



ADORE YOUR FLOOR COACH

COSTS TO TRAIN, LICENCE AND RUN

Cost to Train and Carry the Licence - £350.00 Renewable Annually

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Any exercises, programmes or workouts in this training programme should be used as part of a full and balanced exercise and fitness programme. It is the responsibility of the Fitness Professional to adequately screen any clients or participant's suitability and readiness to participate in any of the exercises or programmes contained within this training. No guarantee is made that the content in this manual will always be accurate, as new research and updated theories will challenge and question existing ideas and principles.

No responsibility or liability is accepted for any loss or damage suffered as a result of the use or reliance on the information within this manual and training.



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Adore Your Pelvic Floor are very passionate about the need to share education in functional exercise with the pelvic floor. As a Coach I find every single programme I teach extremely satisfying. The price structure of your training and the marketing resources are of an excellent value. We have kept the prices as low as possible to you so the Adore Your Floor Programme is an attractive proposition to you as the Professional. In turn it is affordable to the public whilst remaining a quality product. We continue to grow and expand as a company who cares.

FAQ's running your course

What does the Adore Your Floor Programme offer to your clients?

Our 16 week Programme consists of:

- The unique face to face 4 week course
- Adore Your Floor Members Manual
- Regular contact from the Coach to the client throughout the 16 week programme
- Ongoing advice and support on our closed Adore Your Floor Members Group
- A continued functional exercise home programme to follow during week 5-16
- The contact details of our designated Women's and Men's Health Specialist, we recommend for diagnosis or to seek treatment in issues of complexity

Our 4 week face to face programme takes place on consecutive weeks to gain our foundation work and is the first part of a 16 week programme. Your client will continue the progress with weekly functional exercise for



the pelvic floor as home practice. Adore Your Floor is nationally recognised and designed by myself (Louise Field), a wellness and fitness expert, whilst also being supported by our dedicated Women's and Men's Health Specialist Physiotherapist (Katrina Wade).

The entire programme follows NHS guidelines whilst also passing on the latest research available. We are highly recommended by health professionals for anyone suffering with pelvic floor related problems including; issues with stress/urge incontinence, pre/post partum, pelvic organ prolapse, peri/post menopause and post surgery rehab to name just a few.

The programme is suitable to women of all ages wanting to be proactive with regards to their pelvic health and looking to gain amazing results. Classes are split between simple functional exercise instruction and educational information on the pelvic floor to ensure participants gain maximum benefit from the programme.

How does the programme work for you as a Coach?

Well in part that is up to you, The Adore your Floor course must:

1. Run over 4 weeks
2. Use the members booklet provided
3. Follow the content of the lesson plans provided
4. Follow the set order of exercises for each week
5. Keep in touch with your client over the 16 weeks
6. The continued programme from week 5-16 is provided by Adore Your Pelvic Floor via the Private Adore Your Floor Members Group with videos taking your client through the functional exercises
7. As an Adore Your Floor Coach you have the choice if you would like to add in and charge your group to attend a follow up class

You may choose to run a course only 3 times a year, or you may run them back to back, or alongside each other, i.e. a morning session or an evening session.

How much should I charge for the 16 week programme?

The price you charge clientele to attend your courses is entirely your choice, however, here are some things to consider:

1. How many spaces are you going to advertise? This will be dependent on your venue, but we advise an ideal intake of 10 as this allows for a personal service and is a nice size group to control. Extra interest can always be booked onto your next course.
2. How much are you paying for your venue? Room hire can vary from £10 per hour to £30+ so you need to consider this in your costing.
3. £75 minimum is a recommended charge for the 4-week face to face course you deliver. The rest of the programme is available from us to your client, at no extra cost. Remember this is a specialised, unique programme – your price needs to reflect this.

Can I use the Adore Your Floor marketing?



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Yes you can. With your licence you will be sent the Adore your Floor logo in a format that you can use on paper marketing and online marketing etc. We ask that you follow the guidelines that come with these logos and do not change the format, colour or structure of our logo in anyway. We also have a range of templates and JPEGS for your use.

Can I promote my courses in the press?

Yes you can but we ask that you send us your press release **BEFORE** sending it out so that we can ensure the content is correct and in line with your concept and ethos.

Can I get help and support if I feel out of my depth?

Absolutely - we are here to help. If you have a new client with an issue you are not sure about please contact us, we are also very lucky to be supported by our Women's Health Physiotherapist. Remember, if you feel out of your depth it is recommended to refer your client to visit one of our designated specialised pelvic floor physiotherapists who are on hand for this very reason. This is where we can work with the physiotherapists for the needs of our client.

Do my client's need to complete a PAR-Q before starting the programme?

Although there is only a small amount of exercise involved in the programme, it is essential that you collect all the relevant information about your client. We have created a PAR-Q for you to use, this should be done ideally before the start of the programme or on the first session. The Par-Q enables you as a Coach to enable you to help establish where your client is at with regard to their pelvic floor health.

FAQ's being an Adore Your Floor Coach

Is the License fee renewed every year?

Yes, this pays for our research time, endorsement, marketing, website, support to you, and running of the company.

Can I add my own style to the delivery of the Adore Your Floor Programme?

We all have our own teaching styles, and your clients come to you because they connect with you. Please offer your own personal flare and unique teaching skills. What is imperative to Adore Your Pelvic Floor is we all sing from the same songbook. The programme is aimed at teaching awareness, and helping to empower those who attend. We expect as a coach you give your client care, understanding and consideration. Always use respect in all areas, ensure to keep to the ethics of confidentiality and be aware of individual personal circumstances within the group. We are teaching within an area that is very personal and private to those attending the programme.

Can I add in my own materials?

As a coach you must not deviate from the fundamentals in the manual. There is a lot of information available on the internet with regards to teaching the pelvic floor which may not be considered correct by Adore Your Pelvic Floor. Due to the complexities of the pelvic floor and associated conditions, we need our teaching to be



medically correct. This is why we have cleared our programme with specialists within the field. If you have any materials that you think are great, please share with us and we can let you know if they are suitable.

Should I refer my clients to a specialised physiotherapist?

Our designated Men's and Women's Health Physiotherapist Specialists, are on hand for referral. In an ideal world it is recommended every one of our client's have an appointment. Look out for those clients that may require a referral to diagnose and possibly seek further treatment. We bring awareness; help manage/restore general conditions. The physiotherapist can diagnose and treat matters of complexity. Clients are happy to know they can have someone of contact to use to have an examination. Adore Your Pelvic Floor want to offer the COMPLETE PELVIC FLOOR PROGRAMME; awareness education, foundation and functional exercise, understanding and care from us. The referral should be available to those who require further help or have concerns. Our clients may well not have realised physiotherapists for the pelvic floor are available to the general public.

Can I get untrained Adore your Floor Coaches to cover my sessions?

You are responsible for your own classes. We know that from time to time the unexpected can happen. You could be unwell yourself, children become ill, pets become sick and in many of these instances you may need to get a class covered! We are aware that you don't want to let your clients down, however having an instructor cover your session who is not trained by Adore your Floor can lead to bigger problems. YOU have the specialised training and YOU are familiar with the class content, the way in which we deliver our programmes and the extent of the classes needs. We recommend that you try the Adore Your Floor Coach Facebook page to see if another coach can cover your class, and to ensure the coach covering is aware of the group's individual needs.

Can I send my clients their manual electronically?

No. The client is required to make notes and bring the manual to class.

Can I print the manual for my clients?

No. Adore Your Pelvic Floor Ltd requires all manuals to have the same print and standard, and only obtained from the printing company advised.

Can I print my own flyers, posters and other marketing materials?

Flyers, posters and other marketing materials are personalised to you and only obtained from the printing company advised.

Will I be required to attend workshop updates?

Your choice! Workshops may be offered in the future to add on to Adore Your Floor Coach, but whilst you hold the licence, research updates will be sent to you.

What if my client cannot make all 4 classes due to prior arrangement/work shifts?



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Explain to your potential client that all the class content is within the manual and they are welcome to attend the class missed on the next course you deliver.

What if my client misses a week due to illness/unforeseen circumstances?

Reassure your client that they can attend the week they have missed on your next course you deliver.

Time involved in running your Adore Your Floor

- Duration of the “Adore Your Floor” Programme is Four 1 Hour classes
- Handling Classes
- Keeping in touch with the clients by phone, text or email for the duration of the 16 weeks

Benefits of becoming an Adore Your Floor Coach

- Up-skill your education
- Raise your Profile
- Average studio class rate is £20 - £25. Average Treatment charged is £35 - £45. Adore Your Floor class of 10 clients brings an income of Approximately : £135 per class
- The opportunity to offer a follow up class to your clients, creating feedback and further enhance your revenue
- Gain new clients to promote your other classes and skills
- Client data base will continue to rise
- You have a free reign to use your own unique style of teaching
- With 1 in 3 people having an issue with the Pelvic Floor, you already have clients you can directly offer the Adore Your Floor Programme
- As an Adore Your Floor Coach you can offer to teach on a 1-1 basis. Small private groups are also popular
- As a teacher you do not have to create new material – the class content is the same
- Marketing design, GP letter templates and 30 minute presentations, and are already created for you
- Your clients can access the Public Adore Your Pelvic Floor Facebook Page, to keep up to date with what we offer
- We have a Private Adore Your Floor Members Group available only to those who have attended any of our Adore Your Floor Programmes. This is for your client to use as an ongoing support group, to share and motivate each other. As coaches we can also join in the chat if we choose.



- As a Coach, every class brings its own joy and variety due to the change-over of your clients. Different clients create a different class for the coach!
- Being a Coach for Adore Your Floor, your name, contact and location will appear on our website
- Adore Your Floor has a Private Adore Your Floor Coach Group where useful information is added and to enable us to encourage each other, share teaching experiences and ask me questions
- Adore Your Pelvic Floor are actively raising public awareness in being proactive

We offer you the programme with the support stipulated above - the rest is up to you!

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My hope is, as an Adore Your Floor Coach you can enjoy all the benefits Adore Your Pelvic Floor offer.

Louise x

Please see following page for estimated Income and expenditure

ESTIMATED INCOME:

PRICE STRUCTURE

Your choice entirely! Charge is variable due to location and hall hire. The examples below are based on income and expenditure using real circumstances within the Essex area, when delivering the Adore Your Floor over a 4 week period.

BASED ON 10 CLIENTS

Income: 10 X £75 = £750

BASED ON 15 CLIENTS

Income: 15 X £75 = £1,125

BASED ON 20 CLIENTS

Income: 20 X £75 = £1,500

ESTIMATED EXPENDITURE:

HALL HIRE:

Total Cost: Approximately £80 - £100

PROGRAMME MANUALS:

£7.50 each + p&p - up to 20 Manuals
£6.50 each + p&p - 20+ Manuals

DOUBLE SIDED "Cheeky No Leaky" £50.00 + p&p - 250 quantity

HAND OUTS/ FLYER PROMOTION: £87.50 + p&p - 500 quantity

POSTER A4

£2.00 each approx. + p&p

POSTER A3

£3.00 each approx. + p&p



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PERSONALISED BUSINESS CARDS £25.00 for 100, £40.00 for 200 (prices + p&p)

All Posters are personalised with your information and contact details, workshop dates & venues etc using the Adore Your Floor Logo.

Hand Outs/Flier Promotion are also personalised on reverse side with your personal contact details using Adore Your Floor Logo. However we have purposely chosen to omit the date and venues of workshops etc in order that they can be used for any promotion or event.

ESTIMATED TOTAL PROFIT PER PROGRAMME

INCOME

Based on 10 Clients **£750.00**

EXPENDITURE

10 x £7.50 Manuals £75.00

250 x Handout/ Flyer Promotion £50.00

1 x A4 Poster £2.00

1 x A3 Poster £3.00

Hall Hire approx £80 £80.00

Total Expenditure £210.00

Profit £540.00

