



EMPOWER ONLINE INFO KIT

Contents:

- Empower Online Snapshot – National Program
- Lead Management – web and in-club
- Online joins (via the landing page)
- Empower Online – full details
- Running Empower Online – locally for your own club community
- Email journey content

Empower online snapshot

6-week personal wellbeing program run completely online

Empower Online is a 6-week personal wellbeing program that is run online with **live webinar workshops** in place of in-club sessions.

Empower Online is especially powerful for members who require additional support and focus on their mindset, stress management, sleep health and mental and emotional wellbeing - including struggles with low self-esteem and self-worth.

Price: **\$199.00 (PIF)** members and non-members
3 debits of \$66.33 (club member option only)
[Staff price \$49.75 total – request via email (empower@fernwoodfitness.com.au)]

Includes: **6 weekly Live Wellness Workshops (via ZOOM – 75 minutes each)**

- Day: Weekday (the day will vary each time the program runs)
- Time: 7pm AEST
- Recorded for viewing at any time

Online platform

- Wellbeing resources and activities
- Yoga poses
- Meditation
- eJournal
- Mood Food recipe eBook

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.

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



Web Lead Management:

Landing Page for Leads/Sign-ups: <https://fb.fernwoodfitness.com.au/empower/>

1. Leads come to NSO via email with the subject '**Empower Lead - Enquire**' (NSO will respond with a generic email and the call centre will follow up the lead).
2. Sales conversation with the lead (call centre).
3. **If an existing member** requests to join the program during a call, the call centre staff will confirm with the member that the purchase will be added to their existing payment account, meaning the payment will be added to their next DD. They will have the choice to PIF \$199 or split the payment over 3 debits. Call centre will contact the club to process this transaction immediately.
4. **For non-members (lead only)** we can't take CC details over the phone; they must sign up on the landing page <https://fb.fernwoodfitness.com.au/empower/>. The call centre will direct quality conversations back to the landing page. If they sign up, an email will come through with the title '**Empower Lead - Join**' to the Empower email inbox monitored by NSO and the call centre.

No sign up within two days of quality conversation will prompt another call from the call centre.

Club generated leads/in-club enquiry management

If you get contacted about the Empower Online program **in-club** (e.g. walk-in, phone call, member approaches reception), it is important you have the knowledge and information about the program to have a quality conversation with the enquiry.

At the back of this info kit is a full breakdown of Empower Online. Familiarise yourself with the content and better yet, encourage staff to partake in the next program for a nominal fee of **\$49.75** per staff member.

Phone scripts/questions when speaking to leads

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

- *How did you hear about Empower Online?*
- *What inspired you to enquire about our Empower 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? 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 [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 still relevant] *During this time of self-isolation and social distancing, many of our participants have used this time as an opportunity to take a step back and focus on themselves and re-evaluate certain things and have used the Empower program as a supportive way to do this [offer details on the program and sign them up].*

If members request more information via email...

Below is a response you might like to send

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 (alternatively, 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 insight into the content and logistics of the program. 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.

Empower Online - Commencing [insert date]

What is Empower Online?

Empower Online is what we like to call wellness for the modern woman.

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 & 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 throughout the program).*



- 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 throughout 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.

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

What is the cost? \$199.00

How do I sign up? 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>

Email Signature

Empower Online Joins

Web sign ups

Reply Reply All Forward IM
Mon 4/05/2020 9:45 PM

 Fernwood Fitness <admin@webengage.com.au>
Empower Lead - Join

To: Empower Fernwood Fitness
Follow up. Completed on Tuesday, 5 May 2020.

Club Location:	mitcham@fernwoodfitness.com.au
First Name:	Julie
Last Name:	Jays
Email:	julie.jays@icloud.com
Phone:	0439990559
Post Code:	3128
Birth Date:	22/03/1969
I agree to the Terms & Conditions:	Checked
I have read & agree to the Online Participant Agreement :	Checked



Existing members and existing leads (non-members/past members)

Sign-ups on the landing page will be asked to enter their club at time of sign up. Persons that sign up with an existing Exerp profile will automatically be assigned the Empower Online PIF subscription to their account. The member will NOT be charged through Exerp as they have already purchased the program in full on the landing page.

NSO will send payments due to clubs for participants 10 days post program start date. Non-members are allocated to clubs based on postcode.

In-club sign ups

We **HIGHLY recommend** that any in-club sign-ups are done via the Empower Online landing page - <https://fb.fernwoodfitness.com.au/empower/>. Simply request the member bring up the landing page on their own phone (or a club tablet/laptop) and request the member sign up through the landing page to ensure their registration reaches NSO.

Alternately - PLEASE ENSURE YOU ALERT NSO immediately of any Empower Online subscriptions added to a member's account. Please do so via email to empower@fernwoodfitness.com.au. This will ensure the participant receives all program communications. If you fail to do so, NSO will have no alert a member has signed up.

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Additional Info - EMPOWER ONLINE: IN DETAIL

Empower Online is a 6-week personal wellbeing program that is run completely online with live webinar workshops in replace of in-club sessions.

Empower Online is especially powerful for members who require additional support and focus on their mindset, stress management, sleep health and mental and emotional wellbeing - including struggles with low self-esteem and self-worth.

Empower is an ideal program 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

Participants will receive:

➤ Welcome email upon sign up (from Exerp)

The welcome email will include a link to register access to the Empower website which contains written content, downloadable resources, recorded meditations and yoga postures for each of the 6 weeks.

The participant logins will last for 3 months before they are set to automatically expire.

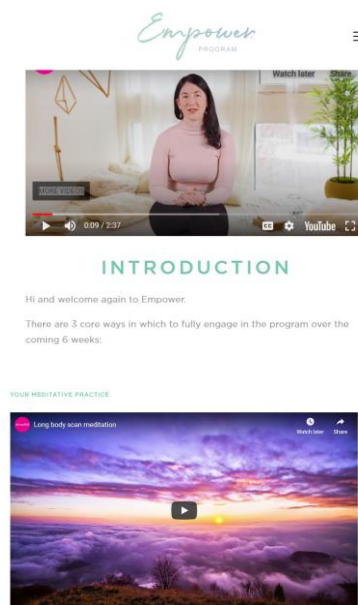
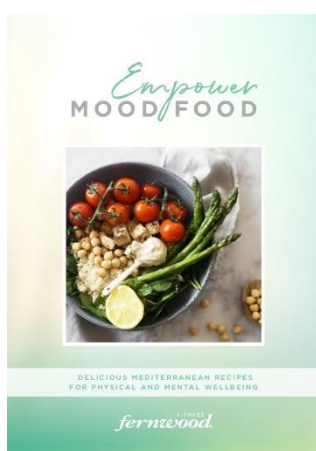


► **A program email journey (from NSO)**

Participants will be guided through the program journey via weekly emails, reminding them to login, attend the webinars and complete their journal activities.

► **Exclusive access to the Empower Online portal (web content)**

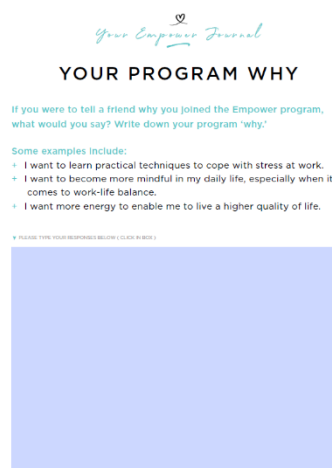
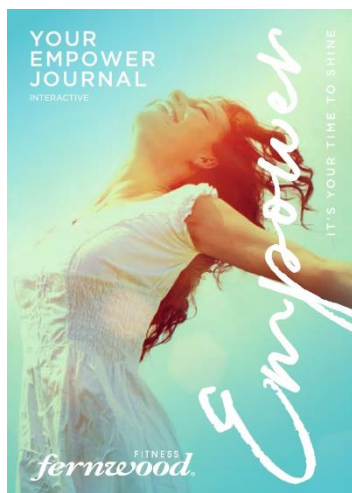
- Weekly wellness content
- Yoga poses
- Meditations
- Mood food recipe eBook



► **eJournal (with editable fields)**

An Empower eJournal will be available for download from the welcome page of the Empower website. Participants will be instructed in their welcome email to make sure they do this before starting the program.

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.





► **Access to 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 pre-set and advertised on the program promotional and communication assets.



► **Access to 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.



Weekly emails and FB communication 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 the Fernwood wellness community.

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



Running Empower Online locally for your club and community

If you have a trained Empower Coach, you are welcome to offer Empower Online locally. All landing page leads will come to your club. You must contact Emma Robertson (NSO) and Nathan Harber Web Engage to set up the landing page and payment gateway and to sync sign-ups with Exerp in your club.

Your club will be responsible for managing leads and communications to the members before, during and after the program, using the templates within this document. You will also be responsible for recruitment and payment of the Empower Coach (see costings doc. for franchisees). For assistance getting this set up for your club, please contact emma.robertson@fernwoodfitness.com.au

PROGRAM EMAILS

Welcome & Week 1 - Sent upon sign up from Exerp

Upon sign up, participants are emailed the following welcome email:

Hi **NAME**,

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

LINK TO CREATE ACCOUNT

[Welcome video]

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.

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 (you will find these documents on the introduction page of the website). 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!

LOG INTO EMPOWER ONLINE HERE

Keep an eye on your inbox and the Empower Facebook Group for the webinar links to join each week.

The Empower Coach team at Fernwood



Empower Workshop Links (sent a few days prior to start date)

Hello everyone,

We just wanted to touch base before the start of your Empower Online program kicks off next week on **DATE & TIME WILL BE HERE.**

On behalf of Fernwood Fitness clubs across Australia, we are incredibly excited to support you throughout your 6-week Empower Online journey.

Before we get started, we want to make sure you are set up and ready to go. Please take some time to read through and action the following 6 points to ensure you are ready to dive into the first live workshop on **DATE AND TIME HERE**

1. Ensure that you have created a login to the [Empower website](#) to access the online program content, including your program eJournal. In case you missed it, the link to register for access is [HERE](#). Once in the online platform...
2. Read the **Introduction** page (and if time permits, week 1)
3. Download your **program eJournal** (from the introduction page)
4. Download and fill in the **EQ and PWI** (from the introduction page)
5. Start thinking about why you're here - **Your program 'why'** (refer to the introduction page)
6. **REGISTER for the WEEKLY WORKSHOPS.** The workshops will take place on the ZOOM platform – please first REGISTER on the link below and you will be emailed the meeting link once registered.

ZOOM REGISTRATION LINK WILL BE HERE including PASSWORD

If you are not familiar with ZOOM, please don't panic.

- After you register (on the link above), you will receive an email with the links to click on at the time of the workshop.
- Follow the respective link and any instructions to open the platform.
- Please connect with your device audio if possible, otherwise follow the instructions provided at the time to connect via your phone.
- If you still get stuck, here is a little [YouTube video](#) to show you how to join a ZOOM meeting.

Can't wait to meet you all (virtually) really soon!

Oh, and if you are on Facebook, don't forget to join the [Empower Online closed Facebook group](#). There will be a number of updates in there to keep an eye out for. It's also a great space to meet your fellow participants and get additional support throughout the journey.

The Empower Coach team at Fernwood

Week 2 email - Sent Sunday before week 2 workshop

Hi everyone!

Wow, week 2 has snuck around quick!

We just wanted to say how super proud we are of you, and you should be too. You've taken the first step towards improving your wellness and that is always the hardest part.



We know the first week was jam-packed – exploring your ‘program why’, setting a meaningful intention and creating affirmations is no easy task, especially if this is new to you.

Even completing the Emotional Intelligence Questionnaire (EQ) can be a little confronting. But now you’ve done it, you will be amazed with the changes you note at the end of your Empower journey. Self-awareness is something we will also be exploring throughout the program. When we expand our EQ, we naturally become more aware of our thoughts and feelings. Once we have insight into these areas of the self, we can start to master self-care.

So, let’s get ready to move into week two, where we explore the number one thing that derails overall wellbeing – STRESS! Check out this week’s content that we’ll discuss in our live session, by logging into the [Empower Online portal](#)

Catch you on the workshop for week 2 on **DAY AND TIME WILL BE HERE**

Reminder of the link here: **(ZOOM LINK WILL BE HERE)**

The Empower Coach team at Fernwood

Week 3 email - Sent Sunday before week 3 workshop

Hello everyone,

Welcome to week 3 of your Empower journey!

By now you will have identified the stressors in your life and how they affect you physically and mentally. Unfortunately, we cannot eradicate stress entirely and nor should we. Stressors play a role in challenging us, as they push us to grow, learn and adapt. But too much isn’t good for us, so improving our ability to deal with the natural effects of stress is of great importance.

This is where practices such as meditation and mindfulness come into play. One mindful way we can fundamentally reduce our exposure to perceived stress is to be open to new perspective on situations that might normally elicit a strong stress response within us. Particularly if these are things we cannot control or change.

This week we will explore the positive psychology concept of ‘growth mindset’ as a way of supporting mental and emotional wellbeing. Login to the [Empower Online portal](#) to explore this week’s topic in more detail in preparation for your live workshop.

Catch you on the workshop for week 3 on **DAY AND TIME WILL BE HERE**

Reminder of the link here: **(ZOOM LINK WILL BE HERE)**

The Empower Coach team at Fernwood

Week 4 email - Sent Sunday before week 4 workshop

Hi everyone,

Welcome to Empower, week 4!



Wow! We are into the second half of your program already – time flies when you're making breakthroughs, doesn't it?!

This week we are taking a deep dive into looking at values, the power of setting goals and how both our goals and values should align with each other, as well as with our true desires. If we can achieve this harmony, overall feelings of happiness, fulfilment and wellbeing are naturally supported.

This is an exciting week – discovering our true values and aligning these with our goals and desires has a positive impact on how we feel about ourselves and our life. When we feel aligned, we are more able to adopt a growth mindset and manage stress and other challenges that life brings.

This week, we encourage you to take some time to read through journal activities and jump onto the [Empower Online portal](#) to become familiar with this week's topic. While in there, allow yourself a little 'me-time' with the yoga postures and meditations.

Catch you on the workshop for week 4 on **DAY AND TIME WILL BE HERE**

Reminder of the link here: **(ZOOM LINK WILL BE HERE)**

The Empower Coach team at Fernwood

Week 5 email - Sent Sunday before week 5 workshop

Hi everyone!

Welcome to Week 5 of your Empower journey.

We touched on stress in week 2, looking at the physiological changes that occur and how this can lead to long-term physical health problems. When stress is not addressed or managed appropriately, anxiety can creep in and sleep often becomes impacted, which can lead to a snowball effect of unhealthy and unhappy outcomes.

As women, we are generally much better at taking care of others than taking care of ourselves. We are natural caregivers and nurturers and often carry a sense of guilt when it comes to giving time and attention to ourselves when we need it. When we neglect ourselves and our needs, we can easily become overwhelmed, stressed and anxious.

Take a look at this week's content on the [Empower Online portal](#) to delve more into the topic of anxiety and sleep health, then we can workshop it when we are all together online.

Catch you on the workshop for week 5 on **DAY AND TIME WILL BE HERE**

Reminder of the link here: **(ZOOM LINK WILL BE HERE)**

The Empower Coach team at Fernwood

Week 6 email - Sent Sunday before week 6 workshop

Hi everyone!

Wow, how did the final week come around so quickly?!



What a journey we have been on so far and the best is yet to come. This week we close the program looking at possibly the most important component of overall wellbeing – the ultimate form of self-care, loving kindness.

Loving kindness practices include compassion, forgiveness, gratitude and acceptance.

If there is one lesson to take home from your Empower journey, it's the wise words of Buddha: *"You yourself above anything else in the universe deserve your love and affection."*

Check out this week's topic in the [Empower Online portal](#) and we look forward to workshopping your personal loving kindness practice in the group this week

Catch you on the workshop for week 6 on **DAY AND TIME WILL BE HERE**

Reminder of the link here: **(ZOOM LINK WILL BE HERE)**

The Empower Coach team at Fernwood

Congratulations and feedback email - Sent Sunday after the final workshop

Hi everyone,

Congratulations on completing Empower!

It's now been a week since our week 6 workshop on self-care and loving kindness. We trust that you've found this past week of meditations, yoga postures and journal activities an enjoyable one - how is that 'Self-Love Manifesto' coming along?

You should feel incredibly proud of everything you have been able to achieve over the last six weeks, especially how much you have grown.

As with anything we do that challenges and inspires us, we should take some time to reflect on our progress. We would love for you to share your Empower story by answering a few questions below, so you can inspire other women to feel the benefits and personal growth that you have experienced.

[SHARE YOUR STORY](#) WITH US.

You will have five more weeks to continue accessing the online Empower content via the [Empower Online portal](#). We would love for you to keep in touch with us and your fellow participants via the [Empower Online Facebook group](#). So, please make use of the meditations and yoga as often as you like before your access closes.

It has been an absolute pleasure supporting you throughout this part of your personal wellbeing journey.

The Empower Coach team at Fernwood

For further information on Empower Online, please contact Wellness Training and Development Manager Emma Robertson emma.robertson@fernwoodfitness.com.au