

LOVE YOUR JOB

14-Week  
Mentorship



EIF

EUROPEAN INSTITUTE OF FITNESS

BE **MORE.**

INFO PACK

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[www.eifbemore.com](http://www.eifbemore.com)



# WELCOME

Welcome to the European Institute of Fitness and I hope you discover the inspiration and confidence you are looking for to make the leap and retrain as a professional trainer in this exciting and rapidly growing industry.

*Darren Jebbenham*

[Founder of the European Institute of Fitness & Co-Founder Gloop Fitness]

## INTRODUCTION

Three things you will need -

1. **Confidence in your technical ability**
2. **Able to stand out from the competition**
3. **Some strong business acumen**

Let's discuss how we can build all three!



## 1. TECHNICAL CONFIDENCE

There are just three things you must do super-well to transform the lives of your future clients and so make great money helping people get the result that otherwise alludes them. These are:

i. **Teach fitness really well.** By this I mean keep fitness simple, teach form and technique really well, progress slowly and tailor your exercise to what your clients need (as opposed to what you do yourself).



ii. **Include a strong nutrition element to ensure clients' results.** That is create easy to implement nutrition plans based on sound scientific principles and proven practice. Learn to build nutritional intervention into your everyday practice so that every client gets what they need and you will be better able to sell a result not a service as so be more successful.

iii. **Hold your clients to account.** Help them be more consistent and therefore change their long-standing habits for good. This is the most powerful component of all. Most people know more or less what to do. They even join health clubs but don't attend. They diet, they try different healthy eating regimes but they rarely see through what they start.

Get these three elements right and you will build a clientele and a business that will work!

## 2. STAND OUT

Becoming just another level 3 PT is not enough. You need to stand out. You need to distinguish yourself from the masses. Becoming an EiF Master Trainer will help with this. Learning to be exceptional and combining fitness with nutrition will help accomplish this.

You will need to notice what the masses do and do the opposite. It's how success works :)

Once way to stand out is your commitment to client results. Another is your exceptional customer service. And another is your price point. Do not price yourself in the middle. Learn to sell a solution and stop feeling you need to compete on price.



## 3. LEARN BUSINESS

You will need to market your services. You will need to sell people into your programs. You will need to develop specific products, packages and subscriptions for your clients to buy. You will need to set your fees and confidently stand behind them.

At Gloo Fitness we use flyers, paid social media ads and signage to create interest in what we do. We make sales calls to convert intrigue into interest and eventual purchase.

We deliver a great product and are in the process of growing a PT chain. I'd love to share more about what is working for us right now...

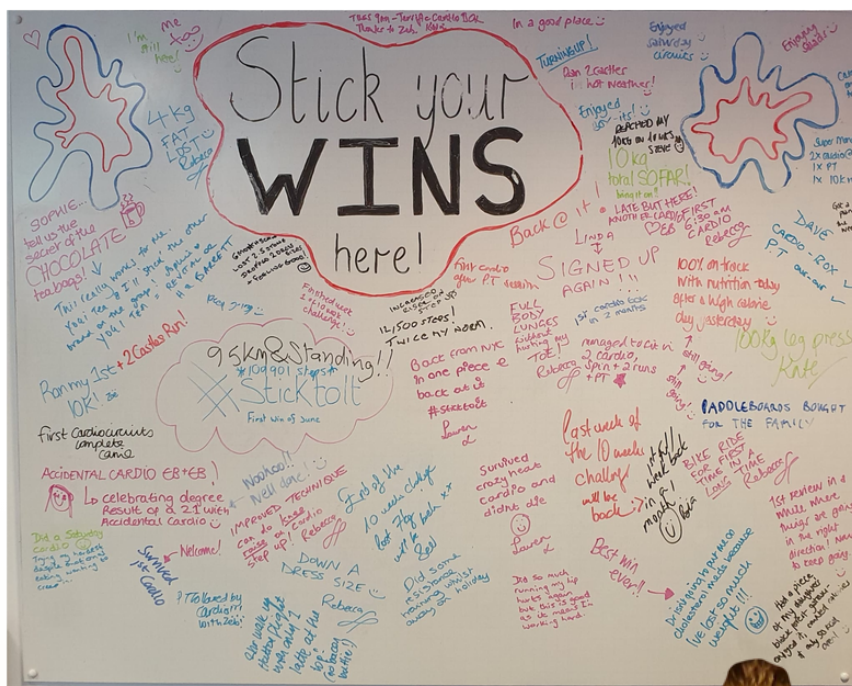
Our model is based on 30 minute and 45 minute sessions, our clients are on subscriptions to offer us a reliable and predictable income. We keep things simple and enrol 5 new clients every week.



## MENTORSHIP

We have a Wins Board in the studio (and virtual community board inside their app) to celebrate their progress. It means we celebrate Client Of the Week every single week. It means putting out our monthly newsletter and noting clients' birthdays in our booking system and then celebrating them with clients. It is the community we create with our Saturday morning walk/run club, the hand-written welcome letter when they begin alongside our welcome video inside of their app welcoming them to Gloo Fitness.

It's the attention to detail in terms of cleanliness, professionalism and level of support that blows their mind. The supermarket tours, webinars and continual commitment to their goals that makes them say wow. Promise a lot, deliver more!



# ABOUT OUR MENTORSHIP

The European Institute of Fitness has been delivering world class training since 2005. **We have more than 3000 graduates in more than 30 different countries around the world.**

With centres in the Maldives, Malta, Paris and of course here in the UK we have developed a unique and bespoke approach to helping students who wish to stand out from the competition and truly transform people's lives through fitness to do so with confidence.



**making success a priority**

**Ed Eley**  
EIF MASTER TRAINER

[www.eifbmore.com](http://www.eifbmore.com)

**making success a priority**

**Chris Tipping**  
EIF MASTER TRAINER

[www.eifbmore.com](http://www.eifbmore.com)

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**Simone Douglas**  
EIF MASTER TRAINER

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**Gina Miles**  
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**Afro + Farah**  
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## MENTORSHIP

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We borrow from the many years of experience teaching personal trainers to be great personal trainers alongside the real life and very current experience we have right now doing what it is our students aspire to do for themselves.



## MEET YOUR MENTORS

### **Darren Tebbenham, BSc, MSc**

Darren has been qualifying people in fitness since 2000. Formerly a University lecturer, Darren has worked as a Personal Trainer in Europe, in Australia and here in the UK with thousands of hours of experience as a trainer and coach.

During the 4 years he spent living in Australia he worked at Vision Personal Training, one of the largest PT studio chains in the world with more than 50 studios in total. Darren has been PT at the Hilton in Regent Street, London and ran a mobile PT business in Spain before opening Gloo Fitness with Allison. Suffice to say Darren's experience is extensive.

His Masters degree is in psychology and he drills the importance of behaviour change throughout the program with tools and skills to ensure his students master this element also. He also regularly attends and has presented at conventions in the states, Australia, in Europe and in the UK making sure what EiF teaches is always science-based and effective.

### **Allison Rumgay, BA**

Allison is also co-founder of Gloo Fitness. Previously, Allison ran Zig Zag Women's Fitness & Motivation turning over £100k annually. Allison is an international speaker and inspiring leader in the field of women's fitness and motivation and also runs her own online program "The Menopause Paradox". Together Darren and Allison have more than 50 years of industry experience to share with you.

## THE PROGRAM

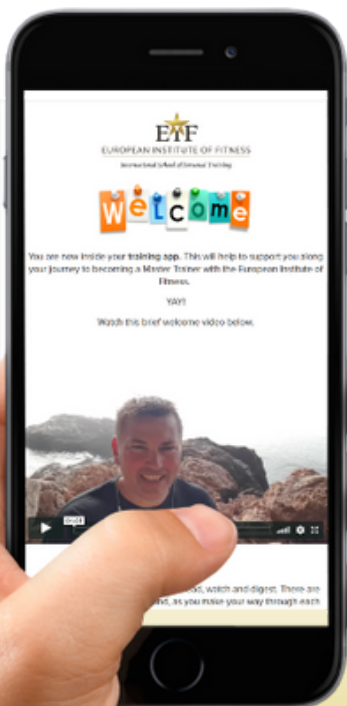
**You will gain your Master Trainer certification including Focus award Level 3 Diploma in Personal Training.**

You will also gain your certification in one-on-one as well as small group PT, weight management & accelerated fat loss, advanced program design including special populations (diabetes, obesity, older adults, arthritis, osteoporosis, pregnancy, menopause and adolescence). You will gain your lifestyle coaching certificate and finally business entrepreneur award.

We can also offer a level 4 advanced PT award for those wishing to continue their studies after graduating.



Of course all graduates can also register with CIMSPA in the UK, REPs in Europe and work anywhere in the world.



# FOCUSAWARDS





## BECOME AN EIF MASTER TRAINER

**10 weeks home study** with daily bite-sized lessons to break down the content into easy to learn segments with access to your mentors via our online portal to get help when you need it.

**2-day practical intensive** at our PT studio to build confidence (ask about virtual options for overseas students).

These are held at Gloo Fitness in Stratford Upon Avon. You will leave feeling confident about your one-on-one and small group PT delivery, PT box and pad work skills, ability to coach nutritional change and how best to get clients and build your practice. The program includes -

- One-On-One Personal Training
- Partner and Small Group PT
- Posture & Corrective Exercise
- Specific Populations
- Advanced Program Design
- PT Box and Pad Work
- Circuit Training
- Core Stability & Back Care
- Mobile / Outdoor / Online PT
- Habits & behaviour change
- Mindset & mental health
- Nutrition & Weight Management
- Lifestyle coaching
- Fitness Business



MENTORSHIP

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## INVESTMENT

**£2990** - the total investment for full certification and mentorship. Nothing more to pay.

**£1000** - add our level 4 advanced PT certificate (Focus Awards approved).

We also offer an online-only route with Zoom-based practical. Please ask for details.

### AUTUMN / WINTER OFFER

Would like to receive a £1000 discount off our course prices?  
Email [darren@eifptschool.com](mailto:darren@eifptschool.com) today.



SUMMARY

# MASTER TRAINER

The most comprehensive PT diploma in the world.



Learn how to stand out not fit in as a world class trainer and business owner.

SUMMARY

# RETRAIN WITH CONFIDENCE

More than just an ordinary PT course.



Get confident, stand out and learn the business of Personal Training with EiF!

**REPLY TO OUR EMAIL TO ASK ABOUT ANY  
CURRENT PROMOTIONS**

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