



A 6 week programme To help people lose weight & change body shape Leanin6 will help people transform their body shape with a combination of YZ45 workouts, education about better eating habits and motivational support so they can achieve a permanent change of lifestyle.



BENEFITS TO THE CUSTOMER

The programme will:

- ✓ Improve members' activity level through workouts and MyZone activity
- ✓ Boost their Calorie burn using EPOC
- ✓ Help them gain muscle tone
- Provide a 3-Phased eating plan with tips on meals and going out
- ✓ Motivate participants using measurements & Lead Trainer motivation
- ✓ Introduce group support and social interaction
- ✓ Help to create permanent change in their lifestyle



CONTENT OVERVIEW

Leanin6 is a 6 week programme available to purchase for non members and members.

In-between the initial group meeting /weigh-in and the final group meeting/weigh-in, the desired goal of the member will be achieved through regular workouts, improving what they eat and when they eat and support from the lead trainer. The main drivers will be the YZ45 workout/lead Trainer/weigh-in combination and this is well supported by excellent information on how to eat from a qualified nutritionist.

The nutritionist:

will provide support via pre-recorded video snippets and through written information

The YZ45 Trainer:

 will oversee adherence to the programme, encourage attendance at workouts and provide general encouragement and motivation through the 6 weeks.



WHAT DOES THE CUSTOMER GET FOR THE MONEY?

- Unlimited Workouts at YZ45
- Full Body Measurements Week 1 and Week 6
- MyZone belt included
- Fully phased eating plan to help weight loss and change eatung habits
- Nutrition tips and motivation from Kyla video snippets
- Motivational e-bulletins bi-weekly
- Lead Trainer that is monitoring and encouraging them through the programme using text, face to face and social media (with permissions)
- Group meeting at programme start and end

The Lead Trainer must have a <u>complete belief</u> that YZ45 workouts combined with change to eating habits will help members transform their bodies. <u>Empathy</u> for the effort involved making a change is also essential.

Main elements of the role:

- Take the initial group meeting to introduce the group and lay out the key drivers for success
- Complete week 1 body stat measurements & help record in app
- Daily check of myzone app group and posting positive and motivational comments
- Weekly call to encourage participants & find out how they are feeling
- Bi-weekly bulletins to the group will go automatically but check up that they have read them
- Complete (or ensure other team members help complete) week 6 measurements & record in app
- Take the final programme group meeting and award all who have lost weight
- Take feedback



THE MEETINGS

3. CHRIS

No HR AVG NO HR MAX



- Welcome meeting
- Introduce everybody & create group atmosphere
- Go through programme in outline
- Set up apps on phone
- Put in appointments for weigh-ins

Wrap up meeting

- Congratulate group on success
- Go through group results & give out awards
- Get feedback from the group and ask about using transformation stories to inspire others

THE BI-WEEKLY EMAILS

The bi-weekly bulletins will follow a general template with a space for lead trainer personalisation (examples, may vary slightly):

- · A welcome email to kick everything off
- Introducing each new phase
- The full PDF with information for each phase will be attached

% HR AVG % HR MAX

- Kyla video for each phase embedded in email
- Well done shout out to various participants
- Meeting dates



BODY MEASUREMENTS

MYZONE SCALES FOR:

✓ BODY WEIGHT✓ BODY FAT

ALSO

BEFORE & AFTER PHOTOS
OFFER CIRCUMFERENCE MEASUREMENTS



HEART RATE TRAINING

Programme includes the myzone belt:

- Myzone app to be used as motivational tool
- Participants will fully engage with YZ45 workout
- Participants have the additional motivation of earning meps to push general activity so help with weight loss



THE NUTRITIONIST

Nutritionist & Skin Specialist



"I'm Kyla Newcombe, a <u>nutritionist in London</u>. I'm here to help you feel good about yourself, to nourish your skin, improve your digestion and reach your ideal body weight. I specialise in helping people with skin conditions including eczema, acne, hyperpigmentation, psoriasis and rosacea.

With a masters degree in nutritional medicine and 8 years experience practising nutritional therapy in Mayfair, I offer <u>online diet</u> <u>plans</u> with healthy recipes, vitamin supplements, nutrition facts and simple healthy meal ideas for a happy body and clear skin."

Book an appointment today 📎

- Provides the eating plan
- Video snippets for each phase
- Extra information on eating out tips and alcohol



MEMBER RESULTS

25

26

38

24

29

Emmanuel Owalabi

Dhivia

Toby Hunt

Tish Green

Zander Sinclair

Actual results for members – can go from this to...

1.75

1.73

1.87

1.7

1.82

Weeks 1 - 6 FINAL RESULTS							
Member -	Age 🗸	Height 🗸	Date 🗸	Time 🗸	Weight 🗸	FINAL _{uî}	Difference -
Joanna Mazurek	33	1.65	27-Apr	1pm	65.6	60.8	4.8
Marta Somlowkasi	34		26-Apr	5pm	67	63.6	3.4
Jenny Wainman	54	1.66	27-Apr	12pm	71.7	70	1.7
Polly Jefferies	48	1.6	30-Apr	7am	76.1	72.1	4
Zurnanin Siddiqui	58	1.69	27-Apr	12pm	84.2	79.2	5
Oriana Hines Salez	28	1.58	27-Apr	12pm	86.7	82.9	3.8

29-Apr

27-Apr

27-Apr

27-Apr

27-Apr

6am

12pm

12pm

12pm

12pm

88.3

96.7

108.7

111.5

112.7

84.3

91.1

102.5

106.4

107.5

4

5.6

6.2

5.1

5.2

% lost 🖵

7%

5%

2%

5% 6%

4%

5%

6%

6%

5%

5%

MEMBER RESULTS

📲 02-UK 🗢 13:29 52% < vourzone45 collierswood ... yourzone45 collierswo... YZA ... YourZone45 - Colliers Wood 0 V 32 likes 8 (+) $\widehat{}$ Q

vourzone45 collierswood 🦂 who won "The Biggest Loser" of the latest YZ45 Colliers Leanin6 Transformation Challenge. Jo lost an overall 7% of her starting body weight of 65.6kg finishing at 60.8kg in just 6 weeks and decreasing her body fat by 7.3%. Jo picks up a 3 course meal **()** for 2 with a bottle of wine 🍷 at local restaurant Corleone, well done Jo. #thebiggestloser #leanin6 #transformation #weightloss #collierswood #southlondon #southwimbledon #fitness #fitfriends #winner #exercise #personaltrainer #gym #london

8

View all 3 comments 2 DAYS AGO

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Congratulations well done Jo!!!

2d Reply

aska_mazurek @sosofarfromhome2 dzięki 😘

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2d Reply







(Add a comment...



vourzone45 collierswood LeanIn6

wooka transformation complete

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PRICING THE PROGRAMME

Can be sold at what the market will bear or you can construct a price based on membership tariff plus HRM cost. For example:

Non Members:	
6 weeks unlimited membership	£135
MyZone Heart Rate monitor	£48
Total cost	£183

Make it marketable price at£179 to £199OrSell to non-members for £49 to £79 but they have to join.

For members: SELL TO MEMBERS FOR

£49 - £79 (or upward)



THE MARKETING

Use adverts:

• FB and Instagram feeds and advert

Direct email to:

- Members
- Prospects
- Lapsed



Other :

A4 poster in studio Flyers for hand to hand Local press advert

Use all low cost options to get the word out. After 1 course is run you should have transformation stories to use to advertise next course.

OUR TARGET

PROGRAMME LAUNCH DATE IS.....

TARGET NUMBER OF EXTERNAL PARTICIPANTS.....

TARGET NUMBER OF MEMBERS

LET'S GO CHANGE SOME LIVES!!

