



MINDFUL FITNESS®

Licensing Overview for Professionals

Mindful Fitness®

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LICENSING OVERVIEW PROFESSIONALS

Mindful Fitness[®], a Limited Liability Company established in 1994 by owner Lisa Hampton M.S., is offering Licenses in all areas of the United States and World.

Mindful Fitness[®] provides fitness training that integrates mind-body principles with health and fitness programs. This synergistic approach helps people improve their fitness, health, well-being, and lifestyle. Clients report reduced stress, increased energy, better posture, less chronic pain and the experience of joyful movement.

Mindful Fitness[®] has two unique programs, and a bonus program utilizing the concepts of specific mind-body techniques combined with a synergistic sequencing of traditional exercises so that **Mindful Fitness**[®] Licensees can secure a solid niche of their own in the rapidly growing multi-billion dollar fitness industry. These unique programs will help clients go beyond traditional fitness training to experience greater insight and awareness. Often, when visitors from other states participate in the program, they express a desire for a similar program in their home town. In response, **Mindful Fitness**[®] has prepared a License that includes unique and proprietary fitness programs. An exciting and fun third program is currently being developed that brings two fast growing industries together, becoming the new wave in fitness.

BENEFITS OF OWNING A MINDFUL FITNESS[®] PROFESSIONAL LICENSE:

- **Part or Full-Time Work**
- **Flexible Hours & Time**
- **Low Start-up and Monthly Overhead**
- **Live a Balanced Life with Time for Friends and Family**
- **Make a Difference by Introducing Others to a Lifestyle that Restores Energy**
- **Simple Proven Business Model**
- **Exclusive Areas**

THE COMPANY

Mindful Fitness® LLC, located in San Diego, CA was created in 1994 by Lisa G. Hampton, M.S. and is a product of many years of education, training and personal experiences in preventive health care.

Mindful Fitness® is dedicated to teaching, guiding and assisting individuals in the development of a mindful approach to their health and well-being. Techniques such as meditation and visualization are integrated with purposeful physical exercise to promote balance and focus. Mind-body techniques combined in a synergistic program will increase your company's appeal to the many clients today who are more challenged than ever before by stress, anxiety, and demanding schedules.

Mindful Fitness® has provided a diverse variety of instruction, including individual, partner, and group fitness training, workshops and lectures, yoga, meditation, and relaxation therapies. Two unique programs evolved that maximize hourly earning potential and reduce costs for clients. Both programs are sociable, motivating, and effective for men and women, ages 18-80.

- 1) **The First Program** incorporates the most popular physical activity practiced in the United States. This activity is combined with a sequence of other exercises AND a mindful approach WITH an environment that makes this program completely different. Combining these components helps to retain clients, increase revenue, promotes greater health and fulfillment, creates levels of challenge for clients, and provides a powerful force for change.
- 2) **The Second Program** focuses more on strength, and evolved from the First Program. It uses different equipment to achieve greater stability, balance and agility. Clients get individualized attention on posture and alignment, and they experience a variety of training combinations to maximize their workouts and progress in their fitness goals.
- 3) **BONUS** – The third program is very exciting! It combines two of the largest growing industries and is the most unique. This cutting-edge program is designed to help raise revenues by giving **Mindful Fitness**® Licensees a program not done commonly by personal trainers, in a multi-billion dollar market. This innovative program, to our knowledge, is **NOT BEING DONE** anywhere in the United States exactly this way. It is certain to be a success and you will have the opportunity to be one of the first Licensees to have this program, giving you a distinct competitive edge over competitors. A pilot program is under way and the new program will be available for **Mindful Fitness**® Licensees in 2010.

MANAGEMENT

Lisa G. Hampton, M.S. currently operates and owns **Mindful Fitness**[®]. A Certified Personal Trainer by ACE (American Council on Exercise) and a Yoga Instructor since 1995, Lisa created **Mindful Fitness**[®] in 1994, blending philosophies from East and West. Her 15 years of business experience in mind-body fitness is built on a solid educational background. At San Diego State University, she earned a Master of Science degree in Exercise Physiology (1995) and a Bachelor of Science degree, with an emphasis in Athletic Training, graduating *summa cum laude* (1993).

Below are some of the business systems and protocols used by Mindful Fitness[®] which will assist Licensees in setting up their programs including:

- **Criteria for choosing a good location(s)**
- **Permits and licenses needed**
- **Recommended hours of operation – very flexible**
- **Hiring and training of independent contractors**
- **Preparing client forms**
- **Keeping attendance records**
- **Incentive strategies**
- **Equipment needed and recommended vendors**
- **Networking with other professionals**
- **P.R. Tips and Implementing P.R.**

EXPANDING MARKETS & INCOME POTENTIAL

If you don't have your health, you don't have anything. That philosophy is what keeps millions of people exercising to be healthier and to live longer. Baby boomers, who are 79 million strong, are one of the biggest demographics fueling the growing fitness industry. The U.S. Department of Labor reports that the fitness industry is still growing and job opportunities are solid. **Employment in the industry is expected to increase by 27% through 2016, a figure that's greater than the average for all professions (U.S. Department of Labor 2008b).** The U.S. Department of Labor attributes this projected expansion for the industry to public concern for staying healthy and becoming physically fit, as well as people's willingness to spend more money and time on personal and family fitness.

Mind-body exercise has exploded over the last decade although the concepts have been around for centuries. Men and women from 9 to 90 are filling classes around the globe in search of that quiet place away from the stress of the real world. And with mind-body medicine being popularized by experts such as Deepak Chopra and Andrew Weil, consumers understand the role of the mind in the treatment of illness. Complementary therapies, **which include mindful exercise, are used by 60 million Americans** in the effort to combat serious diseases like cancer and heart disease, as well as the normal physiology of aging.

To meet the demand of consumers motivated to stay healthy in a difficult economy, cost-effective fitness programming will dominate over the next several years and those trainers, gyms and companies that utilize this approach will see their revenues rise as they ride their wave of success. **My proprietary system and programs offer individuals personalized attention at a reduced cost. The fitness professional maximizes their time and increases their income potential.**

Complete programs that incorporate cardio, strength, flexibility, agility, and balance training, along with mindful techniques will give consumers value for their money. **Mindful Fitness**® Licensees will learn effective strategies to help clients reach weight loss goals build strength and increase flexibility, while reducing stress. Designed by an expert in the mind-body fitness field with an Advanced Degree, these two unique programs are on the cutting edge and very distinguishable from other trainers' programs and who have less experience, education and understanding. **Mindful Fitness**® Licensees will also be providing an alternative to the gym environment which will appeal to a large percentage of the population who are intimidated by gyms. Additionally, the social aspect in my programs is not to be underestimated. Building community, joining friends, and exercising with family are all powerful motivators for clients to continue, keeping your program successful. Many students in my programs have attended for over 10 years!

Demographics and Market Statistics:

- **The Health and Fitness Industry is a MULTI-BILLION \$\$ a year industry.**
- **The Health Club Industry, which represents only a portion of the total industry, has increased their revenue 29% from 14.8 billion in 2004 to 19.1 billion in 2008.**
- **There are 79 Million Baby Boomers in the United States.**
- **15.8 Million Americans practice yoga – 72.2% are women, 27.8% are men.**
- **Americans spend \$5.7 Billion a year on yoga classes and products.**
- **Consumers spend \$40 Billion a year on complementary and alternative care.**
- **An upward trend exists toward an overall well-being that incorporates both physical and emotional health.**
- **1/3 of Americans are obese and another 1/3 is overweight making weight loss a primary goal.**
- **Employment in the fitness industry is expected to increase by 27% through 2016.**

KEY BENEFITS FOR POTENTIAL LICENSEES

LOW START-UP AND MONTHLY OVERHEAD

You don't have to sign any long-term rental agreements, pay office rent, or purchase expensive equipment. You may have some location fees which would be small, but often you will pay nothing. If you are not a fitness trainer, you will pay independent contractors, however, you can keep their base pay low and provide an incentive for them to increase class attendance, which makes you more \$\$\$. Fitness trainers can also hire independent contractors to increase income potential. Advertising costs are low and successful programs run by word of mouth.

FLEXIBLE HOURS AND TIME

You have the choice of multiple hours in the day that are **peak hours** to hold your programs...it's up to you! These programs are in demand 7 days a week so you can choose your days as well. This is a perfect part-time business for those who want additional income but don't want a full-time job. Or you can increase the number of programs to enjoy a highly profitable business if you choose.

A HIGHLY PROFITABLE BUSINESS

Depending on how many programs you offer per day and per week, you have the opportunity to prosper in the Multi-Billion Dollar Fitness Industry. **You will maximize your income potential and minimize costs with my proprietary fitness programs.** My programs in San Diego average **\$100-200 per hour/per program** with little to zero overhead and they are a consistent and dependable source of income, every week, every month, every year. Of course with more programs and more participants, you can increase your income.

HOT TIMING

NOW is the time to capitalize on this ever-growing and expanding fitness market! The demand for mind-body fitness is increasing and you can offer **Mindful Fitness®** effective, innovative, and marketable programs. **Mindful Fitness®** has been successfully running these programs for 14 years and our proven format is still among the **hottest trends in 2009**. According to ACE (American Council on Exercise), these are 5 of the top 10 trends that the **Mindful Fitness®** System offers:

- 1) **Budget-friendly fitness programs** are among the most popular trends in 2009. Chief Science Officer Cedric X. Bryant, Ph.D.: "Consumers will engage in workouts that provide multiple benefits due to time and economic limitations."

- 2) **Boomer fitness** - Individuals age 50+ have the means, motivation and desire to enhance their quality of life through physical activity—and this market is still growing. **You can choose to cater to this demographic alone and be successful.**
- 3) **Circuit Training** – Interval training combining strength training and cardiovascular activity provides a more time efficient workout than separate sessions.
- 4) **Specialty Classes** – Yoga and Pilates classes will remain strong.
- 5) **Getting Back to Basics** – Despite the fact that many exercises and equipment are becoming more advanced and trendy, trainers will continue to focus on basic movements and techniques with their clients again.

THE BONUS! – **Mindful Fitness**® will provide **Mindful Fitness**® Licensees with the most unique and marketable program in the United States...NOT done presently...that combines two fast growing industries giving **Mindful Fitness**® Licensees a huge competitive edge! **

LIVE A BALANCED LIFE AND HAVE TIME FOR FAMILY AND FRIENDS

When you decide your own hours, you have the flexibility to enjoy time for your most important relationships. Leading fitness programs that help people become healthier are gratifying and the people you meet and communities you build will enrich your life. Setting up your programs can be fun and creative and, once they're running successfully, you can relax. There are no deadlines to meet, no bosses to accommodate, and no travel unless of course you take a vacation, which you can do whenever you want!

SIMPLE PROVEN BUSINESS MODEL

Mindful Fitness® has enjoyed success due to the simplicity, diversity and creativity of its programs. The **Mindful Fitness**® proprietary system reflects over 15 years of experience and provides **Mindful Fitness**® Licensees an opportunity to earn a significantly higher income than other personal trainers, gym owners, and companies who want to oversee a fitness business.

YOU CAN:

- 1) **Successfully compete against other fitness programs**
- 2) **Substantially increase your revenue with only a few hours a week**
- 3) **Become a leader in mind-body fitness in your community**

** The Bonus Program is FREE to those who purchase the **Mindful Fitness**® by 12/31/09.

MINDFUL FITNESS[®] LICENSE AND DETAILS

INVESTMENT BREAKDOWN

Mindful Fitness [®] License Fee:	\$4,500 ¹ (each additional area is \$3,500)
Proprietary Information Package Fee:	Included
Training Resources:	10 hours of consulting

PROPRIETARY INFORMATION PACKAGE: You will receive a package that includes:

- **The 7 Principles of a Successful Mindful Fitness[®] Business (111 page guide of how I set up my successful programs, including detailed photographs and descriptions)**
- **10 hours of consulting time on P.R. and your grand opening**
- **Option to be on company web site for referrals to you**

The potential income you can make using the **Mindful Fitness[®]** System will be based on several factors:

- **Fees charged**
- **Number of attendees in each program**
- **Number of programs/locations you have each week**
- **The size of your city**
- **Your efforts and energy**

My research has found that fees around the United States range from \$7 - \$30 per attendee, per program with the higher fees in the larger cities. You can run these programs with up to 20 participants as I have in my **Mindful Fitness[®]** business. I also run two programs back to back to accommodate different schedules reducing my travel and set up time. You could easily teach 4 programs a day and still have time for your other work or enjoy free time. The **Mindful Fitness[®]** System provides flexibility and maximizes your time and potential.

NOTE¹: You will not need “working capital” for the **Mindful Fitness[®]** Information Package – everything is included in the one-time fee. Actual “working capital,” not including legal fees, to get started might range from \$300 - \$1,500.