



EUROPEAN INSTITUTE OF FITNESS

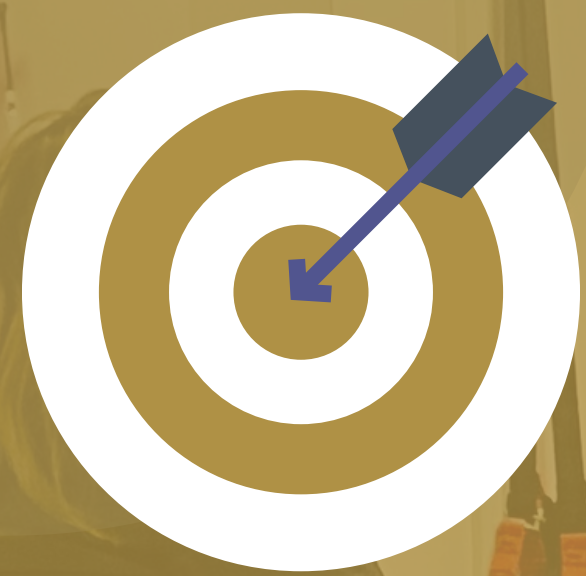
BE MORE.



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+ OUR 5-STEP  
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eBrochure





# A New Career in Fitness

Welcome to the European Institute of Fitness. We have been qualifying students to become world class trainers since 2005. Our courses do NOT blindly follow the UK standard but do, indeed, enable every student to register with CIMSPA / REPs and work anywhere in the UK, throughout Europe and around the world.

*Darren Jebbenham*  
Founder Eif



BE MORE.





# A New Standard

Whilst most Training Providers are stuck in basic gym training, EiF takes a much more holistic approach to training students to qualify as Personal Trainers with a strong focus on face-to-face practical training.





# Practical Training

We are all about ensuring every single graduate leaves highly technically competent and ready to launch into a new career in fitness with confidence.





# One-On-One PT

Of course, you will learn all the anatomy and physiology, programming and instructional technique required to be a personal trainer. But, we will do more than this. We will help you correct poor form and technique, correct common postural problems, teach people core stability, deliver PT boxing sessions, stretch clients and build the confidence you need to stand out! All of this in a fully functioning personal training studio.





# Group Training

You will learn how to teach group boxing, circuits and small group PT to ensure you have the full range of skills you need right from the start.





# Nutrition Coaching

You will learn how to deliver nutrition coaching and consultations as well as how to integrate nutrition and client onboarding into your packages and delivery.





# 10 Weeks Online - Home study

To make sure students are ready for their 2-week practical we offer an easy to learn home study program with daily bite-sized lessons online to learn what you need before the practical training. THIS IS FULLY TAUGHT WITH WEEKLY LIVE VIDEO TUTORIALS.





## 2 Week Practical

Students will need to book into local near-by hotels from Monday to Thursday for 2 weeks. The benefit being the immersive nature of the practical program. DURING THESE 2 WEEKS YOU WILL DEVELOP THE SKILLS AND CONFIDENCE YOU NEED TO EXCEL





# What We Cover

One-On-One Personal Training  
Partner and Small Group PT  
Nutrition & Weight Management  
Posture & Corrective Exercise  
Specific Populations  
Sports Fitness  
Lifestyle Coaching

Advanced Program Design  
PT Box and Pad Work  
Circuit Training  
Core Stability & Back Care  
Mobile / Outdoor PT  
PT Clinic (Training Real Clients)  
Fitness Business Essentials





# PT Clinic

You will get to train clients for real in our PT clinic. Fully supervised to ensure every student leaves already experienced in delivering personal training.



A man with short blonde hair, wearing a white button-down shirt and dark blue jeans, stands in front of a whiteboard. He is gesturing with his hands as if speaking. The whiteboard has handwritten text: 'WELCOME', 'Mindset matters!', 'Belief is the key', 'Will-power', and a cloud-shaped bubble containing 'Reshape your body, reprogram your mind'.

**Darren Tebbenham, BSc, MSc**

A woman with short dark hair, wearing a white button-down shirt and dark blue jeans, stands in front of a window with blinds. She is smiling and has her hands in her pockets.

**Allison Rungay, BA**

Darren has helped more than 3000 Personal Trainers establish new careers in fitness in more than 30 different countries around the world. He has a Masters degree in Sport Psychology, was previously a University lecturer and has thousands of hours of experience as a Personal Trainer across a 25 year career in the industry.

Allison is a trainer of trainers and international presenter with more than 25 years of industry experience here in the UK as well as overseas. She previously ran a large women's-only group fitness & motivation business and co-owns Gloo Fitness.

**YOUR TEACHERS**





# Dates & Schedule

## SUMMER / AUTUMN

September 19th to 23rd (week 1) & September 26th to 30th (week 2), 2022.

## AUTUMN / WINTER

Our final course of 2022 starts November 28th to December 2nd (week 1) and then December 5th to the 9th (week 2).



# Pricing

You will likely need accommodation locally in Stratford Upon Avon (there are plenty of options including two Premier Inns and a Travel Lodge).

The course starts 11am Monday. We finish at 6pm daily. It's then a 7am start each day finishing at 4pm on Friday.

The course investment is £4500 (you may be eligible for a £1500 bursary towards your course fees, please ask).





## 5 STEPS TO EARNING WELL AS A PROFESSIONAL TRAINER

Your course tutors have more than 50 years experience in the fitness industry between them. Darren & Allison run Gloo Fitness helping people stick to their good intentions of getting fit and losing weight for good. Here's 5 steps to earning well as a serious fitness professional.



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# 5 STEPS TO EARNING WELL AS A PROFESSIONAL TRAINER

## STEP ONE.

Learn to sell a solution and genuinely fix people's problems to avoid competing on price with others.

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Too many personal trainers sell personal training by the hour hoping to stand out based on their physique or volume of social media promotion. Instead, identify a clear market you can serve, create the right package or solution to their needs and avoid assuming personal training is your product. It isn't. Personal training is a commodity. People don't personal training and they most certainly don't buy you. They buy the result you can provide them that will solve the problem they are currently experiencing. And the bigger the problem, the more you will earn.





# 5 STEPS TO EARNING WELL AS A PROFESSIONAL TRAINER

## STEP TWO.

Ensure you have the skills and knowledge to guarantee the result you sell.

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The chances are that in order for you to sell a solution, you will need to deliver great training. You will need to stand out as a nutrition coach and actually change your clients habits around what they eat and drink. And you will need to influence what they do when you are not around including their daily cardio. You will also likely need to be able to work with de-conditioned clients with injuries, medical conditions, confidence issues and re-occurring roadblocks that continually stop them achieving the results they want. There really is lots to learn.





## 5 STEPS TO EARNING WELL AS A PROFESSIONAL TRAINER

### STEP THREE.

Your certainty must be greater than your clients doubt. That is you must be confident in your ability right from the start.

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Online PT courses offer little more than a piece of paper saying qualified. Online courses with little more than assessment days will leave you wanting. Being like every other personal trainer battling to the lowest price per hour to attract clients already fit looking for someone to assist them further is no way to go. Remember, the bigger the clients' problem, the greater the solution you can create and, therefore, sell to enable people to experience amazing value from their investment in what you offer.





## 5 STEPS TO EARNING WELL AS A PROFESSIONAL TRAINER

### STEP FOUR.

Learn the business of being a freelance self-employed personal trainer.

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There is an opportunity for you to be your own boss, to take back control of your work-life balance and love what you do for work. There is. But, you must make sure you know what you are doing, and the business of PT is more than just knowing a bit about marketing or social media. You will need to master this area and we can help. You need to create your unique solution to people's problems. You need to market it successfully. You need a simple sales process and a client management system to keep everything organised. You need to set yourself up as a small business and you need feel excited at the prospect. Maybe we should talk?





## 5 STEPS TO EARNING WELL AS A PROFESSIONAL TRAINER

### STEP FIVE.

Be courageous and chase your dreams. You only live once and it certainly isn't too late to be what you might have been.

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Let's cut to the chase. It is normal to be apprehensive. But taking half measures will leave you short. Do or do not as Yoda once said. If you are going to do it then give a new career in fitness your best shot. And that means training right in the first place. Our courses will give you the foot up you need to stand out and begin with your best foot forward. Our courses require an investment. An investment in terms of money but also effort and dedication. But then you are serious about your new career! Don't wait for us to contact you, contact us and grasp this opportunity with both hands.



# Limited Places

We offer a bespoke program of Personal Training and Fitness education to help our graduates stand out.

THANK YOU for your interest!

