

KNOW HER BUSINESS

JESSICA H. MAURER





STAGES OF HER

ENTHUSIASTIC YOUTHFULNESS

PREGNANCY

EARLY POSTPARTUM

MOTHERHOOD

PERIMENOPAUSAL

MENOPAUSAL

YOUTHFUL AGING





EXIT

EXIT

LEVEL 4
INSTRUCTOR

Three Stages



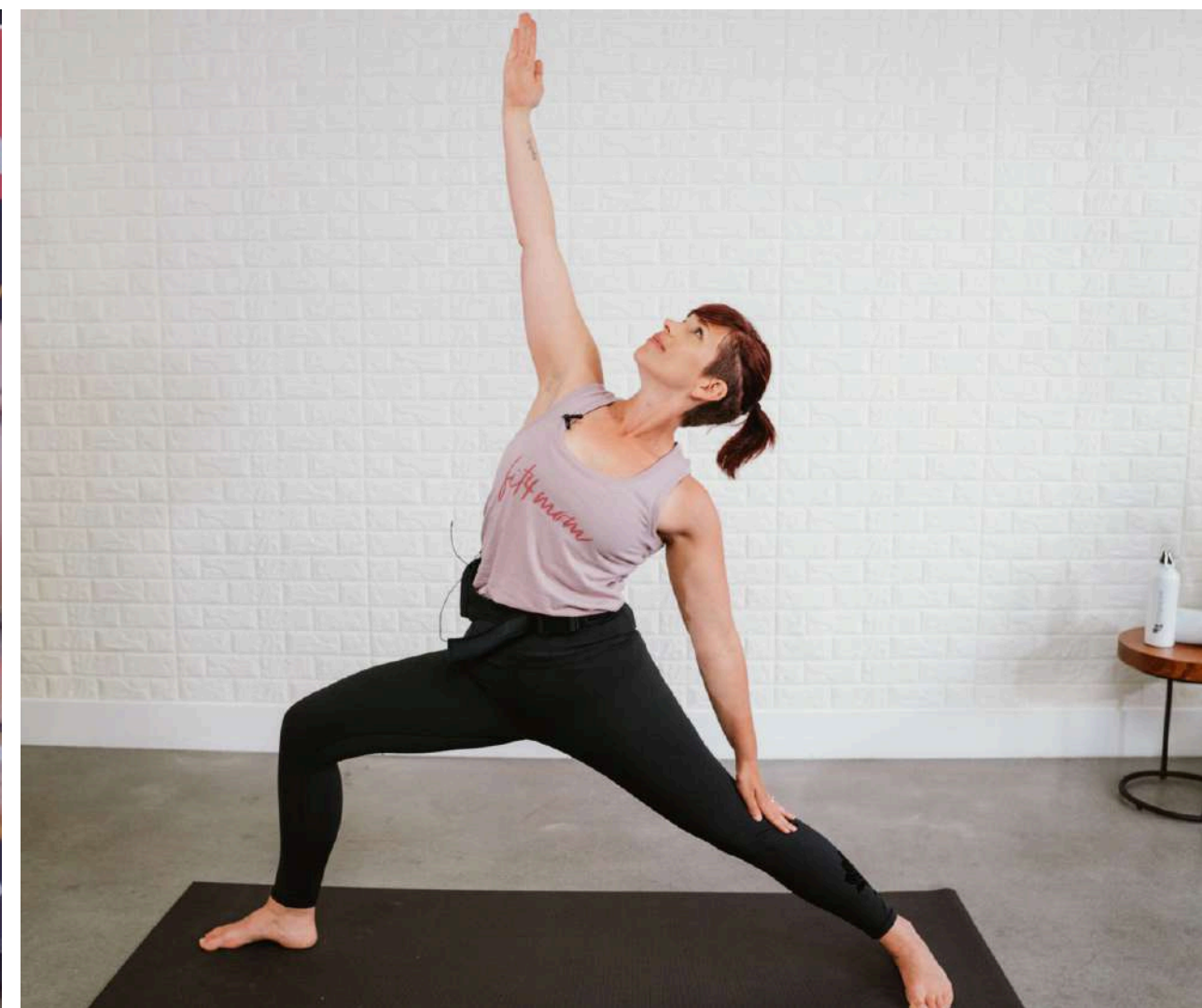
Finding Her



Coaching Her



Training Her



Finding Her



Revolutionize
the Industry



Ditch the
Myths



Speak Her
Language













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A close-up photograph of a person's hands tying the laces of a white athletic shoe. The shoe has blue accents on the laces and the sole. The background is a blurred outdoor setting, possibly a path or a field. The image is overlaid with a semi-transparent white layer where the text is placed.

78%

people workout for
their mental wellness



FACTS

COMMON MYTHS

1. PREGNANCY = NO WORKOUTS
2. LIFTING = BULKY
3. CARDIO = WEIGHT LOSS
4. NO PAIN = NO GAIN
5. WORKOUT = PUNISHMENT



DITCH THIS NOW

- 1. BODY BACK**
- 2. BURN OFF THAT MEAL/TREAT**
- 3. TIME TO GET SWIMSUIT READY**
- 4. LOSE 10 POUNDS IN 10 WEEKS**
- 5. SMALLER > ANYTHING ELSE**

FLIP IT

- 1. ENERGIZING**
- 2. STRESS-LESS**
- 3. STRONGER THAN EVER**
- 4. YOUTHFUL AGING**
- 5. EMPOWERING**



**EXERCISE IS NOT
PUNISHMENT**

Coaching Her



Educated



Consistency



Connection





EDUCATION

1. TAKE CLASSES
2. INSIDE THE INDUSTRY
3. OUTSIDE OF THE INDUSTRY
4. MENTORSHIP
5. SEEK EDUCATION



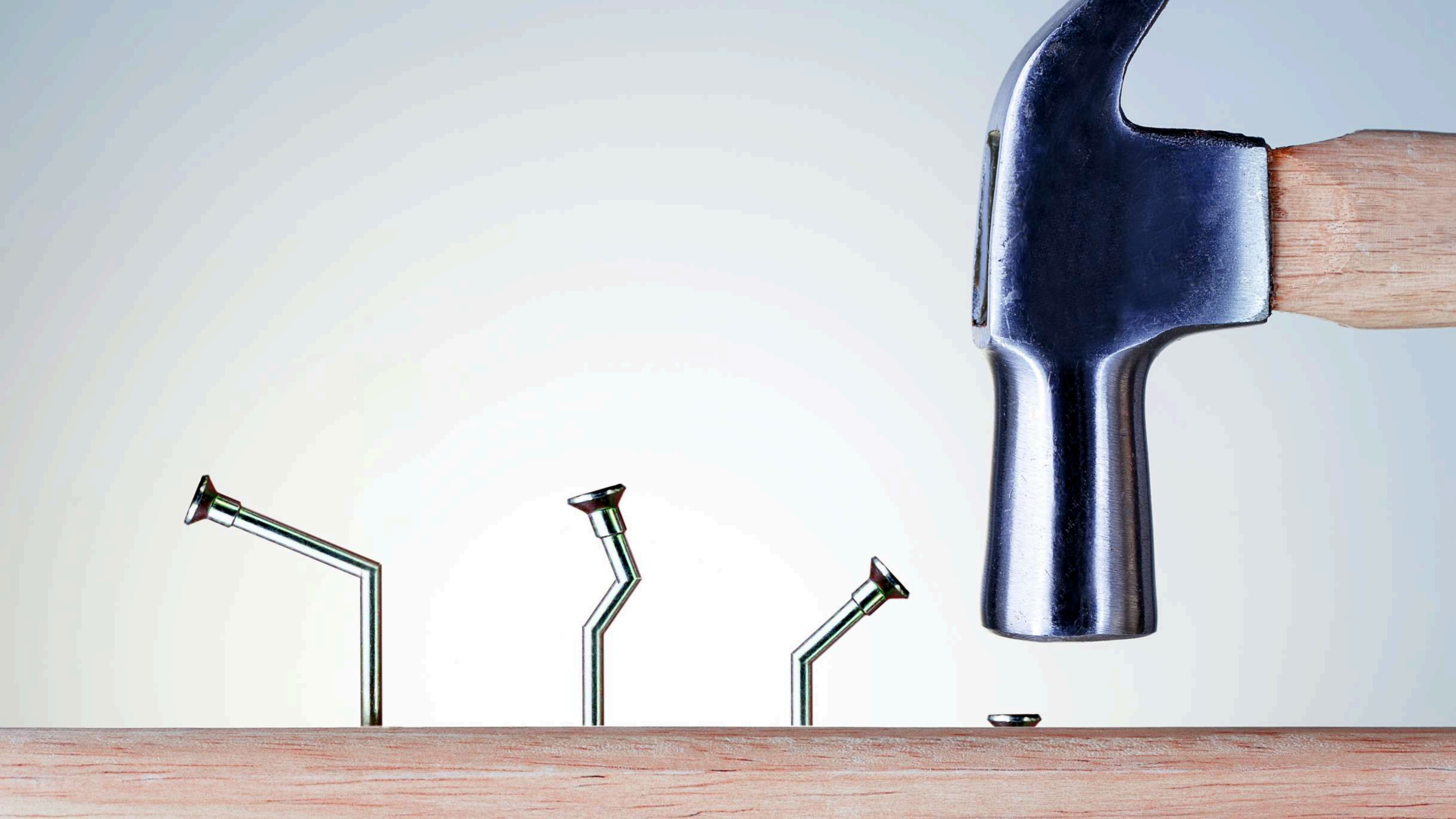


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**CUSTOMERS
PURCHASE BASED
ON TRUST,
CREDIBILITY, &
LOYALTY**





LEARNING STAGES



COGNITIVE



ASSOCIATIVE



AUTONOMOUS



Loneliness

The feeling of being alone or disconnected, even when surrounded by people.



BUILDING CONNECTION

1. NAMES
2. QUESTIONS
3. GAMIFICATION
4. PARTNERS
5. CELEBRATIONS



CUEING



VERBAL



VISUAL



KINESTHETIC



7%

OF COMMUNICATION
IS VERBAL

55%

**OF COMMUNICATION
IS BODY LANGUAGE**







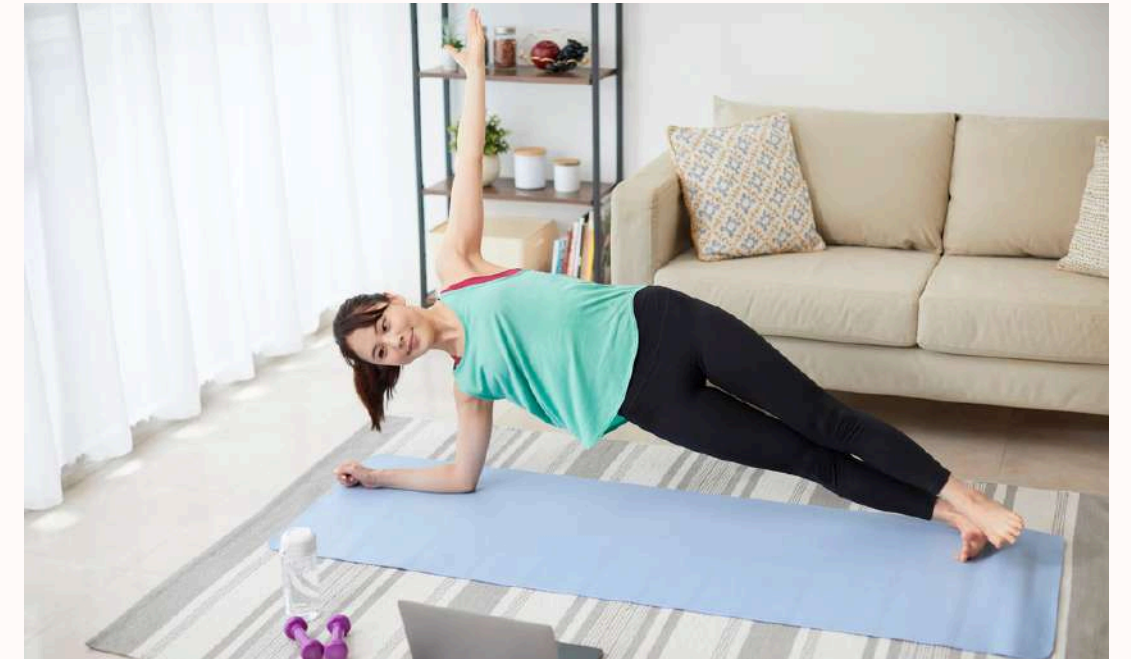
Training Her



Cardio



Strength



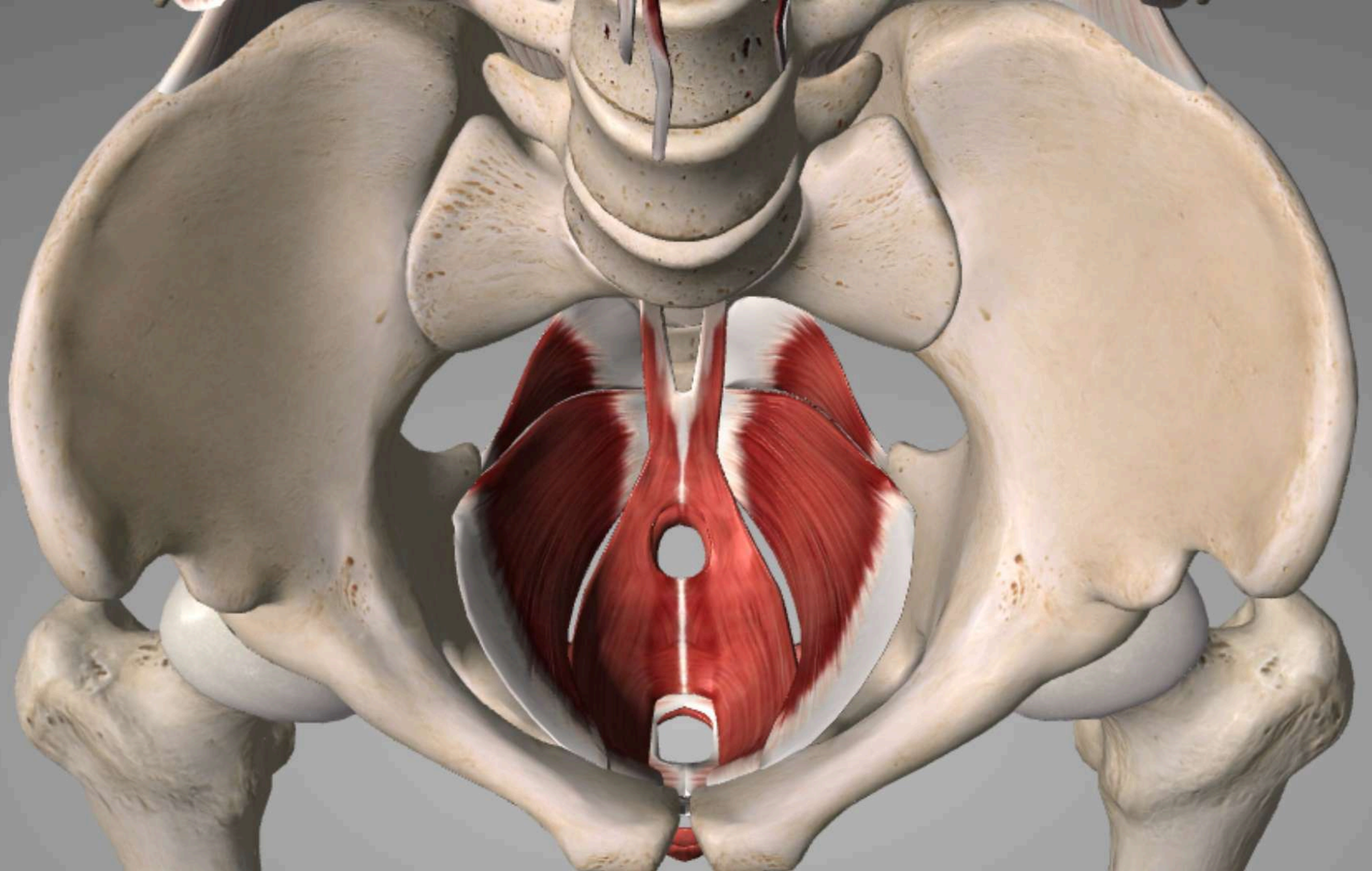
Core

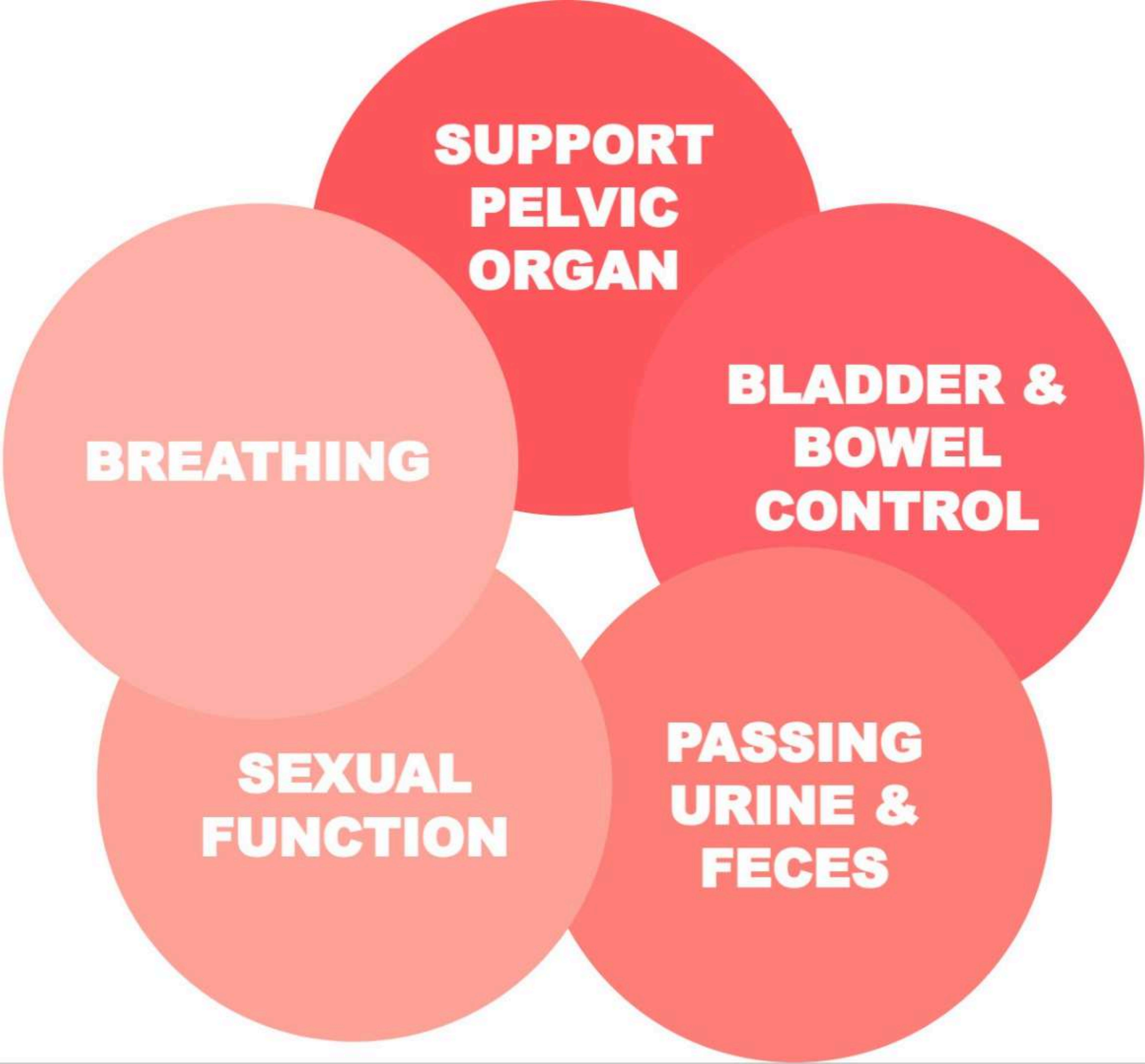




INTENSITY IS
NOT IMPACT







**SUPPORT
PELVIC
ORGAN**

**BLADDER &
BOWEL
CONTROL**

**PASSING
URINE &
FECES**

**SEXUAL
FUNCTION**

BREATHING



VARIABLES

1. RANGE OF MOTION
2. MOVEMENT ADD-ON
3. MOVEMENT LOCOMOTION
4. TEMPO/SPEED
5. PROPULSION













MOVEMENT PATTERNS

1. **PULL**

2. **PUSH**

3. **SQUAT**

4. **LUNGE**

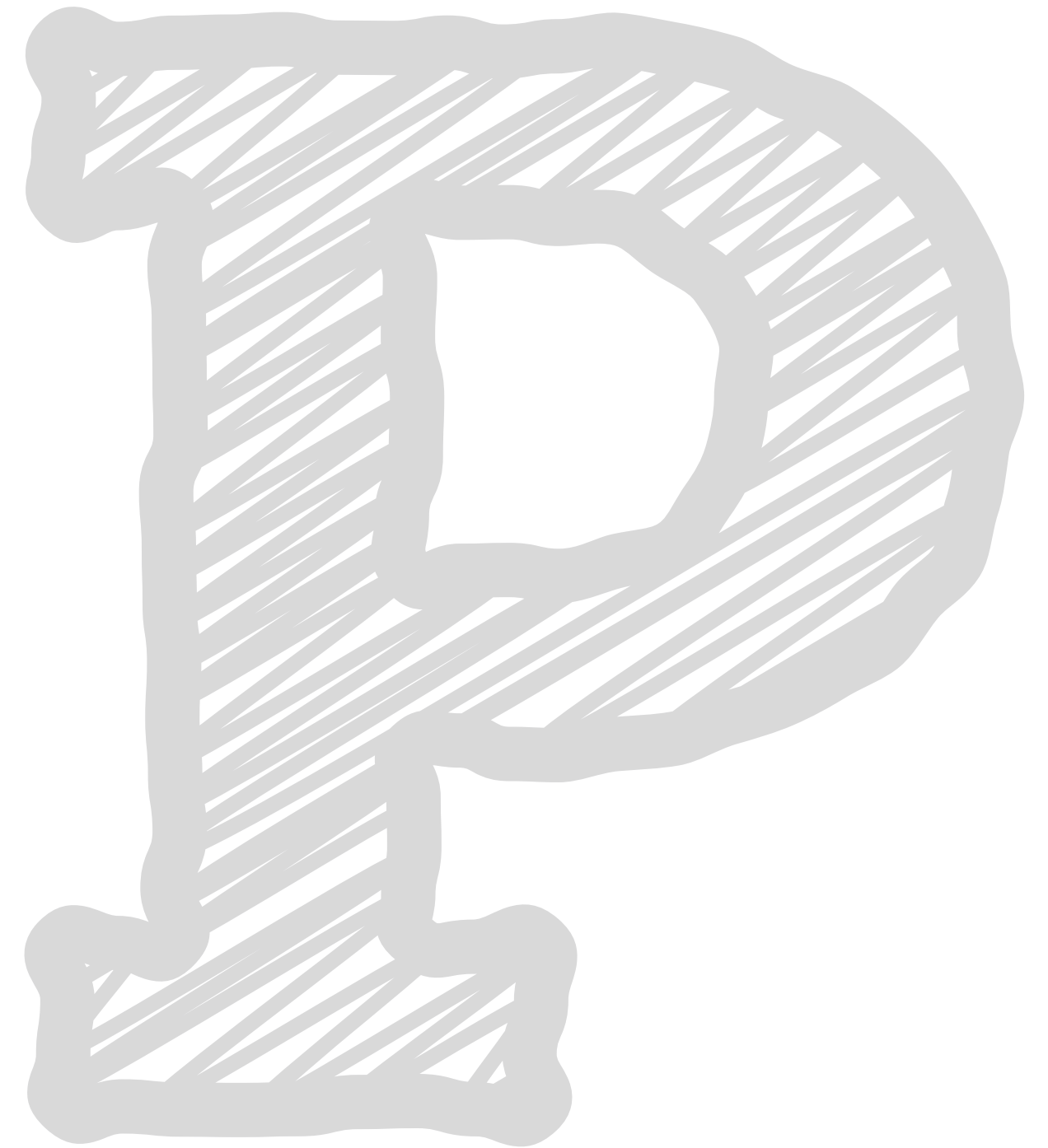
5. **HINGE**

6. **ROTATION**



4 PS OF CORE TRAINING

1. PURPOSE
2. POWER PLAYER
3. POSITION
4. POSE

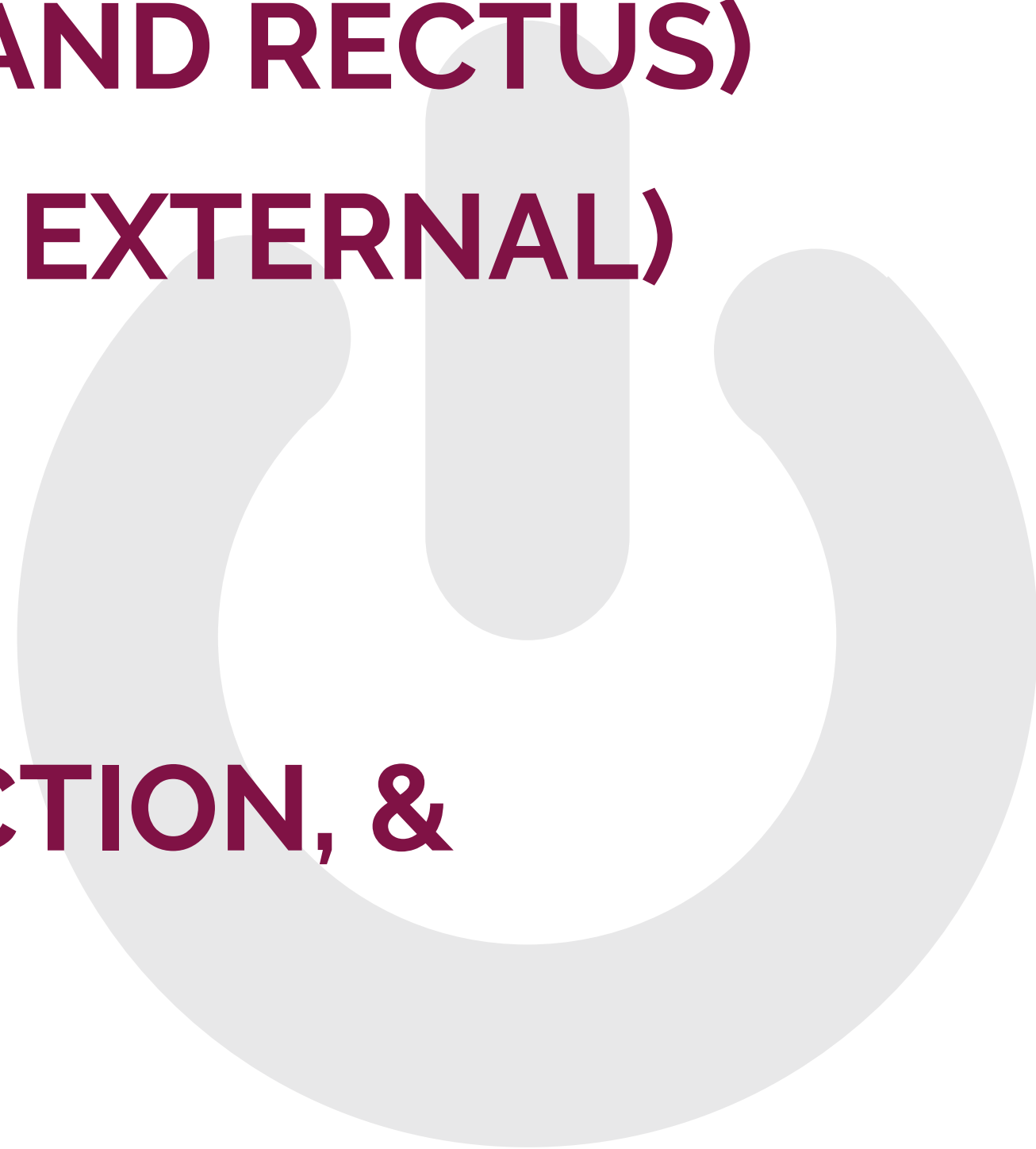


PURPOSE

1. **STABILITY**
2. **ROTATION**
3. **LATERAL FLEXION**
4. **FORWARD FLEXION**
5. **SPINAL EXTENSION**



POWER PLAYERS

1. **ABDOMINS (TRANSVERSE AND RECTUS)**
 2. **OBLIQUES (INTERNAL AND EXTERNAL)**
 3. **ERECTOR SPINAE**
 4. **GLUTES**
 5. **HIPS (HIP FLEXORS, ADDUCTION, & ABDUCTION)**
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POSITIONS

1. **SUPINE**

2. **PRONE**

3. **STANDING**

4. **SEATED**

5. **SIDE-LYING**



Three Stages



Finding Her



Coaching Her



Training Her





THANK YOU

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