



Simply Stride Training Academy Brochure

We offer flexible, often life-changing walking courses that use a combination of Yoga and Pilates-inspired techniques. It's a unique offering in the marketplace, so Stride Partners and Coaches who join us now will enter into a specialist area that's truly gathering momentum. We love helping our Striders feel better than ever.

With our opportunities, advice and on-going support, we think you'll feel great too.



Simply Stride Feel better than ever

www.simplystride.co.uk

A Warm Welcome

Many thanks for your interest in our exciting Stride Partner opportunity. It's a chance to run a very flexible business that can be operated on a full or part-time basis from home. It's perfect for those who enjoy the outdoors, meeting all kinds of people, and making a difference where it really counts.

A unique business

"Simply Stride began in 2010. I wanted to offer a new and interesting approach to walking techniques (or Striding as we call it). It's something we all do to greater or lesser degrees but very often, through bad habits, illness or mobility impairments, people aren't moving as well as they could be. This results in many individuals living with pain and discomfort.

I invented the Simply Stride technique to deal with my own pain, and I was keen to spread the word and help others. I'm delighted to say that it's been a fantastic success, with hundreds of Striders experiencing improvements in both their physical and emotional well-being. We have courses to suit every age, life story, and fitness level. For those people more interested in walking to achieve a higher fitness level or a specific health goal, we offer a 1 to 1 service, similar to a personal fitness coach.

All the support you need

It's reassuring to know that this is a 'tried and tested' business model. We'll provide all the training and start-up support you need. We'll even help you to launch your business in your local area. By the very nature of what we do, we're an incredibly supportive business. This brochure will provide plenty of examples of our on-going help and advice.

Investing in a business is an important decision. Chances are, you've never done this kind of thing before. We've made every effort to design a recruitment process that's both informal and transparent. You'll have everything you need to know about our business, and we'll keep you informed every step of the way.

To find out more, simply complete and return the on-line questionnaire. I look forward to hearing from you.

Best wishes for the future"

Karen_x



A Business to Believe In

The philosophy that underpins our business is this: we believe that everyone has the potential to experience 'Mindful Living'. It sounds like quite a fanciful concept, but really it's common sense. It's about increasing your self-awareness and realising that the way you use your body for walking, standing, sitting, or even sleeping can cause stress, tension and pain.

We teach our Striders to use the Stride technique to support, move and nourish their bodies during daily activities so that eventually, it becomes second nature. Their bodies become stronger and fitter and they feel more confident, healthy and happy. We encourage them to become free of bad habits, restoring their co-ordination and ease of movement. We help them get on and enjoy their life, because they feel better than ever.

Benefits for Body...

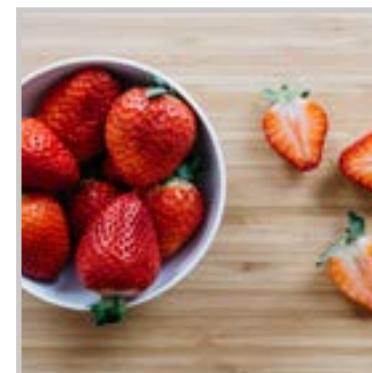
Improving posture In the very first session we help Striders to stabilise themselves properly and create a good foundation for movement.

Reducing aches and pains Importantly, we've been instrumental in helping our Striders recover from illness or manage an ongoing condition.

Helping Striders become stronger and healthier Body tailoring exercises provide key physical benefits to build upon.

Encouraging a better body shape Clothes seem to fit that little bit easier. (This was an unexpected benefit for many of our Striders!)

Teaching Striders how to nourish their bodies This helps them improve muscle tone, energy levels, and their ability to burn calories.



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... And Mind

Increasing confidence

We help people feel great about themselves and what they can achieve. Over time, they feel less restricted and more 'free', striding with their head held high.

Escaping from daily stress

Because we're striding outdoors in the fresh air, we're helping people to create a positive connection with themselves, their body, and the world. We help them realise how great this feels.

Feeling in control

Our Striders love the fact that the sessions become really familiar, so they know what to expect, and they can achieve their own goals according to their own abilities.

Being sociable

Managing pain and increasing fitness is a great leveller, so whatever their background our Striders tend to find plenty of common ground and make new friends.

Worry-free commitment

Our Striders feel happy with the flexibility of the sessions, plus they can use the techniques as often as they like for really efficient training. There are no membership fees or fixed course dates – everything's made as convenient as possible.

"After having children and a desk job for years, I began to have regular back and leg ache. When I had my hysterectomy, my back problems got worse. I am so much more comfortable now, even my family have noticed that I seem taller and an awful lot happier!"

Carole Robinson, Southend-On-Sea



Who are we looking for?

Simply Stride is a business that thrives on recommendation and repeat business. So we look for people who can generate a real buzz, creating a spirit of community and mutual support. We want people to tell others that they need to get involved, stride in the fresh air, and feel better than ever.

“I’ve never been one to walk and I’m not really an outdoor person. I just can’t believe how much I’m enjoying Stride, even when it rains! It’s brought such a change to my life as I feel fitter and much healthier. People have commented on how I look and I’ve dropped a dress size for the first time in ten years!

Natalie Taylor, Thorpe Bay



See if you’ve got what it takes:

- You’ll be a **reasonably healthy and active person** with a love of the outdoors; someone who’s body aware and likes taking care of themselves.
- You have a **natural empathy with people and their needs**, with a real desire to help them. We’re not like your typical ‘fitness trainers’, who focus purely on physical ability. It’s about having the sensitivity to assess how our Striders are feeling, then tailoring our services and techniques to suit.
- You’re patient, **you get on with people**, you build a rapport because you listen and genuinely care about what our Striders are telling you.
- You have a **good head for planning**, enjoy problem solving and connecting with people, and can see the benefits of utilising the Stride technique.

This is a business opportunity that would suit those who are looking for a lifestyle change. For example, you could be a mum returning to work. Or perhaps you’re a couple with the time and security to start a lifestyle business; something that would give you more flexibility and interest than your current occupation.

Which Training Package is right for you?

Stride Partner

This is an ideal choice if you'd like to build your own local Simply Stride business, as it works on a full-time basis with flexible working hours.

The flexibility continues, with options to deliver a wide variety of Stride sessions to individual and corporate Striders, and to recruit a team of coaches. Over time, this could generate an annual income of around £75,000.

Stride Partner Earnings and Hours of work:

(Figures are based on a fee of £40 per session, and 8 weeks' holiday taken per year)

- **£20,000 at the end of Year 1**

Per week: 10 hours of coaching, 5 hours of marketing/PR activity based on your original and agreed business plan. These will cover items including session numbers and types, marketing/PR reach, and location.

Stride Partner Package Terms:

- £2,500 contract and training fees
- £175 monthly management fees, based on your business plan and level of support provided

Stride Partner Package Features:

- Coaching, including practical training days and ongoing advice/mentoring
- Marketing/PR, including website advertising space, inspirational marketing materials, and business launch advice
- Business Development, including a training guide and the option of exclusive territory ownership
- Business Operations, including advice and problem-solving, and a service contract to administer bookings and marketing activity
- Senior Coach and Business Development training, with reference guides and practical training days
- Reduced fees for training days, with opportunities to meet Simply Stride Alumni
- 12 additional mentoring hours for marketing, business and operational development
- Personalised marketing materials, including a branded email
- An opportunity for exclusive territory access at zero cost!



Which training package is right for you?

Stride Coach

If you'd like to build your own team of Striders on a part-time basis, becoming a Stride Coach is the ideal option.

With flexible working hours, you'll have the opportunity to simply work part-time, or complement an existing business, as you deliver a wide variety of Stride sessions to individuals. Over time, this could generate an annual income of £25,000.

Stride Coach Earnings and Hours of work:

(Figures are based on a fee of £40 per session, and 8 weeks' holiday taken per year)

- **Option to earn £10,000 at the end of Year 1**

Per week: 6 hours of coaching, 3 hours of marketing/PR activity based on your original and agreed business plan. These will cover items including session numbers and types, marketing/PR reach, and location.

Stride Coach Package Terms:

- £500 training fees
- £100 monthly management fees, based on your business plan and level of support provided

Stride Coach Package Features:

- Coaching, including practical training days and ongoing quality reviews/advice
- Marketing/PR, including website advertising space and inspirational marketing materials
- Business Operations, including set-up advice and problem-solving, and a service contract to administer bookings and marketing activity
- Senior Coach and Business Development training, with reference guides and practical training days



What can you expect from your training package?

Everything's taken care of

We've built our business on understanding people's needs and tailoring care packages to suit. So, rest assured, your training package will include everything you need to be a success. The Simply Stride concept is a breath of fresh air: a tried and tested idea that's so simple, yet still unique. You won't have the hassle of trying to pilot something new – the idea can be easily replicated in your area. As for having to create new operational processes or develop marketing materials, don't worry, it's all been done for you.

Achievable goals, Strategic support

This is a great example of a carefully planned, low-risk model with few overheads and highly realistic projections. It's good to know that your designated territory will be based on a three-mile radius with a sizeable population of at least 50,000 adults. Plus your products can constantly develop, so it's clear to see how your income will keep on growing. You'll have access to a database of operational templates and processes that will help you plan your business strategy – and put it into action. Any management fees will start at the point you launch – and not before.

An eye-catching, established brand

You'll have full use of the Simply Stride branding plus a range of eye-catching materials, including posters, postcards, business cards and media releases (we're working to a 24-month marketing plan). You can showcase your territory on our website so that Striders can learn about particular sessions and favourite walks. And with widespread brand recognition, you'll have a pre-sold customer base, which usually takes years to establish. There's even an optional administration service to help you organise your Striders, the bookings and the payments - leaving you more time to develop your business.

Full training

Our induction training will ensure that you understand the business inside and out, and that you've got to grips with our service, and how it can help our Striders. During the first few months, we'll support your launch activity and, importantly, monitor the performance of your business.



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Expectations

Here's what you can expect from our training:

- Clear and concise learning support materials, that include everything you'll need to set up as a confident Stride Partner or Stride Coach
- Opportunities to practise and apply your learnings with other trainee coaches, so you'll feel fully supported throughout your Stride journey
- Planning sessions to brainstorm your Simply Stride business, including set-up, day-to-day operations, and future goals
- Ongoing mentoring and support packages, so you'll always have someone to refer back to (and fire questions at!)

All this is just the beginning. We've got lots of exciting information to share with you about your business journey as a Stride Partner or a Stride Coach – simply contact us to find out more.

What do we expect from you?

In essence, we want you to take care of our business and help it achieve the success we know it can. It's not just about an investment of money, it's about giving your time and undivided attention, doing everything you can to promote the service in your territory.

We want you to share our passion for Simply Stride, so that delivering the highest standards to our Striders isn't 'a chore'; it's a matter of personal pride and enjoyment. But while we want you to take ownership, it's important to know that if you need any support or advice, we're right behind you.

What about the return on your investment?

Like any business, how much income you generate is directly related to how much effort you put in. Provided that you market the business correctly, we're confident that you'll generate a very healthy income and return on your initial investment.

Although, there can never be any guarantee of success, your Simply Stride business can be operated successfully (with the minimum amount of cost) from your home. Once you're up and running, we can start to share the financial results we've achieved with you at an informal meeting.

"I suffer from arthritis, osteoporosis and serious asthma. Any movement can be very painful and frustratingly debilitating. Karen's professional, personal and gentle service gave me the knowledge to progress forward with confidence."

Bob Craven, Thorpe Bay



What are the benefits?

You get to work flexibly... in the Great Outdoors

You may have dreamed about getting out from behind a desk, working in the fresh air with all the freedom and flexibility that comes from being your own boss.

Well, now's your chance.

You'll inspire and motivate others

You'll probably inspire yourself, too. Because there's nothing like the feeling of heading outside and sharing fresh ideas, in a group of friendly and like-minded people.

You'll enjoy full support and peace of mind

There's no need to worry about getting to grips with complicated booking systems, PR techniques, or operational worries. We'll provide everything for you, so you can simply get on with coaching and inspiring your Striders.

Your work will take on a brand new purpose

There's a powerful sense of purpose that comes from doing something that directly benefits others. As you help your Striders to make meaningful connections whilst keeping active and fit, who knows what other life goals you'll feel motivated to achieve?

There's room for progression.... at your own pace

You'll earn 'feelgood income' from your Stride activities almost immediately. And when the time is right for you, there are lots of different ways for you to expand and develop your business – and your income.



Getting to know our brand

As a Stride Partner or Coach, you'll be using our name and our logo, and you'll represent everything that we stand for. Whenever our Striders come into contact with Simply Stride, we want them to have the same experience. The words we write, the images we use, our behaviour, our actions, all shape the way that people think about Simply Stride. So it's important that you really get to know us.

We're genuine and 'no-nonsense'

When we talk or write about Simply Stride it's from the heart. Because we've grown from a personal story, there's a strong feeling of authenticity running through our business. Great news stories from members add another level of honesty. Through their excitement and great results they have become the very best advocates for our business.

We believe in what we say

The business was founded because Karen needed to find a solution to her on-going back pain. Inventing a solution that really works means that we can always speak with a depth of truth and credibility. There's a tangible science to the Stride technique. This factual, biological core runs through our communications and underpins our ability to deliver real benefits to Members. This is what gives our brand a well-deserved air of confidence and pride.

We're personal

Simply Stride wording (on everything from our website to a simple email) should feel like a one-to-one communication. We should feel warm, approachable and conversational, like a reassuring companion who can guide the reader through the information to help people see what they can achieve.

We're passionate

Everything we write should mirror the enthusiasm and energy of Karen and the coaches. The audience should feel excited reading a leaflet or an email (for example) and become inspired by the ideas being offered to them.

We're empathetic

The things we write are more successful when we reach out to the reader and try to understand their predicament and needs. Everything's very down-to-earth and engaging; a welcoming voice that gives members confidence and reassurance.

We tell, not sell

We're assuming that we're talking to an intelligent audience. We're not pushy or 'trying to sell them something'. We're not forcing our opinions on anyone. We're simply telling people the facts so they can make up their own minds. We're reaping the rewards of a new lifestyle and, if you'd like to join us, that's even better.



Feel better than ever

We can take inspiration from the ‘no-nonsense’ character of Simply Stride. A reassuring, down-to-earth voice; a brand that doesn’t need to rely on a marketing spin as the truth is already compelling and unique.

[Feel better]

Has immediate associations with health, whether it’s physical or emotional health. It suggests some kind of relief from a troublesome past. It’s reassuring and implies you’re in safe hands.

[than ever]

This suggests the opportunity to adopt a new lifestyle. You’re building on momentum, finding a new route to a healthier and happier you. There’s a freshness to the message, the feeling that you’re starting a new chapter.

“I had to regain my fitness (after two slipped discs) as I care for my husband who has Parkinson’s disease. When I started Simply Stride I could hardly walk. After two months, I’ve lost two stone, my blood pressure’s gone right down, I’ve got more energy; I know how to make myself better. Karen and the team really did save me!”

Eileen Levenson



“Simply Stride taught me that there’s no such thing as a diet, you need to change the way you eat for life. As a result of changing my eating habits and regular Striding I’ve dropped a dress size and had to buy all new clothes (Yea!). I’m amazed and delighted!”

Caroline Monk, Thorpe Bay



Meet the team

These are our friendly, encouraging Coaches, here to offer you support and advice on your Simply Stride journey.

Lisa Gosling (Stride Manager)

Lisa has danced from the age of six, taught ballet, and comes from a rather tall family where back pain is prevalent. The positive impact of good posture, mobilising correctly and healthy living is part of her daily life. She loves being part of Simply Stride, particularly the fact that it's constantly changing and growing as it helps more people feel energised, toned, healthier and generally happier.

Many of Lisa's clients have been coming to her for years, so they've actually become really good friends. Being able to make such a difference to their everyday lifestyle gives Lisa a real buzz. She's also enjoying rolling out Simply Stride's new products such as 'Walk Tall' where she's helping children to grow in fitness and confidence. She's had some wonderful results. What's more, being a seasoned pro, she's now involved in training new coaches. Passing on all those skills she's learned over the years, she watches with excitement to see how they develop.



Lisa Eastwood (Operations Manager)

Although our new Partners and Coaches quickly grasp the challenges of running their own business, it's often the legal side of things that causes the most headaches. Step forward our secret weapon Lisa. Having spent a number of years as a Litigation Solicitor, Lisa's more than used to understanding and applying the rules, and finding solutions to any obstacles. She'll make sure that they're operating the business using tried and tested templates, plans and guidance (that are all part of the Training package) to ensure a slick business with great results. All this and she still has time for Striding, tennis, yoga, pilates, ballet and swimming. Lisa we salute you.



How to join the Simply Stride Team

Choosing the right partner is as important to us, as it is to you. If you like what you've read, then please complete and return questionnaire (available on our website). We'll then call you to discuss the opportunity in more detail and answer any questions that you have. If everything goes well, then we'll arrange an informal get-together, where we'll review everything relating to the business opportunity. Hopefully, when we meet you'll see how much we love being part of Simply Stride – and that you'll love it too.

Branching out in the UK

As a partnership that's based on a tried-and-tested business model, the Simply Stride team are totally committed to developing a successful training and business development network throughout the UK.

Why not come and meet us at our next Stride Experience Day, where you can find out more?

To apply online please visit www.simplystride.co.uk

For questions or further information please email enquiries@simplystride.co.uk or call 07967 705547

“My friends had talked me into doing the Amsterdam marathon. Unfortunately I put my back out, I couldn't even walk 10 paces. But I've always believed that if you want something bad enough, you can achieve it. Stride helped me and it's been nothing but a bonus in my life.”

Sarah Grant, Southchurch



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