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Episode 482: The Value Proposition for Being a WARRIOR

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[0:00:10] **Dori Nugent:** Welcome to this month's episode of The Value Proposition, brought to you by the Fitness Business Podcast. Now over to your host, Sarah Pallagrino.

[0:00:19] **Sarah Pellegrino:** For our February 2023 show. We'll be speaking with FBP, facebook, family member and group fitness royalty Ellen De Werd, creator of warrior instructor academy, which includes warrior rhythm, warrior strength, warrior kids and warrior combat. If you are in the mood for a motivational Value Proposition episode, my friends, then you have come to the right place. We'll start with Ellen's experience in fitness, how she knew there was a need she could meet, the moment she knew it was her time to create Warrior and so much more.

[0:01:32] **Sarah Pellegrino:** Welcome to the Value Proposition by the Fitness Business Podcast. I'm your host, Sarah Pellegrino. The Value Proposition is a monthly show on the Fitness Business Podcast created specifically for industry suppliers to showcase the value that they bring to health club owners and operators beyond their product and service. So, without further ado, ellen, welcome to the value proposition.

[0:01:55] **Ellen de Werd:** Hi.

[0:01:56] **Sarah Pellegrino:** Welcome.

[0:01:56] **Ellen de Werd:** I'm so happy to be here. I'm truly honored. You know how much I love the fitness business podcast. They are family to me. I feel deeply connected to the listeners because I am one, so I'm happy to be here.

[0:02:11] **Sarah Pellegrino:** I love that. That's amazing. Well, I would love it if you can start us off by giving our listeners some details on your background in fitness. Allen, tell us where your career began.

[0:02:22] **Ellen de Werd:** It started with group fitness kind of literally and figuratively saving my life. I was in the throes of an eating disorder and group fitness kind of set me on a different path. And it had such a profound, meaningful impact on my life that I felt like it would give my life purpose and just meaning if I were to pay it forward. So I wanted to become a group fitness instructor, and this is gosh, 23 years ago, I started with my Ace certification and my Body Pump certification.

[0:02:58] **Ellen de Werd:** I started teaching step aerobics and then kind of little by little, I started to wear more hats in the industry. So I had management opportunity opened itself up to me ten years or so later. So I was managing a pretty small group fitness program again, learning how to do it by listening to the Fitness Business Podcast for real, really truly learning how the operations of clubs worked through this podcast. So I started managing and while I was a group fitness manager, I would host a lot of trainings, whatever I could for seniors, for water, for dance, anything I could, cycling, anything I could. I would have master trainers come in, do workshops for my team.

[0:03:42] **Ellen de Werd:** And it was great for me, it was great for them, it was great team building. And sort of along that process I was like, well, that's the next step for me. I want to be someone that trains instructors because I want to have a bigger reach than just my community, but if I'm training instructors, then I can reach more and more communities. So an opportunity presented itself a few years later. This is 2014 with Beachbody Live.

[0:04:10] **Ellen de Werd:** It was at the beginning of their operations for their classes, for your listeners that might not be aware, they decided to launch a division of their company that was designed for clubs. So it was Pio and Insanity and P 90 X, but not the home versions, the in club versions. And so I kind of got in at the very beginning of their operations as a presenter for them and had lots of opportunities within that organization.

[0:04:37] **Ellen de Werd:** So then I kind of learned how to test content before it was released to help with choreography and design of content. I learned how to talk to a camera because they put me on a lot of their fitness videos and videos for instructors, I learned how to be a presenter and stand on a stage at a conference and present group fitness. So, so many opportunities with Beachbody lives. I also became an ambassador in Eugene, Oregon, where I'm located.

[0:05:05] **Ellen de Werd:** So with that, I was better able to serve my own local community. And I swear I heard it here on one of your episodes. I heard that, like, if you really want to be a leader in fitness, it starts at home, it starts in your community. And my relationship with Lululemon really allowed me to serve our community in elevated ways. And then I took on a big directorship role at the Downtown Athletic Club of Eugene. And so I am the fitness director there, have been for years and still am currently.

[0:05:37] **Ellen de Werd:** So the Downtown Athletic Club of Eugene is a beautiful 100,000 square foot facility, and it is a historic building. Like, it has some original features like tin roof ceilings, and it's just, it's beautiful. So I'm the fitness director there. It's massive. There's like eight kind of group fitness boutique studios within it. And so that's kind of my day job. And then I invented and launched the Warrior Instructor Academy. So that's kind of a trip down my memory lane.

[0:06:12] **Sarah Pellegrino:** Wow. Well, that is just a shining career in fitness, my friend. Oh, my goodness. That's amazing. Thank you for sharing that for us. And you have shared with me your incredible story about the exact moment that you knew when it was time to create Warrior. Can you share that with us?

[0:06:29] **Ellen de Werd:** Yes, I would love to. So in the fall of 2019, I got an email that Beachbody Alive was closing its operations. So again, I loved teaching instructors and traveling, and I was devoting all this time and energy on the weekend doing that. I loved it. Super fulfilling. And so when I learned that they were closing their operations, I was so sad. I mean, grief stricken. What am I going to do with myself? Who am I in fitness?

[0:07:00] **Ellen de Werd:** And so I went to a yoga class and was with a fellow ambassador, a studio owner in Eugene. Here. I went to her gentle yoga class and she said something. And I don't even remember like, exactly her exact words, but it was just something. It was almost like a platitude, something like we've all heard before. It was something like sometimes you have to take something off of your plate to have space to grow or have space for something new.

[0:07:33] **Ellen de Werd:** And I was on a yoga mat and I loved that. This is the origin story of Warrior. I was on a yoga mat and I was listening to her words and I said to myself, like, there's room in my life. I can create something else. I'm a fitness director. It's quarter three. We're about to hit January. We all know what that means. We need new programming. We need something shiny on our January schedules. I need to create something.

[0:08:03] **Ellen de Werd:** I'm going to create my own format. And really, at the time, Sarah, truly, I was kind of just doing it for me. I wasn't thinking scalable business model. I was just thinking, I need new programming to replace the programming that can't evolve or grow anymore. I need something new. I'm going to create my own format. And I'll just put it on our group fitness schedule for January at the new year. So this would be January 2020, which I'll get to in a moment.

[0:08:33] **Ellen de Werd:** Not the best time to be starting a fitness business. So that was the very first Warrior Rhythm class, was my class at the DAC. Again, I wasn't kind of thinking this would end up where it has today and where I'm so excited to share with your listeners. But the people on social media that followed me were mostly other instructors that knew me from the fitness videos that I had done. In other words, they too had lost their programming. They too needed something new.

[0:09:07] **Ellen de Werd:** So little by little by little, I was like, getting all these messages like, what are you doing? What are you teaching? What is that? Can I teach that? Can I have that? What is that? And I just remember starting to kind of write down in like, a notepad app on my phone, all these names, and they were like Instagram names. It was like at the Fit Girl or whatever. I was just making a list of all these people and I think it was like at a point where I had like 60 names on a list, I'm like, maybe I should work with these women and get them some programming. So that's how it started and where that is amazing.

[0:09:50] **Sarah Pellegrino:** So obviously you said the year, right? This is all happening in 2020 going into it. So we all know what happened, right? We don't have to go back there. We all know where that brought us. But you mentioned, you know, your your list of followers and this fitness community really reaching out to you. They had all off programming as well. So walk us through what it means or what it meant to you to be a true fitness leader during this time, looking back on it.

[0:10:17] **Ellen de Werd:** Okay, well, a couple of things. One, in 2015, I was beta testing virtual instructor trainings. And so of course, we all sucked at virtual fitness when we all started. So thankfully I sucked in 2015. It was, you know, how we had to learn how to sound good and get all the tech and figure out all of this and all of that. And so I was in a really good position when the pandemic hit to be able to come in with authority and leadership in the virtual space and in the hybrid space, because I really had been doing that for years.

[0:11:01] **Ellen de Werd:** I was a virtual presenter. Beachbody live. And so I was I was able to just kind of, one, be very visible right away and sound and look good, like sound and look like I knew what I was doing because I did at that time. And also help train and educate other instructors how to do the same thing. So I was really trying to help educate other instructors on how to keep going during that time and how to help them keep their gyms going and programming going outside of the four walls and virtually and all that stuff. So that was one thing. But I had this realization that I needed to get this programming to these instructors that wanted and needed it, and I didn't really know how. And it was kind of that adage of like, you don't have to see the whole staircase, you just need to see the next step.

[0:11:48] **Ellen de Werd:** That was like my life at this time. I had no idea how to write a fitness manual or how to get accreditation or how to get a trademark. I didn't know how to do any of the steps. I just kept figuring it out, like one little staircase at a time. I remember I needed planes of motion diagram and I was like googling. Like, I just needed a planes of motion diagram and like a spinal alignment guy. And I saw that you could get like shutterstock and it was \$20 a month. And I'm like, well, forget it. I'm like low key and artist. I'm just going to illustrate my own course. So I literally illustrated it during one of the shutdowns and I wrote this manual that ended up being 90 pages long. And our programs are now accredited with Ace and Alpha and NASM and Yoga Alliance and can fit pro. And so I just kind of figured it out little by little. But probably my proudest accomplishment during that time pertaining to my leadership was this community of these warriors started to emerge and lean in and find hope and light and excitement in a scary and dark time.

[0:13:04] **Ellen de Werd:** And so this kind of warrior community and a really beautiful culture was born during that time.

[0:13:11] **Sarah Pellegrino:** That is so amazing. So you led me perfectly into my next question here. Walk us through what it means to be a warrior and why it is the name for your business.

[0:13:23] **Ellen de Werd:** Okay, well, first of all, warrior is kind of like the root of prefix of so many yoga poses. Warrior one, warrior two, warrior three, reverse warrior, all these things. But it's way beyond that. I feel like people love the word and want to identify. Like, I want to identify as a warrior. It's a great word and it's strong and it conjures up images and feelings of, like, being courageous and brave and fierce and strong and resilient. And I think people want to feel that way about themselves.

[0:14:00] **Ellen de Werd:** And so it's a word that resonates really powerfully. And so we often use that little bow and arrow emoji all the time. If you follow any of us online, you'll see the bow and arrow emoji a lot because that word is so inspiring. And this isn't exactly what you asked, but I really wanted to share also that our logo is a lotus. And I feel like that's super fitting too, because lotuses are, like, born in the quagmire, in the dark, dirty, dank water.

[0:14:33] **Ellen de Werd:** Like, we were like, warrior was at the very beginning of a pandemic. And Lotuses, as they bloom, they grow towards the light, and they kind of rise and emerge and purify and become really beautiful. So I like that for our brand as well. This, like, warrior image is, like, powerful and strong, and this lotus is kind of this juxtaposition of soft and beautiful and kind of started in the in.

[0:15:01] **Sarah Pellegrino:** The quagmire like we did into, like, four year community. How many of us go throughout our day? Yeah, it was a warrior. Today, I don't know. I don't think everyone does that. So with your classes, you at least get to be a warrior for what, an hour a day, right? Yes.

[0:15:18] **Ellen de Werd:** It feels great.

[0:15:19] **Sarah Pellegrino:** That's so great, Ellen. Thank you for sharing. Now tell us what was the first warrior class format that you created and why did you pick that format first?

[0:15:30] **Ellen de Werd:** So, first I learned a few years ago I wish I'd learned sooner, but I learned a few years ago that if you try to please everyone, you please no one. I've tried. I know I've tried to please everyone. I can't do it. So we have, like, a rebel community, and the first format was Warrior rhythm. It definitely has this kind of edgy vibe to it, and we are not trying to appeal to people that like yoga. So let me describe let me give you the almost elevator pitch description of the brand. Warrior rhythm is a fitness fusion.

[0:16:20] **Ellen de Werd:** Weaves together a little bit of mindfulness, a little bit of weightlifting, a little bit of hit training, but it's primarily a rebel yoga flow. So we do things

like we incorporate kettlebells or dumbbells. We throw in burpees in our sun salutations. We play our music loud, and we like to squat on the beat drop. And music is a big part of the experience, and we listen to not Top 40 like Fit in music.

[0:16:51] **Ellen de Werd:** We flow to things like Metallica. And so we definitely have this edgy vibe that we know perhaps our yoga community might not love. They might frown upon it. We're okay with that. We've just embraced that. We are different. We are trying to be different. And also, actually, a lot of Yogis do love our programming, and we are sort of a gateway into falling in love with yoga. But that being said, we are trying, with Warrior Rhythm to speak to that monstrously huge niche out there where people identify as wishing they loved yoga.

[0:17:33] **Ellen de Werd:** Everyone wants yoga. Everyone wishes they were flexible and strong and limber and powerful like yogis. But not everyone has the temperament for it or the temperament or disposition for it yet. And so we're sort of the gateway drug for them.

[0:17:50] **Sarah Pellegrino:** Rebel Yoga.

[0:17:52] **Ellen de Werd:** Rebel Yoga. Not everyone's cup of tea, but that's.

[0:17:57] **Sarah Pellegrino:** Okay, because you can't be everyone's cup of tea.

[0:17:59] **Ellen de Werd:** Yes, we can't. I've tried.

[0:18:02] **Sarah Pellegrino:** That is incredible. Okay, so, Warrior Rhythm, in addition, what other warrior classes exist?

[0:18:09] **Ellen de Werd:** Okay, so, you know, that was January of 2020, and then in November, I launched Warrior Strength. So I call warrior strength the scorio. And warrior strength is functional training. And as you all know, functional training just helps us live life better. And so this program is really beautiful. It's 230 minutes sections, and they're very distinct, so they can be taught independently as standalones, like express, busy lunchtime classes, early morning classes, or they can be taught together as this hour long format.

[0:18:45] **Ellen de Werd:** The first half hour super creative is called Cardio Countdown, and it's HIIT training. So it's for the most important muscle in our whole body. I like to say our heart. It goes 654321. So it has these stations that count down, so they get shorter, but they get harder. So, you know, there's there's a psychology to exercise, truly, and so that this takes into consideration a lot of exercise psychology and exercise science. And so while it's getting harder, it also feels like it's getting easier kind of on a psychological level.

[0:19:22] **Ellen de Werd:** We have, like, that four minute, six, five, four is always a tabata, so that's like, we're working as hard as we possibly can, tapping into that anaerobic energy system. The next station is Agility, so it takes your mind off of its coordination. And where is my arms and where's my legs moving? So the whole thing is very just really well designed. We do a lot of mobility. That's actually station one, the six minute, the long one is mobility. And we're kind of rolling around on the floor to open up our hips and shoulders. And it's

very trendy and it's very, like we're not just using a barbell. So there's a lot of room for play with equipment and super just functional.

[0:20:01] **Ellen de Werd:** Then the next half hour is weight lifting, and it's never, ever the same from lesson to lesson. So it's totally unpredictable. So, again, exercise psychology. Some people want predictability. They want to know. These are your students that in a spin class. If you're like, we have three long intervals. They're like, how long? 90 seconds? How long are the intervals I need to know? So for the people that want predictability, we have that 654-3210, by the way. The one the last station is they get to pick their favorite move of the day or their hardest move or the one that their body needed. So it's just great.

[0:20:37] **Ellen de Werd:** And then that back half where we're lifting and strength training, it's wildly unpredictable. They don't know. Like, there's different themes, there's different formulas. We're not lifting in the same order, which is a distinction from some of the other programming that is out there today. We're not weightlifting in the same order. It's always different. Again, with our bodies are incredible adaptation machines. They're, like, really good at adapting to the demands we place on them.

[0:21:06] **Ellen de Werd:** And so as programmers, as leaders, we want to disrupt that adaptation response. So with Warrior Strength, we are constantly disrupting the training stimulus, for lack of a better word, so that they can't adapt, so that they keep changing. So that's where your strength and then in May, where your kids was born I know Where your Kids is actually not a certification. It is married to warrior strength. So an instructor would need to have their Warrior Strength certification to be able to incorporate the warrior kids programming.

[0:21:48] **Ellen de Werd:** They go hand in hand together. And I kind of touched on the 654321, all those themes, mobility and heat and sweat and Chivada and agility and focus and play, those are sort of the names of these stations. So the kids version, which is kindergarten through fifth grade, high schoolers, could totally do the grown up version of the formats. But the kids version, it's related to the 654321 of whatever lesson us grown ups are doing.

[0:22:21] **Ellen de Werd:** So the moves are similar, but they're made kid friendly, and they're way more focused on interaction and play and fun. And the music, of course, is kid friendly. They can use a ball or a jump rope or a stuffed animal, but there's really no other equipment involved. And it's only 30 minutes. And we're super proud of that program. I hate to even talk about the pandemic again because we've been talking about it for three years, but the obesity rates but the statistics coming out of the pandemic for our children are staggeringly painful.

[0:22:58] **Ellen de Werd:** And so I just feel like it's maybe the best thing I've done with my whole life is to create this kids program. So it's beautiful. Yeah, it's 30 minutes that's kids and then finally and this was, like, one month ago. Basically exactly at the beginning of this year, 2023, we launched Warrior Combat, and that is a boxing kickboxing inspired program.

And I've collaborated with a studio owner who is a boxer, and she owns a 10,000 square foot boutique style studio in Marlton, New Jersey. David Richards. And she and I have kind of put our brains together to launch this program. And it's like, no boxing experience needed.

[0:23:43] **Ellen de Werd:** It's really just about as all our programs are, but it's really just about tapping into your inner fighter. And it's not like you're conjuring up images of kicking someone's butt. It's like you're empowered to tackle the struggles of life, and maybe your struggle is like, depression, or maybe it's overeating, or maybe it's anxiety, but it's, like, unleashing your inner fighter and your self confidence.

[0:24:10] **Ellen de Werd:** And we encourage people to feel totally and utterly unself conscious with this program. Anyway, how's this kind of you versus you feel? It's brand new. It's going amazing. And so that is kind of the totality of our library. Rhythm Strength kids and Combat.

[0:24:28] **Sarah Pellegrino:** You have been busy since strong, is what you're saying.

[0:24:31] **Ellen de Werd:** Yeah.

[0:24:33] **Sarah Pellegrino:** Amazing. That is so incredible. What a great lineup. We love the kids programming. That is durable and, as you said, so incredibly necessary. So great job, Ellen. Thank you for sharing. So we have learned that while gyms were closing due to the pandemic, that your business was clearly growing. So where in the world are Warrior classes taught today? After, what, almost three years, right?

[0:24:59] **Ellen de Werd:** Okay, let me take my best stab at this. Are you ready?

[0:25:03] **Sarah Pellegrino:** I'm so ready.

[0:25:04] **Ellen de Werd:** Can we count? Yeah, please count. Okay. Literally, this floors me. This absolutely floors me. We are in the United States, Canada, India, Scotland, UK. France, Germany, Portugal, Afghanistan, Guatemala and Guam.

[0:25:27] **Sarah Pellegrino:** That was so good.

[0:25:28] **Ellen de Werd:** First of all, I practiced. Wow. I was like, sarah might ask me this.

[0:25:34] **Sarah Pellegrino:** Sarah is definitely going to ask you that.

[0:25:37] **Ellen de Werd:** But that being said, that is amazing. I'm so proud. I'm blown away. I'm floored. I'm humbled, all of that. But that being said, we're still new. We're still in our infancy, and so we're still in our sort of, like, grassroots and staying humble about it. Oh, my gosh.

[0:25:54] **Sarah Pellegrino:** Okay, so let's say a health club operator is listening to your episode right now, and they're like, I'm sold. I want this in my health club. What do I do? What is the next step to bringing Warrior into their business? Okay, awesome.

[0:26:08] **Ellen de Werd:** Well, first and foremost, we're a licensed free programs, so there's no cost for studio owners and facility owners. And then there's a couple of ways that their team can go about getting certified. Of course, like, a live in person event is amazing because it also is a team building event. There's nothing better. Like, a lot of group fitness teams and instructors are, like, crossing ships in the night. Like, your 05:30 P.m. Instructors are probably not seeing your lunchtime instructors ever.

[0:26:40] **Ellen de Werd:** And your 05:30 A.m. Instructors are not seeing your Saturday morning team ever. And so a lot of times they share this passion and they're part of a team, and they literally never see each other. And there's nothing like coming together for a training day. To just be an incredibly team building and in person is just wonderful. So we have master trainers kind of spread out through the country. We don't have them everywhere. I'm on the prowl.

[0:27:06] **Ellen de Werd:** So if you are some incredible group fitness talent listening, or you have some incredible talent on your staff listening, I am on the prowl. I'm looking for leaders to train, too. But there's about 25 of us right now in the United States and a few elsewhere. One in Canada, one in Guatemala, and one in India. So we can come to the studio and do a live training. We also do live over zoom, which is we've got that dialed in. Don't forget, I learned early. We've got that dialed in. So we do have a really very meaningful, engaged, interactive, personal feeling, online live experience.

[0:27:46] **Ellen de Werd:** And then finally, we also have a self paced self study. So for someone that's really motivated to do things on their own, that's a viable route as well. But in a training day, there's basically like four sections or quadrants. In the first part of the day, your instructors are getting to learn what that program is like. What is warrior strength? How do I describe it? What's my scope of practice? What am I allowed to say? What are all the things I need to know? What's the culture of this brand like?

[0:28:21] **Ellen de Werd:** What's the description that goes on our schedule? All the things they need to know about warrior strength. And they do the workout so they get to feel it, taste it, sink their teeth into it, experience it, fall in love with it. That's the first part of the day. The second part of the day is all that I call nerdy sciencey stuff. I love that nerdy sciencey stuff, but it's all that nerdy science stuff where we go over epoch or all that stuff, the anatomy and alignment and kinesiology and all that stuff.

[0:28:49] **Ellen de Werd:** And then the third part of the day is practical. Okay, you know the program. Now, we've talked about the science behind and the why behind and program design. Now you're going to practice teaching it. So it's a safe space, and they literally practice a training day. They practice teaching to each other. They get tons of feedback from the master trainer and from their peers. It's, again, a very safe space.

[0:29:16] **Ellen de Werd:** And for some people, that's the scariest part of the day. But by the time we get there, they're very ready for it. And then the last part of the day is just setting them up for success as an instructor, kind of making sure there weren't any holes in

their learning throughout the day and kind of teaching them their next steps. So that's what our training looks like.

[0:29:34] **Sarah Pellegrino:** It sounds like a fun day. That's so great. Now, Allen, when we look at the ideal setup, does Warrior replace current health center programming or complement it?

[0:29:46] **Ellen de Werd:** That's such a good question. Either or both yes and exactly. Yes. And some clubs are like actually, it's a lot of conversations I have with managers and owners and operators. A lot of clubs are looking to replace programming that does have license fees, probably because they're trying to return to fiscal health after the p word again. But also, our programming truly is complementary, so it doesn't mean to replace anything.

[0:30:20] **Ellen de Werd:** It just can spice up what you have. It can complement. And the reason I have so much confidence in that is because our programming is so unique. Each of those formats is unique. It's not cookie cutter. There isn't something like warrior rhythm on your schedule, I promise. Even if you have functional training or boot camp or circuit or a weightlifting program or a barbell or less mills or something like that, I promise warrior strength is so unique that it's not going to be a redundancy on the schedule. It's going to feel and be different.

[0:30:54] **Ellen de Werd:** So that's wonderful for members cross training, by the way, to be exposed to different types of that. So it can coexist, it can harmonize, or it can replace well, and I.

[0:31:04] **Sarah Pellegrino:** Think you hit the nail on the head at the very beginning of the show. Right, Alan? It's like you can't beat everyone's cup of tea. So if you're looking at your group fitness schedule and you have a yoga, let's add rebel yoga, because those are not the same.

[0:31:16] **Ellen de Werd:** Exactly.

[0:31:18] **Sarah Pellegrino:** That's so good. All right, alan, when you look at your business today, because I know you take time throughout the week to just step back and look at the amazing warrior community. So to you as a fitness consumer, what stands out the most about Warrior? What sets it apart?

[0:31:35] **Ellen de Werd:** Well, I think some of its selling points are that it's safe and effective. It's been backed and has the stamp of approval from our governing educational bodies, so owners and operators can have the confidence that they're bringing in something safe that they know their instructors are teaching it's. Again, license free, which is another little feather in its cap. It's easy to teach, and there's a lot of support, particularly warrior strength and warrior combat are really easy to teach. And some of our instructors, myself included, our brains are just there's so much going on up there and so much choreography that having a program that doesn't require a lot of memorization is helpful. So that's a big selling point.

[0:32:21] **Ellen de Werd:** Warrior rhythm takes a little bit more skill and time to teach, but in general, the programs are really easy to teach and turn around and launch. I've already mentioned that incredible mentorship and community. We have like a community within a community. So as your instructors begin to teach Warrior at your studio, your instructors are going to feel like they belong to a community of crazy, misfit Warrior women.

[0:32:49] **Ellen de Werd:** But also your members are going to feel like they are part of a community within a community too. They're going to be hashtagging Warrior Nation and using that bow and arrow emoji and getting love from people all over social media, all over the world. So it's just something like special. I mean, health begets health and movement begets movement. And good culture and good community beget good culture and community. And somehow I did that piece right and it just grows. So we're attracting more positive community, supporting, loving people and professionals. So there's that. And then I haven't mentioned this yet, but it's an enormous part of our brand. And who we are, we are heavy, heavy, heavy on all levels.

[0:33:32] **Ellen de Werd:** We do immense training on accessibility, and we do extensive training for our instructors on like take Warham, for example, with any type of yoga format, you're coming down off the floor, up and down off the floor a lot. And not everyone can get up and down off the floor, and not everyone can do it easily. So we teach like how do you do some salutations without going to the ground? How do you do a yoga flow that includes two poses that are on the ground without going to the ground? So we equip our instructors with how to do that. We equip them with how to queue with inclusive language. And in our marketing materials, which are stunning and beautiful and available for all of our instructors and clubs, we really do show all levels, all bodies, all sizes, all shapes. We're super proud of that.

[0:34:26] **Ellen de Werd:** And so I think that's really important today. And I think it's always been important. And you'll see it in all of our marketing, in all of our videos. We have a lot of level up training. So whether it's how to teach how to bring virtual classes to your gym, or how to teach with props, yoga blocks, chairs, we have a lot of Upskill training. We have quarterly releases. I didn't mention that. And they're offset.

[0:34:51] **Ellen de Werd:** So if Warrior Rhythm is released in January, warrior Strength is released in February with kids. And because those are married, remember, and Warrior Combat is released in March. So what is amazing for Clubs about the way this rolls out on the calendar year is that let's say your instructors, because they will, they'll fall in love with Warrior and they're going to want to teach all three. Or maybe you have a few different instructors and they're between all of them. They're representing all three of the Warrior brands.

[0:35:20] **Ellen de Werd:** Rhythm, strength in combat. You are then able to launch something new and shiny every single month. Every month there's something yay, there's this new release where's the launch of Warrior rhythm lesson 14. And here's the launch of Warrior Strength lesson 13. And here's the launch of Warrior Combat lesson one, because

it's new, so those will always roll out like that. And that's also a gift to the instructor because if the instructor does teach all three formats, their brain doesn't have to try to learn three new releases in one month, but they get to kind of stagger that out too.

[0:35:55] **Ellen de Werd:** And then finally, we are super edgy and we're new and we're different and we're making a splash as this new, like, Rebel brand. And community and gyms need new shiny things and group fitness schedules need to be refreshed, pruned, and watered and given sunshine and they need something new and our members need something new. And so I think just our kind of original vibe is probably our biggest value of all.

[0:36:32] **Sarah Pellegrino:** I love that. And you have given a lot of great little helpful nuggets, I will say, to fitness directors in the SBP family. So thank you so much for that. Ellen, incredible insight today. Thank you so much for showing us all that it is truly okay to be different and make your business stand out. Right. If a business operator wants to learn more about bringing Warrior to their health club, or if an instructor wants to learn more about getting warriors certified, Ellen, where are we sending them?

[0:37:06] **Ellen de Werd:** Okay, a couple of places. One, we are doing the conference tour again. We did it last year, 2022. We hit it big and we're hitting it big in 2023. So we will be in DC. San Francisco, Chicago, Dallas, Boston, Phoenix. That's with SCW. Phoenix is with FitFest. We are, of course going to be at Idea World Convention in July in Los Angeles. We're also going to be in Nashville and in Reston with fitness conventions incorporated.

[0:37:41] **Ellen de Werd:** And we are going to be, for the first time, international in Canada at CANFIT Pro this summer as well. So we're doing this conference tour. If you want to come check us out, bring your team too. But of course, don't wait till then. You can find us@warriorinstructors.com, contact us there's about tabs. And I think I gave Sarah like 5 million other links in which you could find me or explore our program.

[0:38:10] **Sarah Pellegrino:** That's right. And I'm going to snag a few pieces of your marketing material for the Gram because I think it would be really, really cool to show the FEP family what that looks like. That is an incredible benefit in and of itself that you provide that for your instructors and for your business partners. So that's amazing. Thank you. Thank you. Well, thank you all so much for listening to the Value Proposition for being a Warrior.

[0:38:34] **Sarah Pellegrino:** Tune in Friday, March 17 for our next Value Proposition episode and to show we walk the talk at the Fitness Business podcast. All the resources and links for today's show can be found@fitnessbusinesspodcast.com adding value to our FBP family until next month. What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others. See you next month. FBP family.

END OF EPISODE