

MEET YOUR CORRECTIVE EXERCISE SPECIALIST!!



HELLO! MY NAME IS
ELIZABETH C. MCLEOD

I AM YOUR CORRECTIVE
EXERCISE SPECIALIST AND
CERTIFIED PERSONAL
TRAINER.

ABOUT ME:

● **SEPTEMBER OF 2010** – I EMBARKED ON A MAJOR LIFE OVERHAUL AND LOST 70 POUNDS. AFTER THAT, I DECIDED TO MAKE PERMANENT AND HEALTHY CHANGES TO MY LIFE. I JOINED A GYM, I STARTED LEARNING ABOUT NUTRITION, I STARTED LEARNING TO COOK, AND I JUMPED

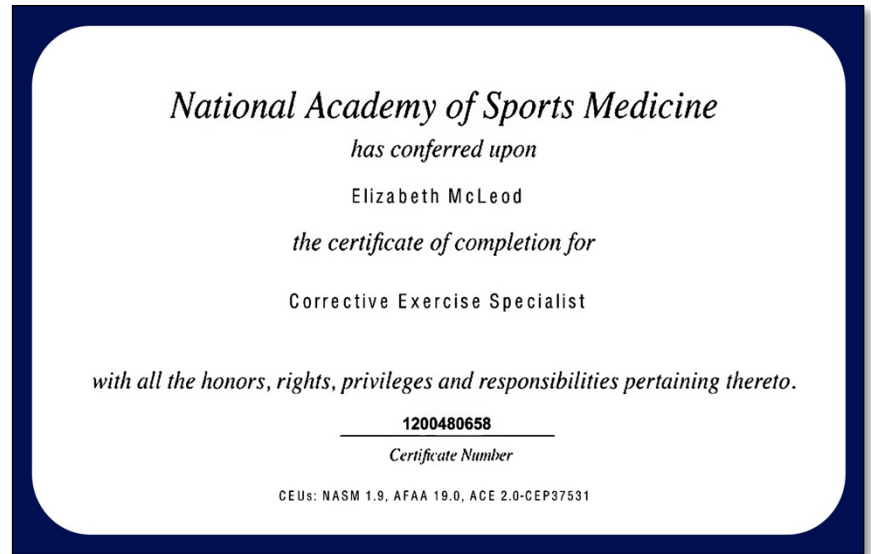
HEADFIRST INTO A NEW HEALTHY LIFESTYLE.

- **JUNE OF 2011** – I BECAME A CERTIFIED PERSONAL TRAINER. I SPENT THE FIRST 3 YEARS OF MY TRAINING CAREER WORKING FOR A LOCAL GYM. THE GYM SERVED AS A GREAT INCUBATOR. IT HELPED ME HONE MY TALENTS, OFFERED A SAFE PLACE TO EXPLORE/ENHANCE MY TRAINING MODALITIES, AND IT ALLOWED DEVELOP MY SKILLS IN PROGRAM DESIGN AND IMPLEMENTATION. I ALSO EXPANDED MY GENERAL KNOWLEDGE OF EQUIPMENT, TRAINING METHODS, AND PERSONAL TRAINING PROTOCOLS.
- **APRIL OF 2014** – I DECIDED TO START TAKING CLIENTS PRIVATELY, OUTSIDE THE GYM ATMOSPHERE. I BEGAN A MOBILE PERSONAL TRAINING BUSINESS AND TRAVELLED ACROSS THE TRIAD OF N.C. TRAINING.
- **SEPTEMBER OF 2017** – AFTER OBSERVING A NEED AMONG CLIENTS, I EMBARKED ON THE JOURNEY TOWARD CORRECTIVE EXERCISE VIA SOFT-TISSUE MOBILIZATION AND POSTURAL THERAPY
- **JULY OF 2020** – 4 MONTHS AFTER OPENING A HOME STUDIO FOR MY CLIENTS I RECEIVED MY OFFICIAL CERTIFICATION IN CORRECTIVE EXERCISE THROUGH N.A.S.M.

10 YEARS OF TRAINING LATER – I STILL LOVE EVERY MOMENT OF WATCHING MY CLIENTS BECOME STRONGER, FITTER, AND MORE WHOLE VERSIONS OF THEMSELVES.

WHAT ARE MY CERTIFICATIONS?

- N.A.S.M. CORRECTIVE EXERCISE SPECIALIST
- A.C.S.M. CERTIFIED PERSONAL TRAINER
- N.E.S.T.A. FITNESS NUTRITION COACH
- AMERICAN RED CROSS CPR/AED
- CURRENTLY COMPLETING THE LEVEL 1 PRACTITIONER CERTIFICATION WITH FUNCTIONAL PATTERNS



WHAT ARE MY TRAINING SPECIALTIES?

PHYSICAL TRAINING:

- CORRECTIVE EXERCISE:
 - MOVEMENT ASSESSMENTS
 - POSTURAL CORRECTION
 - FUNCTIONAL TRAINING
 - NERVOUS SYSTEM RETRAINING
 - MYOFASCIAL RELEASE
 - FACILITATED STRETCHING AND SOFT TISSUE MOBILIZATION
- GENERAL CONDITIONING:
 - INTERVAL-BASED TRAINING
 - HIGH-INTENSITY INTERVAL TRAINING
 - TABATA METHOD
 - INTERVAL-BASED STRENGTH TRAINING
 - ENDURANCE CONDITIONING
 - VO2 MAX TRAINING
 - RESISTANCE TRAINING:
 - HYPERTROPHY
 - STRENGTH
 - CIRCUIT TRAINING
 - METABOLIC CONDITIONING
 - DYNAMIC VARIABLE RESISTANCE TRAINING (O.O.T.)

NUTRITION COACHING FOR:

- WEIGHT/FAT LOSS
- GENERAL WELLNESS AND BODY RECOMPOSITION
- MUSCLE GROWTH AND DEVELOPMENT
- PERSONALIZED NUTRITION PROGRAM (AVAILABLE ON REQUEST)

WHAT ELSE DO I OFFER?

- FREE MEMBER ACCESS TO WWW.FIREYOURTRAINER.NET
- PERSONALIZED WORKOUT PROGRAMS AND TREATMENT PLANS
DURATION OF YOUR TRAINING
- 1 WRITTEN HOMEWORK ASSIGNMENT PER SESSION EACH WEEK
- VIRTUAL 24/7 AVAILABILITY FOR QUESTIONS
- COACHING STRATEGIES FOR:
 - OVERCOMING DISORDERED EATING
 - MAJOR LIFE EVENTS
 - ACCOUNTABILITY, DISCIPLINE, AND CREATING STRUCTURE
- MEAL PLANNING AND WEEKLY MEAL PREP. ASSISTANCE



WHAT ARE MY RATES?

- WEEK-TO-WEEK TRAINING - \$70.00 PER SESSION
 - PACKAGES OF 10 SESSIONS - \$60.00 PER SESSION (\$600.00)
 - PACKAGES OF 20 SESSIONS - \$50.00 PER SESSION (\$500.00)
- *ALL SESSIONS MUST BE PAID AT LEAST 24 HOURS IN ADVANCE**

WHAT IS MY CANCELLATION POLICY?

I REQUIRE 24 HOURS NOTICE TO CANCEL A SESSION WITHOUT PENALTY. IN THE EVENT OF A LATE NOTICE CANCELLATION THERE WILL BE A FEE OF ½ SESSION AT YOUR CURRENT RATE.

DO MY SESSIONS EXPIRE?

YES, YOUR SESSIONS EXPIRE 1 YEAR FROM THE DATE OF PURCHASE.

DO YOU TAKE INSURANCE, OR OFFER ANY DISCOUNTS?

I DO NOT TAKE INSURANCE AT THIS TIME, BUT I DO ACCEPT PAYMENTS FROM HEALTH SAVINGS ACCOUNTS WITH A WRITTEN REFERRAL FROM YOUR DOCTOR. I DISCOUNT 10 AND 20 SESSION PACKAGES, AND I ALSO OFFER A ONE-TIME DISCOUNT OF 10% FOR CLIENT REFERRALS.

CAN I BRING A GUEST TO MY SESSION TO TRAIN WITH ME, OR GIVE THEM SESSIONS?

YOU CAN BRING A GUEST; HOWEVER, YOUR ACCOUNT WILL BE CHARGED AN EXTRA ½ SESSION FOR THE DROP-IN. PLEASE KEEP IN MIND THAT THESE SESSIONS ARE DESIGNED FOR THE PRIMARY SESSION HOLDER. DROP-IN CLIENTS MAY NEED TO MODIFY THE WORKOUT OR EXERCISE TO SUIT THEIR FITNESS LEVEL. SESSIONS ARE ONLY TRANSFERRABLE TO IMMEDIATE FAMILY MEMBERS.

ARE YOU INSURED?

YES. I AM CPR/AED CERTIFIED AND I AM INSURED THROUGH PHILADELPHIA INSURANCE COMPANIES (PHLY).

IMPORTANT NOTES:

- **YOU COULD BE SORE.** THERE IS A GOOD POSSIBILITY THAT YOU WILL BE SORE FROM CORRECTIVE EXERCISE AND TRAINING. THE LEVEL OF SORENESS DOES NOT NECESSARILY CORRELATE TO THE EFFECTIVENESS OF THE SESSION. BEING OVERWHELMINGLY SORE JUST MEANS THAT YOU FAR EXCEEDED YOUR CURRENT WORKLOAD CAPACITY, IT DOES NOT MEAN THAT YOU HAD A BETTER WORKOUT.



- **I AM NOT OMNISCIENT.** I DO NOT KNOW HOW YOU'RE FEELING, WHAT YOU'RE EATING, WHAT HOMEWORK YOU'RE DOING, HOW SORE YOU ARE, OR IF YOU'RE STRUGGLING UNLESS YOU CHOOSE TO SHARE THAT INFORMATION. IF YOU SHARE THAT YOU'RE STRUGGLING TO ADHERE TO THE ASSIGNED HOMEWORK, WE CAN ADDRESS THE UNDERLYING ISSUES LEADING TO NON-COMPLIANCE AND COURSE CORRECT. IF YOU SHARE THAT YOU ARE FINDING DIFFICULTY REACHING YOUR MACRONUTRIENT GOALS, WE CAN DISCUSS STRATEGIES TO HELP YOU PLAN BETTER AND REACH THOSE GOALS MORE EASILY. KNOWLEDGE IS POWER. THE MORE INFORMATION I HAVE, THE BETTER.



- **I AM NOT OMNIPOTENT.** I CAN NOT FORCE YOUR BODY TO OUTWORK OR DEVELOP MUSCLE WITHOUT A SUPPORTIVE DIET. I CAN NOT MANUFACTURE RESULTS WITHOUT ADEQUATE EFFORT OUTSIDE OUR SESSIONS. BEAR IN MIND THAT EXERCISE IS SUPPOSED TO BE AN ENDEAVOR TOWARD MUSCLE INTEGRITY, CARDIORESPIRATORY FITNESS, AND GENERAL HEALTH. IT IS IMPORTANT TO MAKE EXERCISE A PART OF YOUR LIFESTYLE BUT KEEP REALISTIC EXPECTATIONS IN MIND.



- **I AM NOT OMNIPRESENT.** I AM AVAILABLE FOR SUPPORT VIA TEXT, OR PHONE; THROUGHOUT THE DAY, BUT I AM NOT THERE TO FORCE FEED YOU PROTEIN, HAND YOU A BOTTLE OF WATER, OR ENFORCE THAT YOU COMPLETE YOUR HOMEWORK ASSIGNMENTS. REMEMBER, I AM HERE TO FACILITATE PROGRESS AS YOU MOVE TOWARD YOUR GOALS. I CAN NOT MAKE YOU WORK OUT; I CAN NOT MAKE YOU "EAT RIGHT", AND I CAN NOT ERASE MENTAL BLOCKS. THE HARDEST WORK BELONGS TO YOU AS MUCH AS THE SUCCESS OF THAT WORK BELONGS TO YOU. BE EMPOWERED!



THIS IS YOUR JOURNEY; YOU'RE DOING IT! I FACILITATE.