

## Integrating Motion Evolution into your existing Programs!

While you are developing a stand-alone Motion Evolution program, you can also INTEGRATE many important Motion Evolution components into your existing programs! This definitely accelerates the Motion Evolution program awareness both inside your facility and in the local community! Examples:

### **Sports Instruction Classes** (gymnastics, swimming, cheerleading, dance, karate, more)

- **Use the Physical Literacy UNITS** (there are at least 24) before, after or during existing classes to enhance the value of the lessons!
- **Use the Nutritional articles as handouts!** This will give your program added value that can be transmitted orally, on paper or via email to your clients!
- **Use the Brain Body resources as handouts!** Make sure the Motion Evolution logo is on the handouts to build awareness!
- **Integrate the Early Motions (Toddler, Baby, and Preschool) lesson plans into your existing Motor Development classes.**

### **Entertainment (parties and special events)**

- **Use the Motion Evolution Games resources,** and give handouts with the Motion Evolution logo and basic information to build awareness!
- **Offer a Motion Evolution Birthday Party option** (see case study).

### **Educational programs**

- **Use Prime Motions as the physical development side of your day camp, afterschool, preschool or child care programs.**
- Using the term ***“powered by Motion Evolution”*** is a great way to integrate, market and build both YOUR brand and the MoEv brand!

### **General**

- Make the MoEv program (and logo) a prominent part of your promotional materials to gain an edge in your marketplace!
- Remember, Motion Evolution is as much a PHILOSOPHY and an approach to doing business as it is a physical program.
- The [www.MotionEvolution.com](http://www.MotionEvolution.com) site, the online files and the MoEv team are great resources – use them!