



EMPOWER ONLINE MAY 2021

STAFF INFO KIT

INFORMTION FOR MEMBERS

What is Empower Online?

Designed exclusively for women, Empower Online is a 6-week personal wellbeing program combining everything you need to find calm, take control, connect with others, and create the life you're always daydreaming about.

What is involved?

Meditation, mindfulness, motivation and more...
The Empower Online program includes:

- Live weekly wellness workshops and activities
- Yoga poses
- Meditations
- Mood food recipe eBook
- Empower interactive eJournal
- And more...

Price:
\$249 for members and the option to pay over up to 3 DDs.

When is it?

The next national program will run from week commencing 24 May-28 June (6 weeks).

Workshops taking place Tuesday evenings 7pm AEST, starting Tuesday 25 May.

- The webinar workshops take place on Tuesday evenings at 7pm (AEST). The next program's first workshop will take place on Zoom on Tuesday 25 May 2021. These sessions will be recorded so members can access anytime throughout the program.
- Though the program is guided by weekly live webinar workshops, a large portion of the program is completed in participants' own time throughout each week.
- Own time journal activities as well as meditations and (optional) yoga postures are completed throughout the week as and when suits participants.

Empower

➤ There is a private Facebook group for participants to access anytime to post questions and receive support from qualified Fernwood Empower Coaches.

Why Join?

Women join Empower for different reasons, but each leave positively equipped to support their own wellbeing through the understanding and management of stress and anxiety, the creation of values-based goals and desires, as well as self-acceptance practices of loving kindness.

Empower Online is especially powerful for women who want to:

- Manage stress, anxiety and burnout
- Improve sleep
- Bring more peace, balance and confidence into every day
- Align values and goals in both their personal and professional lives
- Feel supported in making positive changes in their life
- Introduce more mindfulness into their lives
- Learn how to positively manage thoughts and feelings
- Start living in alignment with their true self

Empower Blog - Wellness for the Modern Woman

<https://www.fernwoodfitness.com.au/blog/wellness-for-the-modern-woman-empower>



INFORMATION FOR STAFF

Price: \$249.00 for members

Staff price: \$50, request via email (empower@fernwoodfitness.com.au)

Includes: 6 weekly live wellness workshops (via Zoom – 60 minutes each)

- Day (weekday may change each program)
- Time: 7pm Melbourne time
- Recorded for viewing at any time

Online platform

- Wellbeing resources and activities
- Yoga
- Meditation
- eJournal

TERMS AND CONDITIONS: Available to women aged 18 years and older. Payment may be split over no more than 3 direct debit payments. No refunds for change of mind post 24-hour cooling off period. Cancellation fees apply.

[Empower Online Landing Page](#)

<https://fb.fernwoodfitness.com.au/empower/>

Use this landing page to generate leads. There is an option for sign up and purchase on the page at the non-member price.

LEADS

Leads coming via the landing page will come to the club email inbox with the subject 'Empower Lead -Enquire'.

SIGN-UPS

Landing Page purchases/sign-ups: This landing page has a purchase option at \$249 and can be used for leads/non-members to purchase the program. Program purchases will come through to the club email inbox with the subject 'Empower Lead - Join'.

Payment is captured via a central Stripe account and allocated to the club after purchase from NSO.

Sign-ups on the landing page do not sync with Exerp. Please ensure that the new lead has the Empower Online Product added to their account, so they receive the welcome email to get started.

IMPORTANT: As they have already paid online, you must adjust the product price to \$0.00 to avoid them being charged again.

Income generated from non-member online signups will be allocated to the club based on participant postcode.



Program cost to clubs

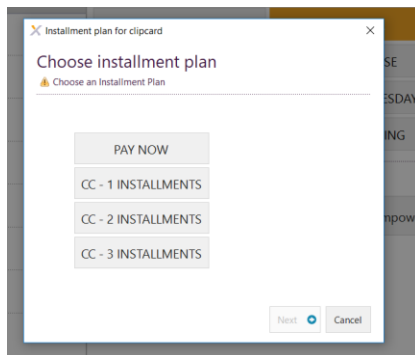
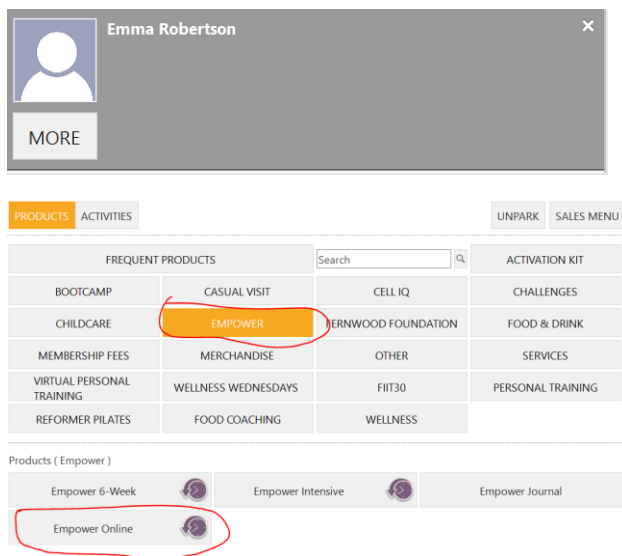
\$49.25 per participant

Staff price

\$50.00 per staff member who participates – this fee will be charged to club upon commencement of the program.

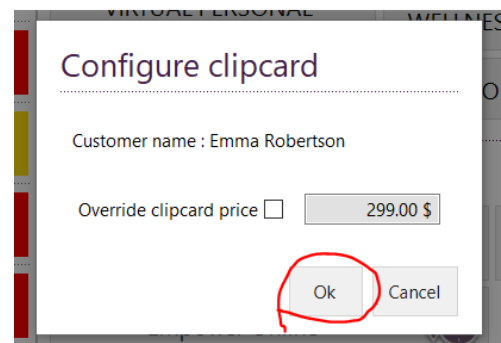
Processing Empower Online in Club

1. Find the member and then go to Front desk – Empower > Empower Online.



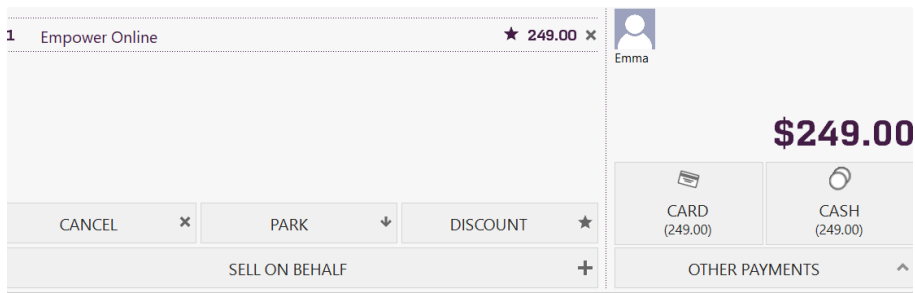
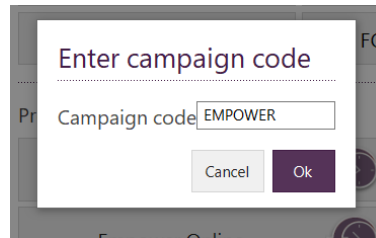
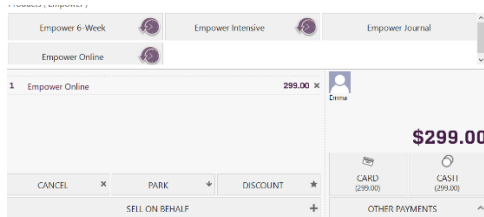
2. Choose Pay Now for PIF or select the number of instalments for DDs.

3. Confirm the price and click OK – for participants who have already paid via the landing page, you can adjust price to \$0.00





- For members you can enter the campaign code 'EMPOWER' and click OK to bring the price to \$249.00



Empower welcome email automated from Exerp sign up

Below is a screenshot of the welcome email that members receive upon purchase of the Empower Online program. Zoom links for the workshop will be emailed 1 week before the start date of the program.

Please ensure all members are signed up in Exerp by Monday 24 May to receive this crucial information.



Hi Emma,

Welcome to Empower Online, the Fernwood Wellness Program designed especially for women, by women.

To access the Empower Online content, you will need to create your account.

[Create your account here](#)

Once you've created your account, take some time to watch the welcome video below and read through the introduction page of the Empower website to help you prepare for the next six weeks and start to explore why you're here. There are also a few important details on the pre-program activities.



[Log in to Empower](#)

Once you've completed the pre-program activities, it's time to start familiarising yourself with all the empowering content we'll be running through in the first week.

As you read through the Week 1 content, start to explore some of the foundations of positive mental health and general wellbeing, including emotional intelligence, mindfulness and intention setting.

Don't forget to download your program eJournal and start familiarising yourself with the own time activities. Be sure to download and complete both the Emotional Intelligence and Personal Wellbeing Index questionnaires before your first live webinar workshop. These activities are just

for you; you won't be sharing your answers with anyone else (unless of course you want to).

That's about all you need to know before we begin. We'll chat to you really soon in week one's webinar workshop!

Keep an eye on your inbox for the webinar links to join each week.



[Membership Terms and Conditions](#)

[Privacy Policy](#)



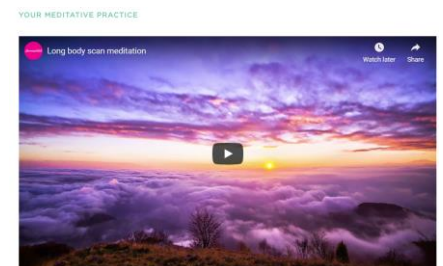
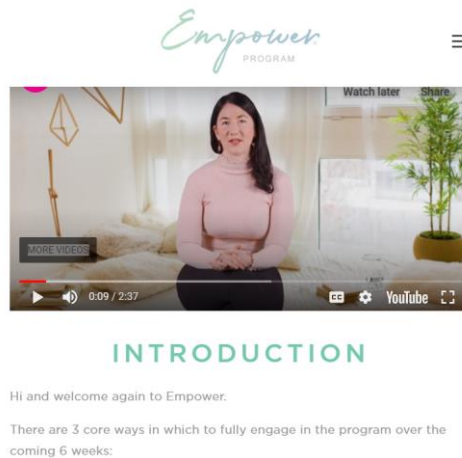
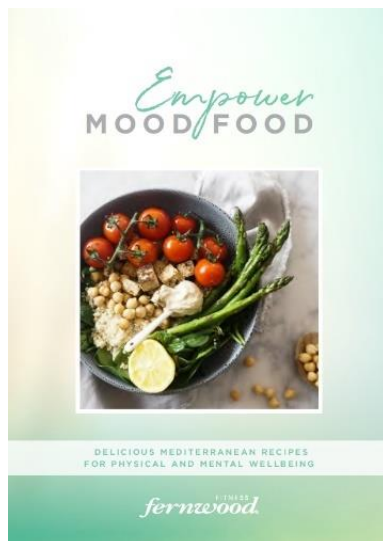
Member Empower Online Portal (website) access

To access all Empower content, members must create an account by clicking on the 'Create Your Account Here' button in the above welcome email.

For any issues pertaining to accessing the Empower website, please email helpdesk@fernwoodfitness.com.au.

Included in the Empower Online portal (web content)

- Weekly wellness content
- Yoga poses
- Meditations
- Mood food recipe eBook

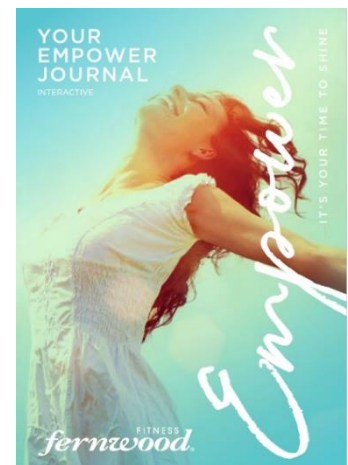


Empower Journal – Hard copy

Hardback Empower Journals can be ordered through SFM. Go to: Club Materials → Scroll Down to the 2nd Row → Empower Journal Case Bound 112pp + Case Bound Cover.

You may wish to charge participants for a journal in addition to the program fee or make it inclusive.

The journal, which contains daily guidance and editable fields for journaling and activities, gives structure uniformity to the program, keeping everyone on track and connected with the group as they follow their individual wellbeing journey.





E-journal (with editable fields)

An Empower e-journal is included as part of every Empower Online product purchase and can be downloaded from the welcome page of the Empower Online portal (website). Participants will be instructed in their welcome email to make sure they do this before starting the program. If they are purchasing or receiving a hardcopy of the journal, please ensure these are allocated to the participants ahead of the program start date.



Weekly national webinar workshops

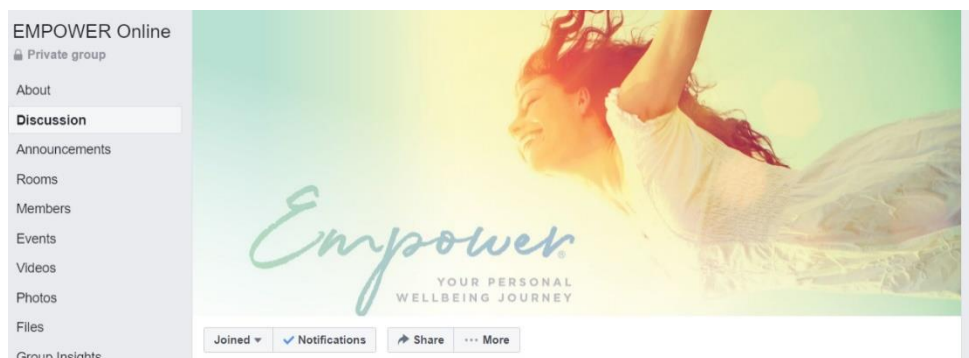


The weekly national webinar workshops will be run by a qualified Fernwood Empower Coach on the NSO Zoom platform.

The dates and times will be released to the registered participants (based on Exerp reports) 1 week prior to the start date of the program.

Empower participants Facebook group

A national closed Empower Facebook group for paid participants has been set up and will be managed by Empower Coaches and the social team at NSO. This is a space for community, sharing and support to increase program efficacy, compliance and strengthen the brand.





Additional info: Participants are encouraged to complete the program in line with the 6-week timeline however, they can work through the program in their own time. All workshops are recorded and emailed out/posted in the program Facebook group (paid participants only) for access at any time.

Weekly emails and FB communications with participants

Automated emails will prompt the participants to keep on track with the program, remind them of weekly tasks as well as the links to join the workshops and to access the recordings.

Empower Coaches and NSO staff will manage the [Empower Online Facebook group](#), posting updates, communication and inspiration throughout the 6 weeks.

Participants are welcome to remain in the FB group ongoing following the cessation of their program to stay connected to Fernwood Wellness community.

A reminder that all links to workshops and recordings will only be emailed to the current Empower Online participants.

Sales conversations/scripts

Phone scripts/questions when speaking to leads

Ask questions to find out what inspired them to request more information, including:

- *How did you hear about Empower Online?*
- *What inspired you to enquire about our Fernwood Online program?*
- *Have you come across Fernwood Empower programs in the past?*
- *Have you done any program like Empower before?*
- *Do you know much about the program, and do you have any specific questions?*
- *What is the one thing that you would most like to improve in relation to your health or wellbeing right now?*

Optional additional scripting

"Our members have found Empower to be especially beneficial for [insert relevant parts of the conversation, e.g., overcoming hurdles and roadblocks to achieving health and fitness goals, managing feelings of stress and anxiety]."

A number of our members have loved participating in the Empower program as a support to their overall health and wellness journey and found it a powerful program to fast track not only their physical fitness goals, but of course support them in all areas of wellbeing from mindfulness to meditation and self-care.



If members request more information via email:

Subject: Re: Empower Online Enquiry

Hi [REDACTED]

Thanks so much for your enquiry about Fernwood's Empower Online program.

I would love to answer any specific questions that you have via email or over the phone, if you prefer. If you would like a quick chat, please let me know the best time to call you (alternately, you're most welcome to call me on [REDACTED]). Otherwise pop your questions in an email and I will come back to you ASAP.

I have also provided a little more information on the Empower Online program (scroll down), including a link to a recent blog piece on the program.

I trust this info gives you a little more detailed insight into the content and logistics.

We would absolutely love to have you join us.

If you decide to, we look forward to supporting you on your personal wellbeing journey and seeing you in the program soon.

Email Signature

Empower Online - Commencing [insert date]

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Meditation, mindfulness, motivation & more...

The Empower Online program includes:

- *Live weekly wellness workshops and activities*
- *Yoga poses*
- *Meditations*
- *Mood food recipe eBook*
- *Empower interactive eJournal*
- *And more...*

When is it?

- *The webinar workshops take place on [INSERT DAYS AND TIME]. The next program is starting on [INSERT DATE 2020]. These sessions will be recorded for participants to access anytime.*
- *Though the program is guided by weekly live webinar workshops, a large portion of the program is completed in your own time throughout each week.*



- *Own time journal activities as well as meditations and (optional) yoga postures are completed through the week as and when suits you.*
- *There is a private Facebook group for participants to access anytime to post questions and receive support from qualified Fernwood Empower Coaches.*

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- *Introduce more mindfulness into their lives*
- *Learn how to positively manage thoughts and feelings*
- *Start living in alignment with their true self*

What is the cost?

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How do I sign up?

Join in club, over the phone or Join through the form on the webpage here
<https://fb.fernwoodfitness.com.au/empower/>

Empower Blog – Wellness for the Modern Woman

<https://www.fernwoodfitness.com.au/blog/wellness-for-the-modern-woman-empower>

[End of email]

More information for clubs

For further information please contact Business Development Manager for Wellness & Nutrition, Emma Robertson emma.robertson@fernwoodfitness.com.au