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# Nothing is better than a hobby that turns into business



Gintare  
Lithuania



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SkillsXcellerate



# HOW AND WHEN GINTARE STARTED HER BUSINESS

Gintare always makes a joke that she started her business when she was 4 years old, because it was then, that she has her first ballet class. She returned to ballroom dance when she was 7 years old and now it has been 29 years that she is occupied with professional dances.

Gintare taught her first dance class when she was 16 years old. It was not a regular work but it gave her some practical experience. Later, she finished her bachelor's studies in Culture Management at Vilnius University and also got a professional Zumba Instructor license in the UK. While studying at university Gintare worked as a self-employed dance teacher and it was easy to balance studies with work because she had morning lectures at university and evening dance classes.



After graduating from university Gintare started to look for a "serious" job, from 9 to 5. She felt that just working on her own as a dance teacher was not enough so she was desperately looking for a job for half a year. Although she found a few offers to work in an office, the thought of sitting in an office for 8 hours sounded so boring to her that she did not even give it a try. The search continued until one day Gintare got a call regarding a job offer. She accepted it without hesitation and for 10 years she has worked as a part-time art director – event organiser at the Cultural Centre. She had a sports dance team, taught dance to children and adults, and also contributed to organizing various events there. This job offered her some financial stability and was also very close to her dreams, her hobby – dancing. In parallel, she joined the dance study “Sokiu Akademija”.

# HOW GINTARE DEVELOPED HER BUSINESS

She worked as a self-employed dance teacher at “Sokiu Akademija” for 10 years. This dance studio operated in two cities: Kaunas and Vilnius. There were 4 teachers in Vilnius and only 1 in Kaunas – her. As she was the only one in Kaunas she was responsible for different activities – all the managerial issues were under her responsibility: advertising, creating groups, booking venues for events, and so on. It was like using a franchise brand of dance studio. That is why Gintare acquired a business license and started working as self-employed.

Gintare also took part in many ballroom dance competitions, and TV projects like “Dancing with the Stars” or “So You Think You can Dance”.

Since almost all her life is accompanied by dances and having in mind all those years she spent in dance halls it would probably be illogical and unreasonable to turn her career in a different direction than dancing. When Gintare entered university, she wanted to choose dance for her speciality, but her family was a bit skeptical about it. Like all parents they wanted her to get a more serious diploma. So, Gintare chose the studies closest to her interest - Cultural Management. She is happy with her choice because it helps with the expansion of activities – organising and realizing events.

Finally, in 2019, Gintare decided to open her own dance study “Gintares sokiu ir laisvalaikio studija”. This was the best decision because she made her dream come through. She now has a team of 6 dance teachers, and her studio offers a wide range of dance lessons, and they also organise events for children and adults.



# WHAT ARE GINTARE'S PLANS FOR THE FUTURE

Some of her plans for the future involve working with specialized groups (dance for the blind, disabled people, family dances, and others). Their dance studio is expanding activities with the help of different projects, for example, she is preparing a proposal to raise funds for disadvantaged social groups to get free dance classes as part of the Kaunas municipality call. They also want to expand their services in the area of leisure so that they would not only provide dance lessons but also work on diverse profile, larger-scale events.



# WHAT ARE GINTARE'S SUGGESTIONS FOR YOUNG PEOPLE WILLING TO START THEIR BUSINESS

At the moment Gintare is very happy with what she is doing. She has absolutely all the creative freedom and she can plan her working time.

Gintare thinks that there is nothing better than a hobby that one turns into work or business.

So, her wish is for everyone to find a hobby and never give up in trying to make it your job or business. When you love your job, you never have to work.



Image source: all pictures used in this story are from Gintare's personal archive.

We wish good luck to **GINTARE!**

If you are interested in learning more about Gintare's business or to get in touch with her, you can contact them by

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