

Pricing, Programs & Profits

Sherri McMillan, M.Sc. has been inspiring the world to adopt a fitness lifestyle for over 33 years and has received numerous industry awards including 2010 CanFitPro International Presenter of the Year, 2006 IDEA Fitness Director of the Year, 1998 IDEA Personal Trainer of the Year, & 1998 CanFitPro Fitness Presenter of the Year. As a fitness trainer, she is a fitness columnist for various magazines and newspapers, author of five books and manuals including "Go For Fit - the Winning Way to Fat Loss", "Fit over Forty" & "The Successful Trainers Guide to Marketing", and featured presenter in various fitness DVDs. She has presented hundreds of workshops to thousands of fitness leaders throughout Canada, Australia, New Zealand, Germany, England, Spain, South America, Asia and the U.S.A. She is the owner of Northwest Personal Training in Vancouver WA which was awarded the 2006 BBB Business of the Year and the Chamber of Commerce Community Builder & Business of the year Award.

NW Personal Training

Pre-pandemic NWPT

- ◆ 5000 sq ft facility
- ◆ \$1,000,000/year
- ◆ Vancouver, WA – small suburb of Portland Oregon

Current NWPT

- ◆ 5000 sq ft facility
- ◆ 2020 - \$761,000
- ◆ 2021 - \$776,000
- ◆ 2022 - \$775,500

Pricing Guidelines

- What do other training organizations charge in your community/region?
- What do other health professionals charge in your community/region?
- How will you present pricing options?
 - Pros/Cons
 - 30 vs 60 minutes sessions?
 - PAP vs Packaging options?
- Estimate Revenues/Participation
- Calculate all expenses including payroll, marketing/promotions, administrative costs etc & account for optimal profit margins

Transform your Body & Change your Life

PRIVATE TRAINING PACKAGES

Our sessions are 30 minutes long since most of our clients are busy and require efficient and effective workouts. You can come in early or stay later to extend your cardio or stretch as needed. If you require more time with a trainer, you can easily just double up your sessions. These sessions can also be used for Online Training or Coaching if you are not local, traveling or not able to make it to the studio for any reason.

# of sessions	Cost/session	Savings/session	Package Cost
100	\$42	\$8	\$4200
72	\$44	\$6	\$3168
40	\$46	\$4	\$1840
1-39	\$50	n/a	\$50 x #

Accountability

Results

Energy

Success



Strength

Progress

Stamina

Reach your Goals

SMART TRAINING

Pay as you go, No upfront fees! 30 minute sessions. Consistency = Results!
3 month commitment—just long enough to experience incredible change!

1x/week \$50/session	2x/week \$49/session	3x/week \$48/session	4x/week \$46/session	5x/week \$45/session	6x/week \$44/session
\$100/2wks	\$196/2wks	\$288/2wks	\$368/2wks	\$450/2wks	\$528/2wks

* Prices subject to WA state tax

Voted #1 for Results!

Downtown Vancouver, 1011 Broadway, 360.574.7292

info@nwPersonalTraining.com

nwPersonalTraining.com

Make time for yourself.
We'll take care of the rest!

Northwest
PERSONAL TRAINING
NWPersonalTraining.com

Partner, Group and Semi-Private Training Options

Quality time with someone you care about. Help friends & family achieve results! Plus by splitting the costs, it's more economical for all.

# of Partner sessions (30 minute sessions)	Cost per session	Cost per package
100	\$54/session \$27/person	\$5400 \$2700/person
72	\$56/session \$28/person	\$4032 \$2016/person
40	\$58/session \$29/person	\$2320 \$1160/person
1-39	\$60/session \$30/person	\$60 x # \$30/person x #

SEMI-PRIVATE TRAINING

1 hour sessions. 10 session minimum purchase. Reserved scheduling.
3 people = \$40/person
4+ people = \$30/person



GROUP TRAINING CLASSES

Group Training allows you to workout with a trainer on a daily basis at a fraction of the cost of private training. **Warning: Group Training is FUN & ADDICTING!**

Living Life	Energy	Stamina	Vitality
\$ 79 to get started	\$479 to get started	\$949 to get started	\$1499 to get started
Includes 2 Private Training sessions (Normal: \$100)	Includes 12 Private Training sessions (Normal: \$600)	Includes 24 Private Training sessions (Normal: \$1200)	Includes 40 Private Training sessions (Normal: \$2000)
Pay \$75 every 2 weeks to maintain your group training membership Includes unlimited access to the best Group Training classes in the city 6 days per week including Barre Fitness, Yoga, Indoor Cycling, Indoor Rowing, Muscle conditioning, Bootcamps, Core Conditioning & more. Plus access to Virtual Classes too - classes anytime, anywhere! Everything you need to get in the best shape of your life! 3 month commitment - long enough to experience fabulous results! Note: Short-term, Youth and Family options available. Ask for details.			

We are here to serve you!

Downtown Vancouver, 1011 Broadway, 360.574.7292

info@nwPersonalTraining.com

nwPersonalTraining.com



Make the Commitment.
We'll take care of the rest!

Northwest
PERSONAL TRAINING
NWPersonalTraining.com

Transform your Body & Change your Life

PRIVATE TRAINING PACKAGES

Our sessions are 30 minutes long since most of our clients are busy and require efficient and effective workouts. You can come in early or stay later to extend your cardio or stretch as needed. If you require more time with a trainer, you can easily just double up your sessions. These sessions can also be used for Online Training or Coaching if you are not local, traveling or not able to make it to the studio for any reason.

# of sessions	Cost/session	Savings/session	Package Cost
100	\$42	\$8	\$4200
72	\$44	\$6	\$3168
40	\$46	\$4	\$1840
1-39	\$50	n/a	\$50 x #

SMART TRAINING

Pay as you go, No upfront fees! 30 minute sessions. Consistency = Results!
3 month commitment—just long enough to experience incredible change!

1x/week \$50/session	2x/week \$49/session	3x/week \$48/session	4x/week \$46/session	5x/week \$45/session	6x/week \$44/session
\$100/2wks	\$196/2wks	\$288/2wks	\$368/2wks	\$450/2wks	\$528/2wks

** Prices subject to WA state tax*

Voted #1 for Results!

Downtown Vancouver, 1011 Broadway, 360.574.7292

info@nwPersonalTraining.com

nwPersonalTraining.com

Make time for yourself.
We'll take care of the rest!

Northwest 
PERSONAL TRAINING
NWPersonalTraining.com

Partner, Group and Semi-Private Training Options

Quality time with someone you care about. Help friends & family achieve results! Plus by splitting the costs, it's more economical for all.

# of Partner sessions (30 minute sessions)	Cost per session	Cost per package
100	\$54/session \$27/person	\$5400 \$2700/person
72	\$56/session \$28/person	\$4032 \$2016/person
40	\$58/session \$29/person	\$2320 \$1160/person
1-39	\$60/session \$30/person	\$60 x # \$30/person x #

SEMI-PRIVATE TRAINING

1 hour sessions. 10 session minimum purchase. Reserved scheduling.

3 people = \$40/person

4+ people = \$30/person



GROUP TRAINING CLASSES

Group Training allows you to workout with a trainer on a daily basis at a fraction of the cost of private training. **Warning: Group Training is FUN & ADDICTING!**

<i>Living Life</i>	<i>Energy</i>	<i>Stamina</i>	<i>Vitality</i>
\$ 79 to get started	\$479 to get started	\$949 to get started	\$1499 to get started
Includes 2 Private Training sessions (Normal: \$100)	Includes 12 Private Training sessions (Normal: \$600)	Includes 24 Private Training sessions (Normal: \$1200)	Includes 40 Private Training sessions (Normal: \$2000)
<p>Pay \$75 every 2 weeks to maintain your group training membership</p> <p>Includes unlimited access to the best Group Training classes in the city 6 days per week including Barre Fitness, Yoga, Indoor Cycling, Indoor Rowing, Muscle conditioning, Bootcamps, Core Conditioning & more.</p> <p>Plus access to Virtual Classes too - classes anytime, anywhere!</p> <p>Everything you need to get in the best shape of your life!</p> <p>3 month commitment – long enough to experience fabulous results!</p> <p><i>Note: Short-term, Youth and Family options available. Ask for details.</i></p>			

We are here to serve you!

Downtown Vancouver, 1011 Broadway, 360.574.7292

info@nwPersonalTraining.com

nwPersonalTraining.com



Introductory Offers

GET INTO THE BEST SHAPE OF YOUR LIFE WITH NWPT

Looking Good, Feeling Great, and Living Life to the fullest!

Resolution Solution JUMPSTART



PACKAGE I
1X EACH WEEK WITH
YOUR OWN TRAINER
COST \$270

PACKAGE II
2X EACH WEEK WITH
YOUR OWN TRAINER
COST \$540

PACKAGE III
3X EACH WEEK WITH
YOUR OWN TRAINER
COST \$810

ALL PROGRAMS OFFER **6 WEEKS OF
FOCUSED TRAINING & 1 HOUR SESSIONS!**
(1/2 HOUR INDEPENDENT CARDIO & 1/2 HOUR MUSCLE-
CONDITIONING WITH YOUR PRIVATE TRAINER)



OFFER AVAILABLE FOR BOTH IN-PERSON AND VIRTUAL SESSIONS.
WE ARE READY TO HELP YOU ACHIEVE YOUR HEALTH AND FITNESS GOALS.

EXERCISE IS MEDICINE AND YOU DESERVE TO FEEL YOUR BEST!

FOR MORE INFORMATION OR TO SIGN UP CALL 360.574.7292!

Downtown Vancouver - 1011 Broadway
info@nwpersonaltraining.com - 360.574.7292



Northwest
PERSONAL TRAINING
NWPpersonaltraining.com

Holiday

QUICKFIX

PACKAGE I
1X EACH WEEK WITH
YOUR OWN TRAINER
COST \$270

PACKAGE II
2X EACH WEEK WITH
YOUR OWN TRAINER
COST \$540

PACKAGE III
3X EACH WEEK WITH
YOUR OWN TRAINER
COST \$810

ALL PROGRAMS OFFER 6 WEEKS OF
FOCUSED TRAINING & 1 HOUR SESSIONS!
(1/2 HOUR INDEPENDENT CARDIO & 1/2 HOUR MUSCLE
CONDITIONING WITH YOUR PRIVATE TRAINER)

Learn more about how we can help you by getting scheduled
for a Complimentary Initial Consultation with one of our
trainers. We are here to help you reach your goals.

**Virtual and in-person options are available.*



360.574.7292

Downtown Vancouver - 1011 Broadway



Northwest
PERSONAL TRAINING
nwPersonalTraining.com

FALL BACK INTO FITNESS - QUICK FIX

Get into the best shape of your
life this Fall with NWPT!



Package I
1x each week with
your own Trainer
Cost \$240

Package II
2x each week with
your own Trainer
Cost \$470

Package III
3x each week with
your own Trainer
Cost \$685

All programs offer 6 weeks of focused training & 1 hour sessions!
(1/2 hour independent cardio & 1/2-hour muscle-conditioning with your Private Trainer)

Looking Good, Feeling Great & Living Life to the Fullest!

For more information or to sign up call

360.574.7292

www.nwpersonaltraining.com

✓ Increase muscle
tone and
flexibility!

✓ Lose 7-14 pounds
of body fat!

✓ Gain 3-4 pounds
of lean muscle!

Northwest
PERSONAL TRAINING
nwPersonalTraining.com

Holiday Specials

I love you Mom!



Flowers are nice but they don't last long and chocolate will just sabotage her health efforts...
The gift of health and fitness will keep giving for years!
Give back to the Women of your life that she deserves it!

Mother's Day Fitness & Training Specials

Add years to her life and life to her years!

Private Training or Nutrition • \$34/session (reg. \$40/session)
Partner Training • \$22/person (reg. \$24/person)
Introductory Fitness & Training package • \$99 (reg. \$200)
*Includes a 60 min Personal Training session,
10 min 10 Minute Group Training classes & NWPT Health Manual*

And yes, if you are a mom, daughter, sister or wife, you can give yourself the same special and show up for the best of the year!

**Stop by now or call
(360) 574.7292**
1311 Broadway • SUITE 200
nwPersonalTraining.com

I love you Dad!



How many does a guy need?
Give the men in your life a gift that will keep on giving for years!
Health, Longevity and Fitness!

Father's Day Fitness & Training Specials

Add years to his life and life to his years!

Private Training or Nutrition • \$34/session (reg. \$40/session)
Partner Training • \$22/person (reg. \$24/person)
Introductory Fitness & Training package • \$99 (reg. \$200)
*Includes a 60 min Personal Training session,
10 min 10 Minute Group Training classes & NWPT Health Manual*

And yes, if you are a dad, son, brother or brother-in-law, you can treat yourself to the same special and show up for the best of the year!

**Stop by now or call
(360) 574.7292**
1311 Broadway • SUITE 200
nwPersonalTraining.com

DON'T KNOW WHAT TO GET YOUR SWEETIE FOR

Valentine's Day?



Chocolate? Always tastes great but it's gone in an hour!
Roses? Yeah, they're nice but they die in a couple days!
Instead get them something that will positively impact their entire life and that you can do together!

VALENTINES DAY SPECIALS

10% off Partner Training
Spend quality time together!

Intro Group Training Package
\$99 (reg. \$300)
Six weeks of Initial Group Training, Complimentary Initial Training Session
+ 8 Week NWPT Results Program

Plus, check out all of our fun Valentine's Day classes!

Northwest PERSONAL TRAINING 1311 Broadway **360.574.7292**
nwPersonalTraining.com

Holiday Specials



Private Training or Nutrition • \$34/session (regular \$40/session)
Partner Training • \$22/person (regular \$24/person)

Bé the Inspiration to the people you love!

FREE

We are offering **FREE 2 Week Trial** classes and **FREE \$50 Gift Cards** that new clients can have towards an Initial Personal Training package.
A great gift to give your friends, co-workers, neighbors, her sister, your kid's teachers or anyone you know who leads an inactive or wants to get in great shape! Don't worry, we won't tell them they were bad! Get some of your holiday shopping done in spirit and start before someone to them!

Amazing Introductory Group Training Special!
Includes Six Week Fitness Motivation, 5 Week Group Training Membership & One Private Training Session.

Only \$99
(reg. \$200)

*Only one group training package can you find!
A great stocking stuffer!*

Give the gift of health & vitality!

Northwest PERSONAL TRAINING
nwPersonalTraining.com
360.574.7292
1311 Broadway • SUITE 200



BLACK *Fitness* FRIDAY



ONLY NOVEMBER 22ND - 28TH

INCLUDES 6 PRIVATE TRAINING SESSIONS

1 MONTH OF GROUP TRAINING

NWPT RESULTS MANUAL

\$99 (REGULAR OVER \$400)

360.574.7292

Northwest
PERSONAL TRAINING
NWPersonalTraining.com



BLACK *Group Fitness* FRIDAY



ONLY NOVEMBER 22ND - 28TH

PUNCH CARD

**10
CLASSES**

\$99

NORMALLY \$150

INTRODUCTORY OFFER
4-weeks Unlimited Group Fitness

BOGO

Buy One, Gift One

\$99

Normally \$260

Stop by the front desk or call us at 360.574.7292 to get signed up!

Northwest
PERSONAL TRAINING
NWPersonalTraining.com

Give away an unbelievable
package during your
Anniversary celebrations to all
qualified, interested individuals



- Introductory Fitness & Training package includes 6 Private Training sessions
- 83% renewal

Dear _____,

We hope you are gearing up towards a wonderful Thanksgiving and holiday season with family and friends.

We wanted to take the time to thank you so much for your support over the last 22 years, and especially the last couple years as we've struggled to survive during the pandemic. Currently 20% of the fitness industry has closed their doors for good so we know, without a doubt, that the only reason we're still here is because of YOU, and we couldn't be more grateful.

We want to applaud you for your dedication to your health and fitness. You are part of the solution and are setting a great example to your friends, family, co-workers and our community. One thing we've learned over the last year and a half is the importance of our health – it is your most important asset. People who exercise regularly save us billions in health care costs and reduced hospital visits as a result of all disease and illness. It's hard to be great and take care of others and/or your business if you don't feel great.

Thank you for choosing NWPT to oversee your health program. It is our honor and our passion to help you prioritize and adopt a healthy and fit lifestyle so you can live your best life.

To thank you for your ongoing support, our semi-annual Holiday specials are now in full force, and you can save up to \$6 per half hour session or \$12 per hour session off our normal private and partner training sessions. It is the best prices of the year, and we only do this twice per year so now is the time to commit to your health and fitness. You can drop by the studio and/or call us at 360.574.7292 to stock up so you're set for 2022!

Also, to help you get a head start on your holiday shopping, we have enclosed a complimentary Introductory Fitness & Training package which includes 3 Private Training sessions and 4 weeks of Group Training, valued at over \$300. The gift certificate is meant for a new client who is one of your friends or family members. If you have others in mind who you think would enjoy and benefit, please let us know and we can prepare another gift certificate for you. The Gift of Fitness is one of the most transformational gifts you can give someone. You could literally change their lives and improve their energy, vitality, endurance and strengthen their immune system. It's the gift that keeps on giving!

Thank you again and we wish you a wonderful and healthy Thanksgiving and Holiday season.

Sherri McMillan and your NWPT team

Ps. We are going to continue offering at least one virtual, online class per day for clients who aren't comfortable coming into the studio yet. **We are going to allow FREE access to these virtual classes to our clients who private or partner train for at least one hour per week to increase your consistency and frequency of training and to provide more health and fitness options when you can't get to the studio.** We are currently offering a variety of virtual classes including Core, Yoga, Barre, Muscle, Cycle and Cardio kickboxing. Please email kristin@nwpersonaltraining.com if you are eligible and would like access to these virtual classes, which you can participate in live or on-demand.



A special holiday gift for our loyal NWPT clients!

Please accept this gift as a token of our appreciation for choosing us to help you reach your personal best. \$25 OFF YOUR NEXT PURCHASE. Simply print and show this email to our front desk staff to receive \$25 off of your next purchase of any studio service like Personal Training, Team Training, Fat Loss Programs or Specialty Classes from Jan 1st - Feb 28th, 2022! Call our Downtown Vancouver Location (360) 574-7292 to start reaching your goals today!

Northwest Personal Training
Take \$25.00 Off!

Provide your email address to claim this coupon:



...AND share this offer with a friend who has been thinking about focusing on their health.

The Gift of Fitness & Vitality! You just might change their life! FREE: Introductory Fitness & Training package including 2 weeks of unlimited Group Classes and 1 hour Initial Personal Training Session. Have your friend show this email to the front desk staff to redeem offer. Health is wealth. Exercise is medicine! Call 360-574-7292 to start reaching your goals today!

Northwest Personal Training
Take \$155.00 Off!

Provide your email address to claim this coupon:

70% continue with
average 2x/week - \$270
cost with ROI of \$4680pp

FREE **\$50 GIFT** **CARDS**



GIFT OF HEALTH & FITNESS

Introductory Fitness & Training package including:

- ✓ 2 Weeks Unlimited Group Training Classes at our Downtown Studio
- ✓ 6 Weeks NWPT Results Program
- ✓ One Hour Initial Personal Training Session
- ✓ \$200 Value

Call & Get Started TODAY!

Looking Good, Feeling Great & Living Life to the Fullest!

info@nwPersonalTraining.com

Northwest
PERSONAL TRAINING
nwPersonalTraining.com

360.574.7292 | 1011 Broadway - Downtown Vancouver

Host a Fitness Study

Vitality - Strength - Commitment - Energy - Determination
Looking Good, Feeling Great & Living Life to the Fullest!

4-Week Fitness Study

We need YOU!



We are conducting a 4-week Fitness Study to measure the impact of exercise on work-place productivity, energy and various health variables.

We need **50 VOLUNTEERS** who will receive **FREE Personal Training** for 4 Weeks!

Program Expectations:

- You are not currently exercising regularly
- You are a business professional
- You will be assigned to either a Group Training or Private Training Group
- You will need to commit to exercising at least 3 days per week for 4 weeks with one of our trainers in a Private or Group setting
- Baseline and post-study measurements and work-place productivity will be measured starting at the end of March.
- Study will run throughout the month of April but dates can be adjusted as needed.
- Results will be used for the analysis of a Workplace Wellness program

If you are interested, please email info@nwpersonaltraining.com with your availability as soon as possible.

360.574.7292 (Downtown) 360.574.2400 (Salmon Creek) Northwest **PERSONAL TRAINING**
nwPersonalTraining.com • info@nwPersonalTraining.com

- ✦ 31 people completed program
- ✦ 15 people continued as clients post-study
- ✦ \$7550 initial direct impact
- ✦ Cost - \$3720

Weight Loss Challenges

- ◆ 6 week programs work great / 21 day / 31 day / 75 day
 - Seasonal options-Spring Makeover Challenge, New Year's Makeover Challenge, Summer Fix, Fall back into your Best
 - Offer multiple price points
 - ◆ **Flying Solo:** I know what I need to do. Just give me a finisher's gift, weigh me in, and I'm good to go. The competition is all I need to keep me going. Cost: \$47
 - ◆ **Jump-Start:** In addition to a finisher's gift, can you please provide me with a NWPT Results Manual and take my pre and post girth and body fat measurements (2-30 minute appointments). Cost: \$97
 - ◆ **Rookie:** I'm new around here and this will be a great opportunity to get me started on a trial membership. Please provide me with a Group Training membership during the challenge in addition to the finisher's gift, NWPT Results Manual and pre and post measurements (2-30 minute appointments). Cost: \$197
 - ◆ **Coach Me:** Help me through this process. Includes finisher's gift, NWPT Results Manual, Pre/Post Measurements (2-30 min appts), and 12-30 minute private training sessions (suggested 2 sessions/week).
 - ◆ **Cost—Members:** \$527 Non-members: \$597 (includes Group Training membership during challenge)
 - ◆ **Tandem:** Guide me closely on this journey. Includes finisher's gift, NWPT Results Manual, Pre/Post Measurements (2-30 min appts), and 12-60 minute private training sessions (suggested 2 sessions/week).
 - ◆ **Cost—Members:** \$927 Non-members: \$997 (includes Group Training membership during challenge)
 - Pre-challenge measurements, give program expectations/manual
 - Weekly weigh-ins, weekly motivational and educational emails and tips
 - Post-challenge measurements, prizes, party

Spring Makeover Challenge!

Transform your Body & Change your Life!



It's time to shed those winter pounds and get ready for Summer...

TAKE THE CHALLENGE WITH US AND ACHIEVE AMAZING RESULTS!

Program starts Wednesday, April 23 at 7:00pm

Non-clients are welcome to participate! You will be assigned to a trainer's group and the groups will compete against each other throughout the challenge. **Our average participant loses 10 pounds and many lose 20-30 pounds!**

Northwest
PERSONAL TRAINING

info@nwPersonalTraining.com

1011 BROADWAY • VANCOUVER

Register Today at **360.574.7292** or **www.nwPersonalTraining.com** to Make the Commitment to Yourself!

ULTIMATE SPRING MAKEOVER CHALLENGE

Get into the **BEST**
Shape of your life!

It's time to shed those
winter pounds and get
ready for Summer...

Program Launch
April 14th, 2021
6:30 PM



We've designed a challenge to help you ramp up your
health and fitness plan to get you looking and feeling
your **BEST** just in time for Summer!

**Weekly Prizes to
the biggest loser!**

**Our average participant
loses 10 pounds and many
lose 20-30 pounds!**

**Take the challenge with us and
achieve AMAZING RESULTS!**

**You will be assigned to a trainer's group and
the groups will compete against each other
throughout the challenge.**



Register Today at 360.574.7292 or nwPersonalTraining.com
Make the Commitment to Yourself!

Turn Over for More Details

**Northwest
PERSONAL TRAINING**
nwPersonalTraining.com

Spring Makeover Challenge Options

**Pick an option that works with your needs and call or
come in today to make the commitment!**

Flying Solo: I know what I need to do. Just give me a finisher's gift, weigh me in, and I'm good to go. The competition is all I need to keep me going. **Cost: \$49**

Jump-Start: In addition to a finisher's gift, can you please provide me with an NWPT Results Manual and take my pre and post-girth and body fat measurements (2-30 minute appointments). **Cost: \$99**

Rookie: I'm new around here and this will be a great opportunity to get me started on a trial membership. Please provide me with a Group Training membership during the challenge in addition to the finisher's gift, NWPT Results Manual, and pre and post measurements (2-30 minute appointments). **Cost: \$199**

Coach Me: Help me through this process. Includes finisher's gift, NWPT Results Manual, Pre/Post Measurements (2-30 min appts), and 12-30 minute private training sessions (suggested 2 sessions/week).

Cost—Members: \$559

Non-members: \$649 (Includes Group Training membership during the challenge)

Tandem: Guide me closely on this journey. Includes finisher's gift, NWPT Results Manual, Pre/Post Measurements (2-30 min appts), and 12-60 minute private training sessions (suggested 2 sessions/week).

Cost—Members: \$989

Non-members: \$1089 (Includes Group Training membership during the challenge)

Inspire a Friend: Motivate a non-NWPT buddy to join & you BOTH get 10% off the entry fee!

Besides the health benefits and bragging rights... This year, each week we are going to reward the individual that loses the most weight with a gift... \$25 gift certificate for Northwest Personal Training.

How does the challenge work? Everyone will be assigned to a trainer's group and the groups will compete against each other throughout the challenge. You can either be randomly assigned to a trainer's group or request a certain trainer. You can make this challenge as self-motivated as you like or you can utilize our services to help you through the process and maximize your results. Weekly weigh-ins are required so we can check your progress, and adjust your plan accordingly. Your team trainer is here to help you stay motivated and answer any fitness questions that you might have. The program will be launched Wednesday, April 14th virtually. At the program launch, you will be provided with exercise and nutrition guidelines to help you transform your body! Note: If for whatever reason you cannot make it to the program launch, you must be weighed in at the Vancouver studio between April 12th—April 18th unless otherwise arranged. The final weigh-in will occur between May 24th and May 30th at Vancouver studio unless otherwise arranged. All results must be in by May 30th at the very latest with no exceptions in order to calculate results. The team with the greatest percentage of weight loss will be deemed the winning team (although everyone is a winner in our books!). Bragging rights go to the Personal Trainer with the winning team!

Are there any criteria for entering the challenge? You should be in a position where you need to lose at least 10 pounds or more. Our intentions are that this challenge will help our clients reach for their best and not be an initiative that has a negative effect on self-esteem and body image. All of the expectations of the challenge are designed to improve overall health and fitness and are not short-term, quick-fixes. You will automatically be disqualified if caught utilizing any non-healthy techniques (i.e. extreme caloric deprivation, laxatives, diet pills, dehydration techniques etc) The benefit of this type of program is that it will provide you the guidance, motivation, and accountability to jump-start your program and help you shed any excess winter weight. Many clients experience amazing results during this yearly challenge just because they know their team is counting on them. There's nothing like good old-fashioned peer pressure!

All participants will receive your finishers' gift at the end of the challenge! YEAH!

75 DAY Fit for Life Challenge

Change your habits, change your life!
75 days of focused work on your health.
This challenge is not about perfection, it's about spending 75 days
establishing habits that will change your life!

Launches January 16th, at 6:30pm

Sometimes you have to go big to get big results. Jamie Hahn has put together an amazing program that will get you the results you've been chasing. This program is sustainable and will not leave you feeling like you are a 24/7 fitness fanatic. You CAN add this into a busy lifestyle successfully! It's time to get results!

You can Expect:

- Weekly emails that are educational & motivational.
- Bi-weekly Sunday workouts.
- Fitness Tracker to keep you dialed in.
- Weekly at-home workouts to follow.
- Recipes.
- Group Facebook page for accountability & encouragement.



Jamie Hahn is a CPT & Group Fitness Instructor at Northwest Personal Training. She has used this program to lose 30 lbs! She walks her talk and wants you to join her in Looking Good, Feeling Great, and Living Life to the Fullest!

Program Expectations

BODY

- 2 workouts a day, including recovery workouts.
- Follow the nutrition guidelines provided by Jamie which will include no alcohol, and water intake goals.

MIND

- Daily breathwork and meditation for 5 minutes.
- 10 pages of a non-fiction book daily.

RECOVERY

- Resting 7+ hours per night in bed.

Get Signed up!
360.574.7292

1011 Broadway, Vancouver Wa

Cost
\$199

Northwest
PERSONAL TRAINING
NWPPersonalTraining.com



Fall Wellness Reset

Launches September 29th, 5:30pm

Are you feeling **stuck in a nutrition and fitness rut**, or are in need of a reset after a summer of fun?

Join this Reset and learn to **create new habits** to aid your health and wellbeing to **improve your quality of life!**



About The Reset

Nick & Jamie have put together a 31-day, fall reset that will leave you feeling organized, energetic, and ready to finish 2022 feeling strong both mentally and physically! Are you ready?

Cost

\$75

Add Group Classes

It's an additional \$99 for 31 days

**Non-group members option only*

Get Signed up!

360.574.7292

1011 Broadway, Vancouver Wa

What You Will Learn

- How to create a program that promotes longevity and long-lasting health
- The microbiome and how to build a healthy and strong gut
- How to create healthy and nutritious meals
- Tools to help develop and sustain new healthier habits
- Tips for quick and efficient food preparation
- To create habits of overall wellness with our weekly meditation & mindfulness exercises

Expect

- Weekly "Monday Movement" goals
- Weekly Workout Videos
- Weekly check-in's Via email
- Access to a private Facebook Page



Northwest
PERSONAL TRAINING
NWPPersonalTraining.com

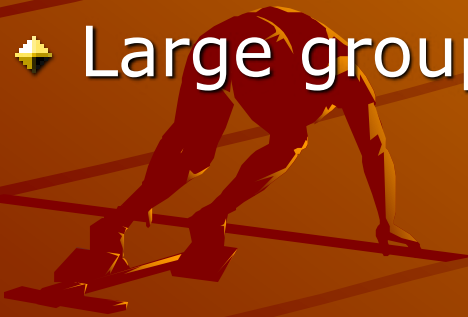


Team Training, Outdoor Adventures & Specialty Programs

- ◆ Find your Champion!
- ◆ Sports specific training – Golf, Skiing/Boarding, Tennis, Pickleball, Vball, Soccer etc
- ◆ Equipment based – TRX, KB, Olympic Lifts, Boxing, Ropes
- ◆ Client based – Senior, Pre/Postnatal, Menopause, Kids/Teens
- ◆ Mind/Body – Yoga, Meditation, Sound healing
- ◆ Outdoor Activities – Running (Learn to Run, 5K, 10K, Half Marathon, Half Marathon, Marathon), Walking, Triathlon, Hiking, Paddleboarding, Obstacle course training, Flex n' Run

Team Training, Outdoor Adventures & Specialty Programs

- ◆ Team Training – 4 people - \$25/client
 - ◆ Encourage privates
 - ◆ Implement reserved scheduling
 - ◆ Set a minimum # of sessions purchased
- ◆ Large group - \$10-20/session



SENIOR

FIT series



LIVING WELL INTO OUR RETIREMENT YEARS

Don't Let Your Age Slow You Down.

As we age beyond 40, we can begin to lose our flexibility, balance, and strength. As we begin to get stiffer, we also begin to develop all sorts of aches and pains that never seemed to be there in our youth.

This Senior Fit Series will focus on mobility, balance, and strengthening exercises that improve flexibility and range of motion. Maintaining or gaining strength and balance have been shown to help people reduce, if not eliminate, some of the aches and pains related to aging.

During each of the ten sessions, we will discuss one of the chapters of Breaking the Age Code, How Your Beliefs About Aging Determine How Long and Well You Live.



Join CPT Bob Hoffman for this 10- week series starting January 23rd! Bob is certified through the Functional Aging Institute, Barefoot Balance certified, and Active Aging certified.



10-WEEK SERIES MONDAYS

1:00PM - 2:00PM

JANUARY 23 RD - MARCH 27 TH

COST: \$250

Stop by the front desk or give us a call at 360.574.7292 to get signed up today!

Northwest
PERSONAL TRAINING
NWPersonalTraining.com

LOOKING GOOD, FEELING GREAT, AND LIVING LIFE TO THE FULLEST!

Low Back & Hip Workshop

This 4 week workshop will leave you feeling empowered and able to reduce low back and hip pain.

Thursdays 1:00 - 2:00pm
February 23rd - March 16th



Join this series to learn more about the low back hip complex and pelvis. Emily will help you figure out why you are tight, stiff, or are experiencing pain. Most people experience hip and low back pain due to a core imbalance or some type of impingement from troublemaker muscles like the psoas and sartorius. We'll figure out what's going on with your low back and hips and give you tools to improve the health of those areas.

This series is for anyone who:

- Has suffered spinal trauma from an injury.
- Experienced wear & tear from poor posture or a sedentary life.
- Has been pregnant and given birth.

You can expect to:

- Gain a deeper understanding of your posture, anatomy, and body awareness.
- Pinpoint what the root cause is for your discomfort; aches, pains, tightness, impingements. Once identified you will learn techniques to help deal with them.
- Stretching techniques for the deeper muscles that tend to either be overactive or not active enough.
- Focus on pelvic floor stability and strength. A large part of this series will focus on our pelvic floor muscles and how to activate them through simple exercises and breathing techniques.
- Learn exercises and stretches to help maintain appropriate positioning of your pelvis and spine.
- Learn exercises and stretches to help strengthen the hip complex, increase mobility and decrease tension.



GET SIGNED UP AT 360.574.7292
COST: \$120

Downtown Vancouver - 1011 Broadway
info@nwpersonaltraining.com - 360.574.7292





21-DAY

Yoga Challenge

FEBRUARY 8TH - FEBRUARY 28TH

DECREASE YOUR STRESS AND UNWIND YOUR BODY AND MIND. TAKE THE CHALLENGE TO MAKE 2021 A CALMER, MORE CENTERED TIME FOR YOU.

This 21-day challenge is for all fitness levels. You can expect videos to follow ranging from 10 minutes - 60 minutes and various experience levels ensuring you are able to fit something in, no matter what your day looks like or where you are!



Join Alicia Rose for the kick-off of this 21-day challenge on Monday, February 8th at 6:30 pm where she will answer all of your questions and help you make a plan for a successful 21 days!

COST:

\$75

Get signed up today at 360.574.7292



Trail Running

Smith Rock Ascent

**TRAIN FOR SMITH ROCK ASCENT
WITH COACH JESS ALONG WITH A
FUN AND SUPPORTIVE GROUP!**

8-week series

Tuesdays at 6:00 pm

March 22nd - May 15th

Every other Sunday at 9:00am

This trail running series will ensure you learn how to navigate uneven terrain with fun & have a supportive group to train with!

You can expect 3-6 mile options for these weekly evening Trail Runs on Tuesdays at 6:00 pm at Whipple Creek Park.

Then, every other Sunday at 9:00 am starting April 3rd, you will have a long group run option at various local locations.

This series will end with Smith Rock Ascent 50k, 13 or 4 mile race on May 15th!

SIGN UP TODAY AT THE FRONT DESK OR ONLINE!

(360) 574.7292

NWPERSONALTRAINING.COM



JESSICA MOSSMAN

Jess is a United Endurance Sports Coaching Academy (UESCA) certified running coach and a Personal Trainer with Northwest Personal Training.

**FIRST GROUP RUN
IS TUESDAY, MARCH 22ND**

8 - WEEK SERIES

50K, 13 OR 4 MILE OPTIONS

Tuesdays at 6:00pm
and every other
Sunday at 9:00am

Cost: \$120

Drop-ins: \$20

Northwest
PERSONAL TRAINING
NWPersonalTraining.com

Tuesday

FUN RUNS



**GET OUTSIDE AND ENJOY THIS
60 MINUTE BOOTCAMP STYLE
FUN RUN EVERY TUESDAY!**

*Tuesdays at 6:00 pm
June 7th - July 12th*

Make the best of your time outside and get in some cardio and strength with Jess!

You can expect to hit a variety of locations throughout Vancouver. These workouts will include 30 minutes of running and 30 minutes of a fun workout including battle ropes, tires, and more!

This series allows for a break from racing and a push towards getting outside, having FUN, and getting in some fantastic workouts!

SIGN UP TODAY AT THE FRONT DESK OR ONLINE!



(360) 574.7292

NWPERSONALTRAINING.COM



JESSICA MOSSMAN

Jess is a United Endurance Sports Coaching Academy (UESCA) certified running coach and a Personal Trainer with Northwest Personal Training.

*FIRST GROUP WORKOUT
IS TUESDAY, JUNE 7TH*

**Locations will
vary from week
to week.**

Tuesdays at 6:00pm

Cost: \$89

Drop-ins: \$15

Northwest
PERSONAL TRAINING
NWPersonalTraining.com



MOTHER'S DAY SUNSET HIKE

SATURDAY, MAY 7TH , 2:45PM

Rally your mom, daughter, sister or best girlfriend and enjoy this 4.5 mile out and back.

Do something extra special this Mother's Day and get signed up for this guided hike to Angel's Rest. There will be a catered lunch by **Simply Thyme** and sparkling cider provided at the lookout. There will be plenty of photo opportunities at the top where there is room to spread out and enjoy the expansive view of the Columbia River Gorge.

Check out this 4.5 mile, out and back trail near Corbett, Oregon. Generally considered a moderately challenging route, it takes an average of 2 h 49 min to complete. This is a very popular area for hiking, trail running, and other nature trips, so you'll likely encounter other people while exploring. The trail is open year-round, but the best times to visit are April through October. Dogs are welcome, but must be on a leash.

We will be leaving the studio at 2 pm and driving up to Angels Rest. It is a 25-mile drive or approximately 35 minutes. There is no parking fee.

SIGN UP ONLINE OR AT 360.574.7292

\$49

**INCLUDES
SNACKS &
REFRESHMENTS**

**minimum 8 people*



**Northwest
PERSONAL TRAINING**
NWPersonalTraining.com



SNOWSHOEING

GET OUTSIDE AND ENJOY THE PNW

SUNDAY, FEBRUARY 13TH

DO SOMETHING DIFFERENT
VALENTINE'S DAY WEEKEND THIS YEAR!

Strap on your snowshoes for a beautiful and serene trek to June Lake in the Gifford Pinchot National Forest, nestled at the base of Mt. Saint Helens.



Cost: \$49 *Must have 10 people signed up so tell your friends and let's have some fun!*

A Washington State Sno-Park Permit is required to park at the Marble Mountain Sno Park where we will be starting from. The pass needs to be purchased prior to the trip, there is no option to purchase at the Sno-Park itself. The day permits can be spendy so we recommend carpooling if you are able.

A note from Jess: I believe there is safety in numbers so we will meet at a chosen destination at 7:00 am and check everyone in and caravan to the hike as a group. The hike will start at 9 am.

Get signed up online or call us at 360.574.7292

1011 Broadway, Vancouver Wa 98660
info@nwpersonaltraining.com

Northwest
PERSONAL TRAINING
NWPersonalTraining.com

- ◆ Do the math!
- ◆ Don't try to do it all at once! Start with something you feel most passionate about and then build from there
- ◆ Establish a yearly organizational plan
- ◆ Measure and track your success



nwFitnessEducation.com
nwPersonalTraining.com