



Considering a career in health & wellness, fitness or nutrition?

The 7 things every woman **MUST** know & do before you start teaching or coaching (... that will save you TONS of overwhelm, confusion, time & money!)

www.fitchicksacademy.com



CONGRATULATIONS – you are now OFFICIALLY on the journey to taking your life, health & career to next level!

If you are considering a career in fitness, nutrition or health & wellness, you are in the right place!

If you are already coaching and working in the health field but want to next level your career, you are in the right place!

If you are curious about what it takes to teach or start your own fitness journey, you are in the right place!

Navigating through what and what not to do when trying to work in the fitness & wellness field is one of the most confusing and frustrating things ever....we know – we have been there!

After 20 years of experience in the industry, helping over 8000 women transform their bodies, health and lives – inside & out, becoming Canada’s largest women’s only fitness company AND building a multiple 6-figure a year fitness business, we know what it takes to create the health, life and career you love...and we want to HELP you do it too!

The 7 must – do’s inside this guide (literally a 10 minute read), is taken from all of our mistakes and successes, and how we have learned EXACTLY what to do and what not to do. These are real life lessons that we use in our business and fitness journey to help you rock yours.

Now information is great but it means nothing without DOING something with it. Each “Must Do” also includes our FIT CHICKS Academy “Action Steps” to turn this guide from being just a piece of paper to actual tangible steps to get you and your fitness career rocking today

Chick you will see that once you get rid of the overwhelm, see how easy it can be to get on the path to the life, health and career you have always wanted and TAKE ACTION, how quickly our life will change...let’s do this!

A LITTLE “REAL TALK” FIRST....

We are all about the positivity at FIT CHICKS but we are about to head on a little rant here...

Why? Because we want you to SUCCEED as a health professional and the fitness, nutrition and wellness industry sets you up to fail.

There we said it.

They set you up to fail by not providing well rounded certifications, by not focusing on a holistic approach and by not teaching you about the business side of health & wellness (i.e. how to make money AND do what you love!).

And on top of all that, they make it so overwhelming, time consuming and frustrating to get started or grow in this field that there are SO many peeps (like you!) who are meant to become a heart centered, fierce fitness & wellness professionals and help inspire others BUT have no other option than to throw in the towel on your dream life, health and career before you even START because it is SO unclear what you need to know / do to be successful.

You get a certification and they send you off into to the world with a piece of paper and A LOT of insecurity and questions about what to do next.

Not cool...especially because it doesn't have to be that way.

After seeing so many incredible, inspiring, motivated and passionate women give up on creating an amazing life & career (and in turn, make our world a healthier place by helping others) – enough was enough.

This is what fueled us to create FIT CHICKS Academy. For women like YOU who want to be do what you love, help others and be a part of a fierce community of other women doing the same.

If we did it, you CAN too. You CAN create the life, health & career of your dreams. And we are going to save you the time, stress and overwhelm it took us to figure it out because we want you to succeed (go CHICK POWER!)

So grab your pen and paper, get comfy and find out the 7 things you MUST know and DO before considering a career in fitness, nutrition health & wellness to set you up for amazing success ahead!

Laura & Amanda – FIT CHICKS xo



MUST DO

#1

ARE YOU CERTIFIED? IT'S TIME TO GET LEGIT!

This may seem like a no brainer but to be honest, over 75% of health and fitness coaches out there do NOT have certifications or have taken a weekend course to get "certified". We are not joking!

These are people who are coaching you through fitness programs, giving you meal plans and providing health advice and support without an actual certification to back it up.

Even though legally there are no implications around teaching fitness and / or giving nutrition & wellness advice, this is a HUGE NO-NO.

If you haven't started in the industry yet, this is a NON NEGOTIABLE in our books. You HAVE to get certified. If you are coaching without certifications, you HAVE to get certified.

Even if you don't plan on teaching but are sharing fitness, nutrition or health advice with your family, friends and co-workers, we believe you should get certified.

Not only so you are confident with your knowledge, skills and confidence to safely and effectively help people change their lives BUT so you can get insurance, rent locations (if needed), work in gyms, and so much more.

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FIT CHICKS ACADEMY ACTION ITEM:

Now you are ready to get certified, what program should you choose? Here is a check list of what we think you should look for when selecting a certification program:

- ✓ Program length (we recommend at least 150hr)
- ✓ Offers theory and practical component so you practice what you learn
- ✓ Teaches you how to build and write programs
- ✓ Holistic approach (see Must Do #2 for more info!)
- ✓ Can get insurance with this certification after graduating
- ✓ Offers continuing education and support to continually master your craft
- ✓ Feels right and in line with your values and approach to health and wellness



MUST DO

#2

DON'T BE A ONE TRICK PONY!

There are many careers or fields where it is a good idea to specialize in one area... health and wellness is NOT one of them.

Unfortunately, most trainers and coaches in fitness & nutrition are “one trick ponies” and can’t help their clients reach their full potential because they don’t understand the full scope.

The BEST personal trainers in the world have experience in all different areas. Think Jillian Michaels and Bob Harper. They are both fitness coaches, nutrition experts AND wellness / life coaching experts to name a few of their certs. And they never stop adding to them.

Why? Because health is HOLISTIC. You have to have knowledge in all areas of fitness, nutrition and wellness to actually get REAL, long term results and help others to do it too.

You don’t have to teach or coach in every area but you have to KNOW and understand each component.

For example: If you only want to teach fitness – great! But you have to know about proper nutrition and how it works with exercise to get real fat loss and muscle building results.

If you only want to coach in nutrition – awesome! But you have to know what exercise programming and movement will maximize your clients’ health.

And even if you don’t want to teach at all but want to transform your own health and your families, you have to know how to approach it from all angles.

Plus, by being able to offer coaching in fitness, nutrition and wellness, the sky is the limit to what you can offer! This means MORE clients, MORE income and helping MORE people transform their lives – inside & out.





FIT CHICKS ACADEMY ACTION ITEM:

When you think of your career in health & wellness, how can you help your family and clients in ALL areas to reach their goals?



MUST DO

#3

IT'S YOUR CHOICE! DO YOU WANT TO WORK PART TIME OR FULL TIME?

Fear is the biggest obstacle standing between us and our best lives. And when it comes to starting a new path or career, we talk ourselves out of trying because we are scared.

Does this every happen to you? You decide you want to make a change (like try a new job or open a business) and the questions/ self-doubt start popping up like popcorn in a hot pan of oil...

"What if it doesn't work out?"

"What if I quit my job and then I fail?"

"What if I don't make any money?"

"What if...what if...what if...?"

We get it - we have been there. And the self-doubt monster can stop you from going after your dreams. Don't let it! Remind yourself that YOU are in control.

See, this is the amazing thing with the fitness, nutrition and wellness field is that YOU can start working in it part time or full time to work with your current situation, you choose how much you want to work and YOU choose what your schedule is! You can teach PART TIME at a gym or on your own around your full time job or your kids to live your passion and make awesome extra income doing what you love. (We have part time fitness instructors on our team who use their fitness income to buy her first house!)

You can launch your own FULL TIME business with little to no startup costs and be profitable quickly.

Or if you want to work PART TIME to build your confidence and clientele like we did when starting FIT CHICKS and then transition to FULL TIME when ready, you can do that too. (This meant no loans or stress about money as we were covering all of our bases!)

That is the amazing thing about having the right certifications...you will have the knowledge and skills to do WHATEVER works for you – you just have to CHOOSE what that is for you and the rest will fall into place!



FIT CHICKS ACADEMY ACTION ITEM:

Like knowledge, clarity is power. It's time to get CLEAR on what type of career you want in the health & wellness field. By putting it on paper and in the universe, you are one step closer to making that vision a reality. Take 5 minutes and think about how you envision yourself once you are certified:

My vision for the career I want in fitness, nutrition & wellness in the next year is

MUST DO

#4

KNOW HOW TO KISS YOUR PROGRAMS!

Do you know the KISS principle....keep it SUPER simple! There is nothing that kills a relationship quicker than a bad kisser...and that includes your relationship with your clients.

The surprising thing is that the majority of health and wellness professionals know NOTHING about simple and effective program design- we see it ALL the time!

You could have awesome knowledge in fitness, nutrition, wellness and coaching BUT if you don't know how to write a clear, simple, and easy to follow programs. You are not helping anyone. No one will follow them and no one will get results which equals NO clients.

As a group fitness instructor, you have to know how to create and write "make it memorable" group fitness classes for all levels that will sell out.

As a personal trainer, you must be able to put together progressive personal training programs that get results and keep your clients growing with you as you help them get from goal to goal.

As a nutrition coach, you have to be able to create nutritionally balanced and goal oriented sample meal plan ideas, write PROPER recipes with macronutrient breakdown and professional healthy eating coaching that they can easily go home and implement (and you can track!)

As a wellness coach, you must deliver stress and lifestyle management programs that are don't cause MORE stress because they can't read them.

And these are just to name a few. Yes- there is software out there to help you do this and make them pretty (see below some that we like to use) but you have to know HOW to write the programs and deliver them to your clients.

Bad programming is one of the biggest mistakes that health and wellness professionals make and can cause you to lose clients quicker so don't let this be you and always be a good KISS-er ☺

FIT CHICKS ACADEMY ACTION ITEM:

Design your program FAST and pretty so you can spend more time coaching them! Bookmark these program planning software programs we love:

- ✓ Nutrition / Meal Planning & recipes – eatthismuch.com
- ✓ Personal Training – totalcoaching.com
- ✓ Wellness Programs – zenplanner.com





MUST DO

#5

DON'T BE AFRAID TO TEACH FOR FREE!

Yes, you read that right. One of the best things you can do to grow your skills, your networks and your opportunities is to teach for free.

To become a better coach, you need to PRACTICE. You need to get feedback. You need PROOF of the transformations you can help your clients achieve (we love testimonials!). You need materials for your social media and marketing.

So how do you do that?

- Train your friends and coworkers for free.
- Teach warm ups at charity events.
- Volunteer at conferences and health tradeshows
- Lead a free fitness challenge at a local workplace.
- Run lunch and learn nutrition workshops at your office.
- Write healthy recipes for your local newspaper or blogs.
- Teach a free webinar or online class.

Not getting paid for something may suck BUT it will pay off 100 times over with how much you learn, grow and the traction it will build for your business (energy flows where energy goes!). And remember word of mouth is still the BEST form of marketing! If you help people, they will love to sing your praises so get out there for FREE and watch yourself and your biz grow.



FIT CHICKS ACADEMY ACTION ITEM:

How to maximize your free training sessions or workshops to blow your fitness & health career out of the water! In the next 7 days, we want you to:

1. Look at your schedule and select 2 timeslots that you could actually commit to on an ongoing basis.
2. Email 5 people in your network and offer them a free class or workshop and select from the timeslot. (Tip: Ask peeps close to you and ask if they can bring 1 – 2 friends you don't know)
3. After the class, get each person to fill out a testimonial of their experience with you as a trainer to use online and on your website
4. Take pics of your workouts or class for social media. Ask them to also post and tag back to your social media to start to build your following
5. Ask them to pay it forward! Offer them 4 weeks at that timeslot (you want to build a following) and ask them to email 1 – 2 of their friends to join for FREE. Repeat! Soon you will have an ongoing class, growing your network and reputation and can easily transition into paid sessions!



MUST DO

#6

BE A MARKETING MAVEN! Even with no experience

Being able to teach and build rockstar programs is one thing but if no one knows about them, they may as well not exist!

This is where most fitness & health professionals miss out....they are afraid or don't know how to market themselves!

Back in the day, marketing used to mean big budgets, lots of dollars and needing an advertising agency to help you buy and place everything. What is amazing is that with social media, EVERYONE can be a marketing maven – with no experience and a little to no budget – so you can focus on doing what you love!

When we started FIT CHICKS, we had \$0 and a lot of passion and through social media, we got started to build our business by being able to share stories of our chicks' successes, invite people to try free classes and give an awesome place for people to be able to interact with each other and our brand.

Now don't get overwhelmed if you don't know social media networks to choose from to market on (ie Facebook, Twitter, Instagram, Periscope, Snap Chat, Linked In, Pinterest and that is to name a few) or if you have no graphic design skills. We got you...see below.





FIT CHICKS ACADEMY ACTION ITEM:

How to be a marketing maven with no experience & little to no budget with our TOP 5 five (and free / cheap!) sites to help you look like a pro

1. **Create social media posts and banners in Canva.com:** We heart Canva.com because it is FREE and you can create super cool & professional marketing materials even if you are design challenged
2. **Outsource to fiverr.com:** No time or don't want to design? Go to fiverr.com. They will create everything from your logo to social media posts to PDF's for only \$5! Steal of a deal 😊
3. **Schedule your posts on Later.com:** This website is free for up to 30 posts per month and you can schedule across Instagram, twitter, Facebook and more. You can schedule all in advance and it will give your phone a notification when to post so you don't have to worry about when and what to post
4. **Market using Facebook Ads:** If you have Facebook, you can use Facebook ads. You can create ads to market to your specific area, target market and budget. Plus they offer awesome How to support. You can't get more focused than that!
5. **Open a free website on Wix.com:** Do not let an expensive website slow you down from starting. At Wix.com you can create a fully optimized website for FREE that you literally just have to drag and drop images and it walks you through the whole process. Anyone can build a website (even the most tech challenged!) and you can start taking clients in less than a day!



MUST DO

#7

Be careful who you surround yourself with! Find a mentor



Surrounding yourself with the RIGHT people is the MOST important thing you can do to grow, succeed, thrive and LOVE being in this industry so do your research and be choose wisely.

Every successful person in the WORLD has a mentor or a coach. But the key to finding one that works for you is to get a mentor & community that shares your beliefs, vision and approach to health and fitness.

Truth bomb....

While the health and fitness industry is full of many amazing people who are living in health, inspiring others and making real change, it is also filled with A LOT of quick fixes like pills, powders and unhealthy methods, people who feed on insecurities and focus on body shaming and scary extremes both physically and emotionally.

You have to be VERY careful who you surround yourself with because this can make or break you. It will affect your health, your experience and your business.

We can NOT stress this enough. You are the company you keep so be very selective about who that is.



FIT CHICKS ACADEMY ACTION ITEM:

How to find a fierce mentor and community of health coaching rock stars like you!

1. **Get clear on what you DON'T stand for:** By getting clear on what doesn't resonate with your value or style (ie like "in your face, put you down to beef you up" drill sergeant style) you will figure out quickly what you DO want to stand for and surround yourself with.
2. **Start researching online:** Find 3 people who have the life, career and health that you would love. What is their messaging? What companies do they work with? How do they give back and help others?
3. **Do a gut check:** How do you FEEL when you think about each person or company? Do you feel inspired and motivated? Can you picture yourself hanging out with this person?
4. **What do they offer:** Do they just send info or engage their community? Do they have a Facebook group or support network to interact? What can you learn from them?
5. **Email them:** If they are in line with your beliefs, values and vision, reach out! Ask how can you join the community online or in person...a simple email can go a long way!



**ARE YOU READY TO:
TAKE YOUR LIFE, HEALTH & CAREER TO THE NEXT LEVEL?
GET LEGIT & BE THE BEST HEALTH COACH IN THE BIZ?
JOIN A COMMUNITY OF FIERCE, FITNESS FEMMES WHO LIFT EACH OTHER UP TO REACH YOUR TRUE POTENTIAL?**

Let us help you for FREE

You want to live a life doing what you love – that is filled with passion and purpose – but it feels like an impossible dream. You love fitness, nutrition, wellness & health and sharing that info with others but have no experience or the certifications to actually do it.

You're desperate to create the health, life and a career you love – either full or part time- but don't know you don't where to start and have no idea what the steps would be to get there.

You're doubting yourself and feel like you may not look the part or it's not the "right" time.

You want to STOP feeling uninspired & not good enough and start feeling like you're living your true purpose. You want actionable steps to take your life, health and career to new levels of AMAZINGNESS.
Does this sound like you?

If you are already a trainer, health & wellness coach or mentor who constantly growing and changing with the industry and selling out your programs, then cyber high -five to you!

But if you are new to the field or aren't at the level you want to be in your biz or your health, let's talk about what's holding you back...

The 12 week Fitness & Nutrition Expert Program is SIMPLE, CLEAR and ACTIONABLE for newbies and amazing for vets. We KNOW it is the best holistic online fitness certification in the industry (that you can do at your own pace), and we know that if you follow the course you'll be on the way to building the life, health & career of your dreams!

BUT FIRST, we need to know that you're serious and ready to take your life, health career to the next level. We want you to succeed femmes and leave with the skills, confidence and true know how to ROCK it in the fitness and health coaching world so before we move forward, please make sure you meet this criteria

- You are not looking for a short cut to get certified
- You are ready to invest time in yourself to master your craft
- You are willing do the work or build real authentic relationships.
- You believe in a holistic approach to fitness, nutrition, wellness and business and think it is necessary to learn about all areas...even if they don't want to specialize in it

Whether you are currently working full time, have kids, have ZERO experience or feel like you have no idea where to start - if you have the passion for health, we will help you get there!

HERE'S HOW TO BOOK YOUR FREE DISCOVERY CALL:

Simply [click here to schedule your call](#) or email info@fitchicks.ca & find out how this program will change your life.

We truly believe that HEALTH is the most powerful key to CHANGE your entire life.

Fitness, nutrition and wellness are the most powerful medicine for the mind, body and soul. And with this knowledge and tools, every person in the world – whether a coach or not – can truly TRANSFORM their body, health and path to be the one they have always dreamed of.

Our goal is to help every woman worldwide create the health, life and career they love and in turn, build healthier families and communities.

And in the next 12 weeks, we will take you from feeling stuck to being the fiercest, holistic fitness professional ever...are you ready? Let's do this!

Laura & Amanda – FIT CHICKS xo



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