Brochure Outline

FRONT COVER

Personal Revolution

Your Life, Your Potential, Your Revolution

A six month life transformation program for overworked executives to restore life balance through health and fitness optimization while maintaining their high functioning career.

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[Authority Building Page]

* Internationally educated with multiple qualifications from Australia and Canada

Logos (Australian Institute of Fitness, ACE, Nature Care College, FMS)

* Over 15 years experience, working directly with 100s of clients and facilitated well over 1000 fitness classes
* We work with executives clients from companies like LCBO, CBC, Dyson, Apple
* In 2016 selected to represent Toronto as an Elite Trainer to provide coaching services for World Trainer’s ‘Global Elite Trainer Network’
* Featured on blogTO, Global News, Get Out There Magazine

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WHAT IS A PERSONAL REVOLUTION?

A Personal Revolution - is to overthrow your old regimes and bad habits and become your true potential self, a version that is fit, healthy, confident and successful.

[Signature Method Diagram]

THE PROGRAM IN BRIEF

A six month life transformation program for overworked executives to restore life balance through health and fitness optimization while maintaining their high functioning career. A combination of 1:1 coaching, workshops, live events, workouts and accountability groups creates a unique learning environment and an immersive experience for our clients to experience a Personal Revolution.

WHO IT’S FOR

High performing Individuals who have focused on their career and other aspects of their life while neglecting their health and fitness.

Executives and Business Leaders who want to optimise their life through enhancing their health and fitness

Self Employed Entrepreneurs who understand in order to achieve your potential you need accountability and a community of like minded people.

[Place in boxes or venn diagram or something like that]

Peak Physical Performance- be pain free and functionally fit.

Physical Confidence- we get you to not only look good, feel good, but love what you see in the mirror.

Be in Control - of all aspects of your life, professionally and personally.

[MVP] We envision a world where people move past focusing on financial gains at the cost of their physical and mental health. One where all aspects of their life are truly balanced and they gain fulfillment through living a healthy, fit and confident life.

*"No citizen has a right to be an amateur in the matter of physical training… what a disgrace it is for a man to grow old without ever seeing the beauty and strength of which his body is capable."*- Socrates

*“Take care of your body. It’s the only place you have to live.”* —Jim Rohn

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**[Problem]**

In this modern world, most people struggle finding the balance between maintaining a high functional career and their body’s health and fitness at the same time. Often by the time they realise this, it’s too late, the damage of a neglected self has been done. The longer it’s left unattended, the harder it becomes to reverse and impact on other aspects of their life becomes more and more noticeable.

Poor Physical Health - if you're a high performing professional you're likely leading a more sedentary life than you would like to be. Aches, pains, low energy, being overweight and prone to injury are all too common. Over time and distance, your health can't help but suffer.

Poor Body Confidence - As much as you would refuse to admit it, when health and fitness hasn’t been at the top of your priority list, your boardroom boldness doesn't match how you see yourself in the mirror. That lack of confidence away from your office could be holding you back in more ways than you realise.

Poor Personal Health Routines - Lacking the personal accountability to workout and eat properly means you have no structured plans which incorporate optimized nutrition and exercise into your weekly routine. Without a proper routine you’re unable to live the quality of life you deserve.

What is the cost to your personal life for not looking after yourself?

What does your future look like if you continue on this path?

Are you currently more likely to get sick or injured?

Are you setting a good example for your kids?

Are you in the relationship of your dreams?

These are many of the questions that people find themselves asking when those problems are left unchecked.

"Acknowledge the pain you're causing by not looking after yourself, only then will your reasons for permanent change become clear."

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**[Signature Method]**

**5 Step Process to achieving a Personal Revolution**

Most people only focus on the last 2 of the 5 steps required to create a permanent and lifelong commitment to health and fitness. Only once you’ve incorporated all 5 steps can you have a complete personal revolution and become the person you've always envisioned.

When you apply these 5 steps you gain certainty, confidence and commitment to your personal health and fitness.

Clarity

Figure out your Who, What, Why, How to gain a deeper understanding of yourself and discover your short and long term goals.

Measurement

When you track it you can improve it. Discover the metrics required to track to determine how you are improving and the results you are achieving.

Discipline

Create positive habits and maintain them through strict routines. These keep you accountable to yourself and the bigger picture, which is to live a balanced, high performing life is all aspects.

Nutrition

Eat healthy, Live well, Feel great. Only when we fill our body with not only the right ingredients, but the right amount can we achieve the physical and mental states we desire.

Exercise

Movement is the foundation of life. To run on all cylinders and remain injury free, we need to be exerting ourselves physically through working out and different movement patterns.

“You will never be the best version of yourself until you've had a Personal Revolution.”

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[Production Process diagram Will be submitted once finished]

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This program is perfect for anyone who recognizes that their health and fitness has taken a backseat for long enough and it's time for a dramatic permanent change in lifestyle.

This is not for someone who is not willing to do the personal work required to achieve a personal revolution.

There has never been a better time to take control of all aspects of your life, and through a Personal Revolution, become the ultimate version of yourself.

When you put your health and fitness first, all aspects of your life become optimised.

A Personal Revolution is an exciting but also intimidating idea. Perhaps you’ve tried taking control of your health and fitness in the past but lost the fight after only a few good weeks. Perhaps you’ve tried more than once. You want to follow the market-tested process of someone who repeatedly transformed his own life and has created hundreds of personalized battle plans for successful executives and other high-achievers to mount their own revolutions over the past 15 years.

[READINESS FACTORS]

I’m ready to take my personal life and health to the next level

I’m ready to change the outlook of my future to something positive and exciting

I’m ready to be full of energy, and stamina while being sickness and injury free

I’m ready to set a good example for my kids and family members.

I’m ready to have the relationship I’ve always dreamed of.

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Case studies

Testimonials

You can pull these from Google reviews <https://bit.ly/2RGhVO2>

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Jay Quarmby is a personal trainer, life coach, fitness instructor and successful business owner. He runs an exclusive training and coaching company called the Personal Revolution where he coaches executives to transform their personal lives through fitness and lifestyle optimization. Jay also owns one of Toronto’s top fitness bootcamps, Buns of Steel Bootcamp, through which he’s taught over 1,000 classes and helped hundreds of people achieve their own Personal Revolution. He likes to give back to the fitness community by mentoring and training new trainers to help them achieve their own success within the industry. He is regularly called upon for his expertise to advise and test new fitness products and was contracted by Tough Zebra to be the voice and lead fitness coach within their virtual world running app.

Awards - Winner of Get Out There Magazine Readers Choice 'Best Fitness Program' and 'Best Personal Trainer' in Eastern Canada 2014