

## FREQUENTLY ASKED QUESTIONS

### **Q. How does your proprietary system benefit my recovery treatment center?**

A. My proprietary system is based on up to date exercise science combined with mind-body principles to ensure a safe and comprehensive program for your patients. The **Mindful Movement Therapeutic Program (MMTP)** was specifically designed with the mental health patient in mind and offers 5 levels of movement to coordinate with levels of care in your treatment facility. Most fitness trainers and yoga instructors do not have the unique experience and ability to work with the mental health patient. Through my program and trainings, you can be assured that your fitness staff is knowledgeable in working safely and effectively with your patients.

Patients who participate in the **MMTP** report less anxiety with increased feelings of serenity and calm, which benefit the physical health of the patient. Movement programs that address the mind as well as the body help to improve focus and clarity benefiting the patients' work in other areas of recovery leading to better outcomes for your facility.

### **Q. How is your program different from other fitness businesses?**

A. **Mindful Fitness**<sup>®</sup> is unique because my philosophy towards health and fitness incorporates applying mind-body principles with traditional fitness methods. The dictionary defines synergy as “an interaction of two or more forces so their combined effect is greater than the sum of their individual effect.” Both mind-body practices and physical activity reduce stress and improve overall well-being. Some traditional fitness methods, however, can cause stress and exhaustion by pushing clients to reach external goals. Mind-body methods teach the client how to 'experience' movement in their bodies paying attention to proprioceptive feedback which reduces injury and increases feelings of well-being and connectedness. **Mindful Fitness**<sup>®</sup> is enjoyable and energizing, benefiting patients on all levels – physical, mental, emotional and spiritual. Your patients will improve their chances in recovery from experiencing movement that builds confidence and self-esteem while becoming more focused and relaxed.

### **Q. How are you different from other fitness trainers?**

A. I have been a Certified Personal Trainer through ACE (The American Council on Exercise) AND a Yoga Instructor since 1995. I hold two degrees – a Bachelor of Science degree in Physical Education, with an emphasis in Athletic Training, and a Master of Science degree in Exercise Physiology.

The majority of personal trainers are trained in traditional fitness methods such as weight training, sport skills, and balance and agility training. They are not trained or skilled in the teachings of yoga, breathing practices, or meditation. Many have valid certifications from accredited organizations, but many do not. Some personal trainers will have earned a Bachelor's degree in a movement oriented field like kinesiology or biomechanics, while the majority has not. And it is unusual for a fitness trainer to hold an advanced degree. My master's thesis investigated the influence of yoga, walking and

meditation on stress and immune systems. This work helped to give me the foundation in which I built **Mindful Fitness**<sup>®</sup>. It is the combination of my education, and 15 years of experience as both a Certified Fitness Trainer and a Yoga Instructor that separate me from other fitness trainers.

**Q. What exactly is Licensing?**

A. Licensing is a way of granting someone the right to duplicate something you created. There are forms of licensing for all kinds of goods but you can also grant rights to another person for a method, formula, and a way of doing business in the form of copyrighted material. It is based on a contractual agreement between the owner of the intellectual property known as the licensor and a licensee. In granting permission to use its proprietary methods, the licensor may define a geographical area and a defined time period to the licensee.

**Q. Will other treatment facilities in my area be able to become a Mindful Fitness<sup>®</sup> Licensee?**

A. No, you will have geographical exclusivity. Your “Defined Market Area” is protected by city, zip codes or area. Our commitment to you is to not sell a **Mindful Fitness**<sup>®</sup> License within the set area that you have chosen. Typically a “market” area is ½ of a county in size or a section of your city. Area sizes may vary depending upon population and density. As long as you are in compliance with the terms of our Licensing Agreement, we will never set up an Agreement with any other treatment facility within your chosen market area.

**Q. What will my facility receive in return for the Mindful Fitness<sup>®</sup> License Fee?**

- 1) **The Mindful Movement Therapeutic Program Guide which details each of the 5 levels of movement**
- 2) **10 Hours of Consulting Time (telephone and e-mail)**
- 3) **Video Instruction (Available in 2010)**
- 4) **Option to be listed on corporate web site**

**Q. What happens after I purchase the License?**

A. You will receive the **Mindful Fitness**<sup>®</sup> Information Package with all of my Proprietary Information via Fed Ex. Included is the **Mindful Movement Therapeutic Program Guide** which will describe in detail all 5 levels of movement so that your staff will have the printed materials needed to teach the **MMTP**. Also, in the guide are criteria in hiring fitness staff, recommended vendor contacts for exercise equipment, how to choose the best locations for outdoor groups, etc. Your success is my success and my goal.

**Q. How do I get started to acquire my Mindful Fitness<sup>®</sup> License in my city?**

A. On my website ([www.mindfulfitness.com](http://www.mindfulfitness.com)), simply fill out the form with your contact information and “**Send.**” Upon receipt, I will contact you within 48 hours to discuss if the city/area that you are

considering is available. If so, I will e-mail you a “Confidential Disclosure Agreement.” Sign and FAX this document to me at 619-224-2101. This is a mandatory step as the **Mindful Fitness**® System and Information Package falls under Trade Secret law, requiring a signed Non-Disclosure. Your signature on this Agreement protects the proprietary information I will be providing for your consideration.

Then, I will promptly schedule a telephone conversation with you. After our talk, if you want to proceed, I will send you a Letter of Intent – This document gives an overview of our agreement to purchase the **Mindful Fitness**® License. You will sign the Letter of Intent and send your **non-refundable deposit** of \$1,000 to reserve your right to use the **Mindful Fitness**® System.

When you return the Letter of Intent to me, I will then stop talking to any other potential **Mindful Fitness**® Licensees near you.

Next, within 3-4 weeks, we will complete the Licensing Agreement. Once this Agreement is finalized, I will Fed Ex you my Proprietary System for the **Mindful Fitness**® License.

**Q. Can I skip any steps and move directly to the actual **Mindful Fitness**® Licensing Agreement?**

A. The Confidential Disclosure Agreement must be signed, but you may choose to skip the Letter of Intent and move directly to the Licensing Agreement. You will still place a non-refundable deposit of \$1,000 before you sign the Licensing Agreement while we finalize all the details.