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**FOR IMMEDIATE RELEASE**

July 17, 2019

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**Jazzercise, Inc. Founder & CEO Judi Sheppard Missett’s “Building a Business with a Beat” Sells Through First Print Run**

*The book that has sold 10,000 copies features powerful insights into how Sheppard Missett dominated a male-focused industry and pioneered the dance fitness movement*

*Celebrating its 50th anniversary in 2019, the book also highlights how the global dance fitness company has achieved continued growth and success for five decades*

**San Diego, Calif.** –[Jazzercise, Inc.](https://www.jazzercise.com/) founder and CEO Judi Sheppard Missett’s recently-released book titled “Building a Business with a Beat: Leadership Lessons from Jazzercise – an Empire Built on Passion, Purpose and Heart” has sold through its first print run and is slated for a second print run this week. Published June 25, 2019, by McGraw-Hill and already an Amazon best-seller, the book is filled with inspiring lessons from the female pioneer of the fitness industry.

In “[Building a Business with a Beat](https://www.amazon.com/Building-Business-Beat-Leadership-Jazzercise_An/dp/126044130X),” Missett reveals for the first time:

* Personal behind-the-scenes stories of how her original dance class of 15 women grew into the world’s leading dance fitness program.
* How she empowers thousands of women to create their own businesses and success using Jazzercise principles.
* The secret to longevity and reinvention, plus customer retention (50 percent of Jazzercise’s customers have been attending classes for 10 years or more and 8 of 10 new customers are referred by a current customer).
* How she spearheaded the women’s fitness movement and invented boutique fitness.

On the heels of the brand’s two-day 50th anniversary [international convention](https://www.jazzercise.com/50yearsstrong/) at the San Diego Convention Center in downtown San Diego June 28-29, Missett calls the second print run “humbling” and says “I’m so grateful people want to read my story. In reality, I wrote the book to inspire a new generation of entrepreneurs to pursue their own passions.” Nearly 3,000 Jazzercise enthusiasts from across the world attended the weekend-long event that featured all-day fitness classes, a Friday Night Gala celebration with professional entertainment, a special anniversary merchandise & apparel shop, behind-the-scenes tours of the corporate offices in Carlsbad, CA, and an interactive museum that chronicles the many industry "firsts" Jazzercise brought to the fitness world.

Given its proven grit, company earnings and global presence, Jazzercise, Inc., is gearing up to take on the next 50 years stronger than ever. To find information on the company, visit [jazzercise.com](https://www.jazzercise.com/). Building a Business With a Beat” is available now at [Amazon](https://www.amazon.com/Building-Business-Beat-Leadership-Jazzercise_An/dp/126044130X), [Barnes and Noble](https://www.barnesandnoble.com/w/building-a-business-with-a-beat-judi-sheppard-missett/1129975804) and local booksellers.

**About Jazzercise**Jazzercise believes you can create a stronger, happier, healthier life through fitness. The company draws on the passion to motivate and inspire customers, instructors and employees to live healthier, fitter lives. Jazzercise develops fun and effective fitness routines and products that enhance the well-being of people of all ages. Learn more about Jazzercise at [www.jazzercise.com](http://www.jazzercise.com).