



FIND

Calm

WITH FERNWOOD'S 28-DAY
Meditation & Mindfulness
Program - Toolkit

FITNESS
fernwood®



INTRODUCTION

For over three decades, Fernwood Fitness has been empowering women to shine through exercise, nutrition and healthy lifestyle practices. One practice that is millennia older than any fitness centre but nevertheless still an incredibly powerful practice for overall health and wellbeing is of course, meditation.

Like meditation, mindfulness is a practice and concept that has also been around for eons, but more recently has become a popular word buzzing around blogs, media and self-help programs. And rightly so, it's all good stuff and it's well needed. Historically these practices were for the more spiritual, nirvana seekers of the Eastern world, but now with stress, anxiety and burnout (the newest syndrome to be recognised by WHO) on the increase, in almost epidemic proportions, both meditation and mindfulness are finding a mainstream place in everyday health and wellness

WHY MEDITATE?

Reasons people choose to meditate are no doubt very personal and unique, but in general, having a regular meditation practice can help to:

- Reduce stress
- Manage anxiety and depression
- Improve sleep
- Improve focus and concentration
- Stay connected to goals and objectives

At Fernwood we LOVE to meditate and include meditation as part of all our health and wellbeing programs. In general, meditation helps the mind and body enter a parasympathetic state, which is a more relaxed and restful state. Many of us live so much of our life in the sympathetic (heightened, stressed) state, which can lead to certain health challenges both physically and mentally. Meditation helps to put us into the complete opposite state. In a parasympathetic state, we can rejuvenate, heal, digest and sleep more optimally.

Studies have shown that meditation helps in re-wiring our brain so we can extend our brain and cognitive health as well. That old saying 'when you want to solve a problem you should sleep on it' – it's the same kind of thing. When you meditate you go into that subconscious state and that's often where the solutions will come to you. It gives you space to be more mindful and more reflective.



EVERYONE MEDITATES

The brain state that we go into when we meditate is something we have all experienced at some point in our life. For some, it's that point just between sleep and waking, while for others it's when we have found ourselves operating on 'autopilot'. If you have never intentionally meditated before, it's important to know that there is no judgement or expectation when it comes to meditation and no right or wrong way to meditate. Everyone practices meditation differently and experiences varied benefits.

Meditation is about directing the mind to a point of focus instead of simply clearing it. Meditations may be guided or self-directed and can be as simple as focusing on the breath, as participants will experience in week 1 of the program.

PROGRAM OBJECTIVES

- To increase club revenue
- To boost lead generation
- To retain members and keep them engaged in health and wellbeing activities that support a holistic approach to health.
- To support members in developing a healthy mindset that will assist in the achievement of goals and objectives in and out of the gym.
- To invite non-members to engage in a Fernwood expert program with the goal of getting them into the club and beginning their membership journey, showcasing that Fernwood has a holistic approach to women's health, supporting mind and body.
- To deliver a simple and easy to follow introduction / guide to meditation and mindfulness how to incorporate these overall health-promoting practices as part of everyday life.

PRICING

- **\$59 for members**, available for 6 weeks from time of purchase
- **\$69 for non-members**, available for 6 weeks from time of purchase and includes full access to Fernwood Pulse for those 6 weeks and free 7-day pass to club. There are assets available in Canva to promote \$20 off the program, for both members and non-members.

PROGRAM OVERVIEW

Fernwood's 28 Day Intro to Meditation and Mindfulness is a completely online program that is perfect for anyone wanting to:

- Explore the benefits of meditation and mindfulness
- Understand how to adopt these practices realistically into everyday life
- Simply satisfy curiosity to understand these practices in more detail

This program will launch in March 2022 and will be available for members and non-members to purchase via the online shop and at reception via the Front Desk App in Exerp.



THE PROGRAM CONSISTS OF:

- A 28-day mindfulness menu PDF to guide daily/weekly mindfulness actions/focuses (available to participants via download on the online portal)
- An online portal, consisting of program content and meditation videos

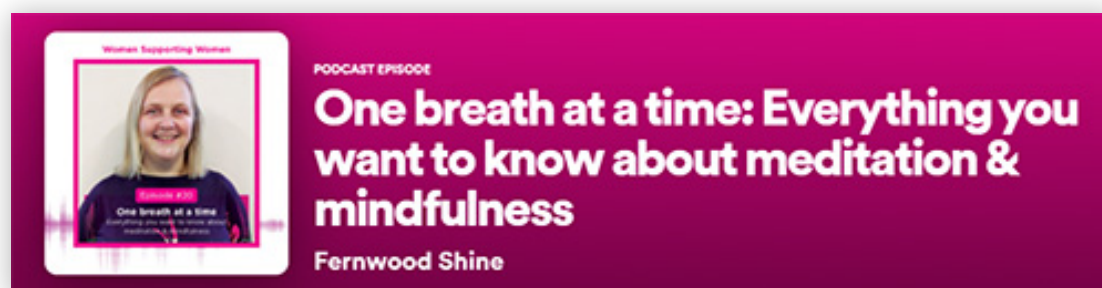
The online pages include:

- A home page, including a welcome video
- A 'before you start' page which introduces the concepts of meditation and mindfulness
- A page for every week of the program (weeks 1-4)

Each week has a different meditation theme /focus, with weeks 1-3 offering participants the choice of 3 differing lengths of meditation (short, medium and long) on that theme/focus. The time options are intentional to help beginners ease into the practice of meditation and to allow flexibility for the program to fit in with the participants' lifestyle and schedule. Week 4 focuses on the practice of Yoga Nidra, meaning sleep with awareness. The practice of Yoga Nidra is best experienced for at least 20 minutes (ideally more), which is why this session does not have any shorter options.

WHAT IS THE DIFFERENCE BETWEEN MEDITATION & MINDFULNESS?

In our Fernwood podcast episode 'One breath at a time: Everything you need to know about meditation and mindfulness' with our featured meditation teacher Bev Marsh, we chat about the difference between mindfulness and meditation, how they relate to each other and the importance of incorporating both into your wellness routines. The first mindfulness menu activity for program participants is to have a listen to this podcast. You can find it via [Spotify](#). As a staff member promoting this program, we recommend you also take a listen.





FACILITATION

The complete program is hosted in Fernwood Pulse under Wellness and will only appear when the member has purchased the program. Once purchased, either via the online shop or in club, the Intro to Meditation and Mindfulness program will be linked to the member profile in Exerp. This will automatically make the program visible to them when logged into Fernwood Pulse.

All content, resources and videos for the participant are included in the online portal and no in club/ staff facilitation is required.

The content has been written created by meditation and mindfulness experts, led by Fernwood Meditation Teacher Bev Marsh.

MARKETING

There are a number of ways to let members and non-members know about the program and to encourage them to make the purchase.

1. Lead generation website page: [Click here](#)
2. Social media advertising and posts
3. Email and/or SMS campaigns
4. Promoting it verbally during and at the end of any Fernwood Nutrition, PT, group fitness or FIIT30 session
5. Promoting it verbally during yoga and meditation classes
6. Promoting it verbally at the conclusion of Empower
7. Promoting it to Food & Mood members, especially at the end of phase 1
8. Celebrate the program's launch by offering the \$20 discount or creating an in-club event
9. In-club awareness using collateral and conversations

Anywhere or anytime a member is engaging in conversation and red flags pop up, where the member mentions feeling stressed or overwhelmed, or simply showing an interest in meditation and mindfulness, that would be a perfect opportunity to talk about this program.

"Did you know we have a 28-day introduction to meditation and mindfulness program available for members that's all online? It's a fantastic program to explore the benefits of meditation and mindfulness, understand how to adopt these practices realistically into everyday life or simply satisfy curiosity to understand these practices in more detail. From what you have told me, I sense this would be a great program for you right now. I can sign you up at reception or show you where to find it on the online shop, if you like?"

Awareness of this program in-club can lead to your members referring friends and family who would benefit from this program.

COMMUNICATIONS

There is an email template in all club accounts, called **2022 Intro to Meditation Mindfulness**. Clubs can use this to promote the program to members and non-members

FIND *Calm*

MEDITATION & MINDFULNESS PROGRAM - TOOLKIT



MARKETING ASSETS

All program assets are available on Canva [here](#) for clubs to download. Assets include:



FB COVER // MEDITATION AND MINDFULNESS PROGRAM



SOCIAL // MEDITATION AND MINDFULNESS PROGRAM



EDM // MEDITATION AND MINDFULNESS PROGRAM



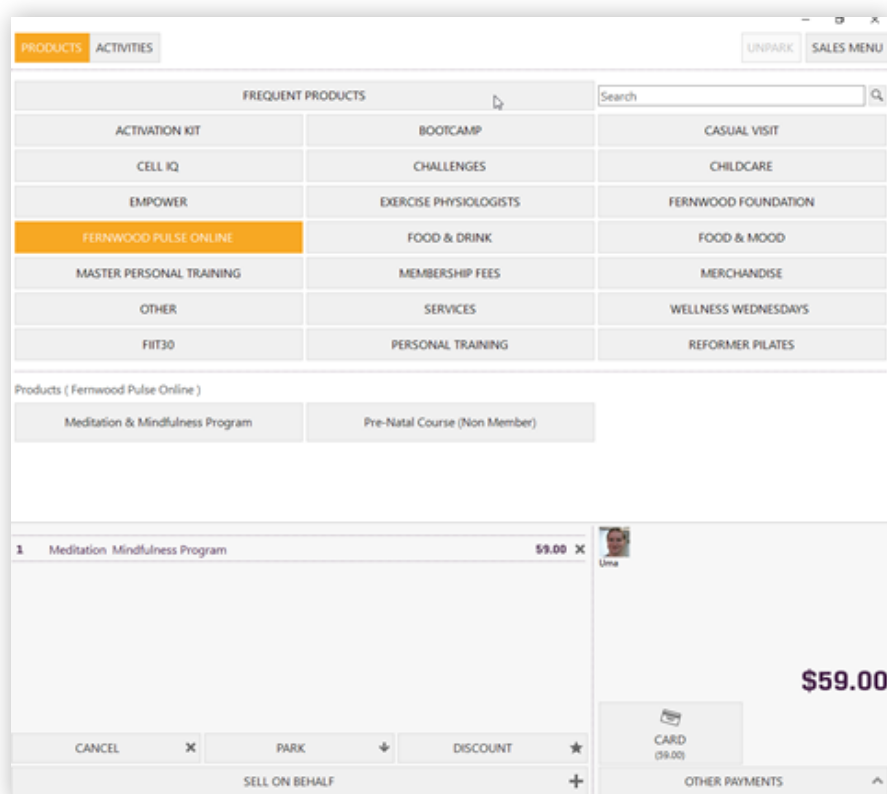
EDM // MEDITATION AND MINDFULNESS PROGRAM

SELLING THE PROGRAM IN CLUB

CURRENT MEMBERS

To process the program sale in Exerp for current members, please follow the steps below:

1. Go to your Front Desk App in Exerp and search for the member who wishes to purchase the program.
2. In the Front Desk, select the product category **Fernwood Pulse Online** to show all online programs for sale. From here, select **Meditation & Mindfulness Program**.



Once the purchase has been processed in Exerp, current members will be able to access the program content by [logging into their Fernwood Pulse account](#) and navigating to 'Wellness'.

NON-MEMBERS

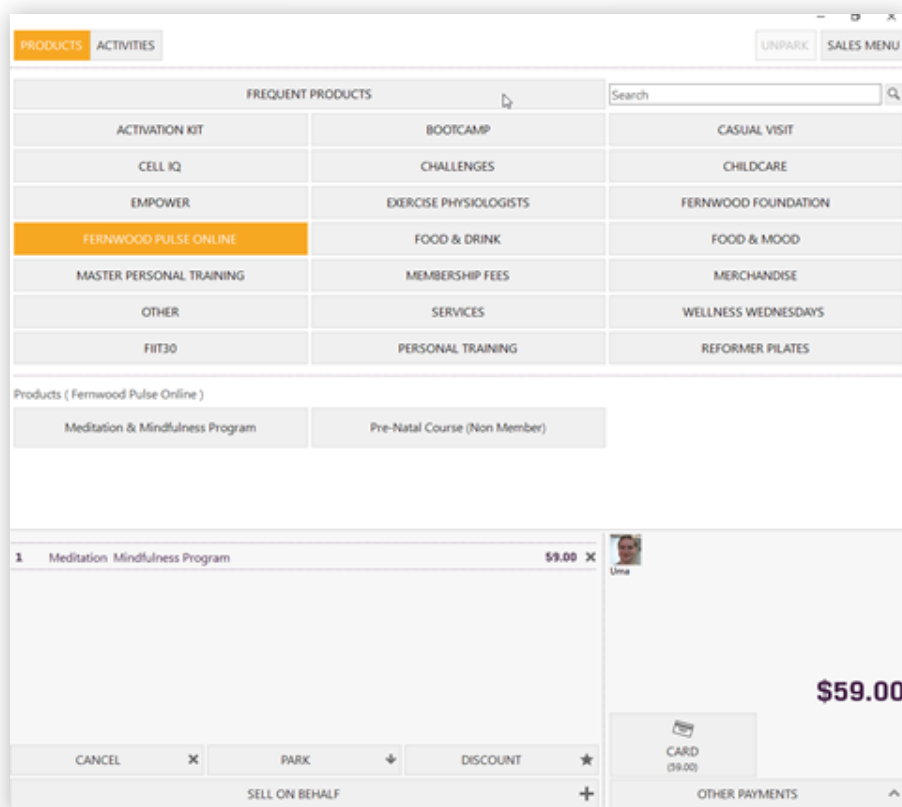
The program can also be purchased by non-members. The program is marketed at a slightly higher price point for these leads as it will also give them access to the full Fernwood Pulse online hub for 6 weeks from purchase date, plus a 7-day pass at their local Fernwood club.

To process the program in Exerp for non-members, please follow the steps below:

1. Ensure the non-member has been set up as a lead profile in Exerp with a valid email address and DOB



2. Go to your Front Desk App in Exerp and search for the lead who wishes to purchase the program
3. In the Front Desk, select the product category Fernwood Pulse Online to show all online programs for sale. From here, select **Meditation & Mindfulness Program (Non-Member)**.



4. If the non-member wishes to redeem their complimentary 7-day pass form their purchase, they simply need to present their email confirmation in club so the team can assign a standard 7-day trial to their profile. This can be found in the **Membership Sale** section in Exerp under Trials.

Once the purchase has been processed in Exerp, non-members will need to register an online Fernwood Pulse account at www.fernwoodfitness.com.au/register. Once their Fernwood Pulse online account is activated, they will be able to access the program content by logging in via www.fernwoodfitness.com.au/login and navigating to 'Wellness'.

**The non-member will have access to the program & Fernwood Pulse online content for 6 weeks from purchase date.*



SELLING THE PROGRAM ONLINE

CURRENT MEMBERS

Current Fernwood members can purchase the program online by following these steps:

1. Navigate to the Fernwood online shop www.fernwoodfitness.com.au/shop and login to their Fernwood Pulse account (once logged in, the shop will then reflect current member products and prices)
2. The current member should select themselves as the product receiver. The program is available to purchase under the 'Programs' category.

The screenshot shows a 'Product filters' section with three columns:

- 1. SELECT PRODUCT RECEIVER**: 'Who are you buying for? *' with a dropdown menu set to 'For myself'.
- 2. SELECT CLUB**: 'Club *' with a dropdown menu set to 'Mitcham'.
- 3. SELECT PRODUCT CATEGORY**: 'Category *' with a dropdown menu set to 'Programs'.

Below the filters, a note states: 'Please note members buying for themselves can only purchase products that are available at their home club.'

3. Once the purchase has been processed, the member will immediately be able to access the program content by navigating to the Wellness section.

**Note: member may need to log out of their online account & log back in again for program content to begin appearing*

NON-MEMBERS

Non-members can purchase the program online by following these steps:

1. Navigate to the Fernwood online shop: www.fernwoodfitness.com.au/shop
2. The non-member should select themselves as the product receiver and then select the Fernwood club they wish to purchase from. The program is available to purchase under the 'Programs' category.

The screenshot shows a 'Product filters' section with three columns:

- 1. SELECT PRODUCT RECEIVER**: 'Who are you buying for? *' with a dropdown menu set to 'For myself'.
- 2. SELECT CLUB**: 'Club *' with a dropdown menu set to 'Belconnen'.
- 3. SELECT PRODUCT CATEGORY**: 'Category *' with a dropdown menu set to 'Programs'.

3. Once the purchase has been processed, the non-member will receive a confirmation email which contains the following:
 - A link to the Fernwood Pulse registration page: www.fernwoodfitness.com.au/register (non-members are required to register an online Fernwood Pulse account in order to access program content. Once login created, the non-member will be able to access the program content under 'Wellness'.
 - A free 7-day pass download, which they can take into their local Fernwood club to redeem.

The non-member will have access to the program & Fernwood Pulse online content for 6 weeks from purchase date.



SALES TIPS

MEMBERS

The program can be used as a save tool if faced with a cancellation or deferral request due to stress or overwhelm. When saving an existing member, you may like to offer a slightly discounted rate for the program.

NON-MEMBERS

While this program is 100% online, it is an opportunity to connect with prospective members and bring them into club. Anyone who purchases the program should receive a courtesy phone call, checking in if they have everything they need and to reach out with any questions.

Possible outreach:

- Invite them down to the club to activate their complimentary 7-day pass to try some yoga classes, or other wellness or fitness classes to support their overall mental and physical health.

“Emma, that is fantastic that you have purchased the 28 Day Intro to Meditation & Mindfulness program. I would love to invite you into Fernwood Melton so I can learn more about your wellness goals and I can explain how you can get the most out of the program”.

- Once in the club, you can complete a needs analysis and present the 7-day pass as an option. You may wish to have a special offer available to them should they want to get started on a membership. This offer could include a pack of reformer Pilates. You could offer to double the free time when they commit to getting started on a membership (14 days for free instead of 7).
- Check on them 2 weeks into the program with a follow up and ask how they are finding the program and invite them to the club again if they have not been down yet.
- Talk about the Food & Mood program where more mindfulness and meditation/breathing exercises are used as part of the program.
- Share this program with your team members and promote sound knowledge around the benefit of mindfulness and meditation. This will help your team to explain Fernwood’s specialised programs to support mental and physical wellbeing: Food & Mood, Empower, yoga and Pilates including Reformer. These all complement the benefits they will receive through completing the program.



ONLINE CONTENT

WEEK 1 MEDITATION FOCUS: THE BREATH

Welcome to WEEK 1

Breathing meditations are an ideal place to start, especially if you are new to the concept of meditation. Meditation invites attention towards a particular focus. The breath is something we can direct attention to and take control of, at any given moment. Breath focus is a simple, yet effective way to experience meditation.

Follow these three simple steps to complete week 1 of the program:

Step 1a: Follow the mindfulness tasks in your Mindful Menu for days 1-7

Step 1b: Choose your level of meditation engagement: short, medium or long (or perhaps a mixture of all three).

You may decide to start with the shorter version and over the course of the week, tune into the progressively longer version for a deeper and more profound experience.

Guided meditation options:

- Short (5 minutes)
- Medium (9 minutes)
- Long (18 minutes)

Step 2: Aim to engage in at least one meditation (any duration) every day. Try different times of the day to experience different preferences for your lifestyle and schedule.

Step 3: Perhaps you feel more physically relaxed, more emotionally balanced, more mentally clear. Perhaps you experience only subtle changes or perhaps nothing noticeable presents until after several consecutive days practicing and you experience accumulative effects. Everyone is different. There is no right nor wrong, just observations. Write your observations in a journal or in the mindful reflection section of your handout.

WEEK 2 MEDITATION FOCUS: THE SENSES

Welcome to WEEK 2

Observing our senses is one of the most mindful experiences we can create.

Follow these three simple steps to complete week 2 of the program:

Step 1a: Follow the mindfulness tasks in your [Mindful Menu](#) for days 8-15

Step 1b: Choose your level of meditation engagement: short, medium or long (or perhaps a mixture of all three).



You may decide to start with the shorter version and over the course of the week, tune into the progressively longer version for a deeper and more profound experience.

Guided meditation options:

- Short (4 minutes)
- Medium (8 minutes)
- Long (17 minutes)

Step 2: Aim to engage in at least one meditation (any duration) every day. Try different times of the day to experience different preferences for your lifestyle and schedule.

Step 3: Take time to reflect on each. What physical, mental or emotional sensations do you notice/ experience after your meditative practice? Perhaps you feel more physically relaxed, more emotionally balanced, more mentally clear. Perhaps you experience only subtle changes or perhaps nothing noticeable presents until after several consecutive days practicing and you experience accumulative effects. Everyone is different. There is no right nor wrong, just observations. Write your observations in a journal or in the mindful reflection section of your handout.

WEEK 3 MEDITATION FOCUS: VISUALISATION

Welcome to WEEK 3

Visualisation is a powerful way to focus the mind. Visualisation can help us to create desired outcomes as well as take us to a place of focused calm and serenity. The opportunities and benefits are endless.

Follow these three simple steps to complete week 3 of the program:

Step 1a: Follow the mindfulness tasks in your [Mindful Menu](#) for days 16-21

Step 1b: Choose your level of meditation engagement: short, medium or long (or perhaps a mixture of all three).

You may decide to start with the shorter version and over the course of the week, tune into the progressively longer version for a deeper and more profound experience.

Guided meditation options:

- Short (5 minutes)
- Medium (10 minutes)
- Long (16 minutes)

Step 2: Aim to engage in at least one meditation (any duration) every day. Try different times of the day to experience different preferences for your lifestyle and schedule.



Step 3: Take time to reflect on each. What physical, mental or emotional sensations do you notice/ experience after your meditative practice? Perhaps you feel more physically relaxed, more emotionally balanced, more mentally clear. Perhaps you experience only subtle changes or perhaps nothing noticeable presents until after several consecutive days practicing and you experience accumulative effects. Everyone is different. There is no right nor wrong, just observations. Write your observations in a journal or in the mindful reflection section of your handout.

WEEK 4 MEDITATION FOCUS: YOGA NIDRA

Welcome to WEEK 4

Yoga Nidra is a practice that can be defined as ‘sleep with awareness’. It is one of the most ancient and powerful yogic practices that combines elements of mindfulness and meditation. The practice of Yoga Nidra centralises around a Sankalpa (intention), making it a great practice for focusing on and achieving goals. The practice also offers restoration and rejuvenation, just like sleep.

This final week brings us to a culminative experience of the three preceding weeks – breathing, sensing and visualising. Yoga Nidra incorporates elements of each of these into a powerful 21-minute introductory practice.

Follow these three simple steps to complete week 4 of the program:

Step 1: Follow the mindfulness tasks in your **Mindful Menu** for days 22-28

Step 2: Engage the 21-minute introduction to Yoga Nidra experience at least once every day this week.

If participants have any questions at all throughout the program, they are welcome to email our wellness arm of Fernwood Fitness: empower@fernwoodfitnss.com.au