

FIT CHICKS ACADEMY



FITNESS & NUTRITION EXPERT CERTIFICATION PROGRAM

NEXT PROGRAM STARTS MARCH 24TH, 2025!



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Welcome!

Thank you for your interest in the Fitness & Nutrition Expert Certification Program!

We are beyond excited you are here and taking the first step to turning your health passion into becoming a certified fitness & nutrition coach and build the coaching business of your dreams.

This program was created with over 20 years of passion, expertise and real life experience to help women of all ages and stages of life go from no experience to start fitness coaching with confidence. It has been our greatest honor to watch 100's of grads from around the world creating success in their own lives while building healthier communities around the world.

The Fitness & Nutrition Certification program is the only certification program of its kind in the industry! This is not just a piece of paper; it is a life changing personal and professional journey – inside and out. What makes it truly unique and different is it focuses on ALL aspects of coaching with 4 specialties in 1 including fitness, nutrition, wellness and how to build a successful business.

You are not just going to learn the info in class but **you are going APPLY and practice what we cover – leaving this course with the skills, experience and most important, the CONFIDENCE to start coaching** clients and start your business from the day you graduate.

Please read through the details of the program included and if you have any questions do not hesitate to email info@fitchicks.ca or [book a call](#).

We can't wait to start this journey with you!



Laura & Amanda xo

Laura Jackson & Amanda Quinn
Founders of FIT CHICKS Academy



“

This certification changed my life & gave me all the tools to start my dream fitness business for moms!

I enrolled in one of the fitness schools to pursue my dream to open a fitness business but all I received was a book that I needed to finish and take test in order to become a group fitness instructor and personal trainer. I was very disappointed and for 6 months I didn't even finish the first chapter. I will always owe this to my friend Dougmary, who is now also my business partner, for introducing me to FIT CHICKS Academy.

This course has changed my life and given me the business of my dreams that allows me to teach fitness and nutrition to moms. I train both online and in person and also run nutrition challenges and workshops. I have been able to replace my full time job & salary with my business and now I work for myself!

I ABSOLUTELY love this program, and all the information its spreading all around the world. I feel so grateful to be part of this beautiful community.

– Kausar Raul

FITNESS AND NUTRITION EXPERT GRADUATE



PROGRAM SUMMARY

What is the Fitness & Nutrition Expert **Certification**?

The Fitness & Nutrition Expert Program is a total certification for women of all ages & stages to become successful, certified fitness & nutrition coaches AND launch your dream business from the day you graduate!



The **only** training certification program in the world encompassing **4 core specialties in 1** including...



FITNESS



NUTRITION



WELLNESS



BUSINESS

Fitness & Nutrition Expert Overview

- Fully recognized certification that gives you everything you need to go from zero experience to become a certified, confident "Triple Threat" Coach including Group Fitness, Personal Training and Nutrition & Wellness Coaching in as little as 90 days- no pre-requisites necessary!
- Includes all business coaching and materials to create & launch your dream business the day you graduate.
- 100% online and can be accessed from anywhere in the world
- Become apart of a strong global community of like minded women who want to MAKE IT HAPPEN & support each other in the process.

POTENTIAL BUSINESSES INCLUDE:

- ✓ Group Fitness Programs & Bootcamp
- ✓ Personal and Small Group Training
- ✓ Nutrition & Wellness Coaching
- ✓ Recipe Developer and Health Writing
- ✓ Online Fitness Business Owner
- ✓ Challenges
- ✓ Fitness and wellness retreat leader
- ✓ And much more!!



What makes this **program** different?

There are a ton of fitness programs in the market. So what makes the Fitness & Nutrition Expert the best choice for you? Let us break it down!

FITNESS & NUTRITION EXPERT CERTIFICATION.

- ✓ A holistic approach, with a focus on fitness, nutrition, wellness AND business- we are the only all inclusive program that offers it all!
- ✓ Includes group fitness, personal training and online training which means you will become versed in 3 areas of fitness in 1
- ✓ Nutrition & wellness coaching, which means that you will have the knowledge to guide clients to their goals in all areas of health and fitness.
- ✓ Certification program which means we are here to support you through your in-depth learning, building confidence and skills.
- ✓ Practical hours in your community to ensure you have real-life experience to hone your skills, build your confidence and be fully prepared to coach upon graduation.
- ✓ An awesome Chick network with access to awesome resources, discounted services and ongoing support in the industry.

OTHER PROGRAMS

- ✗ Narrowed approach, which means you will focus on only 1 aspect of fitness that will limit your scope and skills. Only includes personal training OR group fitness OR online training, which means you are limiting your reach and your income and will need to take multiple courses.
- ✗ No focus on nutrition counseling, which means your clients will not be able to get results and reach long-term health goals. Nutrition is over 90% of the equation!
- ✗ Weekend Courses which means you learn primarily from a book with no additional support.
- ✗ No required teaching hours, which means you will have no practical experience when leaving the program.
- ✗ No support, which means you will likely finish the program and not have any additional support or access to help you succeed.

Certification

Once you have successfully completed the Fitness & Nutrition Expert Certification, you will be certified as a:

- ✓ Group Fitness Instructor
- ✓ Personal Trainer
- ✓ Nutrition Coach
- ✓ Wellness Coach



You will also receive:

- ✓ Title of Certified Fitness & Nutrition Expert (FNE) by FIT CHICKS Academy
- ✓ Certificate of completion mailed to you upon completion
- ✓ The Fitness & Nutrition Expert certification seal to your materials to show the world your professional skills
- ✓ Access to the Certified Business Portal upon graduation for materials to use with clients upon graduation

Insurance

This program is eligible for coaching insurance internationally upon graduation through many different insurance providers, including but not limited to **Apollo**, **Hub International** and **K&K Insurance**. For other insurance providers or specific questions about your area, please contact us directly.

It is also recognized and accredited by multiple organizations globally (see next page).



THE FITNESS & NUTRITION EXPERT PROGRAM IS

*Internationally
Recognized*

BY THE FOLLOWING HEALTH ORGANIZATIONS



**Approved provider
with the Athletics
& Aerobics Fitness
Association for
America.**

This program grants you 19
Continuing Education Credits
with AFAA.



**APPROVED
PROVIDER**

**Approved Provider
with the National
Academy of Sports.**

This program grants you 19
Continuing Education Units
with NASM!



**Internationally
accredited with
CanFitPro!**

Upon completion of this certification,
you are also equivalent to receive your
Fitness Instructor Specialist & Personal
Training Specialist.

That means in addition to the Fitness &
Nutrition Expert Certification, you will
also receive 2 more certs - FIS & PTS -
to add to your resume.



**Accredited
Certification with
GoodLife FITNESS.**

This program recognizes you as a Level
2 Trainer with GoodLife Fitness.



**2019 TOP
PERSONAL
TRAINING
CERTIFICATION**

For Women looking to become holistic
fitness professionals with the Personal
Training Development Center.



**Named
TOP FITNESS
CERTIFICATION
for Women**



“

FNE was an amazing motivating program! I was nervous as it had been a long time since I had been in "school" and am so busy with 3 kids but this program was so full of exciting, interesting info & it keep me on my toes and engulfed in it. At first I felt a bit unsure on my direction I wanted to take with my business but as Laura & Amanda say trust the process and the journey, enjoy each module it will become clear, one step at a time.

My classes have come far, from offering free classes while in the FNE program, to having 10 to 12 ladies on a weekly basis year round indoor and outdoor for 6 to 12 week sessions. Plus, my prices have progressively moved up!

If you are on the fence, do it! You won't regret it!

– Christy Boyd

FITNESS AND NUTRITION EXPERT GRADUATE



Program Levels

There are 2 different course levels to choose from depending on how in-depth you want your training to be and how you plan on using the certification

Personal interest or want to use this certification professionally to coach clients & grow your business at your own pace? The Certified FNE level 1 is for you!

Looking to build and launch your group fitness business FAST? If you want to start and grow your own coaching business with the help of fitness & business experts to take you step by step through the process and in the shortest amount of time, the Certified FNE Plus level 2 is for you!

The 7 Module Fitness & Nutrition Expert Certification Program

Title of Certified Fitness & Nutrition Expert ✓

Video and Audio Modules accessible from anywhere in the world

Complete Course Notes, Video Libraries & Resources to support your learning ✓

How to Guides & Templates to bring what you learn to life in your coaching

Access to our Exclusive Community + Support from FCA Programs Coach ✓

Certificate of Completion mailed to you upon graduation

Bonus 1- Access to the Fitness Business Resource Portal upon graduation including templates, masterclass business trainings, the Fitness & Nutrition Total Coaching Toolkit & Expert Legal Interview Series

Bonus 2- Access to the library of 12 Application Calls & Coaching Support with experts

Launch Your Group Fitness Business Accelerator Mastermind Coaching Program*

"Done For You" Group Fitness Program to rebrand under your business & launch fast

6 months of business coaching calls & support

Masterclass training & mindset coaching to set up your business for long term success

A private business mastermind community to including mindset coaching

FNE 1

FNE PLUS





PROGRAM BREAKDOWN

How the Program is Structured

The Fitness & Nutrition Expert Program is a hybrid certification to take full advantage of the flexibility of technology combined with important hands on group fitness, 1:1 training and nutrition coaching experience in your own community. This allows the program to be taken anywhere in the world, while still getting the education, support and community needed to succeed.

PART 1. VIRTUAL CLASSES

The virtual certification classes will unlock in order after completion and can be accessed in your student portal. All of our students go through the program at their own pace and can move through as quickly as they wish

The modules are broken down into multiple pre recorded short videos for you to watch at your own time after, and we also offer a private podcast should you wish to listen.

How the virtual classes are delivered:

- 7 Modules released throughout the program in the Student Portal
- Combines workshops, lectures and demonstrations by expert instructors
- Each module is broken down into short videos for you to watch at your own pace
- Each module includes a quiz & assignment to reinforce the content learned (see assignments section on page for more info)
- Classes unlock as the one prior is completed
- Access all audio classes via our FNE Private Podcast
- The videos can not be downloaded but accessed in the Student Portal- high speed internet is required for watching
- Each class includes course notes, resources and materials to use in real life



How the Program is **Structured**

PART 2. FNE PROGRAM COACHING & APPLICATION CALLS

This is not a "sign up & see you later" program! All FNE assignments will be marked and returned with feedback from your program coaches to ensure you are confidently understanding the material.

A live application coaching call will be held each week on Friday at 1pm EST with your Program Coaches for Q & A. Each week you have the option to submit questions to the call and join us via Zoom.

Please note that all live coaching calls are taped for later viewing should you not be able to attend, or are accessible in our FNE private podcast to easily access again. All other questions can be directed to your Programs Coach via email and will be responded to within 1 business day.

PART 3. ONLINE / PRIVATE STUDY

At-home study will include a variety of online and at-home study in addition to the classes. These include pre-reading, assignments, tutorials and viewing pre-recorded videos (i.e. exercises, workout videos etc. - all instructional programming from the course) to set you up for success.

PART 4. PRACTICAL TEACHING & COACHING

It's time to put what you have learned into action. All practical teaching hours, coaching and observation will be done in your community to build your skills and confidence in fitness & nutrition. This is key to preparing you for success. Certification is granted when program is complete and all pre/post work has been submitted.



WHAT YOU WILL LEARN:

There is no other certification that offers such a comprehensive program in all areas to set you up for success when you graduate.



MODULE 1 - 5

FITNESS

MODULE 6

NUTRITION

MODULE 7

WELLNESS



MODULE OVERVIEW

Module 1



In Module 1, we will set the foundation for the fitness section and you will gain an understanding of fitness terminology, the basic training principles as well as assess the current fitness market. You will also create your personal fitness philosophy that you will build on throughout the program.

You'll Learn

- ✓ The Foundation of Fitness
- ✓ Assessment of current fitness trends and factors affecting the industry
- ✓ Basic Fitness Training Principles
- ✓ Fitness Lingo 101
- ✓ Create your fitness philosophy
- ✓ Setting yourself up for fitness success



Module 2

MODULE 2

SCREENING YOUR CLIENTS



In Module 2, you'll learn the skills and tools to effectively and safely screen your clients prior to beginning coaching as well as setting yourself up in terms of legal forms, insurance & more.

This section also includes how to effectively communicate with clients prior to coaching for the best results.

You'll Learn

- ✓ How to screen your clients effectively
- ✓ How to goal set with your clients
- ✓ The FC Communication Path for clients
- ✓ Legal, Insurance and Waiver Forms

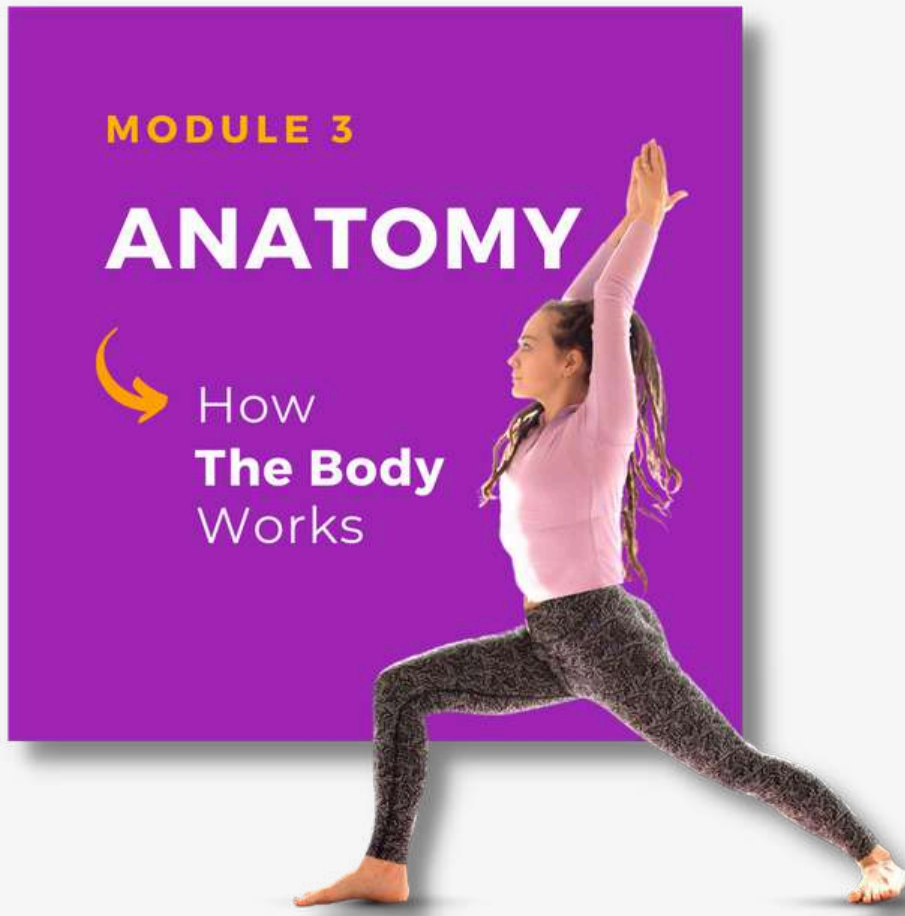
Module 3



In Module 3, you will learn how the body works in a fun, easy and understandable way! We will cover everything from learning anatomical position and joint movement terminology to the major muscle groups, their functions and how to train them as well as the different types of muscle contractions and the benefits of strength training and recovery. This section also includes how to build flexibility programs, cardiovascular training and how to create an individualized program. Not 'sciencey'? Don't worry. We walk you through every step to make it FUN!

You'll Learn

- ✓ Introduction to FITT Principle
- ✓ Skeletal Overview
- ✓ Flexibility Training
- ✓ Muscular Anatomy and Conditioning
- ✓ Bioenergetics and Cardio-Respiratory Concepts



Module 4



In Module 4, you will learn the step by step process to becoming a superstar group fitness instructor, indoor & outdoor program design and how to confidently teach a stand out class that get results that sell for all levels!

You'll Learn

- ✓ How to breakdown a fierce fitness class from intro, warm up, body, cool down, stretch and wrap up
- ✓ How to create fierce, fun and effective group fitness programs for your classes including indoor / outdoor workouts, partner work, circuits, drills, etc
- ✓ Group program design inclusive of all levels
- ✓ Teaching a superstar class: Learn how to cue, demonstrate, motivate and build an effective fitness program
- ✓ How to develop levels, injuries and modifications



Module 5



MODULE 5

PERSONAL TRAINING



In Module 5, we will cover how to build amazing at home personal training programs to effectively train clients based on their goals in a one on one setting, the best equipment for results and coaching for success.

You'll Learn

- ✓ Components of Personal Training
- ✓ Developing PT Programs for strength and cardio
- ✓ Best equipment for at home training
- ✓ How to structure a PT session for compliance and results
- ✓ 1:1 Online & In Person Coaching

Module 6



MODULE 6

NUTRITION



In Module 6, we will cover everyone's favorite topic, FOOD! You will learn the principles of nutrition for fitness and health, how to create healthy habit recommendations, create macronutrient based personalized programs, how to write and develop balanced recipes, and how to coach clients to create a healthier relationship with food for the long haul.

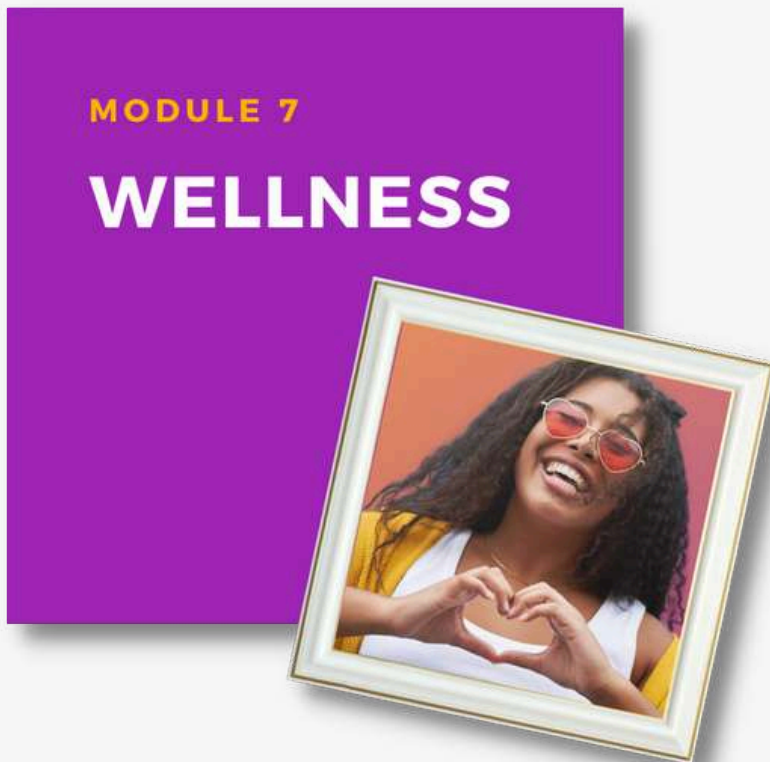
You'll Learn

- ✓ How to use nutrition to reach goals (i.e. weight loss, build muscle, get fierce!)
- ✓ Real, whole foods made with love & The Complete in 3 Rule
- ✓ Food intolerances and how to avoid them holding back your progress
- ✓ Create custom macro based nutrition recommendations
- ✓ Using apps, tools and tricks to stay on track
- ✓ How to create custom delicious, well balanced meals
- ✓ Recipe development & healthy eating writing

Module 7



In Module 7, we will cover incorporating wellness programs including stress relief techniques, the importance of sleep, understanding meditation, types of yoga and the power of thoughts to compliment fitness and nutrition coaching. It will also explore techniques not only to help clients, but to help YOU uncover your personal path & get clear on what you want to create. This section will also serve as a time of self-discovery and personal development for the students to let go of mindset blocks, offer tools to create clarity and reach your goals.



You'll Learn

- ✓ How to build a wellness map
- ✓ Strategies for dealing with the emotional side of health
- ✓ Stress management - more important than ever!
- ✓ Detoxification systems and hormonal balance
- ✓ Sleep - The rest & digest system
- ✓ Yoga / Meditation to repair the body and mind
- ✓ Visualization techniques and affirmations for health
- ✓ Self-care: How to avoid the 'givers burnout'
- ✓ Personal development and strategies to overcoming mindset block



My name is Toni Yolanda Allen. I am a Fitness and Wellness Coach for Women

*I took the FNE program to gain the knowledge behind fitness to assist my own lifestyle shift and to also transition into the space of Women's Wellness. Being more than just food and working out. I am a huge believer in Mindset before doing anything, and finding ways to help prepare mentally to push through a task is hard. **Since taking the program, I have started developing a Fitness Nutrition & Wellness Program that will assist women with their own Health, Wellness and Personal Development Journey.***

Getting certified through FIT CHICKS Academy has given me the stepping stone - to continue growing in this space to explore the options available for me to grow my business.

– Yolanda Allen
FITNESS AND NUTRITION EXPERT GRADUATE



BUSINESS

Bonus Access

Access to the Certified Business Resource Portal

The business aspect is one of the most important and overlooked areas in fitness and nutrition. As a certified fitness & nutrition pro, you need tools to build your biz! Upon graduation, you will unlock the Certified Business Resource Portal including all of the following:



- 10 done for you workouts from our Million Dollar Workout Series designed specifically for you to launch your online or in person business the day you graduate with results based programming
- 3 months of done for you challenges so you can build community and engagement outside of your classes
- 4 part Fitness Business Masterclass Collection to help you set up your business for success from the start
- 5 plus Master Training Workshops to fast track your business success with step by step guidance on how to master some of the biggest challenges you will see in your coaching programs
- How to video guides to show you step by step how to implement these strategies and workouts with ease



“

As former Miss Plus Size Canada, I had a dream of creating a body positive fitness and health space but had no idea how to do it. Before signing up for the program, I was nervous. As a plus size woman and soon to be plus size trainer, I was nervous about working with FIT CHICKS Academy or anybody certifying. Am I gonna be included? Am I gonna be represented? How am I gonna be made to feel I was included? I 100% was.

I was taught modifications. I was taught so many different things and not just focusing on weight loss, but really focusing on body, mind and soul, which is something that was really important to me.

Now I have my own business working with plus size women and have opened 2 body positive fitness studios, launch an online program with over 140 clients, become a sponsored model with Sport Chek and Nike, have done fitness spots on Breakfast Television & in Self Magazine and so much more. This program has transformed my life.

I've actually since had three of my own clients certified with FIT CHICKS. So, clearly I recommend it. It's been such a valuable tool for me in my personal life and obviously my business. I would recommend this course to anybody who's looking to get into fitness. I'm so grateful that I got to learn this way and that I'm still supported in this amazing community!

– SARAH TAYLOR

FITNESS AND NUTRITION EXPERT GRADUATE



MASTERMIND OPTION

FNE Plus Level



You should consider topping up your Fitness & Nutrition Expert Program training by registering at the **Plus level** which includes **Launch Your Group Fitness Business Accelerator Mastermind Program** + 6 months of business support with FIT CHICKS Academy Founders Laura & Amanda.

During this coaching, you will fast track creating, launch and grow your profitable fitness business all with the live added support and feedback of fitness business experts (this is the same method we used to grow a nationwide program without any loans or having to step foot in a gym!)

This component of the Certified Plus level is offered following completion of the Fitness & Nutrition Expert Certification Program.



What's Included

- The Launch Your Group Fitness Business Accelerator Mastermind Coaching program so you can get clear on your business goals, your plan of action and the step by step process we used to build a 7 figure group fitness program
- 8 Week Fitness Done For You Group Fitness Program to rebrand under your business including workouts, clients materials, marketing, email templates and more so you can be up and running a proven program fast
- Professionally designed clients materials & marketing materials that you can edit to use in your community - no design required
- 6 monthly group coaching calls with Laura & Amanda where you can request coaching and make sure you are keeping momentum and on the right track to launching and growing
- Videos trainings, checklists and resources so you can set your business up for growth for the long term
- A private group where you can connect with others in the community
- Membership portal with option of new quarterly workouts

“



Before signing up for the Fitness & Nutrition Expert Program I was feeling unfulfilled and unhappy. I was stuck in a job I no longer enjoyed and dreaded having to go into work everyday. As a busy 41 year old single mom wearing many hats, I wanted to be able to spend more time with my kids.

Before graduating I was working 8-5 and knew I couldn't take on clients before or after my full time job because I had to care for my kids. So I jumped in with both feet and NO plan B and quit my job to pursue my fitness biz full time. It was the best decision I ever made.

Now I have created a VERY successful in person and online fitness business that generates up to \$8-10k a month. I work on my time so I can create a life for myself and my kids that is on my terms. I am in the best shape of my life! Now, at 43 years old, I am living my dream life that I never thought possible all thanks to this program.

– JUSTYNA KALETA
FITNESS AND NUTRITION EXPERT GRADUATE



HOW THE PROGRAM WORKS



Program Objective

Our goal is for you to take what you learn in this certification and start sharing it with the world. We want you to complete this program with the skills, tools and confidence to start coaching clients in fitness, nutrition & wellness from the day you graduate!

You will complete this certification with:

- ✓ A strong holistic knowledge of how fitness, nutrition & wellness all work together to reach your health goals
- ✓ Experience and skills in teaching and training safely & effectively in a group fitness or 1:1 setting
- ✓ Confidence to instruct and lead a fitness class or session for all levels
- ✓ A clear, concise understanding of how to write and build group fitness programs and personal training plans for your clients
- ✓ Ability to build nutrition plans to compliment your workouts and programs to help your clients reach their goals
- ✓ Strong Knowledge and execution of healthy recipe development and creation
- ✓ Techniques to support your clients with self care, mindset shifts and stress management
- ✓ Courage to offer your services to the world (And get paying clients!)
- ✓ Support and encouragement as you grow from a FIT CHICK network across the world





How the FNE Works

The program modules are available on the private members site and unlock at your pace. All students go through the curriculum self paced which means you can move through as fast as you want with access to a new module which includes videos, readings, resources and assignments.

Assignments

Although this is an online course, there is a ton of important information to learn in order to be a Fitness & Nutrition Expert. The home study portion is an extensive element of the program. We provide you with a suggested course calendar with deadlines to keep you on track to graduate, as well as a graduation requirements checklist so you know what the expectations are when you begin the program. At FIT CHICKS Academy, we want to be confident that you are ready to rock in the health & fitness world when you receive your certification, and completing the assignments will help solidify your learning and prepare you for success in the industry!

We give real feedback and grades on your assignments to ensure that the course requirements are met.

There are a total of 4 assignments in the program:

- ✓ Group fitness program design
- ✓ Personal training program design
- ✓ Nutrition program design
- ✓ Wellness assignment



We want you to succeed and are always here to guide and coach you should you need assistance with any of the assignments!



Practical Hours & Exam

You wouldn't feel ready to teach clients without ever experiencing it, which is why we put so much emphasis on hands-on education through practical hours and exams.

The practical portion of the program gets you real life practical experience which is invaluable when you are looking to begin coaching and building your own fitness business. Throughout the program you will be required to attend in person or online events of your choice, teach fitness classes in person or online, and personally train clients in a virtual or in person setting. This will give you the confidence and practice you need so you are ready to rock once you graduate as well as invaluable feedback to continue to master your craft.

Additionally, a final exam consisting of a recorded personal training session and a group fitness class will ensure that you have the skills needed to start teaching/training right away!

No travel is required, all practical hours can be completed in your own community or online



Commitment



The Fitness & Nutrition Expert Program is a professional program and requires time and dedication to earn your certification.

Our goal is for you to feel educated, confident, empowered, and ready to pursue your dream fitness business or career.

This program is intensive and does require a certain level of commitment. We want to be certain that every chick who graduates with the Fitness & Nutrition Expert certification is ready to rock!

Here is an estimated breakdown of your time commitment to the program. The estimation is based on finishing the program within 12 weeks and may vary depending on your own previous experience and knowledge.

(Note: while the program is delivered over 12 weeks, you have up to 6 months to submit all the requirements).

Weekly module videos	2-4 hours
Weekly application call	1 hour
Course readings and quizzes	2 hours
Assignments and Practical Hours	2-3 hours
Additional study time	1-2 hours

If you plan to complete the program in **12 weeks**, your total weekly time commitment: approximately **8 - 12 hours**

If you plan to complete the program in **6 months**, your total weekly time commitment: approximately **4 - 6 hours**



TECHNICAL REQUIREMENTS

The Fitness & Nutrition Expert Certification is taught entirely online, so we expect you to have a basic knowledge of technology. High speed internet is also recommended.

We are able to support and assist you, but you need to be comfortable with using a computer, email, downloading, and uploading documents.

All materials will be accessed through our private student members site. This is where you can log in anytime to view your course calendar, assignments, readings and videos.

Assignments must be submitted in a MS Office compatible format. Even if you are a Mac user, you need to be able to save your assignments in either Google Docs or Open Office.

Assignments are submitted directly on the members site and will be returned to you once they are marked so you can view feedback.

Quizzes are also completed online and marks will be available immediately.

Most of our course materials are PDF downloads, so make sure you have a PDF viewer such as Adobe Acrobat installed (it's free!).





“

I had always wanted to learn more about how to manage my overall health and well-being. Before this program, I never ran personal training or group fitness classes and the thought of doing something new and unknown scared me.

Throughout this course, I realized that to evolve personally and professionally, we need to take a leap of faith. We may feel fear and we may question our abilities, but there is much power in going forth in the presence of fear.

Since graduating, I started my own in person fitness business with a focus on fitness, nutrition and religion being the key components and I actually signed my first client before even finishing the fitness and nutrition expert course. I also run an online program and challenges as well.

If you are thinking about this program, do it - you will NOT regret it!

– KADIJAH TULLOCH
FITNESS AND NUTRITION EXPERT GRADUATE



MEET YOUR INSTRUCTORS

Taught By Industry Experts



Head Chicks Amanda and Laura took their fitness business from 7 chicks in 2008 to training over 10,000 women to date trained. As many fitness companies failed to grow, the Head Chicks passion expanded FIT CHICKS from its award winning women's only boot camp from over 20 locations to include retreats, workshops, challenges, fitness DVD's and even got their own television show "Shape Up with FIT CHICKS" to become the largest women's only fitness company in Canada.

Experts in fitness, yoga, nutrition and business, winners of Stevie Awards for Women in Business & named Top Fitness Professional of 2019 by canfitpro, regular contributors to national television and newspapers, appearances on CBC's "Dragons Den" & The Shopping Channel, the Head Chicks attribute their success to having overcome their own health struggles and staying true to their approach of fierce fitness made super fun that's accessible to all women.

Now they have packaged over 20 years of studying, testing, inspiring and teaching in the fitness and health industry into creating FIT CHICKS Academy to help other women get certified and create the life of their dreams. Their signature (and award winning!) Fitness & Nutrition Expert Program combines all the knowledge and tools to launch your fitness career and take it to the next level!



About FIT CHICKS Academy



Developed by Top Fitness & Nutrition Experts, Laura Jackson & Amanda Quinn, FIT CHICKS® Academy offers the #1 online fitness, nutrition, wellness & business programs for women (like YOU!) looking to get certified to create the health, life & career they love...and help others do the same!

Originally starting 2008, Head Chicks Amanda and Laura took their fitness business, FIT CHICKS Bootcamp, from 7 chicks to 7 figures, becoming one of North America's largest women's only bootcamp.

As many fitness companies failed to grow, the Head Chicks passion expanded FIT CHICKS from its award winning women's only boot camp offered at over 20 locations to include retreats, challenges, fitness DVD's, the weekly FIT CHICKS Chat Podcast on Itunes and host 2 television series called "Shape Up with FIT CHICKS"

Their commitment to women's health earned the company Top 100 Health Leaders of 2021, 2019 Top Fitness Professionals by canfitpro, Stevie Award for Women in Business – Health & Wellness Company of the Year and named amongst the Best Fitness Certifications by TotalCoaching.com and the Personal Training Development Centre (PTDC).

As regular contributors to national television and newspapers, appearances on CBC's "Dragons Den" & The Shopping Channel, the Head Chicks attribute their success to having overcome their own health struggles and staying true to their approach of fierce fitness made fun that's accessible to all women.

Now with a mission to get ALL women create their dream coaching businesses and in turn, build healthier families and communities worldwide, they have packaged over 20 years of expertise in fitness, nutrition and business into FIT CHICKS Academy to give YOU all the tools to start and thrive as a certified fitness & health coach - no matter what age, stage or background!

VISIT



/fitchicksacademyprograms

www.fitchicksacademy.com



@fitchicksacademy



Laura Jackson

Starting her professional career in business, Laura worked internationally as National Marketing Manager for Hilton Hotels, representing 62 hotels and successfully launching and executing million dollar campaigns. After 5 years of awesome experience, Laura swapped her suit for sweats and headed out to follow her true calling: to spread the healthy love!

Having overcome her own weight and extreme body image struggles, Laura brings 20 years of true passion & personal experience to her teaching. Her rock star approach combines humour, fierceness, fun and a vast range of business and health knowledge and certifications including:

- Business Administration – Marketing (Honors)
- Certified Personal Trainer
- Registered Holistic Nutritionist
- Certified Life Coach
- Culinary Nutrition Expert
- TV Host of “Shape Up with FIT CHICKS”
- Host of Top 100 rated Podcast "FIT CHICKS Chat"
- Creator of 2 seven figure coaching businesses
- Fitness & Health Contributor: Including CTV Morning, Breakfast Television, Calgary Herald, CBC “The National”, Toronto Star, The Huffington Post & much more

Laura’s passion truly lies in helping women realize their full potential in all aspects of their life through taking their passion in health and building their own businesses. Never one to stop challenging herself, Laura's dedication to health has gained her the title of Top 100 Health Leaders of 2021 and Top Fitness Professional of 2019 by canfitpro.



Amanda Quinn

With a huge amount of passion, Amanda kicked off her professional career with glitz and glam as the Manager of Sponsorship and Advertising for House of Blues Concerts and International Film Festivals.

After undergoing her own healthy transformation, Amanda left rockstars for runners to follow her true path to help other women of all ages and stages start their fitness coaching journey's and FIT CHICKS Academy was born.

With a deep love of fitness, from yoga to high intensity intervals, Amanda's teaching style is the fiercest balance of inner zen to fiery passion. Her sparkle, business experience and health knowledge make her one of the most sought after in the industry with certifications including:

- Small Business Management (Honors)
- Certified Personal Trainer
- Ashtanga Yoga Instructor – Yoga Alliance
- Level 1 Kickboxing Instructor
- TV Host of "Shape Up with FIT CHICKS" on Rogers TV
- Fitness & Healthy Contributor: Including CTV Morning, Breakfast Television, Calgary Herald, CBC "The National", Toronto Star, The Huffington Post & much more

With huge goals, Amanda is continually pushing to make healthy living accessible to everyone. From The Shopping Channel and developing corporate health programs for many Fortune 500 companies.



MEET OUR GRADS

Success Stories



— YVONNE BEATON

I signed up for the FNE Certification at first as it worked perfectly with my family's busy schedule. I am very passionate about health and fitness and I knew I wanted my next chapter to consist of spreading that love onto others. The course prepared me with the confidence and all of the tools to be ready to start my new career immediately upon graduating. The course is all online which gave me the flexibility to complete my course workload while the kids were in bed or away at school – alleviating the complications of taking time away from my family. I cannot thank Laura and Amanda enough as they have responded to every question I have ever had throughout the course, and even beyond. They are always very informative and responsive to my needs. They have been such a great support system throughout my journey. With the Fit Chicks® FNE course I had a great Platform to start with and get to wake up everyday and spread my passion through my own business Ybe.Nourish.Train, providing small group bootcamps, Personal Training and Nutrition Guidance. I would recommend this course to anyone looking to start their own business, maybe just getting into health and fitness, or to help grow themselves internally or externally.



— Deb Silver

Before I signed up for the FNE Certification, I was feeling completely lost. I was newly sober and looking to reinvent myself but at 49 I was not sure how I was going to create a space for myself in this industry. After taking the Fitness & Nutrition Expert Program, I started my own business right after graduating with 13 paying clients. I began immediately earning and income doing something I love. This course built my confidence and reputation as someone who can help other women reach their goals. I became "Deb Silver" and not just "Erin's mom or Neil's wife". Since I launched my website on my 49th birthday, I haven't looked back.

Success Stories



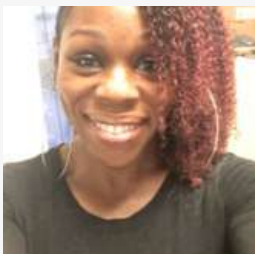
— DOUGMARY ESQUIJAROSA

Before the FNE program, I was overweight and struggling with my own health as a busy mom with a hectic and full schedule. I also was working at a job that didn't give me the freedom that I craved. I took this program at first just to educate myself but during this program, I fell in love with fitness, nutrition and coaching. I decided that I can do this and that even though English is my second language it would not deter me from going after my dreams. This program gave me everything I need to also get started after graduating so I quit my full time job and jumped two feet in with my own business offering in person training and sold out nutrition workshops. Fast forward to now and I have grown my business in person and online, have reached 10-12k months, I am at my healthiest and LOVE my life!



— JENNY Z.

The FIT CHICKS Fitness and Nutrition Expert program was an amazing experience! I was too intimidated to go back to university to get a kin. degree, and was then worried that that would not prepare me to become a fitness instructor. As soon as I heard about this program, I became excited and it felt right. The course ran at a great pace, and it was really helpful to be able to watch the classes at your own pace. I could fit all the classes and assignments in to my own schedule and didn't have to worry about falling behind. I HIGHLY recommend this course!



— USHEKA HAGOOD

I graduated in March, I am a Staff Development Analyst for the SC Disability Determination Services. I run a small business where I prepare healthy meals for my clients to help them reach their weight goals. I love everything about health and fitness and I am passionate about helping people achieve the best version of themselves. I wanted to get certified to increase my knowledge and share with clients so that I can help them get/stay healthy. I chose Fit Chicks because I loved how in-depth the program was and that it encompassed all facets of the business.

If you are considering getting certified and joining FIT CHICKS Academy, do it!!! Don't second guess this opportunity because it will change your life. The instructors were absolutely the best and so knowledgeable!

Success Stories



— DEANA RICO

Before I began the Fitness & Nutrition Expert program, I was working full time as a registered nurse and was getting ready to retire in November 2020 at the age of 65. I knew I wanted to stay healthy and learn new fitness habits for myself and for clients I would be serving. Going through this program, how it is set up, I was able to complete it on my own time. I was able to get my questions answered. I felt very connected to the Fit Chicks community and their instructors; Laura, Amanda and Jess.

Completing the FNE program, I felt confident to coach a client to help in their fitness goals. I never thought I could also feel this strong at my age! This program is a win win for those who want to stay healthy and would like earn an income to help others stay healthy too at any age!



— ROWEN BROWNLOW

I really enjoyed this course. I started on my own health and fitness journey almost 2 years ago, lost 70 pounds and decided I wanted to help others! This course was the perfect place to start the learning process. I feel like I learned SO much in 12 weeks - it all comes together. I felt very supported along the way and it felt like a nice little community of women helping other women reach their goals. Now I have my own coaching business helping others transform their fitness, nutrition and self image. I still can't believe it!



— JUDIT D

By becoming a Certified Fitness and Nutrition Expert I have gained the confidence I needed to start my career in Personal Training. I love that it covered all aspects of the industry, including fitness, nutrition, wellness and business skills as well, which are so important when we are launching a new business. I am now confidently putting together business plans, personal training profiles, nutrition programs and utilize all the skills I have learned during the co-ops as well.

I have been also able to improve my online fitness coaching business with the extensive knowledge I obtained throughout the course. Best decision I had made was to enroll in the FNE course with Fit Chicks!

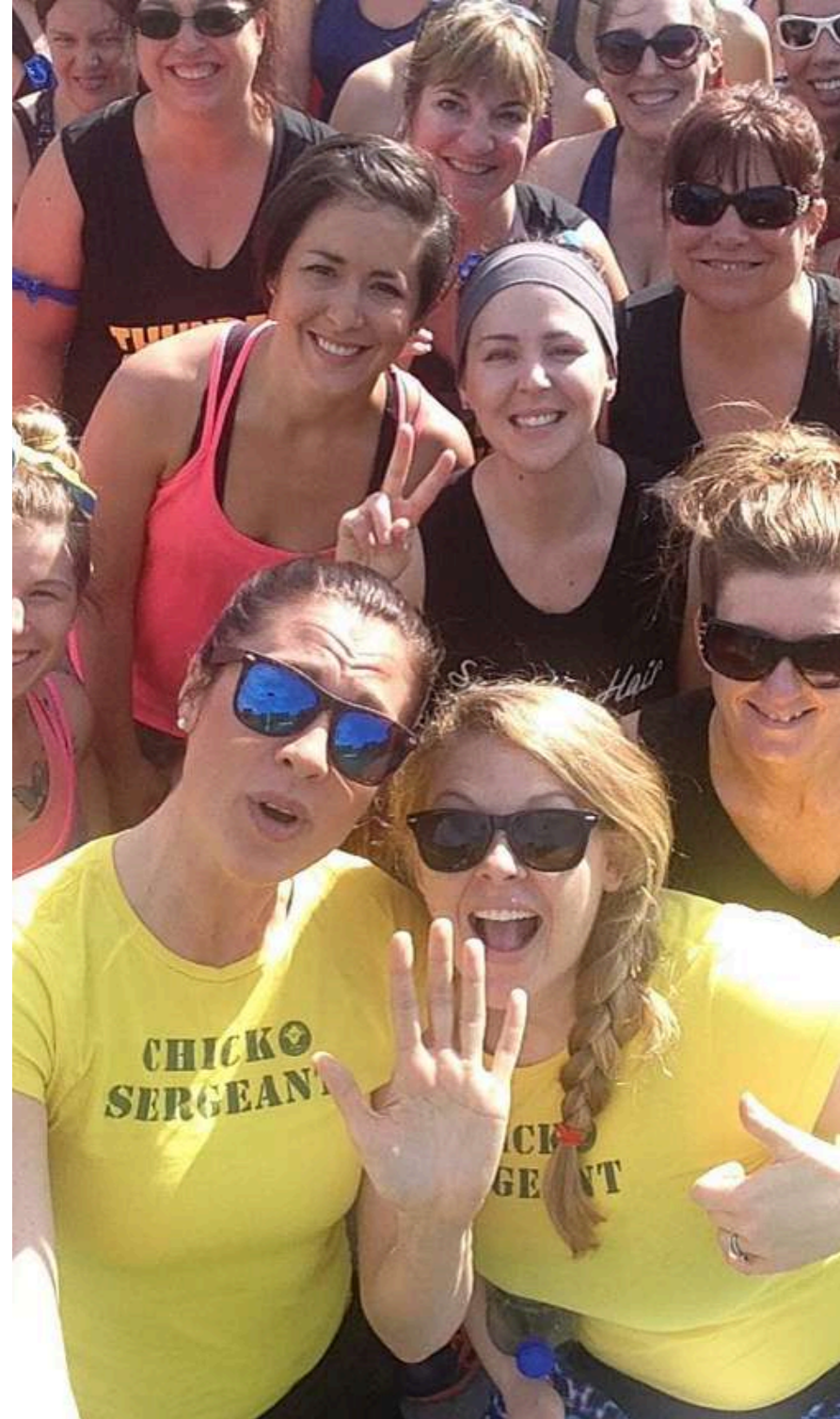
Ready to get started?

It's time to create your dream life, health and career!

If you've read to here and it sounds like a fit for you, we would love have you join us in our upcoming Fitness & Nutrition Expert Certification!

If you have any additional questions at all, don't be shy! Send us an email at info@fitchicks.ca or click here to book a call with our team here .

ENROLL NOW



FAQ'S

You have questions, we have answers!

The following questions are answered on our FNE Web Page under FAQ Section

[CLICK HERE to read](#)

1. I heard the Fitness & Nutrition Expert program is more like a high level program than an online course. Is this true?
2. How does this program compare to other fitness and nutrition online certifications?
3. How often is this program offered? Can I start at any time?
4. What happens if I have questions? How do I submit them?
5. Do I need any additional books in this program?
6. What equipment do I need for the program?
7. What is the cost of the program?
8. Do you offer payment plans?
9. Can I do the program at my own pace?
10. What happens if I can't complete the program in the timeframe?
11. I noticed a lot of the FNE Grads teach bootcamp style programs. Does that mean I am limited to teaching bootcamp?
12. I know this certification is for women only. Does that mean I am restricted to train women only?
13. Is there a refund policy if I get started and it is not a fit for me?
14. Is this program recognized internationally?
15. Is this program recognized for insurance?
16. What is the difference between FNE level 1 and FNE Plus level 2? How do I know which one to pick?
17. If I sign up for level 1 and decide I want to upgrade later, can I?
18. I don't think I am fit enough to become a coach and am nervous if I will fit in?