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Franchisee Launch & Operational Roadmap

Franchisee Launch & Operational Roadmap

30-Day Countdown to Grand Opening

This document serves as the executive summary for the E20 Master SOP. Each section below corresponds to a detailed chapter in the following pages.

I. Phase 1: Infrastructure & Talent Acquisition (Days 1–15)

The goal of this phase is to secure your equipment and find your "Performance Educator."

- [] Execute Legal/Financials: Ensure the PFA, MSLA, and ACH authorizations are completed.
 - [] Hardware Procurement: Verify delivery of Katalyst suits, power boxes, and dedicated iPad for the E20 station.
 - [] Hire the E20 Coach:
 - The Profile: Look for a Performance Educator. They should have the charisma of a boutique fitness lead but the discipline of a clinical professional.
 - The Interview: Prioritize candidates who can demonstrate an exercise and explain a metabolic benefit simultaneously without losing their breath.
 - Competency Check: Ensure they hold an NCCA-accredited CPT (NASM, ACE) or a medical credential (MA, LVN).
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II. Phase 2: The E20 Coach Certification (Days 16–28)

Training is provided by the E20 Master Training Team, but facilitated on-site by the Franchisee.

- [] Day 1–5 (Technical Foundations): Coach masters suit-up, hydration, and safety contraindications.
- [] Day 6–12 (Observation & Shadowing): Coach completes 10 shadow sessions to learn the "E20 Flow."
- [] Day 14 (The Practical Exam): Final sign-off by the E20 Master Trainer and Franchise Owner.

III. Phase 3: The 12–Step Member Journey (Strategic Overview)

We offer a periodized 12-step roadmap. This is the primary driver of member retention and the key differentiator between a Guest and a Member.

How the 12–Step Logic Works:

Every member begins their journey at Step 1 of their chosen Goal Category (Strength, Endurance, etc.).

Step Range	Focus	Objective
Steps 1–4	Adaptation	Focus is on "Neuro-Priming." Getting the brain and muscles to communicate with the EMS impulse. Intensity is moderate.
Steps 5–8	Hypertrophy/Power	Focus shifts to "Mechanical Loading." We increase the Katalyst Ramp and push for

		higher intensity and specific movement precision.
Steps 9–12	Peak Performance	Focus is on "Metabolic Stress." Highest intensity levels. Members are now "Elite 20" status in their movement patterns.

The Step-by-Step Cycle:

1. Selection: Coach selects the program folder in Connecteam.
2. Tracking: Steps are logged in Vagaro after every session.
3. The Re-Entry: After Step 12, the member is re-assessed via the MPI (Movement Performance Index). Their score determines if they repeat the goal at a higher intensity or pivot to a new category (e.g., moving from "Body Toning" to "Athletic Performance").

IV. Phase 4: Integration with Lindora Clinical Pillars

E2O is the "Foundational Unlock" for Lindora's six pillars.

- The GLP-1 Protection: Coaches are trained to explain that E2O is the *insurance policy* for their muscle mass while on weight-loss medication.
- The 72-Hour Rule: To maintain the high standards of the Lindora medical model, sessions are restricted to twice per week to ensure Central Nervous System recovery.

V. Pre-Launch Readiness Checklist

- [] Is the E2O Coach listed in the E2O Registry?

- [] Are the 5 Elemental Style "Cheat Sheets" posted at the station?
 - [] Has the Facility Manager reviewed the "Back-Pocket 10-Pack" sales strategy?
 - [] Is the Zenoti system updated with E20 session types?
-

What is E20

What is E20

I. Purpose

In this SOP you will learn why we are introducing E20, who to position it to, how it fits with the Lindora model and how to operationalize E20.

II. Why Lindora Is Introducing E20

Lindora is introducing E20, an EMS-based resistance training program, to place muscle at the center of metabolic health, longevity, and sustainable weight management.

As Lindora evolves beyond weight loss, we recognize that muscle is a primary driver of metabolic health—influencing insulin sensitivity, resting metabolic rate, hormone balance, energy production, and long-term resilience. Traditional exercise alone is often not sufficient or accessible for many patients, particularly those who are time-constrained, metabolically compromised, or early in their health journey.

E20 allows Lindora to deliver efficient, clinically supported resistance training that prioritizes muscle stimulation, strength, and neuromuscular engagement—with minimal joint stress and time commitment—supporting our six pillars, with muscle as the foundational unlock.

III. What Is E20

E20 uses electrical muscle stimulation (EMS) paired with guided resistance movements to activate a high percentage of muscle fibers simultaneously.

- Sessions are structured and are 20 minutes long
- Intensity is individualized and adjustable
- Movements are low-impact and joint-friendly
- Designed to support strength, muscle activation, and metabolic demand

This makes E2O especially valuable for patients who need muscle support without excessive volume, impact, or time burden.

IV. Who May Be Recommended for E2O

E2O may be appropriate for patients who:

- Have low muscle mass, strength, or metabolic flexibility
- Are new to resistance training or have struggled with consistency
- Have joint limitations or prior injuries limiting traditional training
- Are on GLP-1 therapy and need to protect lean mass
- Are on HRT/TRT and are ready to safely increase muscle stimulus
- Are time-constrained but need high-value muscle engagement
- Are focused on longevity, metabolic health, and functional strength

E2O is not positioned as a replacement for lifestyle movement or traditional exercise but as a high-efficiency muscle activation strategy within a comprehensive metabolic plan.

V. Why Muscle First Matters at Lindora

Muscle is not just for strength or appearance—it is a metabolic organ.

Improving muscle health supports:

- Insulin sensitivity and glucose disposal
- Resting metabolic rate
- Fat oxidation
- Hormonal balance
- Energy and functional aging

By prioritizing muscle early, Lindora helps patients:

- Improve metabolic health even before significant weight loss occurs
- Reduce the risk of weight regain
- Build a stronger physiological foundation for long-term success

E2O allows Lindora to deliver this muscle-first approach in a scalable, accessible way.

VI. Why E2O Pairs Well with GLP-1 Therapy

GLP-1 therapy creates a metabolic environment that favors fat loss but can also increase the risk of lean mass loss if muscle is not actively supported. E2O helps:

- Provide a clear muscle-preservation signal during weight loss
- Increase muscle engagement despite reduced caloric intake
- Support metabolic rate and functional strength
- Improve confidence and physical capability as weight decreases

In short: GLP-1 drives metabolic change. E2O protects and builds the muscle needed to sustain it.

VII. Why E2O Pairs Well with HRT / TRT

Hormone optimization increases the body's capacity to:

- Build and maintain muscle
- Recover from training
- Improve body composition

E2O complements HRT/TRT by:

- Delivering targeted muscle stimulus aligned with improved hormonal signaling
- Supporting strength gains with lower orthopedic stress
- Helping patients translate hormonal improvements into functional outcomes

Together, this pairing supports both the hormonal signal and the mechanical stimulus required for muscle adaptation.

VIII. How E2O Fits the Lindora Model

E2O strengthens Lindora's position as a metabolic health and longevity company by:

- Making muscle a primary therapeutic focus, not an afterthought
- Offering a structured, time-efficient resistance option for diverse patients
- Supporting better outcomes with GLP-1 and hormone therapies
- Reinforcing Lindora's commitment to sustainable, functional health

E2O is best positioned as a core muscle-support modality, integrated with nutrition, medical therapies, supplementation, and lifestyle—not as a standalone fitness solution.

Messaging & Brand Voice

Messaging & Brand Voice

I. Purpose and Importance

Purpose: To standardize the terminology and "scripts" used by E2O Coaches to ensure clarity, safety, and brand alignment.

Importance: EMS is a new technology for many. Inconsistent messaging leads to member confusion or "fear of the impulse." High-quality messaging bridges the gap between a "high-tech workout" and a "clinical metabolic intervention."

II. The "Elevator Pitch" (Consistency across Lindora)

Use this when a member asks, "What exactly is E2O?"

"E2O is an EMS-based resistance program designed to put muscle at the center of your metabolic health. In just 20 minutes, we activate 90% of your muscle fibers simultaneously. It's the most efficient way to protect your lean mass, boost your metabolism, and support your weight-loss journey without the joint stress of traditional lifting."

III. Messaging by Persona (The "Why")

Coaches must tailor their communication based on the member's specific Lindora path:

Member Type	Key Messaging Pillar	The Script
GLP-1 User	Muscle Preservation	"As you lose weight quickly, your body may try to burn muscle for energy. E2O sends a 'preservation signal' to your brain to keep that muscle and only burn the fat."
HRT/TRT User	Functional Synergy	"Now that your hormones are optimized, your body has a higher capacity to build muscle. E2O provides the mechanical stimulus to maximize those hormonal gains."
Active Athlete	Deep Fiber Recruitment	"Even as an athlete, you usually only recruit 60% of your fibers. E2O hits those deep, stabilizer muscles you can't reach with traditional weights."
Senior/Rehab	Joint-Friendly Strength	"We're going to build your strength from the inside out without putting a single pound of pressure on your joints."

IV. The "Impulse" Communication (During the Session)

How we describe the sensation determines the member's comfort level.

- DO NOT Use: "Shock," "Zap," "Electricity," "Pain."
- DO Use: "Impulse," "Sensation," "Muscle Engagement," "Activation"

The Calibration Script:

"I'm going to slowly ramp up the levels now. You'll feel a light tapping, which will then turn into a deep, dull squeeze. Tell me when it feels like a 7 out of 10—challenging, but you can still maintain perfect form."

V. The Elemental Word Bank (Style-Specific)

Use these cues during the "Impulse-On" phase to drive the 5 Elemental Styles:

- GROUND (Engage): "Root your heels," "Anchor your core," "Total stillness," "Find your foundation."
 - FLOW (Enhance): "Fluid motion," "Glide through the resistance," "Constant rhythm," "Smooth transitions."
 - IGNITE (Energize): "Explosive power," "Drive through the floor," "Find your peak," "Maximum intensity."
 - BREATH (Endurance): "Expand your lungs," "Sustain the effort," "Rhythmic cycle," "Light and fast."
 - FLOAT (Extend): "Melt into the stretch," "Lengthen the fiber," "Release the tension," "Restore and open."
-

VI. Post-Session Messaging (The "Recovery Close")

Always end the session by validating the work and setting the next appointment.

The "Success" Script:

"Great work today. You just completed Step [X] of your 12-Step Journey. Because we activated 90% of your fibers, your central nervous system needs 72 hours to recover. I'll see you in 3 days for

Step [X+1]. Make sure you're hitting your protein goals today to support that muscle repair."

VII. Between-Session Communication Protocol (Member Touchpoints)

Consistent communication reinforces accountability, retention, and results. The following message templates are used at key moments in the member journey.

Each message should:

- Be personalized with the member's name
- Reinforce progress and commitment
- Maintain the brand tone: Supportive, confident, and direct
- Include a clear action when appropriate

1. Day Before Introductory Session

"Hi [Guest Name], this is [Team Member Name] at Lindora 🙌 We're ready for your introductory EMS session tomorrow at [Time]. A few quick notes for your arrival:

- Attire: Wear something comfortable. We provide your specialized base layer and grip socks (though athletic shoes are optional).
- Fuel: We recommend a light snack (like a banana) and hydration 30–60 minutes prior to help your body process the signal effectively.
- Location: [Center Address].

If you have any questions before you arrive, simply reply to this line. We're looking forward to showing you the new standard for movement."

2. Day After Introductory Session (No Purchase)

"Hi [guest name], this is [team member name] with Lindora 🙌
Thank you for trying out our signature EMS personal training session.
Just checking in to see how you're feeling and get your thoughts on
the experience?"

3. Day After Introductory Session (Purchase)

"Hi [guest name], this is [team member name] with Lindora 🙌
Thank you for trying out our signature EMS personal training session.
Just checking in to see how you're feeling and get your thoughts on
the experience? We're so excited to welcome you into the
community, and we're equally as excited to be a part of your
journey - thank you for trusting us. Feel free to save this number
should you ever need anything and we can't wait to see you in the
clinic again soon!"

4. No Visit in Past 2 Weeks

"Hi [name], this is [team member name] with Lindora 🙌 I hope
you've been well! Just checking in to see when you'd like to come
back to the clinic for your next EMS session? We can't wait to train
with you again!"

5. Reminder for Movement Assessment and Body Composition Analysis

"Hi [member name]- this is [team member name] from Lindora 🙌 I
wanted to let you know that you're due for a movement
assessment and Body Composition scan at your next session on
[day and time]. You're good to show up at your appointment time
and it shouldn't take more than 10 additional minutes! For the most
accurate results, scans are best done fasted, but since you're

training right after, it's totally fine and encouraged to eat a light snack before. See you then!"

6. Arrival Confirmation Protocol (0-5 Minutes late)

"Hi [guest name], this is [team member name] with Lindora 🙌 Your EMS session is scheduled to start now. Please note that we have a 5 minute late policy. Let us know if you're on your way!"

7. Late Policy Enforcement Notice (5+ Minutes)

"Hi [guest name], this is [team member name] with Lindora 🙌 We missed you for your session today at [time] - but we completely understand things happen! We'd love to reschedule your EMS session. What day and time works best for you?"

8. Completed Introductory Session (No Purchase - Follow Up)

"Hi [guest name], this is [team member name] with Lindora 🙌 so glad you got to experience our EMS session and clinic! Any thoughts on how you felt after your session? We'd love to see you back- what day and time works best for you?"

9.) Inactivity Follow-Up Protocol (14+ Days)

"Hi [name], this is [team member name] with Lindora 🙌 I hope you've been well! Just checking in to see when you'd like to come back to the clinic for your next EMS session? We can't wait to train with you again!"

10.) Appointment Confirmation Reminder

"Hi [name], this is [team member name] with Lindora 🙌 Reminder that you're scheduled for your Signature E2O Session tomorrow at [time]. See you then!"

VII. Handling Objections (The Back-Pocket 12-Pack)

If a Guest loves the session but won't commit to a membership:

"I completely understand that a recurring schedule is tough with your travel. Since we want to make sure you don't lose the momentum from today, I can offer you our 12-Pack. It's a one-time investment that gives you 90 days of flexibility to fit these 20-minute sessions in whenever you're in town."

Membership Selection & Sales Strategy

Membership Selection & Sales Strategy

I. Purpose

To help members choose the frequency that best fits their lifestyle goals. We don't "sell" tiers; we align their Movement Performance Index (MPI) and Personal Wellness Plan (PWP) with a sustainable routine.

II. The Two Core Membership Paths

We offer two clear paths based on how the member wants to integrate E2O into their week.

1. The Transformation Path (8 Sessions/Month)

- The Focus: Maximum results and habit building.
- The Logic: Two sessions a week with a 72-hour recovery gap. This is the standard for those who want to see visible changes in strength, tone, and metabolic rate.
- Messaging: *"To get the full benefit of the 12-Step program and see those MPI scores climb, we recommend twice a week. It's the perfect rhythm for your body to work, recover, and adapt."*

2. The Essential Path (4 Sessions/Month)

- The Focus: Maintenance and metabolic support.
- The Logic: Once a week. Ideal for members who are very active elsewhere or are looking for a high-efficiency "metabolic insurance policy" to protect their muscle.

- Messaging: *"If you're already training elsewhere or have a packed schedule, once a week ensures you're still getting that deep muscle activation that traditional workouts miss."*
-

III. The "Flex-Pack" (The 12-Session Safety Net)

The 12-pack is your "back-pocket" offer. It is reserved for the specific person who loves the 20-minute efficiency but cannot commit to a weekly routine.

- When to use it: Frequent travelers, non-local residents, or those with highly irregular "on-call" schedules.
 - The Messaging: *"Since your schedule changes week-to-week, let's use the 12-pack. You get the full 12-step experience on your own terms, with no monthly pressure."*
-

IV. The "What is E2O" Talking Points for Sales

Use the specific language from your original SOP to close the gap between the demo and the membership:

- Efficiency: *"Remember, you're getting 90 minutes of work done in 20. A membership actually gives you time back in your week."*
 - Inclusivity: *"Whether you're a beginner or an athlete, we adjust the intensity to your 7-out-of-10. It's a personalized fit every time."*
 - The 'Muscle-First' Benefit: *"We're building muscle to boost your resting metabolism. More muscle means your body works harder for you, even when you aren't here."*
-

V. Handling the "Soreness" Objection

Since your content mentioned that soreness is common after the first few sessions, use it as a selling point for the 72-hour rule:

"You'll likely feel a deep soreness—that's a sign we hit those deep fibers. That's exactly why our memberships are designed for 1 or 2 hits a week; we want your body to have the time it needs to rebuild and get stronger."

Coach Onboarding & Certification

Coach Onboarding & Certification

I. Purpose and Importance

Purpose: The purpose of this SOP is to establish a high-standard, repeatable process for identifying, hiring, and training E20 Coaches within the Lindora franchise ecosystem. It ensures that every coach, though employed by the Franchisee, is fully certified by E20 to deliver a safe, effective, and brand-consistent experience.

Importance: Consistency in training is the primary safeguard for member safety and results. Following this SOP protects the Franchisee's investment by reducing staff turnover through clear expectations, ensuring technical mastery of EMS hardware, and aligning coaching cues with Lindora's "Muscle-First" metabolic philosophy. Failure to follow this SOP may result in the revocation of the facility's right to offer E20 services.

II. Hiring Strategy: Finding the Right E20 Coach

Recommended Job Description:

Role Title: E20 Performance Coach (EMS Specialist)

Reports To: Franchise Owner / Facility Manager

Job Summary: The E20 Coach is responsible for delivering high-efficiency, 20-minute Electrical Muscle Stimulation (EMS) sessions. This role is not just about counting reps; it is about managing proprietary technology, clinical member safety, and metabolic education.

Core Competencies:

- **Technical Aptitude:** Ability to troubleshoot Bluetooth connectivity, hardware syncing, and tablet-based software under pressure.
- **Clinical Communication:** Translating complex concepts (like insulin sensitivity and muscle preservation) into simple, motivating cues.
- **Command Presence:** Ability to lead an intense, fast-paced 20-minute session while maintaining total focus on member form and safety.
- **Operational Discipline:** Mastering the 10-minute turnover, including suit sanitization and equipment resetting.

Required Qualifications:

- Current NCCA-accredited Personal Training Certification (NASM, ACE, ACSM) or clinical equivalent (MA, LVN, RN).
- Current CPR/AED certification.
- Experience in high-intensity interval training (HIIT) or boutique fitness preferred.

When interviewing, look beyond the "fitness enthusiast" and search for these specific indicators:

- **Attention to Detail:** During the interview, do they notice small things? EMS requires meticulous lead-wire management and suit hydration.
- **Adaptability:** Ask how they handle tech glitches. If they get frustrated by a tablet not syncing, they aren't right for this role.
- **Empathy for the "Non-Athlete":** Many Lindora members are early in their journey. The coach must be encouraging, not a "drill sergeant."

Recommended Interview Questions for Franchisees:

1. What originally drew you to coaching, and what made EMS specifically interesting to you?
2. How do you build trust with a client who's nervous, skeptical, or unfamiliar with EMS?

3. How would a long-term client describe your coaching style in three words?
 4. What part of coaching comes most naturally to you, and what part do you have to be more intentional about?
 5. Tell us about a time you received feedback that challenged you. What did you do with it?
 6. What type of client do you feel most fulfilled working with — and which type challenges you the most?
 7. Tell us about a time you had to adjust your coaching approach because a client wasn't responding physically or emotionally as expected.
 8. What's something you've changed your mind about since becoming a coach?
-

III. High-Level Onboarding Timeline

Goal: To move a new hire from "Observer" to "Certified Performance Educator" in 14 days through two parallel tracks: Coaching Execution and Studio Operations.

Phase 1: Immersion & Orientation (Days 1–2)

- Estimated Duration: 4–6 Hours
- Goal: New hires understand the client experience, coaching environment, and the "Why" behind E2O.
- Coaching Track:
 - Attend and participate in at least 2 full sessions as a client to understand impulse sensation.
 - Review company values and "Muscle-First" coaching standards.
- Operations Track: Complete required administrative setup and review the E20 Master Playbook.

- Create and activate coach profiles in Zenoti including login credentials and staff profile setup.
 - Create and activate Connecteam accounts, including login and access to communication channels.
 - Join all required internal communication groups (Connecteam chats, announcements, and scheduling channels).
 - Gain access to the E20 Master Playbook and all internal coaching and operations resources
 - Review scheduling procedures, coach expectations, and administrative workflows within Zenoti/Vagaro and Connecteam.
 - Success Gateway: New hire must explain the "Muscle-First" philosophy to the Owner in < 60 seconds and articulate the coach vs. client perspective.
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Phase 2: Technical Mastery & Shadowing (Days 3–5)

- Estimated Duration: 10–12 Hours
- Goal: New hire understands the operational systems and masters the hardware.
- Track A (Coaching & Session Flow):
 - Shadow 7–10 sessions across at least 2 different coaches.
 - Observe and study the following components in alignment with the **WB-EMS Technical Information tab in the Master SOP**, which defines E20's technical standards and procedures:
 - Calibration phase, including intensity progression and client communication
 - Coaching cues and communication standards during impulse delivery
 - Suit hydration procedures and preparation standards
 - Hardware setup, operation, and troubleshooting protocols

- New hires are expected to review and understand the WB-EMS Technical Information tab and demonstrate sufficient understanding of these areas through observation, discussion, and application during shadow sessions. **New hires must demonstrate understanding of these standards as defined in the WB-EMS Technical Information tab prior to progressing to assisted coaching.**
 - Track B (Systems & Studio Operations):
 - Observe session scheduling and client check-ins in Zenoti.
 - Review sanitization workflows and the 10-minute turnover reset.
 - Success Gateway: Zero-error demo of "Suit-Up" and "System Sync" in under 4 minutes.
-

Phase 3: Supported Coaching (Days 6–10)

- Estimated Duration: 5–7 Sessions
 - Goal: New hire leads sessions with real-time feedback and performs backend tasks with oversight.
 - Track A (Coaching Execution):
 - Lead sessions with a Trainer present.
 - Demonstrate clear, 3-word verbal cues and form correction.
 - Track B (Systems & Operations):
 - Independently manage Zenoti check-ins and session notes.
 - Follow standard studio opening/closing procedures.
 - Success Gateway: Trainer sign-off confirming the new hire can handle technical glitches and backend tasks without prompts.
-

Phase 4: Independent Readiness & Exam (Days 11–14)

- Goal: Final verification of coaching quality, safety, and operational discipline.
 - Requirements:
 - All prior phase documentation (Shadow Logs and Checklists) completed.
 - Demonstrated competency in safety and contraindication screening.
 - Success Gateway: Final Practical Exam (Day 14). Scoring at least 40/50 on the Master Rubric.
-

IV. Evaluation, Documentation, and Sign-Off

To ensure consistency across all locations, the following advancement criteria apply:

1. Advancement Between Phases

Advancement is contingent upon the completion of all required activities and a satisfactory evaluation. If a new hire does not meet the standards, the Manager may assign additional supported sessions before moving to the next phase.

2. Required Documentation

The following must be stored in the employee's training folder:

- Orientation Completion Checklist
- Shadowing & Observation Verification Log (10 sessions)
- Supported Coaching Evaluation Checklists
- Final Certification Sign-Off (Co-signed by Trainer and Manager)

3. Post-Certification (The First 30 Days)

Certification is not the end of training. The Manager will conduct weekly check-ins for the first 30 days of independent coaching to provide continued feedback and development.

V. Final Practical Exam Rubric

Master Trainer: Score each sub-category 1–5. Minimum passing score: 40/50 total points.

1. Pre-Session Readiness (10 pts)

- ☐ (1–5) Medical Safety: Verified member has no contraindications (pacemaker, pregnancy, etc.) and checked for current injuries.
- ☐ (1–5) Technical Prep: Suit hydrated correctly (no dry spots), power box fully charged, and Bluetooth paired immediately.

2. Calibration & Intensity (10 pts)

- ☐ (1–5) Speed to Baseline: Reached the member's target intensity across all 8 muscle groups within the first 3 minutes of the session.
- ☐ (1–5) Sensation Management: Asked the member "Where do you feel it?" and adjusted levels based on verbal feedback rather than just numbers.

3. Movement & Cues (10 pts)

- ☐ (1–5) Form Correction: Identified and corrected at least one compensation pattern (e.g., lower back arching, knees caving).
- ☐ (1–5) The "Muscle-First" Message: Incorporated at least one educational tidbit regarding metabolic health during the workout.

4. Technology & Troubleshooting (10 pts)

- [] (1–5) System Management: Managed the tablet/intensity levels without looking away from the member for more than 3 seconds.
- [] (1–5) Problem Solving: Correctly identified a "Loose Lead" or "Suit Disconnection" and resolved it without breaking the session flow.

5. Professionalism & Turnover (10 pts)

- [] (1–5) Timing: Session ended at exactly 20 minutes. No "bleeding" into the next member's time.
- [] (1–5) Sanitation: Followed full sanitization protocol (spray and hang) and reset the station in under 10 minutes.

VI. Certification Sign-Off

Coach Name: _____

Facility Location: _____

E20 Master Trainer Approval: *I have evaluated the above Coach and certify that they have met the clinical and technical standards required to deliver E20 EMS sessions.*

Signature: _____ **Date:** _____

Franchise Owner Approval: *I authorize this employee to lead E20 sessions at my facility and confirm they are a direct employee covered under our professional liability insurance.*

Signature: _____ **Date:** _____

VII. Job Description

EMS Coach — Lindora [Location Name]

[Full-Time / Part-Time / Both Available]

Location: [City, State] | [In-Clinic / On-Site]

About Lindora Wellness

Lindora is one of the most established medically supervised weight loss and metabolic health brands. We help members transform their health through clinical programming, GLP-1 therapy, nutrition coaching, and now — the most exciting addition to our service menu — E2O EMS resistance training.

About the Role

We are looking for an energetic, knowledgeable, and member-obsessed EMS Coach to join our team at [Location Name]. In this role, you will be the face of our E2O EMS program — delivering safe, effective, and results-driven 20-minute electrical muscle stimulation sessions that complement our members' broader metabolic health and weight loss journeys.

This is not your typical fitness job. You'll be working inside a clinical wellness environment, coaching members who are actively working toward meaningful health goals. The right person for this role is passionate about fitness, thrives one-on-one with clients, and takes safety and professionalism seriously.

All EMS Coaches at Lindora are required to complete and maintain current E2O certification before delivering any EMS sessions. Full certification training is provided.

What You'll Do

- Deliver safe, high-quality E2O EMS sessions to Lindora members in accordance with E2O-approved protocols and programming
 - Conduct thorough client intake and contraindication screening prior to each session to ensure member safety
 - Educate members on the benefits of EMS training and how it complements their Lindora care plan
 - Properly fit, calibrate, and maintain EMS suits and hardware before and after each session
 - Track member progress and communicate session notes within the Zenoti system
 - Drive member rebooking, retention, and package or membership upgrades through an exceptional client experience
 - Participate in grassroots marketing activities including in-clinic demonstrations and community events per E2O demo protocol
 - Maintain a clean, organized, and fully operational EMS training space at all times
 - Attend all required E2O training, recertification, and refresher sessions
 - Collaborate with Lindora clinical staff to ensure EMS programming aligns with each member's overall wellness plan
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What We're Looking For

- Passion for fitness, wellness, and helping people reach their health goals
- Prior experience in personal training, group fitness coaching, physical therapy, or a clinical wellness setting preferred
- Strong interpersonal and communication skills — you genuinely enjoy working with people
- Detail-oriented and safety-conscious, particularly around client screening and equipment operation

- Comfortable working in a one-on-one coaching environment across a diverse member population including those managing weight, metabolic conditions, or post-injury recovery
 - Reliable, punctual, and professional in appearance and conduct
 - Ability to work a flexible schedule including mornings, evenings, and weekends as needed
 - CPR/AED certification required (or willingness to obtain prior to start date)
-

Certifications & Training

- E2O EMS Coach Certification is required before delivering any sessions — full training is provided by E2O upon hire
 - CPR/AED certified
 - Personal training certification (NASM, ACE, ISSA, or equivalent)
-

Schedule & Compensation

- Full-time and part-time positions available
 - Shifts available [mornings / evenings / weekends — customize per location]
 - Hourly rate: \$[X] – \$[X] depending on experience
 - Commission / performance bonus opportunity based on member retention and package sales [if applicable]
 - Benefits available for full-time employees [customize: health, PTO, etc.]
-

Why Join Lindora

- Be part of a first-of-its-kind EMS program launching inside a medically credible wellness brand
- Work in a supportive, mission-driven clinical environment
- Access to ongoing E2O training and professional development
- Opportunity to grow as the E2O x Lindora program expands across our network

- [Add any additional perks specific to the clinic]
-

To Apply

Please submit your resume and a brief note about why you're interested in this role to [INSERT EMAIL / APPLICATION LINK]. We'd love to hear what excites you about EMS and working in a metabolic health environment.

VIII. Offer Letter Template

[FRANCHISEE BUSINESS NAME] [Address] [City, State, ZIP] [Phone] [Email]

[DATE]

[COACH FULL NAME]

[Address]

[City, State, ZIP]

Dear [COACH FIRST NAME],

We are thrilled to extend this offer of employment to you as an E2O Coach at [FRANCHISEE BUSINESS NAME]. We believe you will be a tremendous addition to our team and we look forward to building something meaningful together for our members and our clinic.

Please review the terms of this offer carefully. If you have any questions before signing, do not hesitate to reach out.

Position & Start Date

Position: E2O Coach

Reports To: [CLINIC MANAGER / FRANCHISEE NAME]

Employment Type: Part-Time, Non-Exempt (W2)

Anticipated Start Date: [START DATE]

Compensation

Your compensation will be structured as follows:

Base Hourly Rate: \$[HOURLY RATE] per hour for all hours worked outside of coached sessions, including setup, teardown, member check-in, administrative duties, and any required training or team meetings.

Per-Session Rate: \$[SESSION RATE] per E2O session coached.

Pay is processed on a [WEEKLY / BIWEEKLY] basis via [PAYMENT METHOD]. As a non-exempt employee, you are eligible for overtime pay at 1.5x your base hourly rate for any hours worked beyond 40 in a single workweek, in accordance with applicable federal and state law.

Schedule

This is a part-time position. Your anticipated schedule is [X] days per week, approximately [X] hours per week. Specific scheduling will be coordinated with [CLINIC MANAGER / FRANCHISEE NAME] and may be adjusted based on clinic needs and member demand. This offer does not guarantee a minimum number of hours per week.

Benefits

[OPTION A — If offering benefits:]

As a part-time employee of [FRANCHISEE BUSINESS NAME], you will be eligible for the following benefits:

[LIST APPLICABLE BENEFITS]

Full details of any applicable benefits will be provided separately during your onboarding.

[OPTION B — If not offering benefits at this time:]

This position is not currently eligible for employer-sponsored benefits. We will revisit benefit eligibility as the program grows.

E2O Coach Certification

This offer is contingent upon successful completion of the E2O Coach Certification Program, which will be coordinated by E2O's Coach Development team prior to your first member session. Certification is a paid activity — you will be compensated at your base hourly rate for all time spent in certification training. No member sessions may be conducted prior to certification completion.

For questions about certification, please contact Dante Corpuz, E2O Coach Development Lead, at dante@e20training.com.

Conditions of Employment

This offer is contingent upon the following:

- Successful completion of E2O Coach Certification
- Satisfactory completion of a background check, if required by [FRANCHISEE BUSINESS NAME]
- Verification of your eligibility to work in the United States in accordance with the Immigration Reform and Control Act of 1986
- Compliance with all [FRANCHISEE BUSINESS NAME] policies and procedures, as well as E2O Training program standards and protocols

At-Will Employment

Your employment with [FRANCHISEE BUSINESS NAME] is at-will, meaning that either you or [FRANCHISEE BUSINESS NAME] may terminate the employment relationship at any time, with or without cause, and with or without notice, to the extent permitted by applicable law. Nothing in this offer letter or in any other document or communication should be construed as a guarantee of employment for any specific period of time.

Entire Agreement

This offer letter represents the complete and entire agreement between you and [FRANCHISEE BUSINESS NAME] regarding the terms of your employment and supersedes any prior discussions, representations, or agreements. Any modifications to the terms of your employment must be made in writing and signed by an authorized representative of [FRANCHISEE BUSINESS NAME].

We are genuinely excited to welcome you to the team. The work you will do as an E2O Coach directly impacts the health and lives of our members — and that matters deeply to us. We are committed to supporting you every step of the way.

Please sign and return one copy of this letter by [RESPONSE DEADLINE DATE] to confirm your acceptance of this offer. If you have any questions before then, please do not hesitate to reach out.

Warmly,

[FRANCHISEE NAME]

[TITLE]

[FRANCHISEE BUSINESS NAME]

Date: _____

I accept the terms of this offer of employment as outlined above.

[COACH FULL NAME]

Date: _____

Member & Guest Programming Selection

Member & Guest Programming Selection

I. Purpose and Importance

Purpose: To provide a standardized methodology for translating a member's Personal Wellness Plan (PWP) and Movement Performance Index (MPI) into a specific, periodized E2O training journey.

Importance: Value Distinction: It creates a "paywall" of value where Guests see a one-off session, but Members unlock a scientific, 12-step progression.

- Safety: Strictly enforces the 72-hour recovery window between high-intensity CNS (Central Nervous System) stimulation.
 - Consistency: Ensures the "Elemental" language (Ground, Flow, Ignite, etc.) is used consistently across all Lindora facilities.
-

II. The Programming Workflow

Step 1: The Knowledge Base Access

All programming data is hosted on Connecteam.

1. Open the Knowledge Base tab.
2. Select the "Programming" folder.
3. Identify if the user is a Member (12-Step Folder) or a Guest (One-Off Folder).

Step 2: Goal Identification (The 6 Categories)

Refer to the member's Personal Wellness Plan (PWP). You must select one of the following 6 movement goals:

1. Endurance: Metabolic conditioning/high caloric burn.

2. Injury Prevention: Joint stability and core bracing.
3. Strength Training: Muscle hypertrophy and fiber recruitment.
4. Athletic Performance: Power, speed, and explosive force.
5. Body Toning: Targeted definition and postural alignment.
6. Recovery/Mobility: Decompression and fascial release.

Step 3: Program Execution

- For Members: Follow the 12-Step Program. Start at Step 1. Upon completion of Step 12, conduct a mandatory MPI Retest before starting a new cycle.
- For Guests: Select a One-Off Training Plan.
 - *Note: Use the "12-Step" framework as a sales tool to show the guest what they are missing by not being a member.*

III. E2O Quick-Glance Programming Card

Coaches should keep this guide open on their tablet or posted at the station.

Element	Style	Katalyst Mode	The "Move"	Coaching Word Bank
GROUND	Engage	Strength / Power	Isometric Hold: Static hold during the 4s impulse.	Rooted, Stable, Anchor, Foundation
FLOW	Enhance	Strength / Power	Controlled Dynamic: 2s out, 2s back. No pause.	Fluid, Glide, Rhythm, Continuous
IGNITE	Energize	Strength / Power	Explosive: Up to 3 reps (or pulses) during the 4s impulse.	Power, Drive, Explode, Burn

BREATH	Endurance	Cardio	Metabolic: 40s active movement / 20s rest.	Circulate, Sustain, Lightness, Cycle
FLOAT	Extend	Recovery	Stretch: Deepening the stretch as the impulse "melts" the muscle.	Release, Lengthen, Open, Unwind

IV. Implementation Guidelines (The "E20 Way")

1. Movement During Stimulation

- The Rule: All movements (except *Breath* mode) must occur ONLY during the "impulse-on" phase.
- Why: This maximizes motor unit recruitment. Moving during the "off" phase is wasted energy in this specific methodology.

2. The "30-Second Calibration"

- Use the first 2–3 minutes of every session to "Ramp" intensity.
- Coach's Note: You are responsible for rebalancing and decreasing levels if form breaks down. Never prioritize a "high number" over a "high-quality rep."

3. Demonstration vs. Verbalization

- Opt for Demo: EMS is intense; members often lose "auditory processing" during high-intensity impulses.
 - Action: Demonstrate the movement during the 4-second "rest" so they can mirror you during the 4-second "impulse."
-

V. Performance Evaluation & MPI Tracking

- Retests: Every 6 weeks, the coach must perform a new Movement Performance Index (MPI) assessment.
- Logging: Scores (1–4) for Squat, Hip Hinge, and Coordination must be logged in Zenoti.
- Tiering:
 - 16–20: Elite 20 (Optimal)
 - 12–17: Evolve 20 (Good)
 - Below 12: Elevate 20 (Foundational)

Whole-Body EMS (WB-EMS) Technical Foundations

Whole-Body EMS (WB-EMS) Technical Foundations

I. Purpose and Importance

Purpose: To provide a comprehensive guide on the science, safety, and technical application of WB-EMS technology within the Lindora facility.

Importance: Precision in hardware setup is the only way to ensure the 90% muscle fiber recruitment promised to members. Improper electrode placement or sizing doesn't just reduce results—it creates a safety risk and a poor member experience.

II. Safety & Contraindications (Priority One)

Absolute Stop Policy: Cease training immediately if a trainee feels faint, experiences chest pain, or exhibits skin irritation.

Mandatory Screen:

- Never Train: Clients with active implants (pacemakers, defibrillators), seizure disorders, or those who are currently pregnant.
 - Skin Integrity: Never place electrodes over broken skin, rashes, or open wounds.
 - Control: The trainee must maintain voluntary control of all body parts throughout the impulse.
-

III. The E20 Base Layer

The base layer is a required FDA-compliant functional outfit.

- Sanitation: Features antimicrobial properties; protects the skin and ensures hygiene.
 - Conductivity: Specifically engineered to disperse electrical impulses evenly across the muscle.
 - Requirement: Must be worn underneath the electrodes at all times. No exceptions.
-

IV. Hardware Setup: Prepping & Suit-Up

1. Prepping the Electrodes

- Hydration: Use warm (not hot) water in a spray bottle.
- The "Pooling" Rule: Thoroughly wet all eight electrodes. You should see slight pooling within the electrode lines to ensure maximum conductivity.
- Timing: If more than 5 minutes pass before the member suits up, re-wet the electrodes to prevent "stinging" caused by dry spots.

2. Mastering the Fit (Troubleshooting)

Component	Placement Guide	Sizing Tip
Glutes	Position just below the gluteal fold; pull silicone forward and buckle in front.	Priority: Fit the glutes first. Improper glute sizing is the #1 cause of discomfort.
Arms	Strap over biceps and triceps using the "Pinch Method."	Always size up rather than overstretching.
Legs	Around the widest part of the quads/hamstrings. Avoid the knee joint.	Ensure the strap wraps and buckles securely.

The Vest	Fully loosen side straps before zipping. Pull vest down to eliminate shoulder gaps.	Tighten side straps evenly (bottom-up), keeping the zipper centered.
----------	---	--

V. Clinical FAQ: Educating the Member

- What is it? A 20-minute workout that mimics 90 minutes of traditional training by activating 90% of muscle fibers.
- Frequency? 1–2 times per week. 72 hours of recovery is mandatory for CNS health.
- Weight Loss? Yes. It boosts Resting Metabolic Rate (RMR) and promotes fat burning.
- Side Effects? Delayed Onset Muscle Soreness (DOMS) is common and expected after the first 12 sessions.

VI. Technical Setup Quick-Ref (The "Cheat Sheet")

Keep this section posted in the Suit-Up area.

The 60-Second Suit-Up Checklist:

1. Spray: Are electrodes dripping? (Warm water only).
2. Order: Bottoms first, then Vest, then Arms.
3. The "Pinch": Use the pinch method on arm/leg straps to ensure no overstretching.
4. Centering: Is the vest zipper perfectly straight? If not, re-tighten side straps.
5. Connection: Are the magnetic impulse pack leads clicked into place?
6. Blue-Check: iPad connected to the correct pack serial number?

Troubleshooting Guide:

- "It Stings": Pause. Re-wet the electrode. Dry electrodes = Stinging.
- "Uneven Feel": Tighten the side that feels "weaker." Symmetry requires equal compression.
- "Lead Error": Check the vest-to-shorts bridge cable or the pack connection.
- "It's Too Much": Lower global intensity by 20 immediately, then fine-tune by 10.

Zenoti Workflow

Zenoti Workflow

Section 1: Intro Offer

Identifying the correct appointment and documents required for the intake, waiver and assessment in Zenoti.

Section 2: Memberships

Identifying the correct memberships and documents in Zenoti.

Section 3: E2O Member Services

Explains in Zenoti how the services are scheduled and where to document.

Section 4: How to Apply Membership Benefits

Identifying the correct membership benefits and invoice application in Zenoti.

Section 5: Collecting Revenue for the Service

Explains how to apply the payment to the invoice in advance of the service.

Section 6: Closing the Invoice

Explains how to reconcile the invoice.

Section 7: Employee Service Permissions

Directs where to look in Zenoti to ensure that clinic staff is set up to perform services.

Zenoti Processes

Section 1: Intro Session

An **Introductory E2O Session** is available for **\$25** and includes the **E2O Movement Assessment** valued at **\$100** and an **E2O Session** valued at **\$65**.

When scheduling the service it is required to book a “room” there are two E2O “rooms” set up to avoid overbooking the service.

The screenshot displays the Zenoti scheduling interface. At the top, there's a search bar and a date selector for Sunday, January 25. Below this is a calendar grid showing time slots from 7 AM to 8 PM. A red box highlights the 11:20 AM slot. To the left of the calendar, there's a list of providers, with 'NP Test' selected. Below the calendar, the 'Appointment Info' panel is open, showing details for an 'Introductory E2O Session'. The panel includes fields for Service, Package, Request, Provider, Price, Room, Equipment, Start, Duration, and End. The Price field is set to 25.00, and the Room field is set to E20 1. A red arrow points to the Price field. The panel also includes buttons for 'Repeat', 'Add Virtual Appointment', 'Add Note', 'Take Payment', and 'Save'.

The required documentation for an **Introductory E2O Session** includes:

- Guest Intake and Liability Waiver
- E2O Movement Health Report
- E2O Session Log

E2O GUEST INTAKE AND LIABILITY WAIVER

E2O MOVEMENT HEALTH REPORT

E2O Session Log

Section 2: Membership Rules and Membership Agreement

There are four membership offerings in Zenoti for E2O (see display):

- E2O – First Month for Lindora Members have a \$99 discount off full retail and will renew into a full retail membership in the second month.
- When selling a membership to a Lindora Member sell the 1st month option, when selling to a non-member sell the E2O – 4 or 8 sessions
- The E2O – 4 session membership may upgrade into an 8 session membership
- The E2O – 8 session membership may downgrade into a 4 session membership

Lindora Wellness

Manage Memberships

Master data > Manage Memberships

The search results you see are based on your latest search criteria. [Clear Search](#)

Code	Name	Status	Business Unit
E20 - 4 sessions	E20 - 4 sessions	Active	Default
E20-4 sessions-1st MLM	E20 - 4 sessions - First Month for Lindora Members	Active	Default
E20 - 8 sessions	E20 - 8 sessions	Active	Default
E20-8 sessions-1st MLM	E20 - 8 sessions - First Month Lindora Members	Active	Default

[Add Recurring Membership](#)
[Add Non Recurring Membership](#)

Need help? visit help.zenoti.com

When a member signs the Membership Agreement they will select from the dropdown the 4 or 8 session membership:

E2O Membership Agreement

Template Center ("Clinic"), an independent franchisee of Lindora Franchise, LLC (Lindora Franchise, LLC together with Lindora Franchise, LLC's successors and assigns, the "Lindora Franchisor"), offers various wellness and membership plans subject to applicable fees with **automatic recurring monthly or annual payments** (each, a "Membership"). By signing below, and providing my credit card authorization, I agree to purchase and subscribe for one of the following Memberships:

Select your membership type

Essentials (4 sessions per month)
Essentials + (8 sessions per month)

Membership Pricing

Membership Type	Full Retail	Lindora Member 1st month
4 session	\$199/month	\$100.00 1st month
8 session	\$359/month	\$260.00 1st month

Section 3: E2O Member Services

A member will require an **E2O Member Initial Assessment** before beginning their **E2O Sessions**. Every 8 sessions the member will have an **E2O Follow Up Assessment** to monitor progress.

E2O Member Initial Assessment – \$100 value

This service appointment will be used for all new members in the absence of a current **Introductory E2O Session**. Required Documentation includes:

- Guest Intake and Liability Waiver
- E2O Movement Health Report

E2O GUEST INTAKE AND LIABILITY WAIVER

E2O MOVEMENT HEALTH REPORT

E2O Follow Up Assessment – \$75 value

This service appointment is scheduled to re-evaluate the E2O member and monitor progress. Required Documentation includes:

- E2O Movement Health Report

E2O MOVEMENT HEALTH REPORT

E2O Sessions – \$65 value per session

This service appointment is scheduled for each resistance training session.

Required Documentation includes:

- E2O Session Log

E2O Session

[Go to Form ▶](#)

E2O Session Log

Member Name

Katalyst Login

Suit Vest Size

Suit Short Size

Suit Arms

Top Size

Bottom Size

Test Client

Session 6	Session 7	Session 8	Session 9	Session 10	Session 11	Session 12
Date	Date	Date	Date	Date	Date	Date
Next MPI Date	Next MPI Date	Next MPI Date	Next MPI Date	Next MPI Date	Next MPI Date	Next MPI Date
Next Fvlt Date	Next Fvlt Date	Next Fvlt Date	Next Fvlt Date	Next Fvlt Date	Next Fvlt Date	Next Fvlt Date

Section 4: How to Apply Membership Benefits

Identifying the correct membership benefits and invoice application in Zenoti.

- E2O assessments will be will be adjusted off at 100% of the service charge
- E2O sessions will be adjusted off with the membership service credits up to the membership benefit limit, if an invoice is not adjusted and the member is having extra sessions the member must pay for their session
- Close the invoice when reconciled with credits and/or payments

Center Name: Template Center

Invoice No 332 | [Test Client](#)

melinda@lindora.com | +1 714 269 1039

Item	Qty	Price	Discount	Final Price
E2O Member Initial Assessment	1	100.00	100.00	0.00
Sale By: NP Test				
E2O - 4 sessions - First Month for Lindora Members (Discount: \$100.00)				
Remove				
E2O Session	1	65.00	0.00	0.00
Sale By: NP Test				
E2O - 4 sessions - First Month for				
		Net Price		0.00
		Tax		0.00
		Sum Total		\$0.00

Packages: Select Package ▶ ✕

Memberships: E2O - 4 sessions - First Month for Lindora Members ▶ ✕

Collect Payment

Cash

[Credit/Debit](#) ▶

Check

Custom

Prepaid/Gift

Points

Membership

Amount: 0.00

Change: 0

☐ Store

Add Payment

Print Close

Close Invoice

Rebook

Section 5: Collecting Revenue for the Service

Apply the payment to the invoice in advance of the service. The intro is where most E2O service revenue will be generated unless the patient uses extra sessions. Do not close the invoice until the service has been performed and the documentation has been completed.

Section 6: Closing the Invoice

After the service is complete, close the invoice to recognize the revenue.

Section 7: Employee Service Permissions

Go to Employee set up > Services > General Injections > Ensure Resistance Training is checked

Lindora Wellness - Template Center

Template Center

Edit Employee Active

Core Service Credit w/ Membership	0	Select service time	Edit	☐	☒
Unpaid Membership Dues	0	Select service time	Edit	☐	☒
Migrated Service	0			☐	☒
Migrated Service	0			☐	☒
Testosterone Injection Demo/Refill	0	Select service time	Edit	☐	☒
Resistance Training	0			☐	☒
Resistance Training	0			☐	☒
E20 Follow Up Assessment	0	Select service time	Edit	☐	☒
E20 Member Initial Assessment	0	Select service time	Edit	☐	☒
E20 Session	0	Select service time	Edit	☐	☒
Introductory E20 Session	0	Select service time	Edit	☐	☒
Weight Loss Program	0			☒	☒
Weight Loss Program Visit	0			☒	☒
Zerona	0			☒	☒
Zerona Visit	0			☒	☒

Save Cancel

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Clinic Build-Out & Equipment Standards

Clinic Build-Out & Station Standards

I. Purpose and Importance

Purpose: To establish a standardized, medical-grade physical environment that supports the E20 and Lindora's "Muscle-First" mission.

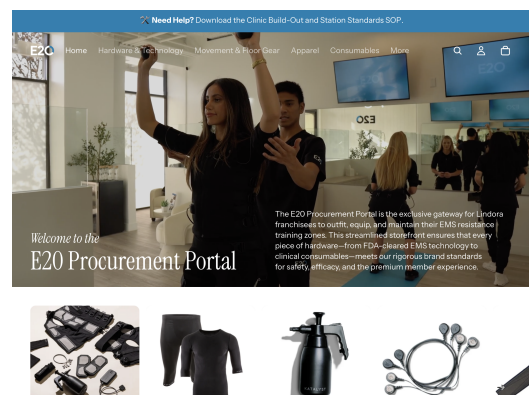
Importance:

- Clinical Efficacy: Ensures the floor space is optimized for the 12-step movement journey. (See SOP: [Member & Guest Programming Selection](#))
- Member Experience: Standardizes the transition from the "Medical Clinic" (Lindora) to the "Resistance Training Zone" (E20).
- Operational Safety: Proper equipment storage and suiting stations prevent trip hazards and suit degradation.

II. How to Access the E20 Procurement Portal

All equipment and build-out assets must be sourced through the official portal to ensure brand and clinical consistency.

- URL: e20procurement.com
- Access Steps: Select "Enter using password" in the entry screen.
- Password: lindora



III. Spatial Layout & Zoning

- The "Zone" Footprint:
 - 2-Station Model: 100–150 sq. ft.
 - 4-Station Model: 200–300 sq. ft.
 - Maximum of 4 stations per facility to maintain the 1:1 or 1:2 coaching standard.
- Flooring: High-impact, medical-grade rubber or non-slip vinyl. Station perimeters must be clearly defined.
- The Mirror Wall:
 - Dimensions: 36" (3') tall polished-edge mirrors.
 - Installation Height: The bottom edge of the mirror must be mounted exactly 36" (3') Above Finished Floor (A.F.F.).
 - Coverage: Mirrors must extend the entire width of the designated EMS wall to allow for peripheral movement checks.
 - Installer Note: Ensuring the mirror starts at 3' A.F.F. allows the member to view their full range of motion from the hips through the overhead reach, which is critical for the 12-Step Movement Journey.
- The iPad Mounting Standard:
 - Vertical Placement: The iPad mount must be affixed so the bottom of the mount is flush with the bottom edge of the mirror (36" AFF).
 - Horizontal Placement: Affix one mount to the immediate right of each active station's mirror section.
 - Purpose: This height allows the coach to toggle the interface easily while the member is in a squat or athletic stance, keeping the coach's line of sight aligned with the member's form.
- Signage: "ems resistance training powered by E20" backlit sign installed at the primary focal point. The recommended sizing is 5' L x 1' H.

ems resistance training

powered by E2O

IV. Equipment & Hardware Inventory

1. Katalyst Suit Run

Total Value: ~\$15,000 per 2-station setup. Detailed sizing specs (12R–15R) ensure we accommodate the diverse Lindora patient demographic.



Item	2-Station Qty	4-Station Qty	Specification
Gen 4 Suit: 12R (S)	2	4	Chest: 28–36” Waist: 20–28” Thigh: 15–21”
Gen 3 Suit: M	2	4	Chest: 29–40” Waist: 25–36” Thigh: 17–23”

Gen 4 Suit: 14R (L)	1	2	Chest: 36-48" Waist: 31-43" Thigh: 20-26"
Gen 4 Suit: 14T (L-Tall)	1	2	For heights 6'0"+.
Gen 4 Suit: 15R (XL)	1	2	Chest: 39-54" Waist: 34-49" Thigh: 22-28"
Gen 4 Suit: 15T (XL-Tall)	1	2	For heights 6'3"+.
Impulse Packs	2	4	Gen 3/4 compatible.
Arm Cable Sets	30	60	High-frequency replacement item.
Belt Extender	1	2	For custom waist fitment.

2. The "Active Station" Setup

Each individual station must be equipped with:

- Technology: (1) iPad (9th Gen+) with a secure wall mount.
- Movement Kit: (1) Premium Yoga Mat, (1) Yoga Block, and (1) Pilates Ring.
- Safety Gear: Grip Socks for member use.

All equipment and build-out assets must be sourced through the official portal to ensure brand and clinical consistency.

- URL: e20procurement.com
 - Access Steps: Select "Enter using password" in the entry screen.
 - Password: lindora
-

V. The Suiting & Recovery Infrastructure

To be integrated into the "Back of House" or semi-private zone.

1. Suiting Station

- The Table: (1) Waist-height suiting table (minimum 4ft long) for suit hydration and electrode preparation.
- Wall Mounts: 2–4 wall-mounted hooks/brackets located above the table for hanging suits during preparation.
- Hydration: (4) industrial-grade water spray bottles per 2 stations.

2. Storage & Turnover

- Hanging Rack: (1) Commercial-grade rolling garment rack or wall-mounted rail for drying and storing suits after sanitation.
- Member Lockers: (4–6) individual secure lockers or high-end cubbies for valuables/bags.
- Base Layer Rental Pool (25 Sets):

- (5) S
 - (5) M
 - (5) L
 - (5) XL
 - (5) XXL
 - Must be stored in a labeled, accessible bin system.
-

VI. Amenities & Sanitation (The Lindora Standard)

- Restroom Amenities: Must include premium hand towels, medical-grade soap, and body wipes for members transitioning back to their day.
- Cleaning Supplies:
 - Medical-grade, EPA-approved disinfectant for mats and pilates rings, suits, and other equipment.
 - Microfiber cloths for iPad screen cleaning.
- Office Supplies
 - iPad chargers (USB-C)

(See SOP: [Studio Operational Procedures](#))

VII. Insurance & Liability Requirements

To ensure the facility is protected while operating E20 technology, the following coverage minimums are required:

- Professional Liability (Malpractice): Must cover "EMS Therapy" or "Electric Stimulation" as a clinical wellness service. Minimum coverage: \$1M per occurrence / \$3M aggregate.

- General Liability: Standard commercial coverage including "Medical Wellness Operations." Minimum: \$1M per occurrence.
- Equipment Coverage: It is recommended to add a "Business Personal Property" rider for the \$15,000+ in specialized Katalyst hardware to cover theft, fire, or accidental damage.

Insurance & Risk Checklist

This checklist is designed to be sent to your insurance broker to ensure your existing Lindora policy is updated to cover the integration of E20.

1. Professional Liability (Malpractice)

Since E20 is a clinical intervention within Lindora, your professional liability must cover the actions of your coaches.

- ☐ Verify Coverage for "EMS": Does the policy specifically include "Electro-Muscular Stimulation" or "Electric Muscle Stimulation"?
- ☐ Certification Requirements: Ensure the policy accepts E20 Internal Certification as a valid credential for operators.
- ☐ Minimum Limits: \$1,000,000 per occurrence / \$3,000,000 aggregate.

2. General Liability (CGL)

This covers "slip and fall" or general accidents within the E20 zone.

- ☐ Activity Extension: Ensure the "Business Description" on your policy includes "Medical Wellness and Electric Muscle Stimulation Resistance Training and Therapy."
- ☐ Minimum Limits: \$1,000,000 per occurrence.

3. Business Personal Property (BPP)

The Katalyst hardware is a significant investment that needs specific protection.

- ☐ Equipment Limit: Increase your BPP limit by at least \$20,000 to account for the suits, impulse packs, and iPads.
- ☐ Off-Premises Coverage: (Optional) If you plan to do community events or "pop-up" demos, ensure your equipment is covered while in transit or off-site.

4. Recommended Policy "Endorsements"

Ask your broker to add or confirm these specific clauses:

- "Medical Incidental" Coverage: Since you are a medical clinic, ensure the EMS service is bundled under your clinical operations rather than a separate "gym" rider.
- Additional Insured: E20 Investment Group Inc. should be named as "Additional Insured" on the certificate of insurance (COI).

VIII. Landlord Notification & Use Case Positioning

When notifying a landlord of the E20 integration, franchisees must emphasize that this is a clinical enhancement, not a change in business use.

The "Landlord Script" (Email/Letter Template)

Subject: Clinical Enhancement Update: Lindora [Location Name]

Dear [Landlord Name],

We are writing to share an update regarding a clinical enhancement at our Lindora facility. As part of our commitment to

metabolic health, we are integrating a medical-grade electric muscle stimulation (EMS) service within our existing clinic footprint.

To ensure you are fully informed, please note the following:

- Clinical Nature: This is a medical-grade metabolic intervention designed to prevent muscle loss in patients undergoing weight-loss therapy. It is not a "boutique fitness" or "gym" concept.
- Zero Structural Impact: The equipment is purely electronic (FDA-cleared Class II device). There are no heavy weights, no floor vibration, and no high-decibel music.
- Patient Flow: This service is offered by appointment only to existing Lindora patients. It does not increase standard clinic foot traffic or parking requirements.
- Low Utility Load: The system operates on standard 110V power (tablet and battery-powered impulse packs) and requires no additional plumbing or HVAC modifications.

This integration allows us to remain at the forefront of metabolic medicine while maintaining the professional, quiet clinical environment you expect from a Lindora tenant.

Best regards, [Franchisee Name]

Technical Specifications for Landlord Notification

Facility: Lindora Clinic

Equipment: Katalyst Advanced Electric Muscle Stimulation (EMS) System

Classification: FDA-Cleared Class II Medical Device (Product Code: NGX)

I. Structural & Floor Loading

- Static Load: The E20 station utilizes standard clinic flooring (medical-grade rubber or vinyl).
- Dynamic Load: Negligible. Unlike traditional fitness centers, E20 utilizes neuromuscular impulses to create resistance. There is no use of free weights, plate-loaded machines, or heavy equipment that creates structural vibration or high floor-load requirements.
- Footprint: A standard 2-station setup occupies 100–150 sq. ft. of existing interior clinical space.

II. Electrical & Power Requirements

- Standard Draw: All equipment operates on standard 110V/120V domestic power.
- Device Power: The primary stimulation units (Impulse Packs) are battery-operated and recharged via standard USB-C connections.
- Heat Output: There is no significant thermal output or requirement for specialized HVAC cooling beyond standard medical office climate control.

III. Acoustic & Privacy Profile

- Noise Levels: The EMS system operates silently. There are no motorized parts, air compressors, or high-decibel equipment.
- Audio: Background audio is maintained at standard clinical "lobby" levels (ambient music) to ensure patient privacy and a calm environment.
- Vibration: Zero. There is no rhythmic impact or machinery vibration that could transfer through walls or floors to adjacent tenants.

IV. Plumbing & Water Usage

- Requirements: None. The system does not require dedicated plumbing, floor drains, or increased water pressure.
- Maintenance: Minor water usage is limited to hand-held spray bottles used to dampen suit electrodes prior to patient use.

V. Regulatory & Safety Compliance

- FDA Status: The technology is an FDA-Cleared Class II Medical Device intended for muscle re-education and metabolic health.
 - Safety Protocols: All sessions are conducted 1:1 by certified E20 Coaches under Lindora's clinical safety guidelines.
 - Egress: The station layout maintains all local fire and safety egress requirements, utilizing open-concept space within the clinic.
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IX. Implementation Timeline & Installation Workflow

1. Phase 1: Compliance & Notice (Weeks 1-2)
 - Secure Insurance Riders.
 - Send Landlord Notification Letter.
2. Phase 2: Procurement (Weeks 3-4)
 - Order Launch Bundle via the E20 Procurement Portal.
 - Receive Mirror Specs and Signage Art Files.
3. Phase 3: Build-Out (Week 5)
 - Install 3" Tall Mirrors (Full wall width).
 - Mount iPads and "Muscle First" Signage.
 - Setup Suiting Station
4. Phase 4: Inventory & Launch (Week 6)
 - Unbox and calibrate Katalyst Hardware.
 - Stock Base Layer Rental Pool (25 sets) and Grip Socks.
 - Staff Training (See SOP: [Coach Onboarding & Certification](#)).

Clinic Operational Procedures

Clinic Operational Procedures

I. Purpose and Importance

Purpose: To establish standardized procedures for opening, operating, and closing the clinic to ensure safety, sanitation, operational efficiency, and a consistent premium member experience.

Importance: Consistent operational procedures ensure equipment readiness, sanitation compliance, staff accountability, and a seamless member experience. Failure to follow operational protocols may result in safety risks, equipment damage, sanitation failures, and diminished service quality.

II. Opening Procedures

Purpose: To prepare the clinic, equipment, and systems for safe and effective operation prior to the first scheduled member session.

Importance: Proper opening procedures ensure all WB-EMS technology and operational systems are fully functional and that the training environment meets the standards for safety, cleanliness, and member experience.

Facility Preparation:

- **Lighting and Temperature:** Turn on all lights in the training area, suiting area, restroom, and member amenities bar. Adjust the thermostat to maintain a comfortable and consistent temperature for members and staff.
- **Facility Access:** Unlock the front door at the designated opening time and ensure the back door remains securely locked.

- Security Check: Perform a full clinic walk-through to confirm there are no signs of break-in, safety concerns, or misplaced equipment.
- Clinic Presentation: Ensure the lobby, training floor, dressing areas, restroom, and amenities bar are clean, organized, and presentation-ready.

Sanitation and Supplies:

- Cleaning and Sanitization: Clean and sanitize all surfaces in the training area, lobby, dressing rooms, restroom, and amenities bar in accordance with Lindora sanitation standards.
- Laundry: Start the washer if laundry is present. Transfer completed laundry from the dryer, fold, and properly store all clean base layers, towels, and clinic linens.
- Supplies and Inventory: Check and replenish all required supplies, including towels, sanitation materials, first aid supplies, and member amenities.

Technology and System Activation:

- Scheduling Systems: Turn on all iPads and devices used for scheduling, session management, and member check-in.
- Checkout System: Connect and verify proper function of the Zenoti credit card device.
- Music and Ambience: Turn on the clinic music system to establish a welcoming and professional training environment.
- InBodyScanner: Turn on the InBody body composition machine and confirm proper operation.

Equipment Readiness:

- Training Equipment: Inspect all mats and training props to ensure cleanliness, proper placement, and functionality.

- Session Preparation: Fill all spray bottles in the suiting area with warm water and ensure the area is fully prepared for upcoming sessions.
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III. Between Guests Procedures

Purpose: To reset the clinic environment between sessions to maintain sanitation standards, operational readiness, and a consistent premium member experience.

Importance: Proper between-guest procedures prevent cross-contamination, ensure equipment longevity, and maintain standards for cleanliness and presentation. Consistent resets ensure each member enters a fully prepared, hygienic, and elevated training environment.

Session Reset and Clinic Cleanliness:

- Surface Sanitization: Wipe and sanitize all training mats and equipment between each session.
- Glass and Presentation Surfaces: Clean glass panels in the training area to maintain a polished studio appearance.
- Dressing Rooms and Amenities Bar: Wipe down dressing room cabinets, accessibility benches, and the amenities bar surfaces between guest use.
- Restroom Reset: Wipe restroom counters and replenish soap, paper towels, and toilet paper as needed.

Strapping Area and Equipment Reset:

- Strapping Area Organization: Reset and organize EMS suits, electrodes, and accessories to ensure the strapping area is clean, orderly, and fully prepared for the next session.

- Base Layers: Fold and neatly place clean rental base layers in the designated strapping area.

Laundry and Floor Care:

- Laundry Rotation: Start laundry as needed, transfer loads to the dryer, and unload completed laundry to maintain a continuous supply of clean base layers and towels.
- Floor Maintenance: Sweep and remove debris throughout the clinic and dispose of waste in the designated back-of-house trash area. Swiffer floors as needed to maintain cleanliness and presentation standards.

Inventory and Operational Readiness:

- Inventory Monitoring: Check inventory levels of consumables and clinic supplies, and complete the Inventory Management form as required.

Member Communication:

- Appointment Reminders: Send appointment reminder messages for first-session guests using the designated “Welcome to E20” appointment type when applicable.

IV. Closing Procedures

Purpose: To ensure the clinic is properly reset, sanitized, and secured at the end of the day while preserving equipment integrity and maintaining operational standards.

Importance: Consistent closing procedures protect equipment longevity, ensure sanitation compliance, safeguard clinic assets, and prepare the facility for the next day’s operations. Proper shutdown and security protocols

reduce operational risk and maintain a professional, high-end studio environment.

Facility Security and Final Walkthrough:

- Security Check: Perform a full clinic walk-through to confirm all members and guests have exited, all equipment is secured, and no safety concerns remain.
- Front Doors: Lock front doors once the clinic is closed and all members have exited.

Member Communication:

- Next-Day Follow-Up: Ensure all intro sessions completed that day are scheduled to receive the “Day After Intro” communication.
- Upcoming Intros: Confirm that all intro sessions scheduled for the following day have received the “Day Before Intro” communication.

Equipment Shutdown and Technology:

- Training Technology: Power down all iPads in the training area.
- Music and Devices: Turn off music systems and ensure all iPads and clinic phones are connected to charging stations.
- Impulse Pack Charging: Place all Katalyst impulse packs in the designated back charging station and confirm they are charging.

Clinic Reset and Organization:

- Training Area Reset: Roll and neatly store all yoga mats and ensure equipment is properly organized within storage areas.
- Suiting Area Organization: Organize all suits, vests, arms, and cables in numeric order. Fold and store rentals according to size and place used towels in laundry.

Cleaning and Sanitization:

- Front Lobby and Recovery Areas: Sanitize the front desk, frequently used surfaces, and seating.
- Training Area: Clean and sanitize all equipment used during sessions, yoga mats, iPad screens, and equipment storage units.
- Glass Cleaning: Wipe all glass surfaces using glass cleaner and microfiber cloths.
- Dressing Rooms and Amenities Bar: Clean and sanitize dressing rooms, cabinets, accessibility benches, and Amenities bar surfaces.
- Restroom: Restock toilet paper if needed and clean sink, mirror, trash can lid, and surrounding surfaces.

Laundry and Waste Management:

- Laundry Handling: Transfer all rentals into the washer as needed, check dryer cycles, and properly store clean garments.
- Trash Removal: Empty all trash bins and dispose of waste in the designated dumpster behind the building.

Final Floor Care and Exit:

- Clinic Mopping: Mop the entire clinic beginning in the front lobby and moving toward the back exit. Dispose of dirty water in the designated drain.
- Restroom Door: Leave the restroom door open after cleaning.
- Lighting and Temperature: Turn off lights and adjust the thermostat for overnight energy efficiency.

The E20 12-Step Progression: Why It Exists

The E20 12-Step Progression: Why It Exists

I. Purpose and Importance

- Purpose: To establish a standardized, clinically-aligned methodology for administering the E20 12-Step Progression, ensuring that every member follows a structured physiological pathway toward their health goals.
 - Importance: Unlike randomized fitness models, the 12-Step Progression ensures consistent periodization, neurological adaptation, and metabolic safety. Adherence to this SOP prevents member plateaus, manages central nervous system (CNS) fatigue, and provides a quantifiable map of progress that justifies the premium value of the E20 program.
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II. The 12-Step Methodology Framework

- Purpose: To define the transition from initial neuromuscular priming to advanced metabolic conditioning through three distinct phases of training.
- Importance: Clear phase-gating ensures members are physically prepared for higher intensities, reducing the risk of delayed onset muscle soreness (DOMS) and increasing long-term retention.

Phase I: Foundations (Steps 1–3)

- Focus: Neuromuscular Recruitment and Proprioception.
- Operational Goal: To establish the "mind-muscle" connection. Coaches must focus on frequency calibration and ensuring the member can maintain core stability under electrical tension.

- Success Metric: Member demonstrates the ability to perform basic movement patterns (squat, hinge, push, pull) while maintaining a RPE (Rate of Perceived Exertion) of 6–7.

Phase II: Intensity (Steps 4–8)

- Focus: Metabolic Overload and Type-II Fiber Recruitment.
- Operational Goal: To maximize caloric burn and muscle hypertrophy. Coaches introduce higher pulse widths and "Dynamic Tempo" movements (e.g., explosive concentric, slow eccentric).
- Success Metric: Member achieves "Metabolic Failure" within the prescribed interval and shows measurable changes in body composition via InBody scans.

Phase III: Mastery (Steps 9–12)

- Focus: Functional Integration and CNS Resilience.
- Operational Goal: To integrate complex, multi-planar movements and "Finishers" that challenge the cardiovascular system alongside the muscular system.
- Success Metric: Member completes the 12-step cycle with high power output and graduates to "Maintenance" or "Elite" customized programming.

III. Progression Management Procedures

- Purpose: To standardize how and when a member "levels up" from one step to the next within the E20 system.
- Importance: Prevents "stagnant programming" where a member performs the same workout for too long, while also preventing premature advancement which can lead to injury or discouragement.

Session-to-Session Tracking:

- Data Entry: Coaches must record the specific impulse intensity levels (mA) and Step Number in the member's profile at the conclusion of every session.
- Impulse Calibration: At the start of each session, the coach must review the previous session's intensity and aim for a "Micro-Progression" (typically a 2-5% increase in intensity or a slight increase in rep volume).

Step Advancement Criteria:

- The 2-Session Rule: A member should typically remain on a single Step for 2-4 sessions to allow for physiological adaptation.
 - Mastery Check: Before moving from Step 4 to Step 5 (or any subsequent step), the coach must confirm the member can complete the movements with perfect form at the target intensity level.
 - Client Communication: Coaches must verbally celebrate the "Step Graduation," reinforcing the psychological win and the member's journey toward their goals.
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IV. Programming Differentiation & Safety

- Purpose: To ensure the E20 program remains distinct from general fitness EMS and maintains the clinical standards of a Lindora facility.
- Importance: Protects the E20 brand as a professional-grade wellness tool and ensures safety for sensitive demographics (e.g., GLP-1 patients, seniors).

Safety & CNS Monitoring:

- Fatigue Check: Coaches must perform a "CNS Check" at the start of every session (asking about sleep, hydration, and prior-session soreness).
- Regression Protocol: If a member shows signs of overtraining or excessive fatigue, the coach is authorized to "Regress" the session to a Recovery or Low-Intensity Step, regardless of where the member is in the 12-step cycle.

Differentiated Positioning:

- The "Journey Map" Discussion: During the initial consultation and every 10th session, the coach must review the "12-Step Journey Map" with the member to show them where they have been and exactly what is coming next.
- Protocol Integrity: No coach is permitted to "freestyle" movements outside of the prescribed 12-Step E20 Library. Standardized protocols are the only way to ensure clinical results.

The E20 Intro Session (30-Minute Protocol)

The E20 Intro Session (30-Minute Protocol)

I. Purpose and Importance

- **Purpose:** To establish a standardized, high-conversion 30-minute introductory experience that seamlessly transitions a guest from curiosity to a committed membership.
 - **Importance:** The Intro Session is the primary gateway to the E20 ecosystem. A programmatic approach ensures the guest feels safe, clinically validated, and physically empowered within a condensed timeframe. Precision in timing and talk tracks is essential to maintain the premium Lindora experience while driving immediate program selection.
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II. Phase I: Clinical Discovery & Body Composition (Minutes 1–5)

- **Purpose:** To establish a data-driven baseline and connect the guest's personal goals to the E20 technology.
- **Procedures:**
 - Welcome: Greet the guest by name and offer a brief tour of the "Organic Modern" space, highlighting the transparency and cleanliness of the facility.
 - InBody Assessment: Conduct a full body composition scan.
 - Key Talk Track (The "Why"): *"Before we start, we need to see what's happening under the hood. We aren't just looking at weight; we're looking at your Skeletal Muscle Mass and Basal Metabolic Rate. E20 is designed to protect and build that lean muscle while we target fat loss."*
- **Sound Bites:**

- The "Engine" Metaphor: "Think of your muscle as the engine of your metabolism. The more lean muscle you have, the more calories you burn—even while you're sleeping."
 - The Muscle Protection Gap: "During weight loss, the body often tries to burn muscle for fuel. E20 is our 'insurance policy' to make sure we are only losing fat while keeping your muscle strong and toned."
 - The Data Point: "Your InBody shows [X] lbs of muscle. Our goal over the next 12 steps is to move that number up, which effectively turns your body into a fat-burning machine."
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III. Phase 2: Functional Movement Screening (Minutes 6–10)

- **Purpose:** To identify physical imbalances and demonstrate the "Personalized Coaching" aspect of the brand.
- **Procedures:**
 - Movement Test: Perform MPI bodyweight movements.
 - Suit-Up Transition: While the guest changes into the E20 Base Layer, the coach prepares the suit using the "Warm Water Spray" protocol.
 - Key Talk Track (The "Validation"): *"I noticed a slight shift in your squat—that's exactly what we're going to correct today. The EMS impulse acts as a 'second brain,' forcing those dormant muscle fibers to fire correctly so every rep you do is perfect."*
- **Sound Bites:**
 - The "Second Brain" Concept: "EMS isn't just about intensity; it acts like a second brain. It sends a signal directly to the muscle, forcing it to fire correctly even if you've had a previous injury or imbalance."

- Safety First: "This is low-impact but high-intensity. We're going to get a massive workout without putting any unnecessary stress on your joints or your spine."
 - The Suit Prep: "I'm using warm water on these electrodes because water is the best conductor for the impulse. It ensures the sensation is smooth and comfortable, never stinging."
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IV. Phase 3: The 8-Minute EMS Demo (Minutes 11–18)

- **Purpose:** To provide a "Tactile Win"—giving the guest the sensation of a 90-minute workout in a fraction of the time without overwhelming the CNS.
- **Procedures:**
 - The Impulse Ramp-Up: Start with a "Pulse-Discovery" phase. Increase intensity slowly, focusing on the large muscle groups first (Glutes/Legs).
 - The 8-Minute Workflow:
 - *Min 1-2:* Acclimation & Standing Isometrics.
 - *Min 3-6:* Basic Functional Movements (Squat, Row, Press).
 - *Min 7-8:* "Metabolic Finisher" (High-frequency pulse for calorie burn).
 - Key Talk Track (The "Science"): *"Right now, you're recruiting 90% of your muscle fibers. In a normal gym, you'd only hit 30%. You're doing an hour's worth of work in these 8 minutes. Focus on the tension—don't fight the impulse, work with it."*
- **Sound Bites:**
 - The "90% Rule": "In a normal gym, your brain can only recruit about 30% of your muscle fibers. Right now, this suit is helping you hit nearly 90%. That's why 20 minutes here equals 90 minutes at a traditional gym."

- The "Hold" Technique: "Don't fight the impulse—embrace it. Squeeze your muscles against the sensation. You're essentially doing an hour's worth of squats in about three minutes."
 - Metabolic Afterburn: "You feel that 'thump' in your heart rate? Even though we are standing still, your metabolic rate is skyrocketing. You'll continue burning extra calories for the next 24 to 48 hours."
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V. Phase 4: The Recovery & Consultation Close (Minutes 19–30)

- **Purpose:** To transition the guest from a "peak state" into a membership discussion while the physiological benefits are fresh.
- **Procedures:**
 - Recovery Mode: Switch the iPad to "Recovery/Massage" mode for 2 minutes while the guest de-suits.
 - Program Selection: Present the 12-Step Journey Map and the membership options (The "Prescription").
 - Key Talk Track (The "Close"): *"How do you feel? Most people feel 'light but tight' immediately. Based on your InBody results and your goals, I'm recommending we start you on Step 1 of our 12-Step Progression. We'll do this twice a week for 20 minutes. Which membership works best for your schedule—the 4-session or the 8-session monthly plan?"*
- **Sound Bites:**
 - The "Light but Tight" Feeling: "That feeling you have right now—where you feel energized but your muscles feel 'worked'—that's the E20 signature. It's effective, but it doesn't leave you exhausted for the rest of the day."
 - The 12-Step Path: "We don't do 'random' workouts here. We follow a 12-step progression. Today was Step 0. Step 1 is where we really

start sculpting. By Step 4, you're going to see a visible difference in your InBody scans."

- The Prescription (Non-Negotiable): "Based on what I saw in your movement screen and your fat-loss goals, I'm prescribing two 20-minute sessions a week. It fits perfectly with your Lindora program. Shall we get your first 'Official' Step 1 session on the calendar for Tuesday or Wednesday?"

VI. Intro Session "Cheat Sheet" for Coaches

Time	Activity	Key Goal
0-5 min	InBody Scan	Clinical Authority: Use data to prove the need for EMS.
5-10 min	Movement Screen	Safety & Personalization: Show them we are movement experts.
10-18 min	EMS Demo	The "Wow" Factor: Deliver the intensity they can't get elsewhere.
18-30 min	The Close	Commitment: Connect the feeling of the workout to the 12-step result.

Pro-Tips for High Conversion:

- Don't Over-Educate: Keep the science simple. Focus on "Efficiency" and "Results."
- Temperature Control: Always ensure the spray water is warm. A cold suit is a "customer experience" failure.
- The "Membership Prescription": Never ask "Do you want to join?" Instead, say "Based on your goals, here is the program I've designed for you."

VII. Quick Anti-Jargon Translation Table

Technical / Clinical Term	The "E20" Consumer Translation	Why we use this term
Atrophy / Sarcopenia	"Muscle fading" or "Sleepy muscle"	Avoids sounding like a medical diagnosis; implies it can be "woken up."
CNS Fatigue	"System recharge"	Sounds restorative rather than like a "nervous system failure."
Agonist / Antagonist Co-activation	"360-degree toning"	"Co-activation" sounds like a robot; "360 toning" sounds like a luxury sculpting service.
EPOC (Excess Post-exercise Oxygen Consumption)	"The 48-hour afterburn"	Everyone understands "burning calories while I sleep."
Isometric Contraction	"The Deep Squeeze"	Easier to instruct during the 8-minute demo (e.g., "Give me a 5-second deep squeeze").
Proprioception	"Body awareness" or "Balance control"	"Proprioception" is a mouthful; "Balance control" is a high-value benefit for the 40+ demographic.

Tegumentary Impedance	"The spray-water connection"	Explains why we wet the suits without using physics terms.
Periodization	"The 12-Step Journey"	Turns a complex training cycle into an achievable, gamified map.
Metabolic Conditioning	"Igniting the fat-loss engine"	Connects the workout directly to the Lindora weight-loss mission.

Body Composition Analysis & Program Prescription

Body Composition Analysis & Program Prescription

I. Purpose and Importance

- Purpose: To standardize the interpretation of Evolt and InBody reports, enabling coaches to translate complex physiological data into actionable E20 EMS programming and specific exercise selections.
 - Importance: A "data-blind" workout is a commodity; a "data-driven" prescription is a clinical service. Correctly reading these reports allows coaches to identify muscle imbalances, metabolic plateaus, and "muscle-fade" risks, ensuring the member is placed in the correct stage of the 12-Step Progression.
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II. The "Big Three" Metrics: What to Look For

- Purpose: To simplify the report into three primary drivers of the E20 experience.
 - Importance: Coaches must avoid "data dumping." Focusing on these three metrics keeps the conversation consumer-friendly and results-oriented.
1. Skeletal Muscle Mass (SMM): The "Engine Size"
 - What it is: The actual weight of the muscles that move the body and burn fuel.
 - The E20 Translation: This dictates the Step Number. If SMM is low or "Below Normal," the member starts at Step 1 (Foundations) to wake up dormant fibers safely. If SMM is "High/Optimal," they can fast-track to Step 4 (Intensity).
 2. Percent Body Fat (PBF): The "Fuel Tank"

- What it is: The ratio of fat to total body weight.
 - The E20 Translation: This dictates the Metabolic Mode. High PBF requires "Metabolic Fire" protocols (higher pulse frequency, shorter rest) to maximize the 48-hour afterburn.
3. Segmental Lean Analysis: The "Alignment Map"
- What it is: A breakdown of muscle symmetry (Right Arm vs. Left Arm, Upper vs. Lower).
 - The E20 Translation: This dictates Exercise Selection. If the report shows a "Weak Link" in the left leg, the coach must prescribe unilateral (single-leg) movements during the EMS impulse to force symmetry.

III. Translating Data to E20 Programming (The "Prescription" Matrix)

Metric Finding	Programmi ng Goal	E20 Protocol Selection	Recommended Exercise Focus
Low SMM (Muscle Fade)	Neuromusc ular Priming	Steps 1–3 (Lower Hertz, Long Pulse)	Slow, controlled isometrics; focus on "The Deep Squeeze."
High PBF (Fat Loss)	Caloric Afterburn	Steps 4–8 (High Hertz, Short Rest)	Compound movements (Squats/Press) to engage the largest muscle groups.
Asymmetry (L/R Imbalance)	Structural Balance	Custom Unilateral(Isolat ion Mode)	Single-leg lunges or staggered-stance rows on the weaker side.

Low Basal Metabolic Rate	Metabolic Ignition	"Metabolic Fire" Finishers	High-energy "Pulse-Sync" movements (e.g., shadow boxing or fast pacing).
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IV. Talk Tracks: Communicating the Report to the Member

- Purpose: To turn technical numbers into an emotional "Buy-In."
- Importance: The member needs to feel that the E20 program was built *specifically* for their scan results.

The "Muscle-Fade" Talk Track (Low SMM):

"Your report shows your 'Engine Size' is a bit smaller than we'd like for your height. This is why you might feel fatigued. We are going to start you on Step 1, which focuses on 'waking up' those sleepy fibers so we can build a stronger foundation before we add intensity."

The "Symmetry" Talk Track (Imbalance):

"Notice how your right leg is slightly stronger than your left? If we just did normal weights, your right side would keep doing all the work. With E20, I'm going to manually turn up the impulse on your left side to force it to catch up. We're going to do single-leg lunges today to fix that 'Weak Link'."

The "Metabolic Engine" Talk Track (Low BMR):

"Your body is currently idling at a lower speed than it should be. Our goal with the Metabolic Mode today is to kickstart that engine so you're burning more fuel even when you're just sitting at your desk tomorrow."

V. Quality Control & Follow-Up Scans

- Frequency: Members should be re-scanned every 10–12 sessions (aligned with the 12-Step Progression milestones).
 - The "Proof of Concept": At the re-scan, the coach must compare the previous report to the current one.
 - Redline Rule: If SMM is decreasing while on a weight-loss program, the coach must immediately notify the Lindora medical lead to adjust nutrition, as the member may be in a catabolic state.
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VI. Coach's "Cheat Sheet" for Rapid Assessment

- Green Flag: SMM is increasing + PBF is decreasing. (Protocol is working; stay the course).
- Yellow Flag: SMM is stagnant. (Increase EMS intensity; move to the next Step in the progression).
- Red Flag: SMM is decreasing. (Reduce intensity; focus on Recovery Mode; check protein intake).

The E20 Movement Performance Index

The E20 Movement Performance Index (MPI)

Assessment Protocol

I. Purpose and Importance

- **Purpose:** To establish a standardized functional movement baseline for every new member using the E20 Movement Performance Index (MPI). This assessment identifies strengths, limitations, and movement inefficiencies across five key categories: stability, strength, alignment, mobility, and coordination.
- **Importance:** The MPI assessment ensures that every E20 training program begins with objective movement data rather than assumption. By evaluating how a member naturally moves without coaching or correction, coaches gain insight into the member's true biomechanics. This allows coaches to deliver more precise EMS coaching, safer exercise selection, and measurable progress over time.

The MPI is performed during the member's introductory session and repeated every 4–6 weeks to track improvements and guide future programming adjustments.

II. Phase 1: Assessment Setup (Minutes 0–1)

- **Purpose:** To explain the purpose of the MPI and ensure the member performs movements naturally without coaching influence
- **Procedures:**
 1. Explain the purpose of the assessment to the member.

2. Inform the member that the movements are not a test they can pass or fail, but simply a way to understand how their body moves.
 3. Confirm the member is not wearing the EMS suit during the assessment.
 4. Position the member so the coach can capture side-view footage or photos during each movement.
 5. Open the MPI Assessment Form to record results.
 - Key Talk Track (The "Baseline"):"Before we begin the workout, we perform a quick Movement Performance Index assessment. This helps us understand how your body moves naturally so we can personalize your training and track your progress over time."
- **Sound Bites:**
 - The Baseline Concept
"This isn't about doing the movement perfectly—it's about seeing how your body naturally moves today."
 - Future Progress
"We'll repeat this assessment every few weeks so you can actually see how your movement improves."
 - No Coaching Rule
"I'll show you the movement once, but then I'll let you perform it without coaching so we can see your natural mechanics."
-

III. Phase 2: Stability Assessment – Single-Leg Balance (Minute 1)

- **Purpose:** To evaluate lower-body stability, balance control, and joint alignment during single-leg stance.
- **Procedures:**
 1. Demonstrate a single-leg balance position.
 2. Ask the member to lift one foot off the ground and balance.

3. Begin timing once the foot leaves the floor.
 4. Observe and record the following:
 - Knee alignment
 - Hip level
 - Ankle stability
 - Torso position
 5. Record balance duration and score accordingly.
 6. Capture a side-view photo or video.
 7. Record results on the MPI form.
- **Assessment Criteria**
 - Knee remains within ± 2 inches of vertical plane
 - Hip remains level (no tilt > 2 inches)
 - Supporting ankle remains aligned (minimal wobble)
 - Torso remains upright
-

IV. Phase 3: Strength Assessment – Lunge Control Test (Minute 2)

- **Purpose:** To assess lower-body strength, control, and neuromuscular stability through a controlled lunge movement.
- **Procedures:**
 1. Demonstrate a controlled forward lunge.
 2. Ask the member to perform the movement naturally.
 3. Observe the following:
 - Knee tracking over second toe
 - Upright torso and neutral spine
 - Full range of motion (90° knee bend)
 - Balance maintained throughout the movement
 4. Capture a side-view photo during the lunge.
 5. Record results in the MPI form.
- **Assessment Criteria**

- Knee tracks over the second toe
 - Torso remains upright
 - Full range of motion achieved
 - Balance maintained without stepping or shifting
-

V. Phase 4: Alignment Assessment – Overhead Squat (Minute 3)

- **Purpose:** To assess full-body movement alignment, joint coordination, and mobility under load-free conditions
 - **Procedures:**
 1. Demonstrate an overhead squat position.
 2. Ask the member to raise their arms overhead and perform a squat.
 3. Observe:
 - Heels remain grounded
 - Torso forward lean remains $\leq 10^\circ$
 - Arms remain overhead
 - Knees track over toes
 4. Capture a side-view photo or video.
 5. Record results on the MPI form.
 - **Assessment Criteria**
 - Heels remain grounded
 - Arms remain overhead
 - Torso remains stable
 - Knees track properly
-

VI. Phase 5: Mobility Assessment – Hip Hinge & Fingertip Reach (Minute 4)

- **Purpose:** To assess posterior chain mobility, hip hinge mechanics, and spinal control.
 - **Procedures:**
 1. Demonstrate a hip hinge reaching toward the floor.
 2. Ask the member to hinge at the hips and reach toward the ankles.
 3. Observe:
 - Fingertips reaching within 2 inches of the ankle
 - Neutral spine maintained
 - Hips hinge smoothly
 - Balance maintained
 4. Capture a side-view photo or video.
 5. Record results on the MPI form.
 - **Assessment Criteria**
 - Fingertips reach near ankle
 - Neutral spine maintained
 - Controlled hinge movement
 - No excessive sway or instability
-

VII. Phase 6: Coordination Assessment – Heel Raise with Head Movement (Minute 5)

- **Purpose:** To assess balance coordination, vestibular stability, and neuromuscular control.
- **Procedures:**
 1. Demonstrate a heel raise position
 2. Ask the member to lift heels at least 2 inches and maintain position for 10 seconds.
 3. During the hold, guide the member through four head movements.
 4. Observe:
 - Up right posture

- Controlled head movements
 - No stepping or foot shifting
 - 5. Capture a side-view photo or video.
 - 6. Record results on the MPI form.
 - **Assessment Criteria**
 - Heels lifted for ≥ 2 inches for 10 seconds
 - Upright posture maintained
 - Head movements maintained
 - No step loss
-

VIII. Phase 7: Scoring & Documentation

- **Purpose:** To calculate the member's Movement Performance Index score and establish improvement targets.
 - **Procedures:**
 1. Upload movement photos into the MPI form.
 2. Complete the scoring checklist for each category:
 - Stability
 - Strength
 - Alignment
 - Mobility
 - Coordination
 3. Calculate the overall MPI score.
 4. Assign the member an MPI category based on the score.
 5. Identify Key Areas for Improvement.
 6. Save the assessment in the member's record.
-

IX. Coaching MPI Cheat Sheet

Time	Assessment	Key Goal
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0-1 min	Assessment Explanation	Set expectations and remove performance pressure
1-2 min	Stability Test	Evaluate balance and joint stability
2-3 min	Strength Test	Assess lower body strength and control
3-4 min	Alignment Test	Evaluate full-body mechanics
4-5 min	Mobility & Coordination	Assess flexibility and motor control

Pro-Tips for Coaches:

- **Do Not Coach the Movement**

The MPI measures natural movement patterns, not coached performance.

- **Capture the Side View**

Side-view footage provides the clearest visual reference for alignment and posture analysis.

- **Keep the Flow Efficient**

The entire MPI assessment should take no more than 5 minutes to maintain the pace of our sessions.

- **Use the Results Immediately**

Reference MPI observations during the EMS session to personalize coaching cues.

- **Re-Test for Motivation**

Highlight improvements when the MPI is retested every 4–6 weeks to reinforce member progress.

Grassroots Marketing and Offsite Activations

Grassroots Marketing & Offsite Activations

I. Purpose

To define the parameters for offsite EMS activations, ensuring that E20 is positioned as a medically-guided physiological intervention rather than a standalone fitness service. These guidelines prevent brand dilution and ensure that Lindora is always represented as the junction of clinical wellness and advanced fitness.

II. The "Clinical Coupling" Mandate

Core Requirement: EMS demos may never be conducted as a standalone "fitness trial." To maintain the Lindora brand standard, every offsite activation must feature a Triad of Care representing the three pillars of the Lindora ecosystem:

1. Metabolic Data (The Why): InBody scans to provide skeletal muscle and body fat baseline data.
2. Clinical Support (The Fuel): On-site Vitamin Injections (e.g., B12 or NAD+) administered by qualified staff.
3. EMS Activation (The Work): EMS demos focusing on muscle recruitment and metabolic efficiency.

Ensure to follow Lindora medical protocols in regard to offering clinical services.

III. Authorized Offsite Structures

In alignment with Franchisee requests for "Business Facility Partnerships," the following structures are approved, provided they adhere to the Clinical Coupling Mandate:

A. Controlled 1:1 or 2:1 "Pop-Up"

- Permitted: Establishing a temporary Lindora EMS station at a partner location (e.g., Club Pilates, MedSpa, Country Club) for scheduled demo sessions.
- Prohibited: Integrating EMS suits into the partner's workout classes (e.g., wearing an EMS suit *during* a Pilates class).
- Staffing: Must be led by a Lindora-certified E20 Coach and, if injections are offered, a Lindora-qualified clinical staff member.

B. High-Traffic Community Events

- Requirement: The booth or activation area must be branded as "Lindora: Medically Guided Wellness"
 - Workflow: The lead capture flow should move from Scan → Consult/Injection → EMS Demo.
-

IV. Operational Guidelines & Parameters

A. Brand Integrity & Anti-Compete

- Strict Prohibition on "White-Labeling": No franchisee may use E20/Katalyst equipment to promote a non-Lindora brand.
- Lead Management: 100% of leads and payments must be processed through Zenoti.

- Service Pricing: Offsite sessions must be charged at full Lindora value or a specifically authorized "Lindora Pilot Promotion." Discounting EMS as a "cheap fitness trial" is strictly prohibited.

B. Equipment Safety & Protocol

- Demo Protocol: Offsite demos must utilize the Standardized E20 Demo Protocol, focusing on impulse sensation and muscle recruitment rather than a full 20-minute fat-burning session.
- Medical Screening: The "E20 Safety Waiver" and Lindora Medical Intake must be completed via tablet prior to any impulse being applied.

V. Summary Table for Franchisees

Feature	APPROVED	PROHIBITED
Format	1:1 or 2:1 sessions only.	Group classes or "suit rentals."
Identity	Medically guided muscle building.	Standalone "EMS Gym" branding.
Coupling	EMS + B12 Injections + InBody Scans.	EMS Demo only.
Location	Athleisure boutiques, Country Clubs.	Competing fitness studios <i>during</i> class.

Staffing	Lindora-certified employees.	Partner-location employees.
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VI. Corrective Actions

Any activation found to be operating as a "Standalone Fitness Demo" without clinical coupling or medical oversight will be deemed a "Going Rogue" violation. Per the T&Cs:

- First Occurrence: Written warning and mandatory marketing re-training.
 - Second Occurrence: Temporary suspension of offsite demo rights and potential reversion to standard (non-pilot) royalty rates.
-

VII. Lead Generation & Participant Flow

To ensure consistency across all grassroots activations, coaches must guide participants through a standardized engagement flow that reflects the Lindora ecosystem: **Metabolic Data** → **Clinical Support** → **EMS Activation**. This structured approach reinforces Lindora's positioning as a medically-guided wellness solution rather than a standalone fitness experience.

A. Initial Engagement & Lead Capture

- The coach or staff member greets the participant and briefly introduces Lindora's integrated approach to metabolic health and muscle development. Participants should be invited to begin with a complimentary InBody scan to establish their metabolic baseline.

Requirements:

- Basic contact information must be captured prior to participation.
- The E20 Safety Waiver and Lindora Medical Intake must be completed via tablet before any service is administered.
- All lead information must be entered into Zenoti for tracking and follow-up.

B. Metabolic Data (InBody Scan – “The Why”)

- The participant begins with an InBody body composition scan. The coach briefly reviews key metrics including:
 - Skeletal Muscle Mass
 - Body Fat Percentage
 - Basal Metabolic Rate
- This step establishes a data-driven baseline and introduces Lindora’s metabolic health focus. The coach should position this data as the starting point for improving muscle development, metabolic efficiency, and overall wellness.

C. Clinical Support (Consultation / Injection – “The Fuel”)

- Following the scan, the participant is introduced to Lindora’s clinical wellness offerings.
- If clinical staff are present, the participant may be offered an on-site vitamin injection (such as B12 or NAD+) administered according to Lindora medical protocols.
- The coach or clinician may briefly explain how vitamin therapy can support:
 - Energy levels
 - Recovery
 - Metabolic function

- This step reinforces the clinical component of the Lindora ecosystem and differentiates the experience from a traditional fitness activation.

D. EMS Activation (Demo – “The Work”)

- After the clinical component, the participant proceeds to the EMS demo experience.
- The Lindora-certified E20 Coach will:
 - Assist with suit fitting
 - Introduce low-level electrical impulse sensation
 - Guide the participant through the Standardized E20 Demo Protocol
- The demonstration should focus on:
 - Muscle recruitment
 - Neuromuscular activation
 - Efficiency of EMS training
- Offsite demos are intended to demonstrate the technology and experience, not to deliver a full 20-minute EMS training session.

E. Conversion & Follow-Up

- At the conclusion of the demo, the coach should guide the participant toward the next step in their Lindora journey.
- Potential next steps may include:
 - Scheduling a full EMS training session at the Lindora location
 - Booking a consultation with clinical staff
 - Purchasing vitamin injections or wellness services
 - Signing up for a Lindora introductory offer or membership

All bookings, purchases, and lead tracking must be processed through **Zenoti**.

Katalyst Troubleshooting Guide

E20 Impulse Pack & EMS Suit Troubleshooting Protocol

I. Purpose and Importance

- **Purpose:**

To establish a standardized troubleshooting protocol for resolving technical issues related to the EMS impulse pack, Bluetooth connectivity, arm connectors, and suit pads during E20 training sessions.

- **Importance:**

Efficient troubleshooting ensures workouts remain safe, uninterrupted, and effective. By following a consistent process, coaches can quickly identify the root cause of equipment issues and resolve them without unnecessary session delays.

This protocol helps maintain a high-quality member experience while protecting the integrity of E20's EMS training technology.

II. Phase 1: Bluetooth Pairing for New Devices or Members

Purpose: To properly connect the EMS impulse pack to the Katalyst application for first-time use.

Procedures

1. Confirm the Katalyst App is updated in the App Store.
2. Confirm the iPad or iPhone iOS software is updated in device settings.
3. Verify Bluetooth is enabled and allowed for the Katalyst app.

To check Bluetooth permissions:

- Open Device Settings

- Scroll to Apps
 - Select Katalyst
 - Confirm Bluetooth access is enabled
4. Open the Katalyst App.

Note: Pairing must occur inside the Katalyst App. Pairing through device Bluetooth settings will not work.

5. Press and hold the impulse pack power button for several seconds.
6. Wait until the blue light changes from slow flashing to rapid flashing.
7. Release the power button once the rapid flashing begins.
8. When the pairing notification appears, select Pair.

Key Operational Note

Bluetooth pairing will only work when the Katalyst app is actively open. If the coach attempts pairing outside the app, the connection will fail.

III. Phase 2: Bluetooth Connection Troubleshooting

Purpose: To restore connection between the impulse pack and device if Bluetooth disconnects during a workout.

Procedures

If Bluetooth disconnects, follow the steps below in order:

1. Confirm the Katalyst App is fully updated.
2. Confirm the iPad/iPhone operating system is updated.

Note: Some Bluetooth issues have been reported with Apple iOS 26 updates.

3. Open Device Settings → Bluetooth.
4. Locate the impulse pack listed as KATALYST XXXXXXXX.
5. Tap the ⓘ icon next to the device.
6. Select Forget Device.
7. Turn Bluetooth OFF for 30 seconds, then turn it back ON.
8. Fully power off the iPad/iPhone, then restart the device.

9. Re-pair the impulse pack inside the Katalyst App:
 - Press and hold the impulse pack power button
 - Wait for rapid flashing blue light
 - Release the button
 - Tap Pair when prompted

IV. Phase 3: Impulse Pack Charging and Battery Status

Purpose: To verify the impulse pack battery status and resolve charging issues.

Indicator Light Meanings

Light Color	Status
Flashing Yellow	Battery low
Flashing Green	Charging
Solid Green	Fully charged
Solid Blue	Connected and ready
Solid White	Training mode (not stimulating)

Solid Magenta	Training mode (stimulating)
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Flashing White	Workout paused
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Solid Red	Error state
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If the impulse pack is not charging, try the following:

1. Use a different outlet
2. Use a different wall adapter
3. Use a different charging cord

Faulty cables and adapters are the most common cause of charging issues.

Recommended charger specification:

- 5V
- 2.1A output

V. Phase 4: Arm Connector Troubleshooting

Purpose

To diagnose connection issues with arm pads during workouts.

Common Symptoms

- Arm pads fail to connect
- Arm pads disconnect during a workout
- Intermittent stimulation in arms

Procedures

1. Swap the left and right arm connectors.

Observe whether the issue follows the connector.

- If the issue follows the connector, replace the connector cord.
 - If the issue remains on the same arm, proceed to step 2.
2. Swap the left and right arm straps.
 - If the issue follows the strap, replace the strap.
 - If the issue remains on the same side, contact support@katalyst.com.
 3. Clean all connection points:
 - Blow debris from impulse pack pogo pins
 - Wipe with clean cloth or alcohol wipe
 4. Clean connection ports on:
 - Vest
 - Shorts
 - Arm straps
 - Connector snaps

Proper cleaning ensures optimal electrical contact.

VI. Phase 5: Suit Pad Sensation Troubleshooting

Purpose

To correct uncomfortable or ineffective stimulation from chest or back pads.

Key Factors for Proper Pad Function

Two elements are critical:

1. Compression
2. Water saturation

Procedures

1. Confirm the member is wearing the correct vest size.
2. Ensure pads are fully saturated with water.

Proper saturation test:

- Press two fingers into the pad.
- Water should pool to the surface.
- 3. Confirm the base layer is worn directly on skin.
 - Undergarments can interfere with conductivity.
- 4. Ensure the vest is tightened correctly.
 - Proper vest tightening sequence:
 1. Start with all straps fully loosened
 2. Pull vest down toward hips
 3. Tighten bottom side straps first
 4. Work upward through the side straps
 5. Finish with shoulder straps
 6. Fold shoulder fabric forward toward chest

This prevents the vest from rising during movement.

If issues persist, collect the following information and complete our [Support Form](#):

- Suit P/D number or lot number
- Email used for the Katalyst app
- Date and time of workout

VII. Phase 6: Pad Disconnection Troubleshooting

Purpose

To identify and resolve intermittent or abrupt pad failures during workouts.

Definitions

Intermittent Disconnection

- Flutter-like stimulation
- Pad alternates between working and not working

Abrupt Disconnection

- Pad stops working completely
- May include a pop sound
- Pad does not reconnect during workout

Procedures for Intermittent Disconnection

1. Clean impulse pack connectors.
2. Clean suit connector ports.
3. Re-wet the pad.
4. Confirm proper compression.
5. Reactivate the pad inside the Suit-Up Screen:
 - Press and hold the affected muscle group
 - Orange crossed-out muscle icon will return to active green
6. If the issue persists, swap impulse packs to test the suit components.

Procedures for Abrupt Disconnection

1. Immediately check the impulse pack indicator light.
2. If the light is solid red, or a pop sound occurred, stop troubleshooting.

Complete our [Support Form](#) and include:

- Suit P/D or lot number
- Pad location
- Description of issue
- Screenshots of errors
- Impulse pack light color
- Confirmation that impulse packs were swapped
- Impulse pack serial number

Active Downtime Member Engagement

Active Downtime Member Engagement SOP

I. Purpose

To establish a structured protocol for coach engagement during non-training periods (“Active Downtime”). When a coach is not actively delivering EMS sessions, they should be engaging in targeted member outreach that supports **member outcomes, retention, and program adherence**.

These touchpoints are designed to reinforce Lindora’s position as a **medically guided metabolic health program**, ensuring that outreach is grounded in **clinical reasoning and physiological benefit**, rather than promotional incentives alone.

Active Downtime outreach supports:

- Member adherence to treatment protocols
- Improved metabolic and muscular outcomes
- Increased program retention and renewal
- Strategic growth of EMS participation within Lindora’s medical ecosystem

All outreach activity should be documented in **Zenoti**.

II. Active Downtime Outreach Framework

During non-training periods, coaches should prioritize outreach within the following member categories:

1. Lapsed EMS Members (2 Weeks Inactive)
2. Members Approaching Package Expiry
3. High-Value Lindora Members Who Have Not Tried EMS
4. EMS Members Eligible for Comp IV Recovery
5. EMS Members Eligible for Guest Pass Activation

Each outreach effort must include:

- A clinical rationale
- A clear member benefit
- A defined business outcome

III. Lapsed Member Re-Engagement Protocol (2 Weeks Inactive)

Identification

- In Zenoti, filter for EMS members whose last appointment was 14 days ago or longer. These members are considered off protocol and should be contacted for re-engagement.

Clinical Rationale

- Muscle activation and metabolic adaptation rely on consistent neuromuscular stimulus.
- When EMS training stops for extended periods:
 - Neuromuscular recruitment declines
 - Metabolic activation slows
 - Progress in muscle development may regress
- Regular EMS sessions help maintain muscle stimulus and metabolic momentum.

Outreach Script (Copy + Paste)

Hi [Member Name],

I was reviewing your recent progress in our system and noticed it has been about two weeks since your last EMS session.

Because EMS works by stimulating neuromuscular recruitment and metabolic activation, maintaining consistent sessions is important for preserving the progress you've already started building.

Let's get you back on the schedule so we can keep that momentum going.

Would you prefer a morning or afternoon session this week?

— [Coach Name]

Desired Outcome

- Book next EMS session
- Re-establish member training cadence
- Prevent program dropout

IV. Package Expiry Renewal Protocol

Identification

- In Zenoti, filter for members with 1–2 EMS sessions remaining in their package.
- Coaches should initiate renewal conversations before the final session occurs.

Clinical Rationale

- EMS adaptation improves with progressive exposure and continuity.

Interrupting training between packages can reduce:

- Neuromuscular efficiency
 - Muscle development momentum
 - Metabolic improvements
- Maintaining continuity ensures the member continues progressing.

Outreach Script (Copy + Paste)

Hi [Member Name],

You're approaching the final sessions in your EMS package, and I wanted to check in before we reach the end.

The progress we're seeing with EMS comes from consistent neuromuscular stimulation over time. Continuing into the next training phase helps your body keep building muscle and metabolic efficiency rather than restarting the process later.

We can reserve your next package now so your training stays uninterrupted.

Would you like me to secure that for you at your next session?

— [Coach Name]

Desired Outcome

- Package renewal
- No interruption in training cadence
- Retention of active EMS members

V. High-Value Member EMS Introduction

Identification

- In Zenoti, generate a report of the top 10–15% of spenders who have not yet tried EMS services.
- These members are already invested in Lindora's medical wellness programs, making them ideal candidates for EMS.

Clinical Rationale

- Many Lindora programs focus on:
 - Weight management
 - Metabolic health
 - Hormonal balance
- However, muscle preservation and muscle development are critical for long-term metabolic health.
- EMS provides:
 - Deep muscle fiber recruitment

- Metabolic activation
- Efficient muscle stimulation with minimal joint stress
- This makes EMS a strong complement to existing Lindora treatments.

Outreach Script (Copy + Paste)

Hi [Member Name],

Because you've been actively engaged in your Lindora program, I wanted to introduce you to another tool that many members use to support long-term metabolic health: EMS training.

One of the biggest predictors of metabolic health over time is maintaining skeletal muscle mass. EMS allows us to stimulate deeper muscle fibers efficiently while supporting the work you're already doing through your Lindora program.

If you're open to it, I'd love to schedule a quick demo so you can experience how it works.

Would you like to come in this week to try it?

— [Coach Name]

Desired Outcome

- Book EMS demo
- Convert high-value members into EMS clients
- Increase cross-program utilization

VI. Comp IV Recovery Protocol (After 2 EMS Sessions)

Identification

- Members who have completed two EMS sessions.

Clinical Rationale

- EMS activates a large number of muscle fibers simultaneously, which increases:
 - Metabolic activity
 - Cellular demand
 - Nutrient utilization
- Following early EMS sessions, targeted IV therapy can support:
 - Cellular recovery
 - Hydration
 - Nutrient replenishment
 - Clearance of metabolic waste
- This helps optimize the body's adaptation to the training stimulus.

Outreach Script (Copy + Paste)

Hi [Member Name],

Now that you've completed your first couple of EMS sessions, your muscles are beginning to adapt to the increased recruitment and metabolic demand.

Many members support this phase with IV nutrient therapy to help with cellular recovery, hydration, and replenishment of key nutrients used during muscle activation.

If you're interested, we can schedule a recovery IV alongside one of your upcoming sessions.

Let me know if you'd like to add that to your next visit.

— [Coach Name]

Desired Outcome

- Schedule IV therapy
- Improve recovery experience
- Increase clinical service utilization

VII. Guest Pass Activation Protocol (After 4 EMS Sessions)

Identification

- Members who have completed four EMS sessions.

Clinical Rationale

- After several EMS sessions, the nervous system begins to adapt to the impulse stimulus.
- At this stage:
 - Members feel more comfortable with the technology
 - Movement patterns become more efficient
 - Confidence increases
- Inviting a guest can improve program adherence and motivation through social support, which is known to increase consistency in health programs.

Outreach Script (Copy + Paste)

Hi [Member Name],

You've now completed four EMS sessions, which is typically the point where members become fully comfortable with the technology and the muscle activation process.

Many members like to bring a guest at this stage so they can share the experience and build additional accountability in their routine.

If there's someone in your life who might enjoy trying it with you, we'd be happy to extend a guest pass for one session.

Let me know if you'd like to bring someone to your next workout.

– [Coach Name]

Desired Outcome

- Introduce new prospective members
- Increase referral pipeline
- Strengthen member engagement