

Page 1 – Introduction & Updates

At Fit Force, we make it our goal to help develop specialized health and wellness programs along with advanced nutrition systems that work for each individual. We provide answers to your questions regarding health, fitness, nutrition, and overall wellness through our advanced wellness counselling programs and then structure a program that will cater to your specific needs to ensure you have the greatest possible opportunities for success.

By assessing your dietary needs, current fitness regiment, and bodily needs, we can create a plan that works in unison with our unique health and wellness coaching to ensure that you not only maintain your new goals, but that you do not falter on the path to a healthy lifestyle. Here are a just a few things you can expect from Fit Force:

- ✓ Improved Appearance
- ✓ Improved Cardiovascular System
- ✓ Improved Functional Strength/Athletic Performance
- ✓ Improved Neuromuscular Function
- ✓ Improved Metabolism
- ✓ Improved Quality of Life
- ✓ Extended Knowledge in Exercise, Nutrition, and Living a Healthy Lifestyle

With Fit Force, you can forget about the empty promises offered by Personal Trainers and start experiencing the advanced fitness and nutrition programs provided by our health and wellness coaches – highly trained individuals who know exactly how to prepare a program that will guide you through the process of reversing your unhealthy ways. Don't put off the rest of your life any longer – start down the path to optimum health and wellness with our advanced fitness training program today.

(separate table for updates – refer to template home page)

Page 2 – Our Vision

At Fit Force, we envision a world where health and fitness are the center of every individual's lifestyle. We envision a world gone through a health and fitness revolution, where everyone lives their full potential, enjoying their lives on entirely new levels, advancing the cause of wellness in society.

Fit Force's mission is to help build that health oriented society through our Advanced Wellness Programs that evolve the mechanics of the human body while seeing to the nourishment of the mind, body and soul. Instead of focusing solely on a full body fitness program, Fit Force focuses on developing a health and wellness program that targets improved fitness, optimum nutrition, and a healthy lifestyle.

By dividing our programs up into multiple stages, we can safely measure and develop each individual at their own pace so that they can succeed and progress into new arenas of life, at each stage becoming healthier, happier, and fitter. The ideal health and fitness program is not one that focuses solely on the body. It is one that combines the many aspects of healthy living into a seamless experience. Fit Force understands this need for balance and is leading the charge in the health fitness evolution.

Page 3 - Health and Fitness Evolution

At Fit Force, we strive to provide the most cutting edge health and fitness program, led by our highly trained, expert health and wellness coaches. The path to advanced wellness, optimum nutrition, and a healthy lifestyle starts with understanding your body and what your specific needs are. When you reach the peak of your body's potential you can expect a number of benefits, including:

✓ Improved Appearance

Mirroring each client's individual health and fitness needs, Fit Force creates a specially tailored advanced fitness training program that, when combined with proper rest and optimum nutrition, will result in a myriad of positive changes in your body. Increases in lean body mass, decreases in stored fat, and generally improved health will result in the "toned" look women strive for and the "ripped" look many men desire.

When a tailored exercise program works in collaboration with specific nutrient intakes, the body will increase lean mass in certain areas, ironing out muscular imbalances, making the body look more proportioned, function more effectively, and creating the illusion of a tighter waist line. No fitness and nutrition system can more effectively combine all these aspects than Fit Force.

✓ Improved Cardiovascular System

Throughout a fully body fitness program, the heart is exercised through conditioning movements, subsequently becoming stronger and lowering the average heart rate and blood pressure, while increasing the amount of oxygen that can be taken in and used. Advanced wellness revolves around proper cardiovascular health, and Fit Force's health and fitness programs work in unison to make your heart more efficient, pumping more oxygen and nutrients to your blood and boosting overall circulation. Your energy levels will subsequently boost through the roof and the healthy lifestyle you've always dreamed of will finally be within your grasp.

✓ Improved Functional Strength/Athletic Performance

The Fit Force approach to health and wellness includes a series of integration exercises that require each client to utilize multiple muscles at once to complete a task. Simultaneously improving muscular strength, endurance, and stamina, these integration techniques work to boost health and fitness across your body. Resistance training is used to increase bone density and strength while full body training is used to strengthen the core. At Fit Force, we know that core training is more than just abdominal exercises. Our health and wellness coaches strive to improve every aspect of your core, including your legs, chest, back, shoulders, and abdominals in single, streamlined exercises for optimum results.

✓ Improved Neuromuscular Function

Many advanced fitness training programs completely overlook the importance of neuromuscular function. However, at Fit Force, we understand that the mind is the most powerful piece of fitness equipment at your disposal. Through our series exercises designed to use the mind in training your body, you will experience increased concentration, focus, and vision, allowing you to more effectively command your body and keep your muscles active.

✓ Improved Metabolism

Fit Force's combination of advanced fitness training, optimum nutrition, and your own proper rest will result in a drastic increase in your metabolism. Through this increase, your body will be able to more effectively process foods, transport nutrients, and burn fat as energy, advancing the cause of your healthy lifestyle.

✓ Improved Quality of Life

If you've ever heard of endorphins and their naturally positive effect on your body and your lifestyle it is for good cause. At Fit Force, we understand the links between health and fitness and an overall improvement in quality of life due to the constant release of these chemicals by your body in response to regular exercise. Boosting confidence and self-esteem, and reducing both depression and anxiety, you can boost your positive energy sources simply through fitness and nutrition. The list of things that benefit from regular exercise is long, including more energy, quality of sleep, and even an improved sex-life.

✓ Extended knowledge in Exercise, Nutrition, and a Healthy Lifestyle

At Fit Force, we do not just train the client through a full body fitness program or nutrition regiment; we strive to educate each client of the benefits they will experience for themselves. Through this, we promote a healthy lifestyle, and a higher quality of life that will ultimately trickle through to those around them and society at large.

Page 3 – The Fit Force Evolution

Our Philosophy

“Gradual modification and constant adaptation will result in continuous progression. When fitness and nutrition are advanced in a balanced manner, you will continually benefit from a higher quality of life.”

We administer graduated adjustments to both the training and nutrition regimens to keep you constantly exposed to new stimulus, always progressing, and always feeling better physically and mentally.

Fit Force Training:

At Fit Force, we create training techniques that are targeted to stimulate the body out of its sedentary state. Combining fully body resistance training, core integration exercises, and cardiovascular activities into single advanced fitness training programs, we reinvigorate every aspect of the body. Fit Force's fully body fitness programs are designed to focus on building a stronger, more functional body that is balanced through body, heart, and mind.

Exercises include the use of dumbbells, cables, stability balls, bosu balls, medicine balls, and a wide array of intricate exercise tools that work in unison to advance health and fitness of the cardiovascular system and core muscles, combining exercises with cardiovascular conditioning such as circuit training, double and triple sets, intervals, and [evolution challenges](#) (link to evolution page).

Fully body resistance training recruits muscles from across your body for a single exercise, resulting in a larger number and array of muscles in your body being stimulated – boosting your health and fitness and ensuring additional benefits. Benefits include improved muscular systems, cardiovascular health, and oxygen absorption. Your core benefits greatly from these exercises as well as it is the center of your body and the focal point of energy and advanced fitness. From the use of your leg complex to jump higher, to your abdominal muscles performing more pushups and the flexibility of your abdomen in reaching a box on a shelf, your core is incredibly important to both fitness and everyday tasks, making it a prime target for any health and wellness coaching program.

Lifestyle and Nutrition:

A recent study from the Conference Board of Canada by the Canadian Fitness and Lifestyle Research Institute stated that if all Canadians were sufficiently physically active, the savings to the health care system for heart disease alone would be \$776 million a year. It is numbers like this that jump out at us here at Fit Force saying that Canadians are ready for a fitness evolution. You too might be ready for a change in how you live your life for the better – fitness and wellness are always within grasp if only you take the right path.

Fit Force does not focus solely on the advancement of physical health and fitness, but on advanced wellness as a whole. The Fit Force advanced wellness evolution includes a strong focus on ensuring both nutrition and lifestyle are properly included in any training program. Our innovative nutrition system starts with basic consultation and assessment of current nutritional habits, intake, and deficiencies and builds from there to create a plan that will gradually build toward optimum nutrition.

Instead of wasting time on unsustainable diet plans, Fit Force's health and wellness coaches show you how to fundamentally change how you view nutrition through actions as simple as increasing your water intake each week, providing healthy dietary alternatives, and educating you about the basics of food labels and ingredients, and the selection of the proper food groupings. We will show you what is healthy, what will taste good, and what foods can be substituted into the diet to create a healthier lifestyle.

Page 4 – The Stages of Evolution

Stage1: Initiation

Description

This stage is for the beginner to intermediate fitness enthusiast looking to introduce health and fitness into their lives. We incorporate training that is focused on building muscular strength, improving cardiovascular function, metabolic rate, increasing tendon and ligament durability, and increasing flexibility. We iron out any fitness and nutrition imbalances, and prepare the body and mind to achieve ultimate fitness goals.

Requirements:

- Par Q and You
- Fit Force Fitness Test

Includes:

- ✓ **2 Full Fitness Assessments (start and end)**
- ✓ **Fitness Prescription**
- ✓ **10 Fitness Training Sessions**
- ✓ **Nutritional Consultation/Assessment**
- ✓ **Nutritional Prescription**
- ✓ **1 Anti-Burst Stability Ball**
- ✓ **Unlimited Body Composition Reports**
- ✓ **Detailed Cardiovascular Program (for days you don't train)**
- ✓ **24 Hour Email/Text Message Support**
- ✓ **All Necessary Equipment/Tools Provided**

Stage 1 Price - \$999

Stage 2: Advancement

Description

This stage is for the intermediate to experienced fitness enthusiast looking to advance to the next level, break any existing plateaus, and/or extend knowledge in both nutrition and training. We incorporate advanced exercise techniques, and increase both training frequency and exercise intensity. We

incorporate an effective nutritional method by means of modifying a client's current diet through minor, gradual adjustments. We require you to complete unique challenges in order to advance to the next stage.

Requirements:

- Par-Q-and-You
- Fit Force Fitness Test
- Stage 1: Initiation COMPLETED
- Commitment to 3-4 training sessions per week (with or without trainer)

Includes:

- ✓ **Full Fitness Program Design**
- ✓ **2 Full Fitness Assessments (start and end)**
- ✓ **1 Cardiovascular fitness test**
- ✓ **10 Fitness Training Sessions**
- ✓ **1 Nutritional Consultation /Assessment**
- ✓ **Dietary Nutrient Analysis**
- ✓ **1 Grocery Store Venture/Food Checklist**
- ✓ **Fridge/Cupboard Analysis**
- ✓ **1 Anti-Burst Stability Ball**
- ✓ **Unlimited Body Composition Reports**
- ✓ **Detailed Cardiovascular Program (for days you don't train)**
- ✓ **24 Hour Email/Text Message Support**
- ✓ **All Necessary Equipment/Tools Provided**

Stage 2 Price - \$1099

Fit Force Health and Training Program

Stage 3: Evolution

Description

This stage is for the advanced fitness enthusiast, or hardcore athlete looking to EVOLVE. The training is intense and progressive, and the diet is fine tuned, and disciplined. We incorporate an integration of full body exercises, unique challenges, advanced sports nutrition, and unparalleled coaching.

Requirements:

- Par-Q-and-You
- Fit Force Fitness Test
- Stage 1: Initiation COMPLETED
- Stage 2: Advancement COMPLETED
- Commitment to 4-5 training sessions per week (with or without trainer)

Includes:

- ✓ **Full Fitness Program Design**
- ✓ **3 Full Fitness Assessments (start and end)**
- ✓ **2 Cardiovascular fitness test**
- ✓ **15 Fitness Training Sessions**
- ✓ **2 Nutritional Consultation /Assessment**
- ✓ **Dietary Nutrient Analysis**
- ✓ **2 Grocery Store Venture/Food Checklist**
- ✓ **Fridge/Cupboard Analysis**
- ✓ **1 Anti-Burst Stability Ball**
- ✓ **Unlimited Body Composition Reports**
- ✓ **Detailed Cardiovascular Program (for days you don't train)**
- ✓ **24 Hour Email/Text Message Support**
- ✓ **All Necessary Equipment/Tools Provided**

Stage 3 Price - \$1599

[Page 5 - Fit Force Training Q&A](#)

What are Fit Force's Services?

Fit Force is comprised of a team of Nationally Certified Fitness Professionals who specialize in creating and providing tailored health and wellness coaching in the form of fully body fitness programs, advanced fitness training, and optimum nutrition and lifestyle planning. Willing to come into the home, condominium, or office space of our clients, Fit Force provides full fitness and nutrition consultation and screening in the form of an interactive meeting meant to develop a plan for future implementation. Discussion of health and wellness goals, current and past fitness goals, and the pathway to achieving them are combined with assessments, fitness tests, and nutritional regimens for each unique individual.

How fit do I have to be in order to start a Fit Force Program?

Any individual, as long as they acquire clearance from their physician, can be helped by Fit Force's health and wellness coaching. Our 3 stage health fitness evolution program provides clients with a gradual path to advance through fitness, nutrition, and lifestyle on the road to a healthy lifetime of good choices. While beginners who are largely inactive will walk through an initiation fitness program, regular exercisers will be shown how to change their routines to counteract plateaus in performance and bust through to new heights.

How much time do I have to dedicate a week?

Weekly time allotment is entirely dependent on the goals you set for your particular advanced wellness program. You will be required to exercise with your health and wellness coach once every week and twice a week on your own, though exercising three times per week with your health and wellness coach is recommended for optimum results.

Can I train with a friend?

Absolutely. If you have a friend who has the same health and fitness goals as you and who operates at the same fitness levels, you can train with them with a half off discount for the second person.

What equipment do I need?

While clients are encouraged to utilize their own personal fitness equipment, it is not required. Fit Force can provide equipment when necessary free of charge.

What are your rates?

Fit Force's rates are dependent entirely on the type of service being provided. To read more about what advanced fitness training and wellness programs are available and the corresponding rates, visit the [pricing page](#) (link to pricing page).

Where do you service?

Currently, we provide service to all of the Greater Toronto Area.

How do I schedule my personal training sessions?

Following initial consultation, your health and wellness coach will help you decide how many sessions per week you would like to train. Times will be scheduled accordingly to meet the convenience of both the trainer and client. It is generally recommended that all new clients select their timeslot(s) prior to purchasing their sessions to avoid any potential scheduling conflicts.

It is also recommended, should you experience a hectic or unpredictable work schedule, that you schedule your fitness training sessions one week in advance instead of selecting a regular weekly timeslot. Should you experience changes in your schedule however, you can always change your timeslots to any available timeslot with your health and wellness coach to better accommodate your schedule.

Is there a cancellation fee?

Sessions expire based on the number of weekly sessions indicated in each package. For example, a 12 session package listed as 2 sessions per week will have a session expiration of 2 sessions per week (eg: the client is required to use a minimum of two sessions per week). If notice is given, extensions will be made for travel, vacations, or other special circumstances. Twenty-four hours notice is required to cancel or re-schedule a session. Failure to give notice will result in a forfeit of the payment and session. All cancelled sessions will be re-scheduled. Personal training sessions are non-transferable and unused sessions are non-refundable.

Do you offer support?

Fit Force provides unparalleled support through 24/7 phone and email messaging. You can also read important updates, news, fitness related research, health tips, advice, and much more on our regularly updated blog.