



PROPOSAL KIT SAMPLE

Health and Fitness Program Sample Proposal

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Mia Becker
HR Director
Edwards Electronics
P.O. Box 932
Denver, CO 58456

Ms. Becker,

Thank you for contacting us for ideas on how to keep your employees healthy. We'd love to work out a program for Edwards Electronics.

We know you're still in the exploration phase of developing an exercise benefit for your employees and we wanted to give you a few options to consider before our meeting in two weeks.

First, we can offer you a corporate discount on memberships for all your employees. This would then allow your employees to attend classes or schedule workouts with our trainers at their convenience. We are most well-known for our individualized training.

Second, 4Strength Body Systems can design classes to benefit your employees, and we can do it on a schedule that works for your employees and your organization. For group classes, we offer yoga, tai chi, general aerobics, and combined martial arts (self-defense and strength techniques). These can be held at your company facilities or ours.

I hope the enclosed information will provide a basis for discussion with your colleagues. Please contact me for any other details you might need. I look forward to talking with you at our next meeting.

Sincerely,

David Meyer
Client Outreach
4Strength Body Systems
555-512-5000
dave@4Strength.com
www.4Strength.com

PRESENTATION

EMPLOYEE HEALTH AND FITNESS PROGRAM

Prepared for: Mia Becker
HR Director

Prepared by: David Meyer
Client Outreach





4Strength Body Systems believes that anyone can become strong and fit. Here's the way our company approaches our assignments, which are always to move our clients as quickly as possible toward their maximum fitness levels.

- ◆ You sign up for services, fill out a questionnaire, and attend a fitness evaluation session.

You may choose from differing levels of services, according to your needs, budget, and schedule. The questionnaire and fitness evaluation session help us match you with your personal trainer, who will design a fitness plan for you.

- ◆ You meet with your personal trainer and design a fitness plan with periodic milestones.

You may choose to do your sessions in our local facilities or in a place that you and your trainer agree upon. We are firm believers that you do not need specialized equipment to work out; our trainers can easily carry most exercise devices (mainly weights and balls) in their vehicles.

- ◆ You work out with your trainer on a regular basis. We recommend you schedule at least three sessions per week.

At each session, you attempt to complete the exercises your trainer assigns you. At the end of the session, you and your trainer evaluate your ability to perform the exercises and determine whether you will repeat or modify the exercises for the next session.

- ◆ At the end of each month, you and your trainer will be evaluated by our master instructors.

At the end of each month, you may choose to work with a different trainer if desired. Your journey to your fitness goal will be evaluated, and your fitness plan will be modified as necessary.





What sets 4Strength Body Systems apart from other exercise and training organizations is our experts. Our staff members have trained military troops, police officers, and professional athletes. We guarantee that you'll be just as impressed with them as we are.

◆ **JAKE MORELLI – FORMER NAVY SEAL, BLACK BELT JIJITSU SENSEI, OLYMPIC TRI-ATHLETE TRAINER**

Jake is one tough guy, and he doesn't ever take No for an answer. If you are already in reasonably good shape but want to get stronger fast, Jake's the trainer for you. As well as general strength and fitness training, Jake teaches our martial arts class three times a week.

◆ **LIBBY THOMASON – FORMER OLYMPIC JUDO CHAMPION, STATE PATROL TRAINER**

Libby started life as a chubby child and has the pictures to prove it, but you'd never believe it now. By age 19 she had achieved a black belt in judo, and she has never looked back. She has experience pushing both male and female police officers to achieve their maximum potential, and no matter what your starting condition is, she can help you get lean and mean. Libby team-teaches our martial arts class with Jake three times a week.

◆ **IAN FLEMING – FORMER U.S. MARINE, NATIONAL GUARD TRAINER, CROSS-COUNTRY COACH**

Yes, he's named after the man who wrote the James Bond novels, but he's actually more like Secret Agent Bond than he is like the author. Ian prefers to emphasize endurance rather than big muscles, and he has trained both men and women in the Marines and in the National Guard.

◆ **MAX GREEN – FORMER FBI TRAINER, SOCCER COACH, WEIGHTLIFTER**

Max is a big believer in developing core strength through isometric exercises and in using weights to get strong, no matter what your age. He loves working with seniors and with teenagers, too.



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