



FIT CHICKS® ACADEMY

FITNESS & NUTRITION EXPERT PROGRAM

CALENDAR

RESTART



CLASS SCHEDULE FOR FITNESS AND NUTRITION EXPERT PROGRAM

<u>Recommended schedule for 12 week Certification</u>	<u>Recommend schedule for 6 month Certification</u>
<u>Day 1: Orientation</u> Week 1: <ul style="list-style-type: none">• Fitness 1• Fitness 2 Week 2: <ul style="list-style-type: none">• Fitness 3• Fitness 4 Week 3: <ul style="list-style-type: none">• Fitness 5• Fitness 6 Week 4: <ul style="list-style-type: none">• Fitness 7• Fitness 8 Week 5: <ul style="list-style-type: none">• Complete Fitness Assignment 1 Week 6: <ul style="list-style-type: none">• Fitness 9• Fitness 10 Week 7: <ul style="list-style-type: none">• Complete Fitness Assignment 2• Start Fitness Practical Hours Week 8: <ul style="list-style-type: none">• Nutrition 1• Nutrition 2 Week 9: <ul style="list-style-type: none">• Nutrition 3• Nutrition 4 Week 10: <ul style="list-style-type: none">• Nutrition 5• Complete Nutrition Assignment Week 11: <ul style="list-style-type: none">• Wellness 1• Wellness 2 Week 12: <ul style="list-style-type: none">• Wellness 3• Optional: Business 1-4	<u>Day 1: Orientation</u> Month 1: <ul style="list-style-type: none">• Fitness 1• Fitness 2• Fitness 3• Fitness 4• Fitness 5 Month 2: <ul style="list-style-type: none">• Fitness 6• Fitness 7• Fitness 8• Complete Fitness Assignment 1 Month 3: <ul style="list-style-type: none">• Fitness 9• Fitness 10• Complete Fitness Assignment 2• Start Fitness Practical Hours• Nutrition 1• Nutrition 2 Month 4: <ul style="list-style-type: none">• Nutrition 3• Nutrition 4• Nutrition 5• Complete Nutrition Assignment Month 5: <ul style="list-style-type: none">• Wellness 1• Wellness 2• Wellness 3• Optional: Business 1-4

Coaching/Accountability Calls

Coaching calls will take place LIVE in zoom so you can be a part of the conversation! We will also be streaming the live call to the private Facebook group once per week. These calls will also be saved under “videos” in the FB group if you can’t make it live.

To access to zoom call follow this link ⇒ <https://zoom.us/j/210721869>

You will be able to submit your questions each week prior to the call. Submit questions here ⇒ [FNE Weekly Coaching Call Question Submission Form](#)



FITNESS & NUTRITION EXPERT GUIDELINES

MEMBERS ONLY SECTION

All materials, course notes, taped classes, assignments and quiz access for the Fitness & Nutrition Expert Program will be housed on the Members Site.

Access will be granted as soon as you sign up and you will receive an email notifying you of your new account.

- URL TO ACCESS: <https://www.fitchicksacademyprograms.com/>
- LOGIN: your email address
- PASSWORD: reset your password by clicking on the “Lost your password?” link

FACEBOOK GROUP

Join the FIT CHICKS Fitness & Nutrition Expert Students Facebook Group =>
<https://www.facebook.com/groups/585777125374897/>

Upon Graduation we will be removing you from the student group and sending you the link to join the FIT CHICKS Academy Grads Facebook group. You will have lifetime access to our awesome supportive community full of FIT CHICKS Academy grads, masterclass sessions built just for you, and special content to help you grow your biz!

ASSIGNMENT POLICY

Outside of the online classes, the home study and practical hours are extensive.

There is a lot of information to cover, absorb and put into home practice and we want to support you every step of the way! As much as we want you to feel super confident in the fierce skills you are about to bring to the world, we also need to ensure that you have earned your certification and are ready to receive your diploma.

That said, please see the following guidelines for all assignments and practical placements:

1. Any written assignments are to include:
 - a. Cover page with name, date, and assignment titles
 - b. Font Times New Roman, size 12 -14.
 - c. All headings must be bolded
 - d. Cite references: In some of the assignments, you may need to reference someone else's work, stats, or statements. We also want you to learn this skill to ensure you don't plagiarize anyone else's work and it is not as hard as you think. For reference guide, please see and include references in the footnotes:
<http://www.libraries.psu.edu/content/dam/psu/up/lls/documents/MLAQuickCitationGuide.pdf>
2. Written assignments will be marked and returned with feedback within 15 business days of receipt. In the event an assignment is not completed to standard, we will return with feedback to rework and resubmit to ensure the concepts are understood.
 - a. Students are required to complete all tests and assignments with a min grade of 75% (except practical exam at 80%) to pass the course
 - b. Missed evaluations can be written within 1 week with the instructor's prior consent or in the case of medical emergency.
 - c. Assignments submitted after the final deadline will not be accepted late unless previously approved by the instructor.



3. Any practical exams will be sent via video submission from the student's utilizing Youtube.
4. Practical teaching hours or placements can commence after the fitness section of the program is complete. This is to ensure you are practicing what you have learned.
5. Practical Exams cannot be submitted until Fitness Assignment 1 and 2, and both Group and PT practical teaching hours have been completed, marked and returned to the student. These must be submitted at least 15 business days prior to the deadline of the course.
6. All students have up to 3 months after the last live session to complete all assignments and practical hours. This will not be extended. Certificates will not be issued until all materials are provided.

Any questions regarding assignments can be sent to assignments@fitchicks.ca and will be responded to within 2 business days. Please note that questions sent within 2 business days prior to the deadline will not be responded to in time to reach the submission deadline. Please make sure to review assignments in advance and plan any questions accordingly.

ASSIGNMENT SUBMISSION

Assignments are to be submitted to assignments@fitchicks.ca

Please ensure that you include your name in the file name of the assignment so we know who it belongs to. Marked assignments will be sent back to you within 8 business days.

QUIZ POLICY

There will be quizzes issued during each module (For quiz dates, please see the "Calendar and Modules Overview".) You can access the quiz in the Members Only section under "Assignments, Quizzes, and Exams." Quizzes & exams are completed online.

FINAL DEADLINES

Final deadline to submit Fitness Assignment 1 & 2, and PT & Group Fitness Practical Hours

= **15 BUSINESS DAYS PRIOR TO DEADLINE**

Final due date for all material submission for the Fitness & Nutrition Expert Program

= **6 MONTHS FROM REGISTRATION DATE.**

PRACTICAL EXAM POLICY

As per FIT CHICKS Policy, if your Practical Exam does not meet the standards you will have the opportunity to review the feedback, redo the video(s), and re-submit one (1) time. There will be a \$35 administrative fee.

If your second submission does not meet the standards you will be required to redo the practical hours, both group fitness and personal training, submit new evaluation forms from your participants, as well as complete and submit the Practical Exam Prep Guide. Once the above has been complete you must redo the full Practical Exam and there will be an administrative fee of \$297 + applicable taxes.



ADMINISTRATION

Certificates

Certificates are sent digitally via email and will be issued to all students who have successfully completed the program by the due date (the due date is 6 months after your start date). If you have all materials in earlier, you will be eligible to receive your certificate prior. Please note we do not mail hard copies of the certificates. E-versions of the certificates will be issued and are sent out weekly on Wednesday.

A minimum of CPR-A is required for graduation and must be recertified annually.

Please note: Certificates will not be issued if there is an outstanding balance on your account. You do have the option to pay off your balance and receive your certificate earlier.

Recertification

Learning is an awesome lifelong process! To keep your Fitness and Nutrition Expert in good standing, you will be required to complete continuing education credits each year.

Not to worry chicks – we provide FIT CHICKS University, an online tutorial system, to ensure you are growing and staying current in the field and submit each year to stay certified. The cost for recertification is \$89 + HST and is to be completed yearly along with your CPR A or C (extra fee). First Aid is recommended but not mandatory.

FIT CHICKS policy:

- If you miss your recertification date and are within one month of your expiration date we will allow you to submit all of your requirements within that month. You will be charged a \$20 (+ applicable taxes) fee.
- If you have missed your recertification by more than one (1) month and less than one (1) year, you are able to reinstate your certification by completing a written exam and maintain your original certification date. A fee of \$99 (+ applicable tax) will be required.
- If you have been expired for more than one (1) year you will be required to complete both the theory and practical exams again, your certification date will be adjusted to reflect the new date. A fee of \$297 (+ applicable tax) will be required.

Restart Fee

Should you not be able to complete the program by the due date, there is the option to purchase a 6 month restart/extension for the program for the fee of \$297+ tax. All of your work completed to date will be transferred and you will have 6 months from the restart date to complete the program.

As per FIT CHICKS Policy, the option to restart is only valid for a maximum of **1 year after the deadline** of the course and you can only restart twice. After 1 year and/or your second restart you will forfeit all work to date and be required to re-register for the program at the current rate.

Please note: As of June 30, 2022 the restart fee will be increasing to \$497 + applicable taxes.

CPR

As part of the Fitness & Nutrition Expert course requirements you must have a valid CPR certification, minimum CPR-A (adult), and it must be current within one year.

Please note: FIT CHICKS will accept both in-person or online CPR courses but not all insurance companies will. We recommend reaching out to your insurance provider to confirm if they will accept an online course prior to registering.



PAYMENT PLANS NON-SUFFICIENT FUNDS POLICY

Any declined payments will be subject to a \$20 NSF fee.

If you need to update your payment information please reach out to Amanda at registration@fitchicks.ca.



FIT CHICKS ACADEMY

FN 001 FITNESS: Module 1

COURSE OUTLINE

Total Sessions: 10

MODULE OVERVIEW:

The fitness section of the Fitness & Nutrition Expert program is designed to give students an introduction to the principles of anatomy as they relate to the field of health & fitness instruction. The course provides a framework for the study of skeletal & muscular anatomy, conditioning & flexibility. It will also explore and study the body's energy and cardiovascular systems as they apply to fitness.

The fitness section will also teach students how to create and teach fierce, fun, effective and safe fitness classes for all levels and build effective at home personal training programs using little to no equipment.

Required Texts:

- Course Notes by FIT CHICKS Fitness & Nutrition Expert Program
- Strength Training Anatomy - Frederic Delavier
http://www.amazon.ca/dp/0736092269/ref=pe_386430_126088100_TE_item
- ACSM's Complete Guide to Fitness & Health 2nd Edition
<https://amzn.to/2DcXtgw>

Marking Breakdown:

2 assignments – 30%

5 mini Quizzes – 25%

Written exam – 20%

Practical exam – 25%



Fitness Session Outline

Session & Instructor	Content	Learning Outcomes	Evaluations
Session 1: Laura	Assessment of current fitness trends Basic Fitness Training Principles Fitness Lingo 101 Create your fitness philosophy Setting yourself up for fitness success	To introduce and give you a basic understanding of fitness terminology, the basic training principles as well as assess the current fitness market. We will also create your personal fitness philosophy that we will build on throughout the program	Review Fun Sheet FIT CHICKS VIDEO EXERCISE VIDEOS UNDER "EXPLANATIONS":: Please watch the following videos prior to class: 1.Compound vs Isolation Exercises 2.What are Tabatas? 3.Isometric Exercises 4.Plyometric Training 5.What are supersets? 6. What is HIIT? 7.What is LISS?
Session 2: Laura	How to screen your clients How to goal set with your clients Legal, Insurance, Waivers	Provide you with the skills and tools to effectively and safely screen your clients prior to beginning training.	Quiz 1 ASCM GUIDE: Screening p19-36 Goals: p61-76
Session 3: Jess	Introduction to FITT Principle, Skeletal Overview, Flexibility Training	Being able to identify major bones of the human skeleton, learning anatomical position and joint movement terminology. Be able to identify the importance of flexibility, the different types of flexibility, how to build an effective flexibility program.	Quiz 2 STRENGTH TRAINING ANATOMY GUIDE: Please read: p.31: stretching triceps p.48 stretching the anterior delts and pecs p.60 : stretch shoulders p.63: pecs p.89 back stretch upperp.120-121 upper trap and neck stretch (great for stress relief!) p.128 stretch to avoid injuries



			<p>during a squat p.145 stretching the hamstrings p.154: stretching the calves p.163 glute and hamstring stretch</p> <p>ASCM GUIDE:</p> <p>Flexibility Training p 157-180</p>
<p>Session 4:</p> <p>Jess</p>	<p>Muscular Anatomy and Conditioning</p>	<p>Learning major muscle groups, their functions and how to train them. Understanding the different types of muscle contractions and the benefits of strength training and recovery.</p>	<p>STRENGTH TRAINING ANATOMY GUIDE:</p> <p>Please read: p. 76 pushup variations p. 70 morphology of bench press p 115-119 for shrugs p 94-101: rows p. 91, 86: lower p.62 p. 86: chin ups. p. 34 front press p. 40 arnold press p.94- 95, 97-101 p. 6 Dumbbell curls p.25, 27, 22 triceps p.185 p. 161, 162: glutes p. 140-141: hamstrings p. 137 box squats: p. 135, p. 150</p> <p>ASCM Guide: p101-145</p>
<p>Session 5:</p> <p>Jess</p>	<p>Bioenergetics and Cardiorespiratory Concepts</p>	<p>Understanding ATP and how it is created aerobically and anaerobically. Being able to identify the fuel (macronutrients) used in each energy system and when an athlete might use them. Being able to create interval training protocols to target specific energy systems.</p> <p>Understanding the anatomy and function of the cardiovascular and respiratory system. Understanding the benefits of cardiovascular training and how to create an individualized program.</p>	<p>Quiz 3</p> <p>ASCM Guide: p79-99</p>
<p>Session 6:</p> <p>Amanda</p>	<p>Components of a Fitness Class, Program Design and Development of fitness classes</p>	<p>How to breakdown a fierce fitness class from intro, warm up, body, cool down, stretch and wrap up</p> <p>How to create fierce, fun and effective fitness programs for your classes including indoor / outdoor workouts, partner work, games, drills, etc</p>	<p>Quiz 4</p> <p>Assignment 1 given</p> <p>VIDEO GUIDE: Please watch the following videos prior to class: 1.Obstacle Courses 2.Circuit Training 3.Metabolic Finishers 4.Partner Exercises &</p>



			Using Mats 5. Pumped for Partner Drills 6. What are AFAPS? 7. What are AMRAPs? Please watch the following videos prior to class: 1. What is Dynamic Stretching? 2. What is Static Stretching?
Session 7: Amanda	How to become a superstar instructor and how to teach a superstar class	How to teach a superstar class Learn how to cue, demonstrate, motivate and build an effective fitness program	Quiz 5 Please read the following article prior to class: http://www.ideafit.com/fitness-library/the-art-of-cuing
Session 8: Amanda	Teaching Levels. Modification, and Injuries	How to teach levels, injuries and modifications	Please read the following article prior to class: https://www.verywellfit.com/tips-for-injury-prevention-during-exercise-3120450 Please watch the following videos prior to class: 1. Fab and Focused: Cardio, Core and More 2. Dirty 30: Perfect Plyos Practical Hours for Group Fitness can begin
Session 9: Laura	Components of a Personal Training PT Program Design & Development	How to effectively train at home clients in a one on one setting, build awesome PT programs, use equipment and goal setting	
Session 10: Laura	PT Program Design & Development cont'd Online Personal training	Continued-	Assignment 2 given Final Exam Practical Hours for PT can begin



FIT CHICKS ACADEMY

FN 002 NUTRITION: Module 2

COURSE OUTLINE

Total Sessions: 5

MODULE OVERVIEW:

The nutrition section of the Fitness & Nutrition Expert program is designed to give students an introduction to the principles of nutrition including macronutrients and micronutrients and how it is related in the fitness industry. It will also explore current mainstream issues such as blood sugar management, food intolerances and diabetes as well as the role diet plays as a prevention strategy.

The nutrition section will also teach students how to create healthy habit recommendations, create macronutrient based personalized programs for their clients, write and develop balanced recipes, and how to coach clients to make healthier nutritional choices for long term success

Required Texts & Videos

- Course Notes by FIT CHICKS Fitness & Nutrition Expert Program
- "Fierce in 8" Recipe Book by FIT CHICKS
- "Practical Paleo" by Dianne Sanfilippino - <http://goo.gl/QQCY5H>

Recommended Readings *(these are not required but recommended for future reference)*

- "Fed up" – *(This documentary can be rented for \$3.99 online at <http://goo.gl/cmjPv9>)*
- "Hungry for Change" – *(This documentary available on Netflix or can be rented online at <http://goo.gl/SNuKMh>)*
- "It Starts with Food" – by Dallas & Melissa Hartwig at <http://goo.gl/TLPMkP>
- "Fundamentals of Sports & Exercise Nutrition" by Marie Dulford - <http://goo.gl/6HDSOX>
- "Plant Based Diet for Dummies" by Marni Wasserman - <http://goo.gl/3iOjfl>

Marking Breakdown:

1 assignments – 50%

1 mini Quizzes – 20%

Written exam – 30%



Nutrition Session Outline

Session & Instruction	Content	Learning Outcomes	Evaluations / due dates
Session 1: Laura	<p>Introduction to nutrition</p> <p>Assessment of current nutrition trends, diets & the food guides</p> <p>Nutrition Lingo: Calories, Macro nutrients, micronutrients & more!</p> <p>Nutrition Myth Busters</p> <p>Create your food philosophy</p>	<p>To introduce and give you a basic understanding of nutrition as it applies to fitness and wellness, the basic nutrition principles as well as assess the current state of nutrition market.</p> <p>We will also learn what are the macronutrients and micronutrients.</p>	<p>Readings: Practical Paleo “Everything we’ve been taught about good nutrition is wrong” P32-41 old version and Chapter 2 in new version</p> <p>ACSM: p 37-59</p>
Session 2: Laura	<p>Blood Sugar Management, Glycemic Index and Load</p> <p>Sugar Burners vs Fat Burners</p> <p>Types of carbs, proteins & fats – what are the best choices</p> <p>The Complete in 3 Rule</p> <p>Hormones & their role: Insulin, cortisol, etc</p> <p>Cholesterol: why we need it!</p> <p>Food allergies and intolerances: How inflammation can be affecting your clients</p> <p>Muscle vs Fat: The great debate</p>	<p>To introduce and give you a basic understanding of the types of carbs, proteins and fats for optimal health including vegans and vegetarians</p> <p>We will also explore the role of blood sugar management, hormones and cholesterol in overall health and how food allergies may be affecting your clients.</p>	<p>Reading: Practical Paleo P p 44 – 45, 80 - 89, 92 -111, 117, 140 - 145 or Chapter 8 in new version</p> <p>ACSM- Blood Sugar, insulin resistance & Diabetes: p279-289 Cholesterol:267-270</p> <p>FIT CHICKS “Fierce in 8” Book p3 - 5</p> <p>Quiz 1</p> <p>Fitness Assignment 1 Due</p>
Session 3 Laura	<p>PART 1 : How to coach in nutrition</p> <p>What is nutrition coaching and how it will help your client</p> <p>How to screen your clients and make recommendations to improve nutrition</p> <p>How to build a nutrition coaching plan for your client with healthy habits for all levels including lifestyle recommendations</p>	<p>To understand the nutrition, water and supplements play in reaching fitness and health goals.</p> <p>To understand how to utilize nutrient timing to get the best results.</p> <p>Understanding the basics to supplementation, selecting</p>	<p>FIT CHICKS Fierce in 8 Book p12-20</p> <p>Nutrition Assignment is given</p> <p>ACSM Water p 57</p>



	<p>Label reading</p> <p>Nutrient Timing (How to eat Pre & Post Workout)</p> <p>H2O: The role of hydration</p> <p>Supplementation, protein powders and more</p> <p>Glorious Green Smoothies</p> <p>How to be a fierce, supportive nutrition coach your clients for results</p>	<p>protein powders and more.</p>	
<p>Session 4:</p> <p>Laura</p>	<p>PART 2: Building Macro Nutrient Based plans</p> <p>Introduction to Flexible “Dieting”</p> <p>What are macro based nutrition plans and when to use</p> <p>How to screen your clients and calculate your clients nutrition needs</p> <p>How to build macro based plans for specific goals</p> <p>Nutrition strategies and how it applies to fitness muscle building, leaning out, etc)</p> <p>Apps and tools to measure progress and keep track of your clients</p>	<p>Provide you with the skills and tools to effectively and safely calculate your clients specific nutrition needs.</p>	
<p>Session 5:</p> <p>Laura</p>	<p>How to create balanced recipes and let their stories sell them!</p> <p>How to write recipes & calculate nutritional values</p> <p>How to create awesome nutrition challenges for your clients</p>	<p>To have the confidence, skills and tools to create and write delicious, nutritious and balanced recipes. Understand how to determine the</p>	<p>Fitness Assignment 2 due</p> <p>Nutrition Recipe Practical Hours can start</p> <p>Nutrition Final Exam</p>



FIT CHICKS ACADEMY

FN 003 WELLNESS: Module 3

COURSE OUTLINE

Total Sessions: 3

MODULE OVERVIEW:

The wellness section of the Fitness & Nutrition Expert program is designed to give students an introduction to understanding and incorporating wellness programs including stress relief techniques, the importance of sleep, understanding meditation, types of yoga and the power of thoughts to compliment fitness and nutrition coaching. It will also explore techniques not only to help clients, but to help students learn self-care techniques when working as a health professional and avoid burnout.

The wellness section will also serve as a time of self-discovery for the students to explore their goals and how to create vision boards and tools to reach their goals.

Required Texts & Videos

- Course Notes by FIT CHICKS Fitness & Nutrition Expert Program

Recommended Readings *(these are not required but recommended for future reference)*

- "Light on the Yoga Sutras of Patanjali" by B. K. S. Iyengar - <http://goo.gl/ryQpnx>
- "The Power of Now" by Eckhart Tolle - <http://goo.gl/6LuBh9>
- "Mindfulness an 8 Week Plan for Finding Peace in a Frantic World" - Mark Williams and Danny Penman <http://goo.gl/ZepmPn>
- "Anatomy of Movement" by Blandine Calais-Germain - <http://goo.gl/PIWSq3>
- "The Hormone Diet" by Dr. Natasha Turner - <http://goo.gl/jnkFR1>

Marking Breakdown:

1 assignment – 50%

Written exam – 50%



Wellness Session Outline

Session & Instructor	Content	Learning Outcomes	Evaluations
Session 1: Laura	<p>Introduction to Wellness</p> <p>The current factors affecting our wellness</p> <p>Hormonal responses: The importance to choosing Love over Fear</p> <p>How stress affects the body, the “fight or flight” & “rest & digest” systems</p> <p>How sleep effects the body & sleep cycles</p> <p>Detoxification systems: what they are and wellness techniques</p>	<p>To introduce and give a basic understanding of the current factors affecting our wellness and how stress is affecting our weight and health. We will explore the hormones that are released during stress induced states, the sympathetic and para sympathetic nervous systems and how sleep effects the body.</p> <p>We will also take a look at the body’s detoxification systems and the role they</p>	
Session 2: Amanda	<p>Yoga principles</p> <p>Types of yoga: When & how to recommend and use</p> <p>The history of meditation</p> <p>Vipassana, seated postures and love & kindness</p> <p>Pressure point techniques to calm</p> <p>Mantras and Affirmations: How to build</p> <p>Taking care of yourself as a trainer:</p>	<p>To introduce and give you a basic understanding of the types of yoga available to clients, the principles of yoga and how recommending yoga can enhance their programs.</p> <p>We will also explore meditation, pressure point techniques and positive mantras as a wellness technique to help deal with stress and as a self care tool for trainers.</p>	
Session 3: Laura	<p>Setting boundaries for your clients to avoid burnout</p> <p>Power thoughts for positive results</p> <p>Self discovery: Are you living your best life?</p> <p>How to build effective vision boards</p>	<p>To learn how to set boundaries for your clients to avoid burn out.</p> <p>To introduce and explore the power of the mind, positive thinking techniques and tools to help you and your clients maintain a focused and positive mindset to assist with goal setting and stress relief.</p>	<p>Wellness Assignment is given</p> <p>Wellness Exam</p>



FIT CHICKS ACADEMY

FN 004 Business: Module 4

COURSE OUTLINE

Total Sessions: 4

MODULE OVERVIEW:

The business section of the Fitness & Nutrition Expert program is designed to give students an introduction to the principles of business. It will also explore not only how to determine what is your vision for your career, what type of business to open and how to register but techniques to brand, market, and sell your services to your ideal clients and make you stand out from the rest.

The business section will also serve as a time of business planning for the students to set themselves up to take action upon completing the program and bring all the learning from the FNE program to life!

Required Texts & Videos

- Course Notes by FIT CHICKS Fitness & Nutrition Expert Program

Recommended Readings & Videos

- “The Icarus Deception: How High Will You Fly?” by Seth Godin - <http://goo.gl/ZiRgQp>
- “The Big Leap” by Dr Gay Hendricks - <http://goo.gl/NYNp2t>
- “The Wealthy Barber Returns” by Dave Chilton <http://goo.gl/KAX7MI>
- “Marie TV” by Marie Forleo - <https://www.youtube.com/user/marieforleo>
- “Entrepreneurs on Fire Free” Podcasts - <http://www.eofire.com/>

Business Assignment Policy

The Business Assignment is optional and not mandatory for certification. To receive feedback, you must submit within 3 months of your graduation date.



Business Session Outline

Date & Session	Content	Learning Outcomes	Evaluations
Session 1: Laura	<p>Introduction to Business</p> <p>Create your vision</p> <p>Types of businesses: what do you want to be</p> <p>Business registration: How to register your business, trademark and name selection, HST number and accounting needs</p> <p>The principles of branding: why is it the most important thing to do!</p> <p>Personal Branding: How to develop your personal branding and brand positioning</p> <p>Target Market: Who is your target market and how to find your ideal client</p>	<p>To introduce and give a basic understanding of the principles of business, types of business and how to register your business.</p> <p>We will also explore what is your vision for your career or business, the principles of branding and how to develop your personal brand to make you stand out in the industry.</p> <p>Based on this information, we will begin to uncover who is your target market and ideal client for effective communications.</p>	<p>Nutrition Assignment is due</p>
Session 2: Amanda	<p>Competitive analysis- how to do to see what other peeps are doing in industry,</p> <p>Sales positioning: How much to charge and how to figure it out (you don't want to underprice or over price for services!)</p> <p>How to build a sales sheet with what you offer</p> <p>How to convert trial classes or freebies into buying customers</p> <p>How to write effective sales copy</p> <p>Grow your revenue: How to upsell your programs, bundle and maximize clients</p> <p>How to treat loyal clients: How to offer a loyalty program or return rates no matter how small you are.</p>	<p>To introduce and give you a basic understanding of the sales process.</p> <p>We will explore how to create and price your programs, how to build a sales sheet and effective sales techniques to build and grow your client base including loyalty programs.</p>	
Session 3: Laura	<p>Website building: How to create an awesome website</p> <p>Creating your logo</p>	<p>To introduce and give you a basic understanding of marketing. Areas of focus will include creating your logo based on your personal brand, building an awesome website,</p>	<p>Business Assignment is given</p>



	<p>The principles of marketing: The 4 P's</p> <p>How to develop your marketing messages</p> <p>List building strategies</p> <p>Communications Plan: How & when to communicate with</p> <p>Grass Roots (and FREE!) Marketing Techniques</p> <p>Social media marketing</p>	<p>We will also explore how to build an effective communications plan, list building strategies, grass roots (and FREE) marketing techniques to grow your business and how to social media marketing.</p>	
Session 4:	<p>Public Relations 101: The Basics</p> <p>Get noticed by media: How to write a pitch</p> <p>Key messages: what they are and how to create</p> <p>Awards and recognition</p> <p>Business Planning: Let's put it all together with a business plan</p>	<p>To introduce and give you a basic understanding of public relations.</p> <p>Understanding how to write a pitch to get noticed by media and key messages to promote your program</p> <p>We will wrap up the business section by looking at a business plan and how to put it all together.</p>	<p>Wellness Assignment Due</p> <p>*Business Assignment due</p>

Reminder – The above are deadlines we recommend to ensure you are keeping on track without getting overwhelmed and complete the course. All materials must be submitted including the practical exam by 6 months after your registration date.

***Please note you cannot submit your Fitness Practical exams until your Fitness Assignment 1 and 2, and your Group and PT practical teaching hours have been submitted, marked, and returned to you so plan accordingly.**