

Become an outdoor fitness professional

with the UK's leading brand

- CYQ Fitness Instructor qualification
- Specialise in fitness and/or wellbeing
 - Full or part time business potential
 - Business training & tools provided
 - Monthly payment plans



At Exercise Anywhere, we understand that a great Instructor is one who matches passion and people skills with a desire to learn and be the best.

We are changing the face of fitness in the UK because we have a network of inspirational Instructors who can really relate to those who are not drawn towards typical exercise solutions.

Our career package ensures that the RIGHT people get the BEST training and support to deliver inspirational classes, guaranteed to get results. Our expert team have developed all the tools that you will need to set up your own business and are there to support you at every stage.

Your journey starts here...

Three steps to success



Step 1 – Training

Whatever your background, we will train you to become a fully qualified Nordic & fitness walking Instructor

Step 2 – Launch

We can help you to get going straight away with effective promotion and proven programmes

Step 3 – Support & development

Choose from our additional training modules and expand your expertise as your business grows.

Instructor training



Our leading academy created the first CYQ level 2 fitness instructor certificate and exercise referral diploma based on fitness and Nordic walking. Our innovative modules ensure those we train are fully equipped to deliver safe, professional and inspirational classes for all ages and levels. You can choose to specialize in the types of classes that appeal to you most from circuits and ski fit to wellbeing (or both). Those keen to work with special populations such as seniors or those with medical conditions can also work towards further qualifications with the support of our Team of Tutors.

Delivery Partner training

Following the instructor training you can choose to become a delivery partner and make use of our bespoke programmes, additional training, support and promotion. This will help you to set up a full programme of classes, manage your business, train leaders and promote yourself effectively. The training includes how to deliver the Nordic Walking UK FREEDOM programme which provides benefits for your clients and a proven structure of delivery that keeps them coming back.

Career Packages

Why not select a career package from day one and benefit from a structured payment plan that will help you to get started quickly and grow your business as you gain more skills?

Training Pathway	Delivery Partner Instructor	Specialist Delivery Partner Instructor
Programme launch & business workshop 1	✓	✓
Programme planning & business workshop 2	✓	✓
Programme development & business workshop 3	✓	✓
Advanced technique	✓	✓
Monthly webinars	✓	✓
Train the trainer	✓	✓
Training Modules	(1 included in initial training plan)	(2 included in initial training plan)
Nordic wellbeing	Optional	Optional
Ultimate Nordic Circuits	Optional	Optional
Nordic Walk 2 run	Optional	Optional
Young Explorers (kids)	Optional	Optional
Nordic weight loss	Optional	Optional
Nordic Pre/post natal	Optional	Optional
Nordic Rehab	Optional	✓
Further qualifications		
Level 3 A&P	Optional	✓
Nutrition	Optional	✓
Diploma in exercise referral	Optional	✓

Delivery partner tools and support

Delivery planning & systems



- Deliver our bespoke FREEDOM programme
- Proven '30 day induction' that leads to client retention
- Benefits for clients include discounts, access to classes across the UK & safety 24 scheme

Business support & Marketing tool kit



- Business tools & training
- Regional support
- Monthly webinars
- Online marketing resources
- Press releases, image library & seasonal campaigns

Branded programmes



- Branded programmes for all markets, levels & ages
- Written by leading experts
- Lesson plans, materials & full training

Website & online booking software



- Personalised website
- Online booking & payment functions
- Facebook, Twitter & blog feeds
- Equipment retail store

Brand & PR



- Established leading brand
- Over 1m website hits a year
- Extensive national PR including TV, radio, press & leading magazines
- National contracts (NHS & workplace)

Equipment



- Teaching equipment provided
- Affiliate programme for client sales
- Branded clothing

Everything you need to get you started, build your business and grow with the help of leading experts!

Tools & Support	Delivery Partner Instructor
NWUK web listing	✓
Personal Website	✓
On Line booking	✓
Payment collection	✓
Affiliate store	✓
Marketing tool kit	✓
Business Manual	✓
National PR campaigns	✓
Regional mentor	✓
Use of NWUK programmes	✓
Equipment & clothing pack	✓

Payment plan or lease options available



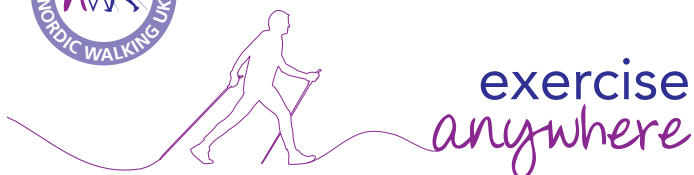
"Since I started as a Delivery Partner, I have issued over 400 cards and have more than 100 keen regular Nordic Walking members. On Saturdays I often have over 35 people on the walks and I now also have a contract with AgeUK Hackney! I am so busy that I am training more Instructors and leaders to work with me!" *Nikkii Barnett*



"The marketing package and manual provided a structure for the business allowing for retention of clients which was crucial in the early stages. The advertising materials are professional and have been really useful but it's the backup from Nordic Walking UK, the networking with other Instructors, the conferences and training courses that are second to none - everyone is really helpful and friendly." *Kerley*



"Being part of a National brand makes such sense – a lone Instructor will never be able to develop the professional image or generate the interest that I get from being part of the Delivery partner network It's a no brainer and the extra training was invaluable." *Paul Goddard*



For more details call us or visit our website to find out more:

0845 260 9339

www.exercise-anywhere.co.uk

