

Apartment Complex

Apartment Complex

Fitness BOOT CAMP SYSTEM



How to Tap Into the Apartment Complex Market

A Step by Step, Done-For-You Fitness Business System

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How to Tap Into the Apartment Complex Market

Included in this package:

1. Instructions and guidelines on finding the residential units you can work with and who to talk to at these locations.
2. Complete instructions on how to set up and run an apartment complex program, step-by-step.
3. Proposal example to the management of the apartment complex for permission to run your program.
4. Volunteers Wanted - Pilot Program Intro flyer to generate interest if no program has ever been done there before.
5. Volunteer Survey Sheet, one for after each of three initial sessions - information you will use to work with management to confirm the needs and desires of their tenants, as well as to design your boot camps.
6. Participant Flyer for an established program.

INTRODUCTION

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Introduction

Apartment complexes and residential units of any kind are a concentrated area of people, very diverse in their needs, and lots of opportunity for you to organize and establish on-going boot camps, individualized training, walking programs, and other opportunities limited only by your imagination. There are children, young adults, people who want to lose weight, people who want to gain muscle, people who just want to get or stay in shape, and the list goes on. All in one location, all ready for someone to step in and show them how. Let that be YOU!

Section 1

a. THE PURPOSE OF THIS COURSE

This course is designed to be an introduction, overview, and plan of action to help you quickly and effectively build your business. Whether you are a seasoned fitness pro or a newly certified personal trainer, you will be able to walk in the door of almost any apartment complex and be welcomed.

This course contains material that has been fine tuned to address each step of the process in an orderly and efficient manner. We have included all the tools you will need to find, develop, and run successful apartment complex programs.

b. THE OPPORTUNITIES THIS COURSE OFFERS YOU

Apartment complexes and residential units of any kind are a concentrated area of people, very diverse in their needs, and lots of opportunity for you to organize and establish on-going boot camps, individualized training, walking programs, and other opportunities limited only by your imagination. There are children, young adults, people who want to lose weight, people who want to gain muscle, people who just want to get or stay in shape, special populations, baby boomers, and the list goes on. All in one location, all ready for someone to step in and show them how. Let that be YOU!

- We give you the tools and information you need to find the apartment complexes
- We give you the step by step instructions for each program
- We give you five programs you can choose from or combine for your event(s)
- With done-for-you programs you will begin immediately bringing in more clients
- You will be many steps ahead of your competition
- We show you how to build a strong network of cross promotion and joint venture with businesses and professionals
- We show you how to get your business started with a limited budget

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c. IS THIS COURSE RIGHT FOR YOU?

Who Are You? As a trainer you have more skills than you know. Yes, you have exercise physiology skills, you know a lot about nutrition and wellness in many areas. ***You have knowledge other people don't have.***

You also are a person, just like your clients and people you run across every day. You have gone to a store to buy electronics or furniture and asked questions to make sure the item in question is right for you. ***You know how to ask questions.***

You've had a party or two over the years, haven't you? ***You can organize an event.***

You have friends, family, associates, all types of people in your life, from school, church, clubs and activities that you have had conversations with to get agreement, to explore options, to finalize things. ***You can talk to a variety of people.***

You know what you like and don't like about things in your life, in the news and on TV, in your community, neighborhood, etc. ***You can identify needs*** by singling out elements.

You have made decisions throughout your life that helped you solve a problem or that made a better way for you and for others. ***You can find solutions.***

You know where to go and who to ask for solutions to problems in your own life. ***You are resourceful.***

Did you show your little brother how to ride a bike, your sister how to tie her shoes, clients how to lift with proper form? ***You can educate people.***

Do you have a calendar where you fill in your activities? ***You can plan and schedule.***

You have all the skills needed to pull together a gold mine of profit and build an entire business from apartment complexes alone. This course will supply the tools you need to do just that.

Now that you know who you are and what you can do, let's paint the picture of you as ***the Trainer in Demand*** at apartment complexes all over your city, town, county, and even your state, or the country as a whole. Exercise Training is but one element in the overall picture of what you do (yes, the most important) and what you can offer to prospects, clients, and your community. You are a part of a large world...world that you can reach out to and create win-win situations for yourself and multitudes of people and organizations.

- You can educate
- You can train
- You can provide opportunities and resources for other business owners
- You can develop a larger picture, a larger goal, a better outlook, a prospect base that is ready to change, a resource base that wants to work with you and will follow you anywhere, begging for your attention, unlimited referrals
- You can develop the lifestyle YOU want, work how, when, and where YOU want
- You can become the GO-TO person in your community, and take your influence as far

- as you want it to go
- You have all the skills and tools to do this and more.
 - You will succeed in building your business with apartment complexes.

Is this course right for you? We think so. You've got the skills and you are holding the plan of action. Let's get to it.

Section 2 BUILDING YOUR CONTACT BASE

a. WHERE TO FIND THEM

Take your pick, whatever your preference, they all provide the opportunity.

- An average apartment complex with a diverse group of people
- A specialty complex, like over 50's or singles
- A condominium complex
- Retirement communities
- Nursing Homes
- Assisted Living Facilities
- You can even do Office Complexes

You may find that complexes with more than 250 units have a gym. Ideal apartment complexes have 250 to upwards of a thousand units in them. In these larger complexes, you will usually find an activity director who has a vested interest in keeping a full calendar of activities and "happenings" for the residents. ***You can let them know that you would be happy to make their job easier.*** They will appreciate having ready-made programs at their fingertips and will call on you frequently when you diversify. They don't want the exact same thing every time. This program will show you how to diversify and keep your content fresh and exciting.

With larger apartment complexes also come numerous employees, another profit potential for you.

Using Reference USA (free resource when you use it from your library card) you can do a search by zip code or by geographic area for the apartment complexes in the area you want to serve. Enter your SIC or NAICS codes to further your search to reach the people who own or operate apartment complexes.

SIC CODES

6513 OPERATORS OF APARTMENT BUILDINGS

6519 LESSORS OF REAL PROPERTY, NEC

Other Possibilities, but not the main market we are looking for:

7000 HOTELS, ROOMING HOUSES, CAMPS & OTHER LODGING PLACES

6552 LAND SUBDIVIDERS & DEVELOPERS (NO CEMETERIES) - we'll get to this one later in the series when we cover neighborhoods.

NAICS CODES

531110 (Lessors of Residential Buildings and Dwellings)

Instructions are available on line. You can pull your search data into a spreadsheet like Excel. You will have contact information including names, phone numbers, and address. These will usually be an owner, manager, or director.

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b. DIG UP MORE INFORMATION

1. Find out who the activity director is, if they have one. If they don't have one, who is the top person in charge.
2. Ask that person:
 1. Do you have a gym for your residents?
 2. How many units do you have?
 3. How many are filled? (They will tell you approximately)
 4. Do they currently have a personal trainer on site, or exercise programs they are running for the residents?
 5. How do you communicate with the residents?
 6. What types of programs do you currently offer your residents (all types)?
 7. What can I do for you?
3. When you have this information you can have a productive conversation and even schedule an event right then and there on the spot because you are ready. With this information you will know which program or combinations of programs will be the best for you to start with.

c. YOUR OBJECTIVES

Be very clear what your objectives are before meeting or talking with the activity director. Your primary objective is to see how you can help the activity director to fill their event slots and keep their residents happy. When you fill their needs, your business will grow. Your secondary objectives are to fill time slots for boot camps and other opportunities that you may be interested in such as one-on-one personal training, specialty training, or other small group training sessions. Use the goal setting worksheet in the appendix for yourself.

d. CROSS PROMOTION/JOINT VENTURE

Your number one best way to get cross promotion and joint ventures going is to give them something they want in return. It could be advertising, access to the participants, or distribution of something to them.

You want to let other businesses know what you are doing so they can help you fill in the blanks. If you want to give door prizes, you want to get them from similar interest businesses. For an exercise or fitness program, logical cross promotions can be done with companies that offer footwear, massage, water, organic food, water park coupons, sporting goods, etc.

We offer you a form to use (in the appendix) when approaching a business. If you put it on your letterhead, it will look official and will not be dismissed. It will have to be taken to a manager or owner if you are unable to speak with them direct at first. Remember to follow up. When people don't respond in a timely manner, it could just be they got busy, the paper got buried, or they forgot. It doesn't mean they say no.

Be careful whom you partner with. Make sure their values are similar to yours, and that your market and their market are similar. You'll want to stay in touch with them to see what the response was and cement your relationship for further events.

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Section Three Logistics and Foundation

Types of Programs You Can Run

Depending on the size of the apartment complex you will pretty much have your pick of activities. There will also be a variety of interests from the residents.

- A walking program, around the complex
- A boot camp, outdoors or in their gym
- Water aerobics, if they have a pool
- Kid Kamp for the kids activities
- Personal training sessions in the gym
- Small groups at various times
- Family Day, Saturday morning events and relays
- Corporate Boot Camp – remember to ask about an employee program
- Health Fair (with outside health people), Educational speaking
- Use your imagination, there is lots of opportunity for you

Who to Contact to Help Make It Happen

Larger apartment complexes will have an activity director. In some, the manager will wear that hat too. Some have a full schedule of activities for their residents and some hardly offer any. If you really want to get in there, and they don't offer many activities, you can help motivate them.

The easier you make their job, the more willing they will be to help you wherever they can. Find out who else is on their activity schedule so you know if there is any competition. Sometimes your competition for events will be the corn roast or the chicken dinner they offer!

Make doubly sure that the person you are speaking to is the one who is authorized to let you on site to run your activity. Get it in writing. You will find a confirmation form in Section 5 that you must keep on file.

Find out what other help this person can give you. Can they get a write up in the complex newsletter for you? Will they post announcements, and if so, where?

Follow up with these people to make sure these are done. They are busy and sometimes forget. Use your checklist in the appendix so you make sure you are on track.

Making the Proposal

During the course of your discussion with the activity director, you will decide what the best approach is for you to take. If no exercise or health type program has been offered, you may want to start with a Lunch and Learn, or Brunch and Learn, or even a Pack-A-Snack program that introduces the residents to a variety of healthy concepts.

Whichever way you decide to go, get agreement from the activity director of what can be done. You may be able to firm it up on the spot. If you can, tell them you will get them a copy of a confirmation so all communication is clear. Email or drop off a confirmation like one you have in your appendix. If there is another person who must approve this event, such as an out of state parent company, use the proposal in the appendix as a guideline and get that to them. Then follow up on it. In the grand scheme of things, activities for the residents are low on the totem pole, except for the activity director.

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Types of Communications

Apartment complexes have a variety of means to contact their residents. They also protect the private information of their residents, such as name, address, and phone numbers.

Here are a variety of methods that can be used to communicate with residents:

1. Newsletter and/or newsletter insert
2. Community Bulletin Board
3. Signs/Posters on doorways
4. Flyers on the counter in the gym, in the office, etc.
5. Pre-stamped envelopes in the correct quantity will get addressed and mail or distributed by the office staff – they will not give out the information, but will send it for you.
6. If you can get a few residents interested, they can distribute some flyers to their neighbors and friends living in the complex

Section Four Pulling It All Together

Non-Traditional Boot Camps – Concentrated Clients

Selling and Running Transformation Challenge Programs

1. Identify Your Market

- An average apartment complex with a diverse group of people
- A specialty complex like the over 55's, or singles only
- A condominium complex
- A subdivision
- Retirement Communities
- Nursing Homes
- Assisted Living Facilities

2. Why any of them are good choices

They all have managers or associations to take care of business. They all have human beings that all need to stay in shape or get in shape. Don't limit yourself to a business that wears suits.

3. Who to Talk to and How to Present Your Idea

Each location will have someone different in charge. They will also have the usual people who like to think they are in charge. If you can't present or talk directly with the parent company, then management will do fine. You've got to be able to press in until you reach a decision maker. Feel free to offer the gatekeeper free sessions for herself, and she will be more helpful to you.

Apartment complexes have activity directors in charge of filling up a calendar of events. Get in there. Offer a lunch and learn tour of the gym, on-line nutrition tour, etc.

4. Know Your Numbers

How many participants do you need to break even? How many do you need to make a profit? What will you give each participant who signs up and pays? A pedometer? A t-shirt? How much is that adding to your cost? Prize money?

Figure all your costs and make sure you build in enough profit to hire more trainers as needed and cover ALL of your costs, and put some money in your pocket.

At that number of participants, how many trainers do you need?

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5. Your Plan

A. The location. Do they have a gym? Is the gym in use by others? Be considerate. Don't overload the gym with your group while leaving no room for anyone else to workout. Is there room outside? This will help create fun and mix up the exercises for your group. It will help with gym traffic. Maybe an unused tennis court or volleyball court. Even an indoor racquetball court.

B. Your Activities. If you have a large diversity of people will you do H.I.I.T. so they can max at their own pace? In circuits? If your group is all overweight you can have different activities.

Do you want to tie in some education? Possible breakfast or snack after? Cross-promote with a local restaurant, grocer, caterer for the food in exchange for free sessions.

Host a Brunch & Learn event with nutritious food, a speaker with one of our lunch & learn topics and ask for participants for your Transformation Challenge.

6. Finalize the Details

A. Put your conversations in writing. A semi-formal letter stating all the who, what, when, where, and why information. Include the how in detail. Examples are enclosed.

B. Create a participant flyer/announcement. Make sure you have good distribution to the tenants, whether in newsletter, email, or drop at each door – you need to advertise it to them thoroughly. Include all details. Examples are enclosed.

C. Have handouts available about drinking water before, during & after, eating guidelines for before and after exercise.

D. Arrive 15 minutes early to set up and be available for questions and stay 15 minutes later to be available for questions and to clean up. Leave the area the same as it was when you arrived.

E. Hold an orientation the first day so you can get before measurements and show people what to expect. All health forms should be properly filled out. Each participant should know their goals – help them get it right – use the S.M.A.R.T. method (included in the Lunch & Learn packet)

F. Run your sessions exactly timed as specified. You must do what you say you will do.

7. Wrap Up the Event

A. Be prepared with the next boot camp offering.

B. Collect testimonial statements and photos, and do after measurements.

C. Offer free sessions in exchange for referrals who sign on.

D. Write up a summary report for management so they know how many attended, some testimonials, confirmation information of the next boot camp, etc.

E. Distribute another flyer announcing the next boot camp.

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NOTES

- Do it all again and go find another apartment complex workout, and before you know it, you will be in demand, and have a really good sales base.
- Some of your boot camp clients, or others at the apartment complex may also be interested in a walking program, individual training, or some other service or product you have to offer – always be on the lookout for opportunity to increase your sales while you are there.

Section Five Your First Event – Done-For-You

An Excellent Place to Start

Let's cut to the chase. You are here to learn how to grow your business, so let's get growing.

Here is an ideal first event for a trainer. It is a platform from which to build and grow into your own specialty or area of interest and expertise. If you have not run a large event before, run your first one like this. It will be effective for you and give you a wealth of knowledge and experience to be able to pull off your next event without a hitch.

Preparation and Checklists

Concept: Brunch & Learn (or Lunch & Learn) Event

Objectives:

1. To create awareness of your services, of your expertise and knowledge, of your willingness to help
2. To educate people to the needs of their bodies and the opportunities available to them
3. To assess their needs and wants so you can directly address them with your services
4. To give them a taste of what they can do and achieve so they get hungry for more
5. To create an exciting event that will lead to clients for you, more opportunity for you to be invited back, to create a professional presence in their gym and in their "neighborhood".

Components of the Event:

1. A speech on the 7 Keys to a Vibrant and Healthy Body
2. Handouts with key points from the speech. Bookmarks with key points from the speech.
3. Question and answer period after the speech
4. Food served prior to the speech and enjoyed during the speech.
5. Door prize drawings
6. Survey to be filled out at the end of the event - in exchange for a product or thank you gift
7. Volunteer Boot Camp Participant Request Sheets

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8. After eating and speech are done - education can continue:
 - Education: waist/hip ratio measurements taken, results given
 - Education: tour of the apartment complex gym with equipment demonstration
 - Education: on-line tour of www.fitday.com or other nutrition component
 - Ask once again for volunteers for the FREE 3 session Fitness Boot Camp

Each component in this plan is strategically placed to draw your prospects, educate them and create a readiness to change, and a willingness to adopt a wellness lifestyle - which includes physical fitness.

Checklist for your first event

IF you are doing a brunch & learn, lunch & learn, or Pack.A.Snack event...

1. The area

- Is it large enough
- Is there enough seating
- Can people move around effectively
- Is the noise level acceptable
- Is there any other activity in the area that may disrupt yours
- Where will the food be set up or served, is there enough room for everything

2. Supplies

- Food Prep
 1. Have all your food ready...cleaned, cut
 2. If you prepare there, cutting board, knives, serving utensils and dishes
 3. Towel, hot pad

b. The Meal

- Plates, glasses (or bottled water), silverware, napkins

c. Centerpieces

- Door prizes (plant, pineapple, bag of fruit, etc.)

d. Surveys

- Your survey forms, put proper quantity in a pile on the table

- Pens - people usually don't have pens, have enough so everyone will fill it out

e. Supporting literature, handouts, etc.

f. Paper

- For names to be entered into the drawing

- For contact info about exercise, name, phone, email

g. Your speech, your notes

3. *Check with the Activity Director*

- a. How many RSVPs are there?
- b. Any rules, issues, etc.
- c. Will you be introduced? Give them a blurb to say

4. *Dry Run*

- a. Know that your date and time are set
- b. Know that your area is acceptable and ready for your event
- c. If you are cooking something, cook it in advance to make sure of timing and quality
- d. Coordinate and run thru with your helpers
- e. Practice your speech – Keep it to 7 minutes, add Q&A and you'll run about 15 min.
- f. Bag it all up ready to go
- g. Know when you have to leave
- h. Double check your list

5. *Be there early to make sure everything gets set up.*

6. *Watch the time and run your schedule as planned.*

IF you are doing a gym tour...

1. *The area*

- a. Preview the equipment so you are familiar with it.
- b. How many people can easily do a tour in that space?
- c. How many tours will you do to accommodate the quantity of people?

IF you are doing free sessions exercise sessions...

1. *The area*

- a. Is it large enough?
- b. Can people move around effectively?
- c. Is the noise level acceptable?
- d. Is there any other activity in the area that may disrupt yours?
- e. Where will you put your supplies?
- f. Where is the sound system?
- g. Is there water, where?

2. *Check with the Activity Director*

- a. How many RSVPs are there?
- b. Any rules, issues, etc.
- c. Will you be introduced? Give them a blurb to say

3. *Supplies*

- a. Your equipment, is it clean, do you have enough
- b. Forms, waivers, PAR-Q, etc.

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- c. Pens
- d. Your water, your notes, your music
- e. Surveys to be filled out after, have enough for everyone

3. Dry Run

- a. Usually about 20 minutes to a half hour, depending on amount of equipment
- b. If there is equipment you feel is not safe for untrained people, explain why
- c. Know your speech, intro and call to commitment to themselves
- d. Handouts
- e. Q & A

IF you are doing body fat testing or risk analysis

1. The area

- a. Is it large enough?
- b. Can people move around effectively?
- c. Is the noise level acceptable?
- d. Is there any other activity in the area that may disrupt yours?
- e. Where will you put your supplies and do the testing

2. Supplies

- a. Electric Impedance, tape measure, etc.
- b. Charts of ratings, risks, averages, etc.
- c. Notepads to record their info and what it means to them
- d. Pens (more than one in case the ink dries runs out)

3. Dry Run

- a. Know your time frame per person
- b. Know your responses for each level of measurement
- c. Know your ultimate goal in doing this (to get them to come to your program)

The Process

Your First Successful Apartment Complex Event Done-For-You.

Contact the Apartment Complex. You will probably do better stopping in to visit for your first apartment complex event. You will want to find out who the activity director is. If they don't have one, do they have a gym? Who is in charge of arranging and deciding on events for the residents? *A letter format is enclosed for you to use in getting the approval and a firm date for your event.*

Note: You must get confirmation in writing that you can precede with your program as outlined. Many apartment complexes want their lawyer to look at your waiver and forms to make sure their name is appropriately placed and included on the form. DO NOT SKIP THIS STEP or disaster will be yours.

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Example of Confirmation and Communication of your event:

Today's Date

To: Apartment Complex name and contact info

From: Your name and company name

Re: Confirmation of Event to be held (date)

Name of Event

Date, Time, and Location of the event (be specific)

Elements of the Event (list and describe them)

Communication of the event (list the methods and who is to do them)

Desired Results of this event (describe the boot camp you wish to establish, where it will be held, that it will include only residents of that location, how many days per week, times and length, any fees and who pays those fees.

Write a statement that includes any wished of the manager or director to include things such as: We will not interfere with other resident's use of the facility at any time, we will respect the property and keep it in the same condition it was when we arrived, etc.

Signatures and Dates – include space for you to sign, your trainer to sign, the director and/or manager that has the authority to allow this event.

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Practice Your Speech. We chose the title and concept of 7 Keys to a Vibrant and Healthy Body. Many people have no idea what their body needs. You can expose them to the concepts of wellness in a non-threatening environment where they can easily relate to what they are missing of these elements and correlate to why they are feeling the way they are. They will begin to see that they CAN do something about it and that they CAN take back control of their own health. This is where you want them to be. From that point they will be more ready to change their poor lifestyle habits and add some healthy choices to their lifestyle.

Your speech is in the appendix. You can do it. Practice it over a period of days, timing yourself. You should be able to give this speech in 7 minutes. If there are words or phrases you stumble on you can replace a few words as long as you maintain the integrity of the concept. Memorize the first and last lines. When you know them like the back of your hand, you are ready. You will easily glide into your speech and be immediately comfortable - and you will be able to end your speech confidently and with calm and conviction. Practice giving it to a few supportive friends or family. You can carry a handout with you so you have a point of reference for each of the 7 elements you will talk about. **DO NOT READ THE HANDOUT.** You want to appear as though you know your material and are a professional. You can do this. Just practice it and after 10 or 12 times through, you'll be a pro!

Your handout for your speech is in the appendix. Prior to speaking, place the appropriate number upside down on each table. At the end of your speech you can tell them that handouts are located on each table for everyone to take with them. You can also print some bookmarks on card stock at your local print shop and slice them apart. Put your logo on the bottom with your phone number and web address. You want them to be able to find you whenever the urge to do something about their health strikes. *Bookmark templates are included in the appendix.*

We have also included a goal setting speech and handouts for you. Depending on the type of people and they approach you want to take, this may be the one you want to start with.

We have also included a transition speech – the speech for after your speech where you will tell them what you want them to do and get them exited and participating in your event.

The Brunch, Lunch, or Pack-A-Snack. You want them to experience some good, healthy, nutritious, and tasty food. You don't want to be speaking to hungry people; you want to be speaking to satisfied, attentive people. You have a few options here. We have local farmers markets in the summer and they want exposure just as much as the next business. We give them that exposure in exchange for food product for our event. If you are doing a nursing home or assisted living facility, you need to check with the dietician about food restrictions. Your average apartment complex will be able to eat just about anything. Don't forget water and tea.

Menu plans and ideas are in the appendix.

You want to cross-promote with a local farmers market, natural food store, and grocery store that offers some organic foods, etc. They will give you some food to use and also may have flyers and information that you may be able to use as handouts. They may have coupons for you to distribute - if you can get enough, give one to everyone. If not, group a small bunch of coupons in a nice container or attached to a pineapple as a door prize.

Your format for documentation of your event and request for cross promotion consideration is in the appendix. Customize this to your needs and email or hand to the store manager, marketing director, or other qualified person at the store or market. Make sure you get something in writing and know when your products will be available for pick up.

Door Prizes can be food products such as a bag of avocados, a pineapple, a pomegranate. It can be a tomato plant from a local nursery, bottled water from the water supplier, a houseplant for fresh air; your imagination will come up with some really cool items. Get them from local businesses that want to increase their customer base and get some inexpensive advertising. As you draw names you can announce the prize – call the houseplant “fresh air”, call the lemons “sunshine in a package”, be creative.

Education. When you have large groups of people you want to move them through fast, yet do a thorough job with them.

We recommend waist/hip ratio. This will give you some good data to let each person know their risk of heart disease from their body fat shape. You can do the bioelectrical impedance, however, many of them will not be properly hydrated and it could give false readings and you definitely don't want to start an argument or a panic. Waist/hip ratio gives you a chance to let them know about elements of exercise and how they tighten the core, help with cardiovascular endurance, etc.

Gym equipment explanation and demonstration. Many people have no clue what all that equipment is for and what it does. Often they think of Arnold and that's all they know. Educate them by making the gym a friendly place by eliminating the mystery and making them feel comfortable.

On-line nutrition. A free program, www.fitday.com will give them insight into their diet and exercise calories and lifestyle choices. Show it to them, explain how it works. Once they sign up for your boot camp, you can include your own on-line nutrition component and they will already be familiar with using one.

The Call to Exercise. Now we get to your ultimate purpose for this event. You have fed them with nutritious food, exposing them to options they may not have known about. You have educated them with the need for all 7 elements, and exercise is a big one. They have been measured and know what is involved in a wellness lifestyle. Once again you make your request for volunteers (first was at the end of your speech).

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Your script is in the appendix. You must let them know that they have to be able to attend all three sessions.

You may wish to just go right ahead and plan the boot camps with dates and times and take sign ups on the spot. We find that participation jumps when three free boot camp sessions are offered within the next few days after the educational event. They feel the goodwill from getting all the free food and information and are willing to give it a shot. Some even get that spark to step forward that would be hindered if they were asked to sign up for something that costs them.

Communicating and Announcing Your Event. *All the forms you will need are in the appendix.* Make sure you add your own information as to date, time, and location.

Opportunities. You will have numerous opportunities to promote your business and your training programs. As people ask questions, answer them honestly and fit in the results exercise could have for them and their life. If someone talks about their stiff shoulders and limited range of motion, be sure to let them know that with exercise they will be able to once again reach that can of soup in the cabinet, wear a pullover top easily, etc. Translate the benefits to real life situations they are or may be dealing with. Some may want a personal trainer in their home until they are comfortable being in a gym. Some may want sports training for tennis, or other sport - you could reciprocate with another trainer if that's not your thing. If they have a pool, there is another opportunity for you.

Don't forget the apartment complex employees. Most of them will probably have to be covering the phones and still working while you speak. Share some food with them, and information, be helpful and courteous to them. Invite them to have a tour on their break. Give them a bookmark and handouts. The bookmark has the mini points of the 7 Keys. You could give them a survey to get their exercise preferences. AND you could also wind up with a corporate fitness program for their employees. The opportunity is there. You also have opportunity with the cross promotion vendors you used.

Write Thank You cards and give a summary of results. People like to know that their kindness was appreciated. Tell the vendors how well the residents enjoyed their food and their door prizes. Let them know how many people signed up for your volunteer program. Thank them and tell them that you have more events coming in their area and hope you can do more advertising for them.

Appendix A *Event Planner*

Event Component	Who to talk to	Phone #	Questions to answer	Status	Deadline
Activity Director/Contact for Event					
Date and Time of Event					
<i>SPEECH</i>					
Topic					
Speaker					
Handouts					
Press release or newsletter inclusion					
<i>FOOD</i>					
Menu					
Food					
Drink					
Napkins, plates, etc.					
<i>DOORPRIZES</i>					
<i>EDUCATION</i>					
Body Fat Testing					
Equipment Demonstration					
Computer Nutrition Demo					
<i>THE CALL TO EXERCISE</i>					
Volunteer Request Sheets					
Program Information Sheet					
<i>SURVEY OF NEEDS/WANTS</i>					
Questions to include					
Survey Sheet					
<i>THANK YOU TO ACTIVITY DIRECTOR</i>					
Card and results summary					
Media Coverage					
You Tube					

Appendix B Proposal for Your Event

Date: xx, xx, xxxx

To: xxxxxxxxxxxx

From: Your Name, Your Company Name

Re: Fitness Proposal – 12-Week Transformation Program

Contact name, thank you for this opportunity to present and discuss our evidence-based transformational program. We have tried to cover all bases here so you may present this concept with ease to your management team. Please feel free to contact us with any questions you may have.

The Concept:

Name of Your Program is a 12-week program of exercise and nutrition that is evidence-based on results of the most recent findings in exercise science, combined with proper nutrition. This is a life changing, body shaping, individual transforming experience, and the results are explosive.

A professional trainer, Xxxxx Xxxxxxxx will conduct two or three per week, half-hour training sessions. These sessions will be a full body interval workout, and include cardio and stretching. Each participant will be given access to our on-line nutrition program with individualized menu planning and grocery list, overseen by a registered dietician.

This program gets results. Everyone will gain what he or she wants to gain and lose what he or she wants to lose. That's the way our program works.

The Proposal:

This contest is open only to residents of xxxxxxxx. We will run two Transformation in Twelve contests. One can run Monday, Wednesday, and Friday at 6:00 a.m. and the other can run Tuesday and Thursday at 6 p.m. The first day will be an orientation doing baseline measurements, writing their goals, and signing a commitment to themselves. We will educate them on what to expect and how the program will work. The program will run 12 consecutive weeks. It will consist of an exercise portion in your fitness center and an on-line nutrition component that participants can access from home, on the road, or wherever they are. Ten people per class are 20 tenants who will have life transforming results, one of whom will be a big winner.

The Benefits:

- Making full use of your gym facility in a transformational way.
- Possible higher tenant retention rate because of available professional trainer, lower cost than gym membership.
- Camaraderie and relationship of neighbors, bringing strangers together.
- There has previously been no comprehensive fitness component at apartment complexes in KC. This is

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about to change. XXXXXXXX can be the first of a new era in awareness and participation of wellness lifestyles.

The Potential:

With multiple xxxxx locations participating, the final culmination of the program can be announcements on local TV and radio stations of the winners and their achievements. This leads to the opportunity to compete against each other (xxxxxx location against other xxxxxxx locations) for the title of Most Transformed Community. This special event could become an anticipated annual event within your communities. The prizes for this event would be larger and the competition 'grueling'. The participants will be much fitter than they were 12 weeks prior and have more confidence in themselves and their capabilities. Their families and friends could share in other games and physical activities, healthy food, music if you desire (prospective tenants).

The Process:

(Your company name) will handle the administration of the program. Our trainers are all insured, certified and highly qualified. We will do body comp testing and endurance testing on all participants prior to the start of the program to set baseline measurements. We will work with each individual to create his or her individual S.M.A.R.T. goals. On the first day each participant will receive a welcome package that includes a pedometer, t-shirt, water bottle, and a 12-page meal record book.

We will keep xxxxxxx in the loop with whatever information they feel is necessary, such as number in attendance each session, total percents lost (body fat, weight, etc.), total percents gained (aerobic capacity, etc.). At the end of the program we will once again do body comp testing and endurance testing. Winner will be selected by largest number of total percent lost or gained. We will use the high end of standard healthy measurements range for the goal - if a person loses 60% of their body fat and gains 25% in aerobic capacity, their total would be 85%. Highest percent is the winner.

The three-day program is ideal for those who have no other physical activity in their lives, and feel the need for a greater support system. The two-day program is ideal for those who also walk, have other physical activities in their lives, a great support system, and understand or already do eat their fruits and vegetables with a balanced diet.

Our fitness program continues to burn fat for 2 days after exercise. Both the two and three day programs are successful and effective.

Notes:

- The reason for testing body comp and endurance is that not everyone needs to lose weight. Some people want to strengthen their core, increase their ability to walk or run without getting winded, tone their body, increase their range of motion, decrease backaches, stress, risk of heart disease, etc.
- We can train 10 people at one time with our methods and still allow 4 or 5 other people space to use your gym without interference.
- When weather is nice, we would like to train them outside where allowed.
- Tie breaker to be discussed.

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- Costs would run approx. \$250 to \$275 per person participating for the 12 week session.
- We will keep you posted about news coverage and will coordinate dates and times.
- We are ready to roll any now. Spring is coming with summer months not far behind.
- We also offer individualized personal training, group training, a large variety of boot camps, education, speakers, health fairs and a variety of other related services that may prove beneficial to your facility.
- (Your company name) also establishes and runs corporate wellness programs for employees that have been very well received with more explosive results (something to consider offering your staff).

Appendix C 7 Keys Speech

(Note: cheat sheet with underlined phrases if you really can't memorize it)

7 Keys to a Healthy and Vibrant Body

What your body does and what it needs:

The good news is that our bodies have dynamic and powerful self-healing mechanisms that are fueled by vitamins, amino acids, and fatty acids. That means that when we eat nutritious food we give our bodies the tools it needs to repair and heal itself.

Systems that depend on this nutritious food for fuel include our brain chemistry, inflammation levels, blood cell quality, digestion and elimination, blood flow, concentration, and sleep.

Our bone and muscle system requires regular use, especially since our lymphatic flow completely depends on regular muscle contraction to function. The lymph system is part of our immune system, helping defend against disease and sickness.

The bottom line is that without exercise and proper nutrition, our bodies slowly break down into a state of disease.

Every choice you make affects your body.

Fresh Air. Fresh, outdoor air is essential to life.

- Air exchange removes carbon dioxide from our bodies, cleaning our lungs and helping us breathe deeper and deeper.
 - That increased oxygen revitalizes every cell; it gives us more energy, and more clarity to the brain, which uses about 20% of our oxygen.
 - When our body is starved of oxygen it activates a yawn, which forces a deep breath of oxygen into the body to help re-energize our cells.
 - Exercise and good posture facilitate the proper intake of oxygen. Cancer cells despise oxygen. One way to get lots of oxygen flowing in the body is thru exercise.
- The best fresh air is first thing in the morning before cars and factories start up for the day.

Sunlight. Sunlight converts cholesterol to Vitamin D and promotes calcium absorption, which helps prevent osteoporosis.

- It strengthens our immune system by destroying viruses and bacteria.
- It improves our circulatory system, helps alleviate fatigue and improves our mental outlook.
- Studies show that exposing your face to sunlight for 10 minutes every day can provide your body with the Vitamin D that is required for the day. Recommendations are 20 minutes or more of sunlight each day.

Water. Our bodies are 60%- 70% water.

- Without water our blood wouldn't circulate, our joints wouldn't move, our blood wouldn't be purified, and we would not be able to eliminate waste.
- Most of our body fluids are composed of water, even little cells contain water. You lose water through urination, respiration, and through sweating. This is why it is necessary to drink half your body weight in ounces of fresh water every day. Pop and coffee, though they contain water, are dehydrators of our body. They do not supply the water necessary.

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- If we don't drink water to help purify our bodies, then our bodies will tell us we are dehydrated by giving us achy joints, headaches, low back pain, constipation. **Dehydrated cells cause pain.**
- Thirst is a sign of dehydration, and usually the body is dehydrated long before you feel the thirst.

Sleep. Quality sleep gives the body time to repair and rejuvenate itself.

- Studies show an average of 7 - 8 hours of sleep per night are needed for best results.
- Less than that and the mind and body work less efficiently, has less energy, and lessens your ability to function emotionally. . When you follow these other steps, sleep comes easier. Have a regular time for bed.

Exercise. The body needs exercise to keep the heart healthy, the bones strong, increase circulation, help in elimination of wastes. Being consistent with exercise 3 x per week and walking daily will keep you looking good and feeling good, and you won't age as fast as people who don't exercise. When your muscles are worked in exercise, you also kick-start your metabolism and you burn more calories even while you sleep. Exercise can lower your blood pressure, lower your cholesterol, lower your weight; helps reduce Type 2 diabetes, and so much more.

Proper Nutrition. Food is the most powerful drug we take.

- Good nutrition provides energy, structural components like calcium, vitamins and minerals.
- Proper nutrition helps us have good vision, good memory, stronger, shinier hair and nails, helps build our immune system, and prevent risk of chronic illness such as heart disease, diabetes, osteoporosis, and some cancers.
- Good nutrition is so necessary to maintaining our good health and fighting the effects of poor lifestyle choices. Garlic is a natural antibiotic. Honey and cinnamon have been shown to help with arthritis, lowering cholesterol levels, and warding off colds and influenza.

Nature has provided us with a natural medicine cabinet with everything we need to keep our bodies healthy. All we need to do is make good choices. We have brochures and information for you here to help you make those choices.

The Bottom Line: You can't out-exercise or out-eat poor lifestyle choices. What you do to your body, what you put into your body, will dictate what your body does for you.

Gym Tour, on-line tour of fitday.com and body fat testing

We urge you to take advantage of all 3 of these opportunities.

We also want to offer each of you the opportunity to volunteer for 3 free exercise sessions next week, here in the gym. The purpose of these sessions is to introduce you to strength, endurance and flexibility exercises that are like nothing you have seen before. You will be surprised at the "stuff you are made of".

We will be bringing an exercise program here for you this summer.

The sessions will be a half hour each. You can fit exercise into your lifestyle if you chose to.

These exercises are performed to each individual's abilities, so people with very different fitness goals can work out side by side.

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People who exercise tend to be supportive and caring of each other. I urge you to take advantage of this opportunity to make great gains - or losses - in your life, as your body needs. We are here for you. You have a gym right in your neighborhood. You CAN be healthier and feel more vibrant.

Please fill out your surveys and return them to us, so we can see what interest there may be for another brunch and learn with a new topic and our Transformation in Twelve-exercise program. Your body thanks you for taking time out of your lives today to learn something new and fill it with nourishment. We wish you good health. Please be sure to stop by for waist/hip ratio, on line nutrition, and tour of the gym. Please feel free to ask any questions as we go. We're ready to roll.

Appendix D 7 Keys Bookmark

 <p>The Clock is Ticking, Ticking, Ticking, Ticking, Ticking high blood pressure OBESITY stress back ache diabetes high cholesterol coronary disease arthritis depression</p> <p>7 Keys to a Healthy & Vibrant Body</p> <ul style="list-style-type: none"> - Fresh Air first thing in the morning - Sunlight 20 minutes per day min. - Water 48 - 64 oz. per day - Sleep 7 - 8 hours - Nutrition follow the food pyramid - Exercise every day for good health - Stress Reduction don't worry! <p>You Don't Have to be Sick - Get Healthy!</p>	 <p>The Clock is Ticking, Ticking, Ticking, Ticking, Ticking high blood pressure OBESITY stress back ache diabetes high cholesterol coronary disease arthritis depression</p> <p>7 Keys to a Healthy & Vibrant Body</p> <ul style="list-style-type: none"> - Fresh Air first thing in the morning - Sunlight 20 minutes per day min. - Water 48 - 64 oz. per day - Sleep 7 - 8 hours - Nutrition follow the food pyramid - Exercise every day for good health - Stress Reduction don't worry! <p>You Don't Have to be Sick - Get Healthy!</p>	 <p>The Clock is Ticking, Ticking, Ticking, Ticking, Ticking high blood pressure OBESITY stress back ache diabetes high cholesterol coronary disease arthritis depression</p> <p>7 Keys to a Healthy & Vibrant Body</p> <ul style="list-style-type: none"> - Fresh Air first thing in the morning - Sunlight 20 minutes per day min. - Water 48 - 64 oz. per day - Sleep 7 - 8 hours - Nutrition follow the food pyramid - Exercise every day for good health - Stress Reduction don't worry! <p>You Don't Have to be Sick - Get Healthy!</p>	 <p>The Clock is Ticking, Ticking, Ticking, Ticking, Ticking high blood pressure OBESITY stress back ache diabetes high cholesterol coronary disease arthritis depression</p> <p>7 Keys to a Healthy & Vibrant Body</p> <ul style="list-style-type: none"> - Fresh Air first thing in the morning - Sunlight 20 minutes per day min. - Water 48 - 64 oz. per day - Sleep 7 - 8 hours - Nutrition follow the food pyramid - Exercise every day for good health - Stress Reduction don't worry! <p>You Don't Have to be Sick - Get Healthy!</p>	 <p>AYC Health & Fitness 7501 Mission Rd. N-2 Prairie Village, KS 66208 913-642-4437 www.aycfit.com</p>	<p>AYC Corporate Fitness Programs © All Rights Reserved</p>	<p>AYC Corporate Fitness Programs © All Rights Reserved</p>	<p>AYC Corporate Fitness Programs © All Rights Reserved</p>
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Appendix E Script for After the Speech

After the speech, tell them you have handouts with a recap of the 7 keys for them on each table, go ahead and distribute them. Collect their survey cards and use those to pick one name for a door prize. Then take question and answer time.

After that is done you have some announcements to make. Here is a script we use:

We have 3 more events available for you. (Name) will be giving a tour of your gym. He will explain each piece of equipment and demonstrate its proper use.

(Name), who has lost over xxx lbs. with proper nutrition and exercise, and is still losing, will give you an on-line tour of fitday.com, a free nutrition and exercise interactive diary for you with many resources and even more information.

I will be doing waist/hip ratio, which shows the risk of heart disease from body fat distribution, as well as body fat testing. We urge you to take advantage of all 3 of these opportunities.

We also want to offer each of you the opportunity to volunteer for 3 free exercise sessions in next week, here in the gym. The purpose of these sessions is to introduce you to strength, endurance and flexibility exercises that are like nothing you have seen before. You will be surprised at the "stuff you are made of".

The sessions will be a half hour each. You can fit exercise into your lifestyle if you chose to. These exercises are performed to each individual's abilities, so people with very different fitness goals can work out side by side. People who exercise tend to be supportive and caring of each other. I urge you to take advantage of this opportunity to make great gains - or losses - in your life, as your body needs. We are here for you. You have a gym right in your neighborhood. You CAN be healthier and feel more vibrant, and even look sexier.

Please fill out your surveys and return them to us, so we can see what interest there may be for another brunch and learn with a new topic and our Transformation in Twelve-exercise program. We thank you for taking time out of your lives today to learn something new. We wish you good health. Please be sure to stop by for waist/hip ratio, on line nutrition, and tour of the gym. Feel free to ask any questions as we go. We're ready to roll.

Appendix F Participant Survey

7 Keys to a Vibrant and Healthy Body

1. Was this brunch and learn a good experience for you? _____ Yes _____ No
2. What interested you the most? _____
3. What changes do you plan on making in your life because of this experience?

4. How often would you like to exercise?
_____ Two days per week _____ Three days per week _____ not sure _____ no
5. If you would participate in an exercise program at your gym, what time is best for you?
_____ 5:30 a.m. _____ 5:45 a.m. _____ 6:00 a.m. _____ 6:15 a.m.
_____ 6:30 a.m. _____ 6:45 a.m. _____ 7:00 a.m.

6. What other types of physical fitness activities interest you?

7. What other topics are you interested in hearing about?
- _____ walking _____ calories, nutrition and weight control
 - _____ strength and toning _____ cardio and endurance
 - _____ water - what it does, why it is necessary and why most people are dehydrated
 - _____ flexibility and range of motion
 - _____ how-to lifestyle changes, one step at a time
 - _____ managing low back pain and stress reduction
 - _____ food label reading - how to and what to look for

other _____

8. Did the speaker hold your interest, speak professionally, and know his/her material?

9. What would you have liked to have been different? How?

Thank you for your comments. We look forward to seeing you in the gym soon!

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Appendix G Joint Venture/Donation Request

Cross promotion/Joint Venture format (this is not true cross promotion because they are not advertising your event for you - it will only be open to residents of that apartment complex.) ***This is a sample for the organic grocer.*** Modify for each different business you wish to reach.

Date: _____

To: _____ at: _____

From: _____ at: _____

Re: _____ name of event/apartment complex _____

Dear _____,

My name is _____, I own/work at _____,

And am holding a Brunch & Learn at name of apartment complex on date and time.

My speech is titled 7 Keys to a Vibrant and Healthy Body. I want to share with the residents this information and let them know where they can get some of these keys. One of them is proper nutrition. You offer organic food. Would you be open to me mentioning your location and do you have any literature or coupons that I can distribute? I want them to know what healthy products and services you offer. Product donations would be appreciated.

This is an outline of our event. It is being published in the name of apartment complex newsletter and being distributed to all residents there on the first.

Brunch to be catered or donated by _____ (leave it blank for them to fill in)

Speaker: Your Name. Topic 7 Keys to a Vibrant and Healthy Body.

Handouts: one covering all 7 keys provided by us. We would like to help area businesses provide free advertising with information distributed in each of the 7 areas. Nutrition is one of them. We will encourage them to shop here.

Door Prizes: donated by _____

Body fat testing will be done, with results discussed individually.

Tour of gym and explanation of equipment

On-line tour of nutrition program

Volunteers will be recruited for 3 FREE exercise sessions - introduction to Transformation in Twelve Boot Camp. We appreciate any support you can give this event. You can reach me at xxx-xxx-xxxx. I look forward to hearing from you. Thank you for your consideration.

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Appendix H *Goal Setting Speech*

Daydreams, Goals, Motivation, and Commitment

A working definition of daydreaming is that it is a shift of attention or wandering of the mind from ongoing tasks that take up past memories, present wishes or fears, and future plans or fantasies. They last for but a moment, to over a minute, but their average length is about 15 seconds.

Daydreams allow us to safely explore questions such as "If I knew I could not fail, what would I ...", or "...how would I...", because in daydreams anything is possible.

One famous daydream was that of Arthur Fry in 1974. Mr. Fry was sitting in church one Sunday morning not listening to his pastor's sermon because he was daydreaming about a problem he had. You see, he was in the choir and used little slips of paper to mark the pages so he could quickly and smoothly find the next song. His problem: his little slips kept falling out and he would lose his place. His daydream: he needed a little bookmark that would stick to the paper but would not tear the paper when he removed it.

Arthur Fry's wandering mind created a little thought that later became the yellow Post-It note - one of the most successful office products of all time. Daydreams can have some value.

To bring solutions, change, or progress, to our needs, desires, and hopes, we **MUST** set goals.

The most successful achievers of goals have four things in common.

1. They use the S.M.A.R.T. system of goal setting.
2. They write down their goals.
3. They visualize and picture their final goal and them reaching it.
4. They create a plan of action and follow it, one step at a time.

Every goal whether large or small, needs these elements to survive and prosper into reality.

The **S.M.A.R.T.** system of goal setting starts with **Specific**. If your goal is too vague, you won't be able to touch it, feel it, see it. If you want to buy a house - what type of house - a 4 bedroom 2 story with large yard, circle drive, on a dead end street? If you want to lose weight, how much weight, how many clothing sizes - be specific.

Measurable. Your goal must be measurable. Your bathroom scale, your clothing sizes will show you where you are in your journey to achieving your goal. Your savings or investment accounts will show you how far you have to go to your down payment.

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Your goal must be **Attainable**. If not, you will probably fail. If you earn \$60,000/year and set a goal for a \$500,000 house, and are currently living in an apartment with no savings, that may take you a very long time...However, if you set your first goal at a \$100,000 house, then in 2 years sell and buy up, then in a period of 6 or 7 years you can get that \$500,00 house. You have to be realistic about your expectations of your goals.

Your goal must also be **Relevant**. It must pertain to you, or something in your life that YOU truly desire, and will be positive. If your goal is one that someone else has for you, you may not have the desire to move mountains to achieve it. It **MUST** be relevant to you.

And lastly, your goal must be **TIME-BOUND**. If not, when will your efforts end, when will you achieve this goal? If you don't set a time frame for buying your house, for having the money saved, when will it happen? If you don't have a time frame for losing that weight, you could very easily talk yourself into "just that little piece of cake"...know when you want it gone by...give yourself a deadline and measurable steps along the way.

Now you have all of your elements together to write a S.M.A.R.T. goal. My goal is a \$100,000 4 bedroom, 2 story house with a large yard and circle drive on a dead end street. 2 years from today I will move in to it because I am saving \$208.00 every week and will have the \$20,000 down payment needed.

You must write it down. If not, that goal will be lost in the shuffle of daily activities and deadlines and will be remembered fondly in the distant future as...I was going to...

You must also picture it. You want a solid picture to look at every day as you work toward your goal. Find a picture of that house and post it on your bathroom mirror with your completed goal - This is my house I will be moving into on April 2, 2011.

I want to show you the enormous value of a picture. Think of a lemon. Imagine that you're holding a lemon in hand. A really plump, rich, sunshine yellow lemon. The rind of firm and waxy, puckered with little dimples all over. Can you smell the faint aroma of citrus and summer? Now, you have a very sharp knife...as you pierce the rind small drops of lemon juice spurt out onto your finger. You swiftly cut thru the lemon and see the tender yellow lemon flesh, juice oozing out, the air scented with the fresh, tangy lemon... bring your finger up to lick the juice off...as the juice touches your teeth and tongue...

How many of you have watering mouths right now? The mind is connected to the body. Therein lies the value of a picture.

When we have a clear written goal, a picture, and a plan, our minds and bodies will help us get there. After all, in the words of W. Clement Stone, what the mind of man can conceive, and believe, it can achieve.

Appendix I **Goal Setting Speech Handout/Worksheet**

Daydreams, Goals, Motivation, & Commitment

Your Road Map for Your Journey Ahead

Your Daydream. Choose an area in your life that you really want to be different than it currently is. Allow yourself to freely and safely explore this area, then answer this question and write down your answer. If I knew I could not fail, I would _____

Your Goal. From your answer above, fill in these elements to complete your goal:

Specific _____
(not just the best, not just more...be specific in the outcome)

Measurable _____
(how many pounds, how much, how deep, how high, where, etc.)

Attainable _____
(don't bite off more than you can chew, you still have other elements of life to contend with)

Relevant _____
(your goal must be something that matters to you and will positively affect your life)

Time Bound _____
(when do you want this done by, make yourself a realistic deadline)

Take each of the S.M.A.R.T. elements above and compose a sentence or two that clearly spells out your goal.

My Goal is: _____

Your Motivation. Have you clearly laid out a goal for yourself that you can see, feel, touch, smell, and hear? Why did you choose this goal? _____

What will you feel inside and how will your life look once you achieve this goal? Create a detailed mental picture.

This is your motivating factor. The end result of what you are working toward. You **MUST** create a mental picture, a visual picture (a drawing, collage of photos, actual picture), and a written plan with a completion date.

The date by which I will have reached this goal is _____

Now you are ready to create your plan and put it into action to reach that goal in the time frame you desire.

Whatever the mind of man can conceive and believe, it can achieve. W. Clement Stone www.aycfit.com

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Daydreams, Goals, Motivation, & Commitment

Your Road Map for Your Journey Ahead

page 2

My Goal is: _____

	Step 1 Preparation	Step 2 Taking Action	Step 3 Pulling It Together
Time	block out time on your schedule	act according to your plan	know the value of your time
Resources	have everything in place you need	if you need more, get more	utilize every resource you can
Activities	plan them, review them daily	one foot in front of the other	follow your plan faithfully
Accountability	share the achievements & set-backs	keep sharing - ask for support when you need it	share your joy & recognize those who helped support you
Status	review your progress daily	every day review & recognize the forward progress you have made	taste the success - you don't have as far to go as you've already gone
Commitment	make a contract with yourself	review your visual map & contract daily	You have a solid plan and it will work as you work it

My Plan is:
Mondays _____
Tuesdays _____
Wednesdays _____
Thursdays _____
Fridays _____
Saturdays _____

Where I will be on my journey on these dates:

The Beginning	The Middle	The End
date _____	date _____	date _____

I _____, do hereby declare, that on this date _____
 I will set in motion the plan shown above to reach my desired goal of _____
 _____, by this date _____.
 I solemnly swear I will persevere, achieving this goal. Signed _____

Whatever the mind of man can conceive and believe, it can achieve. W. Clement Stone www.aycfit.com

Appendix J Survey Questions for after Free Boot Camp Sessions

Non-Traditional Boot Camp Pilot Program Feedback Survey

After Session 1 of Pilot Program

1. Did you learn something new today? _____ Yes _____ No

2. Did your body surprise you today? _____ Yes _____ No

Thank you for your feedback. Please remember to eat something within an hour.

If you normally get tired in the afternoon, please see how you feel this afternoon,

We will ask you on Wednesday how you felt in this afternoon.

Have a great day, and we'll see you Wednesday morning.

After Session 2 of Pilot Program

1. Did you learn something new today? _____ Yes _____ No

2. Did your body surprise you today? _____ Yes _____ No

3. Were you sore yesterday when you woke up? _____ Yes _____ No

4. How did you feel Monday afternoon?

_____ energized

_____ alert

_____ really good

_____ didn't notice any change

_____ don't know

Thank you for your feedback. Please remember to eat something within an hour.

Have a great day; we'll see you Friday.

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After Session 3 of Pilot Program

1. Was this pilot program a transformational experience for you? _____Yes _____No

2. What positive changes did you see in your body, energy level, brainpower, attitude, life?

3. Would you participate in a program like this one:

_____ Two days per week

_____ Three days per week

_____ Not sure

_____ No

4. If you would participate in a program like this what start time works best for you?

_____ 5:30 a.m. _____ 5:45 a.m. _____ 6:00 a.m. _____ 6:15 a.m.

_____ 6:30 a.m. _____ 6:45 a.m. _____ 7:00 a.m.

5. What aspect of your experience did you have the most fun with...and why?

6. Which of your experiences in this program challenged you the most...and why?

7. Are you ready to make positive lifestyle changes?

Appendix K Call For Volunteers To An Introductory Boot Camp

(When you don't use Lunch & Learn – can be printed in the apartment complex newsletter)

Volunteers Wanted - Pilot Programs to be introduced (insert dates)

Do you qualify?

- We are looking for individuals who want to be proactive with their health.
- Individuals who want to look and feel younger than they are, or who want to stay young longer.
- Individuals who have specific health goals.
- Individuals who are tired of hearing their doctor tell them they need exercise and finally want to do something about it.
- Must commit to all 3 days.
- Must fill out a feedback survey about their experience at the end of each of the 3 sessions.

6 p.m. Evening Boot Camp

- This Boot Camp is for the brave of heart, the weekend warrior, the used-to-be runner and athlete, the bold individual who craves a challenge and revels in personal best.
- Your objective here is to build your cardio/respiratory endurance, muscular strength, and full body flexibility while simultaneously building a buff and toned body. The goal is a strong body that has staying power in all activities that you love to do.
- Free Camouflage hat to participants and entry into a post-event drawing for door prizes.
- *It's fast, it's furious.* Do not eat a large meal before this workout. Stay hydrated with plain ordinary water. Plan on eating a healthy meal afterwards, your body will crave it and need it.

6:45 a.m. Mini Wellness Program

- This program is for individuals on a quest to rejuvenate their bodies, lose weight, increase their flexibility, build their stamina, strengthen their heart, be able to walk longer distances without tiring, and generally feel better.
- Your objective here is to strengthen your heart, be able to breathe better and deeper, lose 2 lbs. per week and/or maintain healthy muscle mass, gain more power in your legs, decrease

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high blood pressure, get better control of diabetes, lower cholesterol, be able to lift the kids and grandkids and keep up with them. The goal is a fitter body that goes where you want it to go and does what you want to do.

- Free pedometer to participants and entry into a post-event drawing for door prizes.

- *It's quick, it's effective.* Don't eat a big meal before you workout. Make sure you drink plenty of water the day before and you will want to drink periodically during your exercise. Eat a healthy meal afterwards; your body will thank you.

How to participate: RSVP to xxx-xxx-xxxx and leave your name and the group you wish to participate in. Fill out the attached information and bring it with. Only people with their forms completed will be allowed to participate.

- We will start promptly at the time stated. There will be a brief introduction and explanation of the morning's events at the first session. The first session will be 45 minutes long. The remaining two sessions will last 30 minutes...plenty of time to shower and get to work.

The Evening Boot Camp and Mini Wellness Program are open to residents of _____. This 3-day event is free to individuals meeting the criteria state above. It is the introduction to a pilot program that will run 12 weeks, limited to 15 participants in each.

Appendix L *Announcement of Boot Camp/ Mini Wellness Program*

Step by Step, Hand in Hand, Taking Back Control of Your Life

A Mini Wellness Program for Individuals

Question: *What are you doing at 6 a.m. most weekdays?*

Do you spring out of bed full of energy and raring' to go and get into the new day?

Or are you struggling to shake off stiffness and aches? Waiting for the coffee to finish so you can feel better? Sorting out your pills for the day? Feeling fuzzy and dull, not alert or vibrant? Are you hitting the snooze button two or three times? Wanting life to feel different? To be different? Tired of being tired? Sick of being sick? Just plain sick and tired?

Perspective: Life is full of choices. Often times our bodies will make decisions for us if we are not proactive in making the decisions for our bodies.

Help is available to you NOW. You can take back control of your health, your time, your life, your body.

The Opportunity: *A new choice is available for you at 6 a.m. on Monday, Wednesday, and Friday.*

Starting next week you can begin diminishing your aches, pains, and stress. You will safely lose 2 lbs. per week. You will increase your range of motion and flexibility. Your stamina will increase, your endurance will increase. Your posture will improve and you will walk with purpose. You will feel more positive energy, clearer thinking, more desire and enthusiasm than you have in a long while.

Give us 12 weeks and we'll give you back your body and your health. By 6:45 you can be singing in the shower and springing off to work with a smile on your face. The choice is yours. You can hit the snooze button or you can take charge of your life.

The Challenge: Make the choice to commit your body to 12 weeks in the Mini Wellness Boot camp.

The Truth: Your body is an amazing machine designed to heal itself with proper nutrition and regular exercise.

To Sweeten the Pot: Everyone present each session will be entered into a weekly drawing for freebies and discounts at local spas, grocery stores, restaurants, etc.

So, Here's the Deal: Your body is talking to you. Are you listening? Join us today. It's quick and you'll be on your way. When you take care of the inside of your body it shows loud and clear on the outside of your body.

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