

SPINNING HOOPS INTO GOLD

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C O N T E N T S

INTRODUCTION

Welcome to Spinning Hoops into Gold - Hoop Biz 101.

Prepare for lift-off!

This is your inflight service on the HoopShip Enterprise! As you prepare to sail the wild hoop seas in pursuit of treasure, *Spinning Hoops into Gold* is your 101 guide to navigate the often tricky terrain of Hoop Biz.

After 22 years in the hoop and 11 years in hoop biz, I am excited to be able to share with you what I have learned about building and developing a hula hoop business. Inside this book you will find key tips, guidelines and action steps to activate your hoop biz and grow it into an abundant source of income.

As you take a leap into creative entrepreneurship, watch your toolbox of professional and personal equipment grow purely from the necessity to survive... and thrive!

This massive step can be daunting, particularly if you are accustomed to working for someone else. Without a business or marketing degree, you may be thinking - can I really do this?

Yes you can! It takes a clear vision, a massive effort, sharp strategy and the willingness to take risks.

Having made the transition from random not-so-fun multi-job contractor to full-time Hoop Boss, I can tell you this:

#HoopBiz is here to stay. Let's get equipped!

Branding, product development, content creation, marketing, professional and personal development, equipment, admin, pricing and time management.

All of these topics and more are covered in this book.



About Bunny HoopStar

I am the founding Owner and Creative Director of Australia's first hula hoop business, Sydney-based **Hoop Empire**. We've been spinning the hoop fun in Australia and across the world since 2005. I am also the founder of **Hoop Kids** - a dedicated hula hoop program for kids and adults who wish to teach them. Having introduced the international hoop dance community to Australia in 2005, my mission is to encourage and guide children of all ages, skill & size to rediscover the lost art of movement & play.

I have a Bachelor of Arts degree in Creative Writing and History. I also have extensive experience in reading and writing Western Sun Sign astrology and the Mayan 13 Moon Dreamspell. Beyond the hoop, which has been my main movement practice for the past 21 years and my full time job for the past 10 years, I am dedicated to creative transformation in service to a more colourful and healthy planet.

Through online learning resources, inspirational art, local classes and parties, community events, exciting performances and the creation of colourful hoops... my goal is to share the hoop with as many people as possible.

Hoop businesses are emerging across the planet, created by hoop dancers who are inspired, informed and trained to do what they love as their job.



As a relatively new addition to the health, fitness and wellness sectors, hoop businesses are currently unregulated. Interestingly, unlike many other industries, most hoop businesses are born from community.

HOOP BIZ IS A PEOPLE-CENTRED INDUSTRY.

By taking the leap into Hoop Entrepreneurship, you are becoming a pioneer of the hula hoop industry.

Similar to yoga or pilates, the development of this healthy and vibrant movement modality is an essential and attractive service to your community since it makes people feel good.

Unlike yoga or pilates, hooping is pitched predominantly for **FUN** with the fitness factor being a bonus.

Our job, as hoop leaders, is to create the bridge between fun and wellness with safe practice. There is work to be done in establishing the hoop as a safe exercise tool and a therapeutic movement practice.

It's time to establish hoop health beyond the fad factor. Schools, dance studios, community centres, private and public events, even the corporates are ready and waiting for **YOU** to help activate bodies, relax minds and play with **FUN**.

I'm excited to share this powerful and exciting *whirl* with you!

Bunny Hoop Star xo

