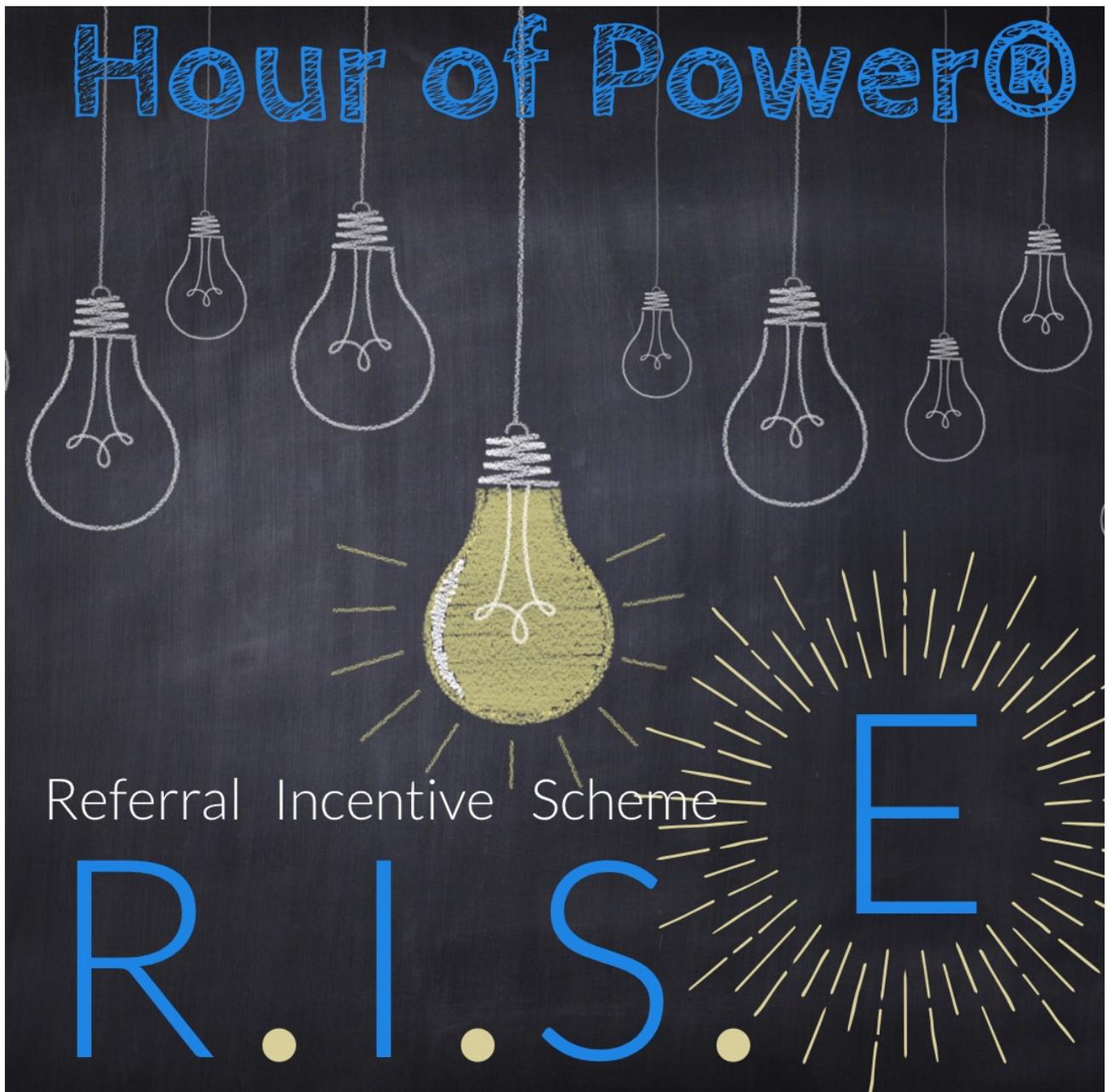


‘E’ for...‘explosion’

What if there was a way for you to have full independent teaching rights for the Hour of Power® workout; massively reduced (or no) license fees; increased support for what you’re doing; and at the same time be able personally influence an explosion in the growth of the Hour of Power® Workout worldwide?

What if there was a way to create this mini explosion with no cost and minimal effort to you, but with the potential to have positive ripple effects for every single Hour of Power class that currently exists - and for the very future of this workout?

There is. It’s called RISE.



...and the ‘E’ is for ‘explosion’.

HOW?

With the launch of our REPS Accredited 'Distance Learning' option for Hour of Power® Instructor Training, we are now in a position to train and professionally certify new instructors not just anywhere in the UK, but anywhere in the world...from right here, right now, today!

But having this training capability and endorsement is not enough. And that's why the Hour of Power Instructor TRAINING PROCESS is **NOT** the point of this message today.

The point of this message is **YOU**.



**Fitness4x4 NEEDS
YOUR HELP to recruit
new trainee Hour of
Power® Instructors...**

**...and wants to
MASSIVELY
INCENTIVISE you to
help us find them.**

THE INCENTIVE?

For every new instructor trainee who enrolls because of you in 2018, your license requirement will be progressively cut. Introduce 5 new instructors and it will be cut completely. Introduce a 6th and you will earn a £100 voucher. That's it. Massive Incentivisation, for the purpose of generating a mini explosion.

EXAMPLE

If you are currently an Hour of Power® Independent Provider teaching independently run classes in one or more venues, your current license requirement is £40 per month.

The drop in license requirement is incremental per referral, and increases the more trainee instructors you introduce to the course. For example:-

- Introduce 1 Trainee - your £40 license reduces to £35 p/m. (£60 saved over one year)
- Introduce 2 - license reduces to £30 p/m (£120 saved over one year)
- Introduce 3 - license reduces to £20 p/m (£240 saved over one year)
- Introduce 4 - license reduces to £10 p/m (£360 saved over one year)
- Introduce 5 - license reduces to £5 p/m Membership Only (£420 saved over one year)
- Introduce 6 - Get a £100 Fitness4x4 Store Voucher!

OK, BUT...



HOW WOULD THIS BENEFIT ME IF I'M NOT AN INDEPENDENT PROVIDER?

As an opposite example, if you are currently only an Instructor Member paying the minimum required instructor membership, you may be wondering how this incentive benefits you? Here's how: for every trainee you introduce you will have the choice of either increasing your licensing tier (teaching rights), taking a monetary commission voucher, or taking an Education Credit on CPD Training & Education

EXAMPLE

If currently you are an instructor member only, able to offer cover classes or teach within a licensed club or franchise only, your monthly membership fee is £5 p/m. But...

- Introduce 1 Trainee - Keep Same memb. fee but gain 'Active 1' License Rights (or a £25 voucher!)
- Introduce 2 - Keep Same membership fee but gain 'Active 2' License Rights (or £25 voucher!)
- Introduce 3 - Keep Same membership fee but gain 'IP 1' License Rights (or £25 voucher!)
- Introduce 4 - Keep Same membership fee but gain 'IP 2+' License Rights (or £25 voucher!)
- Introduce 5 - Keep Same membership fee but gain Full 'Independent Provider' License Rights
- Introduce 6 - Get a £100 Fitness4x4 Store Voucher!

WHAT IF I AM NOT FUSSED ABOUT REDUCING LICENSE FEES OR INCREASING MY TEACHING RIGHTS?

Then do it for Hour of Power! Hour of Power is a brilliant workout and has the potential to be a hugely positive influence for people's physical and mental health. Classes also create community. Fitness4x4 is an authentic and inspiring approach. But we are independent and small and just like a small high street store, we are always at risk of having to close down if we don't keep generating business. So even if this incentive scheme doesn't mean much to you, if you have the potential to recruit a new trainee for Hour of Power, you must do it. It will make a big difference to the future of Hour of Power, and to the present-day success of this workout - for every teacher who is striving to maintain and succeed in their classes.

WHAT IF I JUST DONT KNOW ANYONE INTERESTED?

You may be thinking:

"I literally dont know any potential Hour of Power instructors..."

"I don't even know anyone who wants to work in fitness..."

"And I really don't like promoting, selling or trying to convince people to do something..."

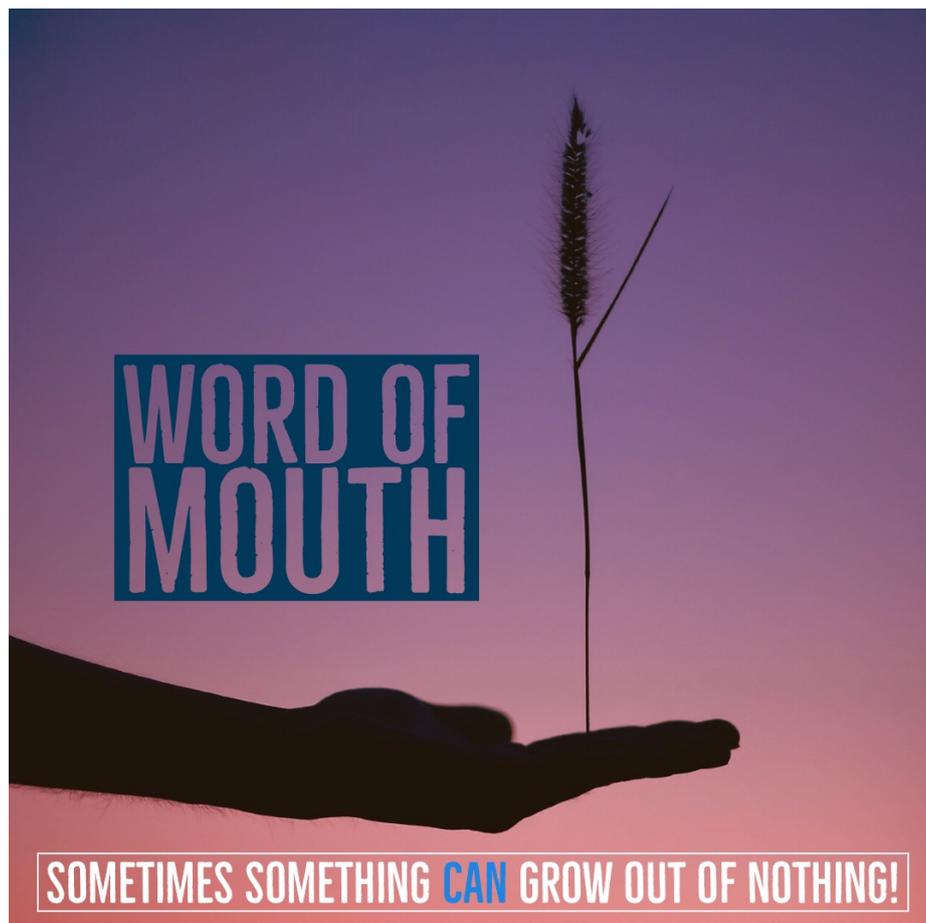
You may even be thinking:

"I dont want to encourage anyone else to teach Hour of Power, because they might take my business...!"

IT DOESN'T MATTER!

On the next page are 5 reasons why none of these concerns really matter, and why there is every chance that you can refer not just one, but potentially many people to the Hour of Power Instructor Course...and why you should!

1. **You know more people than you think!** Most of us use social media in some form or other and it's a world wide network. We are all connected with hundreds of people directly or indirectly, and not just in the UK but all over the world. Friends who've moved abroad, friends of friends, extended family, work colleagues... And amongst this extended network there is every possibility that there is someone who'd be interested in learning to teach the ultimate fitness class!
2. **A person doesn't need to want to become a full-time fitness pro to want to train as an Hour of Power instructor.** Some people do the Instructor course simply to challenge themselves, add to their skillset, add to their CV, or simply to add a really positive Part-Time Work option to their lives. The Hour of Power Course is for anyone who wants to learn and develop and grow. Every aspirational client is a welcome trainee, and every referral counts.



3. **You don't need to convince anyone.** Promoting the Hour of Power Instructor Course is as simple as telling people about it and telling them what you found great about it. If they're interested they'll ask for more details, or they'll go for it. No pressure. No Hard Sell. Just putting the word out there...
4. **More Instructors actually means busier classes for you.** As we know, most people who experience Hour of Power® massively enjoy it and often become long-term committed to it. The hardest thing is to get people through the door the first time, especially if they've never heard of the workout. But the more instructors we train up and the more classes that launch worldwide, the more likely it is that people will have heard of Hour of Power, and therefore search out your class, and come and give it a try. And when they do, we know they'll stick!
5. **Think 'Wider World'.** It is extremely rare that an instructor has regretted recommending the instructor course to someone else. In fact, in most cases it becomes a genuine 'win win'. More fellow professionals who think the same as you and want to see Hour of Power succeed. BUT, if you are at all concerned about promoting too close to home, don't forget there's a big wide world out there of potential instructors who are hundreds - if not thousands- of miles away from your class. Those are the people we also need. And when you can say that you were instrumental in helping inspire someone to train, certify & launch another Hour of Power class somewhere else in the world, that is also a great endorsement of YOU.

WIN-WIN COLLABORATION

The simple but powerful vision is that as an instructor community we together make the Hour of Power® brand grow stronger, but in a way where every side benefits.

YOU as a professional instructor looking to earn more from teaching whilst reducing your out-goings.

FITNESS4x4 as an organisation needing to grow it's instructor community in order to continue to be relevant.

EVERYONE, because although we know how impactful the Hour of Power has been for all of us, all of our clients and all the people who've been indirectly influenced by the vitality and community and POWER of this workout over the last 30+years, still not enough people know about it.



I know first-hand what it's like to try to earn from teaching fitness, whether part time or full time, and I know what it's like for many of you trying to do that whilst juggling family-life, other work, and everyday pressures. There's simply no time or energy left in a day to go out promoting Hour of Power to new trainees simply out of loyalty to Fitness4x4. But if there was a way to do it, where your own personal instructor circumstances could be massively and positively impacted, then it's worth having those conversations, putting that extra social media post or email message out there, or encouraging that person you know who has already been considering enrolling to take the final step.

It's what the author Stephen Covey called the 'Think WIN, WIN' principle. It's what Jerry Maguire called 'Help Me Help You!'. It's about everyone gaining something, and that's why it's worth it!

SO WHAT NEXT?

We have a great new **Hour of Power® Instructor Course Brochure** as a PDF document you can share quickly and easily online. Here is the URL web address where you can download it:

[Hourofpower.fitness4x4.com/certification-training-options](http://hourofpower.fitness4x4.com/certification-training-options)

We also have the same brochure as a hard-copy 10 page **Glossy Brochure**. You can request 10 copies of the Glossy Brochure to be sent to you within one day, purely for the cost of postage. (Email info@fitness4x4.com today to request your 10 brochures pack).

We have the **Official Website** (hourofpower.fitness4x4.com) where there is all the information anyone would need to know about the workout.

We have showreel videos & Featured Class videos on **YouTube & Vimeo** under the video channel name: '**Fitness4x4**' where we will soon be adding lots more instructor and participant testimonial videos.

and most importantly, we have ourselves!

Your first new-instructor referral might just be one conversation away. So If you're ready, the *call to action* is to have your first conversation today! Send your first email or post your first Social Media comment, or direct message someone on facebook/instagram/linkedin/twitter... TODAY!

Recommend the Hour of Power Instructor Course to anyone and everyone you know. You just never know who might be interested, for professional - or personal reasons. And if they enrol, you know they will gain something life changing for themselves, you will benefit and Hour of Power benefits. It's really that simple.

Referral. Incentive. Scheme. EXPLOSION!

MINDFUL FITNESS INSTRUCTORS...

CLICK HERE!

And start a new and exciting professional journey to become a **Certified Hour of Power Instructor!**

REPs
The Register of Exercise Professionals

HOUR OF POWER
THE ULTIMATE WORKOUT

And Just In Case That Wasn't Clear Enough, Here Are...

5 CALL-TO-ACTION Steps:

1. Recommend the Course to anyone you know who is already interested!
2. Recommend the Course to literally anyone and everyone you know! (you might just find someone unexpectedly interested!)
3. Promote the Course on your social media platforms - all of them - so that people anywhere in the world who are connected with you have a chance of seeing it and being prompted by it!
4. Promote the Course by Word of Mouth! Talk to people about it. And If you want, even let them know that by signing up they are also helping you. Everyone feels good about a win-win!
5. We will then ask every new trainer enrolling *how they heard about the Course*, and everyone who mentions you will be allocated as your referral. Your benefits will then be applied from the very next licensing month.

I want to say 'Thank You', in advance, for being a part of this. Hour of Power needs this. We as instructors need this. And if it succeeds, we all benefit. I firmly and truly believe that.

If you do too, then join the wave, get your first referral and as a thank you on top of everything else, I will send you a personally signed set of Artisan Hand-Crafted Dumbbells worth £50.



(Artisan Hand-Crafted Wooden Dumbbells Set (RRP £50). YOURS with your very next instructor referral, along with Gauranteed License Reduction + Increased Teaching Rights!)

It's time for Hour of Power to RISE... for everyone's benefit.

In Faith,

RAJKO