!

Nuline has given me so much to look forward to so thanks Alison for all your dedication and hard work it is much appreciated.

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