



## Vitality Coaching

### *The Power of Support and Accountability*

Wouldn't it be great to have someone walk alongside you during your fitness and wellness journey? Cathy's coaching programs offers you on-going guidance, motivation, and accountability for your personal wellness goals, addressing the focus areas that are most important to you. This could include fitness, healthy eating, weight loss, or daily stress and energy. Many of Cathy's clients are seeking the peace of mind that comes from an integrated daily and weekly living routine that encompasses their comprehensive well-being. Coaching starts with clarifying your long-term vision and goals and examining why past efforts may or may not have been successful. Then, we'll look at your current challenges as well as what motivates you. Finally, I'll add in my years of experience and together we'll begin crafting a plan. We'll break down the long-term goals into shorter-range, more manageable, and totally customized goals and then let the magic begin! We'll set a check-in strategy and week by week, I'll be with you every step of the way, so we can tweak, problem solve, re-route when necessary, and ultimately CELEBRATE! Support and accountability make all the difference. Today could be the day you turn your life around! What are you waiting for?

Choose the package that best suits your needs. Questions? Interested in a customized package? Give me a call or send me a quick email! I'll look forward to hearing from you!

**Worth considering:**  
"Successful people make a habit of doing what unsuccessful people don't like to do."

## Vitality Coaching Packages

### **A. Mini Two-Week Wellness Jumpstart:**

- Initial one-hour phone coaching session to create overall vision, goals, and action plan.
- Two weekly 30-minute follow-up phone coaching sessions to review implementation and problem-solving.
- Unlimited email support for the two-week period between the initial coaching session and the final follow-up session.
- Investment: \$280

## **B. Classic Twelve-Week Vitality Makeover**

- Initial one-hour phone coaching session to create overall vision, goals, and action plan.
- 11 weekly 30-minute follow-up phone coaching sessions to review implementation and problem-solving.
- Unlimited email support for the twelve-week period between the initial coaching session and the final follow-up session.
- Free Bonus: three 30-minute quarterly follow-up coaching sessions to bring your total accountability for one year. (You can still email me for support also!)
- Investment: \$910 (\$210 discount!)

## **C. Cathy's Signature One-Year Lasting Vitality Lifestyle**

- Initial one-hour phone coaching session to create overall vision, goals, and action plan.
- 11 weekly 30-minute follow-up phone coaching sessions to review implementation and problem-solving.
- For the second quarter: six bi-weekly 30-minute calls
- Free Bonus: For the third quarter: three monthly 30-minute calls
- Free Bonus: For the fourth quarter: a 30-minute call mid-way, and a final 30-minute call at the one-year anniversary of the start of the program.
- Unlimited email support for the full year between the initial coaching session and the final follow-up session.
- Investment: \$ 1330 (\$350 discount)

# **Fitness Training**

*Hands-on fitness instruction for a personalized, realistic exercise routine.*

## **Fitness Training Packages**

### **A. Fitness Basecamp**

- Three personal training appointments for Cathy to create for you and teach you a personalized fitness routine that you can do at home or any other location of your choice.
- Sessions take place at my fitness studio in Germantown, MD. (Inquire about options for an alternate location.)
- Investment: \$360
- Follow-up sessions can be scheduled monthly for check-in and program adjustments for \$120 per session.



## B. Fitness Steady Habit

- Two initial personal training appointments for Cathy to create for you and teach you a baseline personalized fitness routine that you can do at home or any other location of your choice.
- Twelve weekly personal training sessions after your initial two appointments. These weekly sessions will be used to reinforce your routine, learn additional exercises for variety, and receive accountability checks for the workouts you are doing on your own the rest of the week.
- Investment: \$1560 (\$260 discount)
- Follow-up sessions can be scheduled weekly or at the frequency of your choosing for \$110 per session.

## Private Vitality Retreat

### *The Full Immersion Effect*

Are you ready for an all-out, full immersion approach to your lifestyle makeover? With your busy schedule, Cathy's one or two-day private wellness retreat is the perfect way to remove yourself from the normal day-to-day distractions and focus completely on your new wellness plan. You and she will spend precious uninterrupted, focused time developing your lifestyle plan and the best strategies to incorporate these new habits in a way that you can sustain for the long term.

Our extended amount of in-person time together allows us to not only talk about your wellness plan, but to practice it. Whether it's hands-on personalized fitness instruction, or healthy meal planning and preparation, you will leave armed with a comprehensive day-to-day healthy living framework that fits your individual preferences and needs.

Follow-up coaching is a valuable strategy to ensure your new habits become fully incorporated into your on-going daily routine. Success feels great!

- Eight hours of immersion for your lifestyle transformation (all day or two half-days)
- Location: Germantown, MD. (Inquire about an alternate location)
- Investment: \$960
- During your retreat, we can discuss a follow-up coaching or fitness training plan that works best for you.

## Couples and Groups

Want to do coaching, a retreat, or fitness training with a significant other, friend, or family member? For pairs and small group sessions, there is a 25% discount per person for groups of two, and 35% discount per person for groups of three or more. There is power in shared effort and shared commitment!

