F.I.T

FAYE'S INTENTIONAL TRAINING

# F.I.T ACADEMY

## BUSINESS STRATEGY, DEVELOPMENT AND MINDSET COACHING

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## High Level Coaching & Business Development for Fitness Professionals

F.I.T Academy is a high impact development space designed for ambitious individuals who are committed to personal growth, leadership development, business expansion, and long term success. This is more than coaching. It is a strategic environment built to help individuals increase visibility, strengthen influence, create meaningful impact, and position themselves for greater financial opportunities.

F.I.T Academy exists to help people build sustainable business ecosystems that create long term growth, consistent opportunities, and expanded income potential.

Through strategic coaching, mentorship, networking, and implementation support, members learn how to:

- Build visibility and authority within their industry
- Improve messaging and brand positioning
- Develop leadership skills
- Expand their audience and influence
- Create systems that support business growth
- Access more aligned work opportunities
- Structure launches and offers effectively
- Increase confidence in sales, marketing, and communication
- Build long term financial growth through strategic expansion

F.I.T Academy is designed to go beyond traditional education by combining coaching, mentorship, accountability, networking, and real world opportunities within one powerful container.

F.I.T Academy is rooted in the knowledge, strategies, and tools I have developed throughout my 13 year journey working across in the industry globally. From creating concepts, opening gyms, delivering instructor training and education, leading teams, building brands, running events and retreats, and working internationally within elite spaces. I have learned firsthand what it takes to build visibility, create opportunities, and sustain long term growth. I am deeply passionate about passing these tools, experiences, and insights on to others and help propel you to the next level!

**Below are the five ways you can work with me through F.I.T Academy.**

# 1. The 4-Week Accelerator (FITNESS INSTRUCTOR TO FITNESS EMPIRE)

A flexible online, on demand programme designed to help you gain clarity, increase visibility, and build momentum in business and personal branding. See this as a taster to the one year Mastermind space.

This programme can be completed in your own time while still providing structure, strategy, and actionable learning.

## What's Included:

- 4 coaching webinars
- Work deck with written tools and tasks
- Strategic business and visibility training
- Actionable growth frameworks
- Self paced implementation

## Key Topics Covered:

- Social media strategy
- Visibility and positioning
- Pay and pricing confidence
- Message clarity
- Building and growing your audience
- Personal brand development
- Expanding opportunities online
- Creating a deeper connection and client retention

## Ideal For:

- Individuals starting to build their fitness brand
- Fitness instructors who want to grow to presenters
- Fitness presenters and fitness business owners
- Coaches, creatives, entrepreneurs, and wellbeing facilitators
- Those needing clarity, confidence, and direction
- People looking to increase visibility and attract more opportunities

## The Investment: £150

## The Value:

Gaining access to strategic coaching frameworks that help improve visibility, strengthen messaging, and create business momentum. The accelerator is designed as an investment into growth, positioning, and long term opportunity creation.

## 2. In Person Business Strategy & Content Day

An intensive 1:1 strategic reset experience designed for instructors, facilitators, coaches, creatives, and business owners who are ready to break repetitive cycles, increase visibility, and build the income and opportunities they truly deserve.

This high level coaching and content experience is designed to help individuals gain clarity, strengthen their personal brand, improve business direction, and create professional content that supports long term growth and audience expansion.

The day is focused on both strategy and execution, ensuring you leave not only inspired, but with a clear action plan, stronger positioning, and practical tools to move forward confidently.

### What's Included:

- High level business mentoring and strategy
- Social media and content direction
- Messaging and personal brand positioning
- Professional content creation
- Q&A and business problem solving
- Professional editing support
- Audience growth and conversion strategy
- Business development coaching
- Scalable income planning
- Strategic visibility support
- Clarity, confidence, and structured next steps

### Key Focus Areas:

- Building a stronger online presence
- Improving visibility and authority
- Clarifying messaging and offers
- Creating impactful content
- Increasing audience engagement
- Converting visibility into opportunities
- Structuring sustainable business growth
- Planning scalable income streams
- Executing ideas with confidence and direction
- Class, event or retreat launch support

### Ideal For:

- Instructors and facilitators who want to increase revenue streams
- Business owners feeling stuck online
- Individuals overwhelmed with ideas but unsure how to execute them
- Coaches and creatives wanting to improve visibility and income
- Entrepreneurs ready for strategic growth and repositioning
- Those looking for focused 1-1 support, clarity, and high level direction

### Investment: £850

### The Value:

This investment is designed to provide high level strategic coaching, content direction, and business development support in one intensive experience. Participants receive personalised guidance, actionable business strategy, professional content support, and a clearer roadmap for growth.

Rather than continuing cycles of burnout, inconsistency, or lack of direction, this experience helps individuals reposition themselves strategically, improve visibility, build stronger systems, and create opportunities that support long-term business expansion and financial growth.

## 3. 1-1 Coaching (3 months)

A personalised coaching experience for fitness professionals ready to expand their business, strengthen their foundations, increase income opportunities, and develop a clear strategy for sustainable growth.

This 3-month coaching container provides direct access to personalised support, accountability, implementation guidance, and strategic business development coaching. Designed for those looking for tailored guidance, clarity, and a clear action plan to move their business forward with confidence.

### What's Included:

- 1 x 60-minute private coaching session per week (12 sessions over 3 months)
- Personalised business strategy and action planning
- Direct access and support throughout the 3-month container
- Accountability and implementation guidance
- Business development coaching
- Social media and visibility strategy
- Content planning and direction
- Offer positioning and pricing support
- Audience growth and personal brand development
- Leadership and confidence coaching
- Feedback, support, and strategic guidance between sessions
- Access to events and work opportunities

### Key Focus Areas:

- Business growth and expansion
- Creating systems for sustainable success
- Audience development and visibility
- Content and social media strategy
- Offer creation and positioning
- Confidence and leadership development
- Financial growth strategy
- Increasing opportunities and income streams
- Strengthening business foundations
- Long-term strategic planning

### Ideal For:

- Fitness business owners ready to grow and scale
- Fitness professionals wanting personalised support and accountability
- Presenters, educators, and coaches looking to increase opportunities and income
- Individuals seeking clarity, structure, and a strategic growth plan
- Fitness professionals committed to long-term business success

### The Investment: £1,950 (£650pm)

### The Value:

This is a high-level 1:1 coaching experience designed to accelerate your growth through personalised strategy, mentorship, accountability, and implementation support. This investment reflects direct weekly access to coaching, tailored business guidance, visibility and growth strategies, leadership development, and ongoing support designed to help you expand your business, increase your income, and create stronger long-term results.

Over the 3 months, you'll gain clarity, direction, confidence, and a clear roadmap for building a business that is both profitable and sustainable.

## 4. Follow Up Support (Ongoing Membership)

Exclusively for graduates of the 1-1 Coaching container, ready to keep the momentum going.

This ongoing membership is designed for those who've completed the 3-month 1-1 container and want to maintain consistency, visibility, and accountability without the weekly time commitment of full coaching. It bridges the gap between finishing your container and being fully self-sufficient, keeping your content, social presence, and business decisions supported while giving you continued access to group coaching. Rolling monthly with no minimum term, so you have full flexibility to continue for as long as it's valuable to you.

**What's Included:**

- Detailed monthly content schedule, including written captions and scripts
- 1 x reel created for you per month
- Eyes on feedback, review of content you've already posted, with guidance on what's working and what to adjust
- Advice on any new product launches via WhatsApp
- WhatsApp support and Q&A access
- Free access to the 4-week group coaching container worth £150 (if on during same date)
- Free access to day events (if on during same date)

**Key Focus Areas:**

- Maintaining content and visibility momentum
- Consistency without the weekly time commitment
- Ongoing feedback and course correction
- Guidance on new offers and launches as they come up
- Staying connected to community and continued learning
- Sustaining the foundations built during 1-1 coaching

**Ideal For:**

- Graduates of the 3-month 1-1 container
- Fitness professionals who want to stay consistent without full coaching
- Those who work well with structure and direction, but don't need weekly sessions
- Individuals who want ongoing feedback and flexibility, without locking into a fixed term

**The Investment:** £350pm, rolling monthly (no minimum term)

**The Value:**
This membership is built for continuation, not restart. Having already done the strategic groundwork in your 1-1 container, this keeps your content, captions, and scripts done for you, gives you a regular set of eyes on what you're already posting, and keeps you supported on new launches and questions as they arise, all while staying connected to the wider F.I.T community through group coaching (worth £150 alone) and events. And because it's rolling monthly, there's no pressure to commit long-term, just ongoing support for as long as you want it.

## 5.The 1 Year Mastermind

The F.I.T Academy Mastermind is an elite, high level coaching and business development space designed for individuals serious about scaling their business, increasing influence, and accessing higher level opportunities. This mastermind combines mentorship, strategy, networking, implementation support, and business opportunities within one powerful ecosystem. It's built for individuals who want more than motivation. It is designed for you if you are ready to:

- Invest in yourself
- Expand your business
- Build stronger systems
- Increase visibility and authority
- Develop leadership skills
- Access more aligned opportunities
- Create long term impact and financial growth

This is a space for growth, execution, elevation, and strategic expansion. It's not only here to improve your skillset, but to position you to stand out, lead confidently, and create sustainable success.

**What's Included:**

- Live coaching calls
- One-to-one support
- Direct guidance and signposting
- High level business mentorship
- Strategic launch support for events/retreats
- Resources and training materials
- Networking opportunities
- Business growth strategy
- Business ecosystem expansion
- Work and collaboration opportunities
- Leadership and expansion coaching
- Support building scalable systems
- Offer and launch structuring guidance
- Ongoing accountability

**Exclusive Mastermind Benefits:**

- Discounts on retreats
- Free spaces at F.I.T pop up events
- Access to influencer events
- Priority work opportunities (events/retreats/workshops)
- Exclusive access to high value rooms and opportunities

**Key Focus Areas:**

- Scaling business operations
- Building sustainable systems
- Social Media Strategy
- Expanding visibility and authority
- Securing more work opportunities
- Leadership positioning
- Offer creation and launches
- Long-term business strategy
- Increasing impact and influence
- Financial growth and scalability

**The Investment:** £6,000 (£500 per month)

**The Value:**

The nvestment reflects the depth of access, strategy, support, mentorship, networking, and opportunity creation inside this mastermind. This is not just coaching, it’s a long-term business growth ecosystem designed to help you increase visibility, create scalable systems, access higher level opportunities, and generate long term financial growth.

Participants are investing into:

- Proximity to high-level support
- Business expansion strategy
- Increased opportunities and visibility
- Long-term mentorship
- Leadership development
- Sustainable income growth
- Access to valuable networks and rooms
- Real business ecosystem development