



Welcome to the Training the Older Adult (TOA) 2021 Affiliate Program

TOA Mission Statement and Beliefs:

- To Develop an All-Inclusive Community of Health & Fitness Enthusiasts Who Collectively Share a Passion for Training an Aging Population and Assist Them in Creating a Place of “Belonging” for Them and Their Communities.

Core Values:

- To have a diehard commitment to continued learning, education is the key to our success
- To hold a high level of professionalism personally and professionally for the good of our community
- To follow our dharma (purpose in life) and allow the security of our careers to unfold.
- To karmatically give and allow our compassion and empathy for others to develop meaningful lifelong relationships.
- To hold the highest standard of training developed through peer reviewed and proven education.
- And... to have Fun doing ALL of the above!! All challenges in life can be overcome with a good sense of humor.

Why Should You Become a TOA Affiliate?

- By becoming a TOA affiliate, you will join the committed effort to hold the highest standards in the fitness industry when working with your older adults and clients.
- You will have the opportunity to learn how to implement researched, real-life and battle tested practices that will make a real difference in your clients lives.
- You will have the opportunity to truly improve your client’s quality of life physically through proper programming and exercise progressions and emotionally by giving them a feeling of “belonging” to a community of like-minded folks.

What You Will Get by Becoming a TOA Affiliate:

- **ALL** TOA offerings, webinars, courses and events:
 - TOA Select, TOA Live, TOA Deep Dives, TOA Method: Foundations & Masters, O-TOA and more
- Weekly Programming Created by Robert
 - Two ADL, Pure Strength, S&C and HIRT Workouts Per Week
 - Delivered Weekly (weekly)
- Bi-monthly affiliate calls
 - Two group mentoring conference calls
 - Two private mentoring conference calls
- TOA Affiliate group quarterly seminars for staff, taught by Robert
 - Access to TOA Exercise Video Library (TOA Select)
 - Access to TOA Movement Observation Video Library (TOA Select)
- One to two monthly emails to send your clients
 - “Did you know” style education, announcements, events, etc.
- Holiday Referral Campaigns:
 - New Year’s (Four Week New Year Kick Off Challenge)
 - Valentine’s Day (Strength Your Relationship Workout)
 - Memorial Day (Mighty Murph Memorial Workout)
 - Fourth of July (1776 Endurance Workout)
 - Labor Day (LABOR of Love Interval Workout)
 - Thanksgiving (Fight for Charity Workout)(Fight Gone Bad Variation)
 - Winter Holidays (Six Week “Survive the Holidays” Commitment Challenge)
- Plus Our Holiday Workouts
 - 12 Days of Christmas
 - 8 Crazy Nights
 - Kwanza & Kettlebells
 - Festivis for the Rest-of-us
- Creation of Your Own TOA “City” logo
- Letterhead paperwork templated with TOA “City” logo
 - Strategy Session
 - Movement Observation Screen Form
 - TOA 2021 Par-Q+
 - Agreement (Contract)
 - Liability Form (Assumption of Risk)
 - Incident Report

- TOA Gear
 - TOA Polo Shirt, 2 t-shirts, performance shirt/tank
 - TOA Post-It-Notes & pens
 - TOA door decal
 - TOA Thank you cards for clients
 - Design / order shirts for your clients (paid for by you)

- Facility set up and design assistance with Robert

- Standard Operating Procedures (SOP) manuals

- Referral & Lead marketing assistance

- 30% Off for **ALL** TOA CEU events for staff

AND...

- Strategy session assessment kit:
 - Grip strength dynamometer
 - Pulse oximeter
 - Tape measure
 - Electric blood pressure monitor



Your Options on Commitment to TOA Affiliate Program:

Affiliate Activation Start Up Kit (\$500)

and

Associate \$399

- TOA Select
- Two – Monthly Mentoring Calls
- Two – Business Affiliate Group Calls
- Quarterly Staff Education Webinars

Junior Affiliate \$799

- *All of the Above Plus*
- All TOA CEU Offerings
- Holiday Workout Offerings
- Personal Online Training with Robert

Affiliate \$1099 (36 months) or \$1299 (18 months)

- *All of the Above Plus*
- TOA Logo & Location Name
- Weekly Programming
- TOA Official Forms
- Affiliate Gear (t-shirt, etc.)
- Email & Marketing Campaigns
- Movement Observation Kit
- Facility Set Up/Design with Robert

What you will need to do to keep the TOA Affiliate:

- You must use TOA Branding (in conjunction with own branding if desired)
- Attend ALL TOA offerings (unless previously attended)
- Utilize the TOA Method as your style of training
- Uphold our brand guidelines (found on next page)
- Make a commitment of 18 or 36 months

We are SO Excited to Have You Join Us – Now Head Over and Fill Out Your Application!!

Do You Have Questions?

Email or Call Us and Let Us Know, We Can Schedule a Call with You!