

## ONLINE PROGRAMS:

*CLINIC PARTICIPANTS  
RECEIVE \$150 DISCOUNT  
ON DISTANCE COACHING  
PACKAGES BECAUSE INITIAL  
PROGRAM DESIGN IS DONE  
DURING A CLINIC.*

### KICKSTART PACKAGE

**\$250** (VALUE: \$300)

PROGRAM DESIGN, 3 FOLLOW-  
UP COACHING CALLS, RE-  
ADJUSTMENT AS NEEDED

### COMPLETE TRANSITION

**\$375\***(VALUE \$450)

PROGRAM DESIGN, 6 FOLLOW-  
UP COACHING CALLS, RE-  
ADJUSTMENT AS NEEDED

### ONGOING SUPPORT:

VARIES BASED ON FREQUENCY  
OF FOLLOWUP. IDEAL AFTER A  
CLINIC OR WHILE TRAVELLING

### WHY COACHING WORKS!

Studies show that people have the greatest success in reaching fitness goals when they have an achievable, appropriate and clear program, accountability and support. That's why personal training works. When you combine your motivation to ride better and the same benefits as weekly personal training— you really win! Integrating your workout plan with your lifestyle and riding goals helps you make the most of your time and riding investment .

## QUESTIONS?

CONTACT EQUIFITT TO DIS-  
CUSS YOUR GOALS & SEE IF  
ONLINE COACHING COULD  
WORK FOR YOU!



# EquiFITT.COM

## BALANCED FITNESS FOR BETTER RIDING

Specializing in fitness training for riders of all  
disciplines and levels.

### Services available:

Clinics

Workshops & Talks

Personal Training (in person or by distance coaching)

Centered Riding® Instruction

Horse Show Preparedness

Injury Recovery

Equestrian Fitness eBooks



*Sign up for FREE subscription to monthly fitness  
tips:*

[WWW.EQUIFITT.COM/RESOURCES.HTML](http://WWW.EQUIFITT.COM/RESOURCES.HTML)



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## ONLINE COACHING: INDIVIDUALIZED FITNESS PROGRAMS FOR RIDERS

- **Complement & accelerate your progress in the saddle.**
- **Merge your riding & fitness goals**
- **Reduce risk of injury**
- **Be efficient with your time**
- **Exercises can be done from home or barn, or on the road in show season**

Get personal training from a  
rider fitness specialist, wherever  
you live and ride.

Balanced Fitness for Better Riding

[WWW.EQUIFITT.COM](http://WWW.EQUIFITT.COM)

(613) 258-4866

[personaltraining@equifitt.com](mailto:personaltraining@equifitt.com)

## HOW IT WORKS & WHAT YOU GET:

### HOW ITWORKS:

Starting with an initial phone consultation, you provide Equifitt with health and riding information including photos and video if possible. Your riding goals, fitness needs, lifestyle and other factors are taken into account in the design of your personal training plan. The plan is emailed back to you, and you discuss it over the phone with your trainer so that you understand exactly what to do. Follow-up ensures that you stay on track, and that your program keeps evolving with you. Exercises are simple to do, and without expensive equipment.

### ONLINE CLIENT QUOTES

"Heather has a wonderfully positive attitude and it is contagious – even through **online training**. Her knowledge is easily transferred through phone conversations and detailed emails. My program was clear and concise and Heather was available by email to answer any questions I might have, as well as providing motivational follow-up messages." **Laura, Pleasure rider**

"The advantage of the on-line program was that I could work with a person qualified and experienced in working with riders who did not live in my area. The weekly phone conversations helped keep me on track." **Sylvia, Western pleasure**

"I can't believe how much more comfortable my sitting trot is. My legs feel longer in the tack, and my hips and lower back are both looser AND more stable. My body feels so much more workable and flexible since starting my online training program with Equifitt."

**Jan, Grand Prix dressage coach**

"I used to have bad tightness in my hips all the time. Now I almost never do." **Lori, dressage rider**

### ONLINE COACHING PACKAGES

#### Initial Assessment Packages

##### Complete Transition (best deal) \$375

Assessment & program design, 6 weekly follow up adjustments, unlimited email support (value \$450)

##### Kickstart Package \$250

Assessment, 3 weekly follow up adjustments, unlimited email support (value \$300)

#### Ongoing Monthly Coaching Packages

(After initial assessment package, or a clinic)

##### Complete Coach: \$100/month

Weekly phone call, email support

##### Enhanced Coach: \$75/month

Bi-weekly phone, email support

##### Personal Coach: \$50/month

Monthly phone, email support

**QUESTIONS? CONTACT EQUIFITT TO DISCUSS YOUR GOALS & SEE IF ONLINE COACHING COULD WORK FOR YOU!**



### ABOUT YOUR TRAINER

Heather Sansom, Equifitt founder is a certified personal trainer and Centered Riding® Instructor. She has taught on fitness for riders at the U of Guelph, Kemptville, and is a columnist on rider fitness for several publications, including Dressage Today, Horse Sport & Canadian Horse Journal. Her free monthly rider fittips newsletter is read around the world, and she is a frequent clinician and speaker. Equestrian clients range across disciplines, ages and competitive levels from amateurs and pleasure riders to Olympic and elite athletes. Equifitt methods draw on many fitness areas and sport conditioning principles. Individualized programs for riders are tailored to your riding priorities, lifestyle needs and other fitness goals such as injury recovery, weight loss, strain prevention, or taking your riding to the next level as an athlete.

You can get individualized programs through clinics, personal training or the Online Coaching program (bring your coach to you virtually anywhere in the world!).

**"Balanced Fitness Training  
For Better Riding"**

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