

MINDFRESH

TEACHER TRAINING

INFO KIT | VERSION 3.20





MINDFRESH
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VERSION 3.20

WHO IS THIS FOR?

QUALIFICATIONS

CERTIFIED YOGA OR MEDITATION TEACHERS

...seeking to help employees better manage the stress and demands of corporate life

...looking to make a big impact by joining a brand and community of like-minded friends

COURSE DESCRIPTION

OVERVIEW

FORMAT

A 25-hour online course to be completed on your own time, within a 6-week period

PRACTICE

3 virtual practice sessions with other teachers registered in your course

EXAM

A video test session with video feedback from senior MINDFRESH teachers, including founder, Jen Kluczkowski



WHAT DO WE GET? TRAINING

VIDEOS

A comprehensive video overview of diverse mindful techniques that improve mental clarity, reduce stress & enhance body language for corporate professionals

SEQUENCES

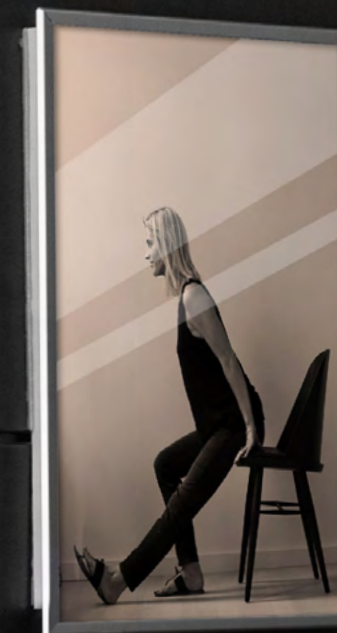
Tried & true sequences that have received positive feedback from thousands of employees

STRATEGY

Strategy to prospect, engage & book sessions with your target companies

COMMUNICATION

Communication that clearly demonstrates the value of mindfulness for employees & companies



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WHAT DO WE GET?

TOOLS

TRANSACTION PROCESSING

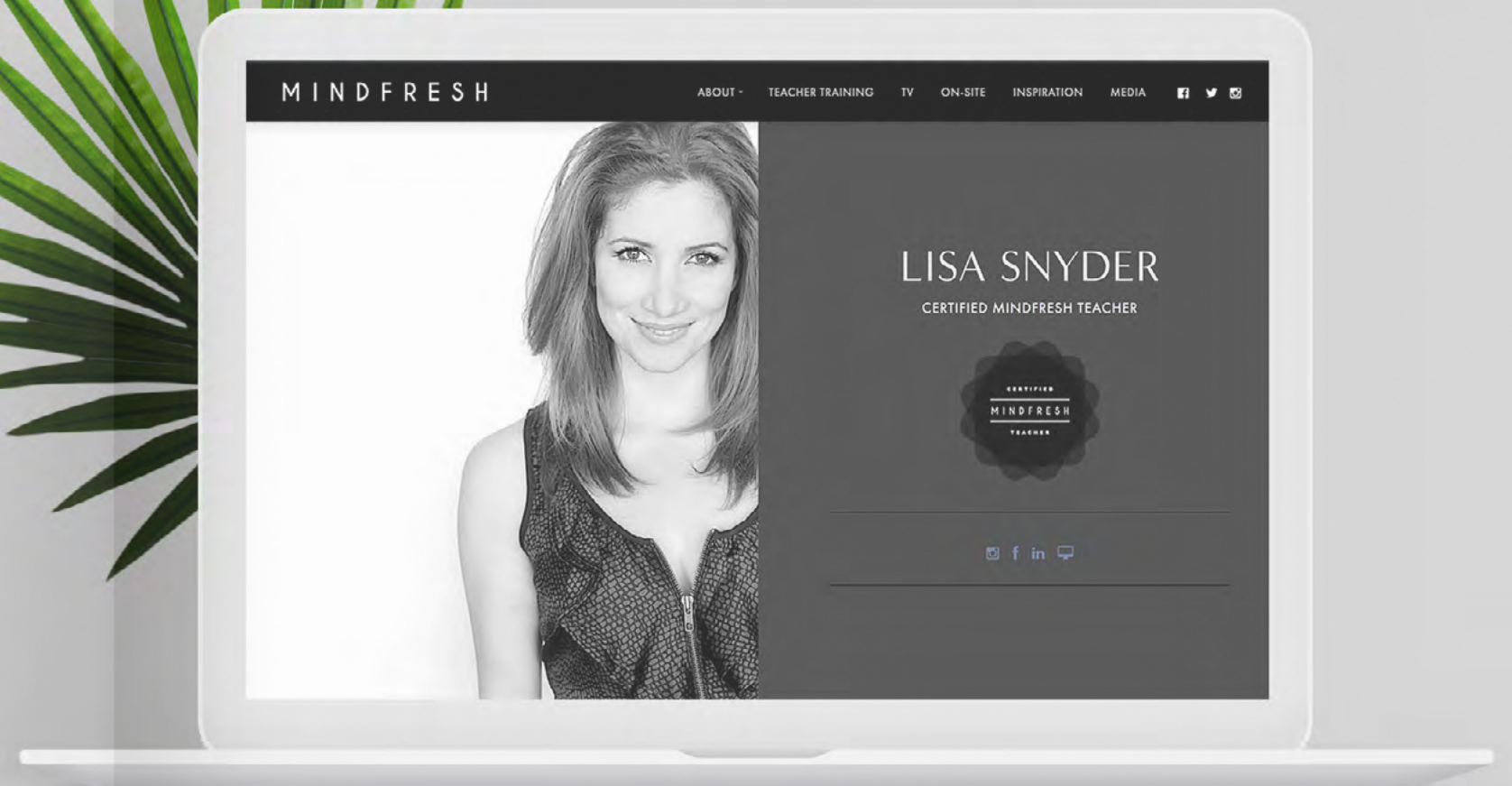
The MINDFRESH Profile Page can handle your client companies' credit card payments for you. For business that teachers source directly, MINDFRESH charges a 7% transaction fee. If a company discovers a teacher directly through the MINDFRESH website, MINDFRESH takes 20% of the total fee (7% transaction). Our teachers are paid out through MINDFRESH at the end of the month.

SESSION PRICING

To raise the bar for all corporate mindfulness teachers.

MINDFRESH CERTIFICATION

The standard in corporate mindfulness



PROFILE PAGE

A professionally and beautifully designed digital destination featuring your location, photos, bio, testimonials, and clients. Be discovered by potential companies searching for MINDFRESH teachers in your city, and share with companies you're prospecting into so they can get to know you better.

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WHAT DO WE GET? RESOURCES

MARKETING AND BUSINESS MATERIALS

Professionally and beautifully designed materials that clearly communicate your offerings and help you stand out. Our teachers receive a sales one-sheet, promotional flyer, contract template, invoice template, business card template, pricing guide, and an email template for prospecting into new companies.

MUSIC

Suggested music for your sessions

FIRST LAST

CERTIFIED
MINDFRESH TEACHER

mindfresh.co/your_name
name@mindfresh.co
(123) 456 7890
@your_handle

MINDFRESH

MINDFRESH.CO

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WHAT DO WE GET?

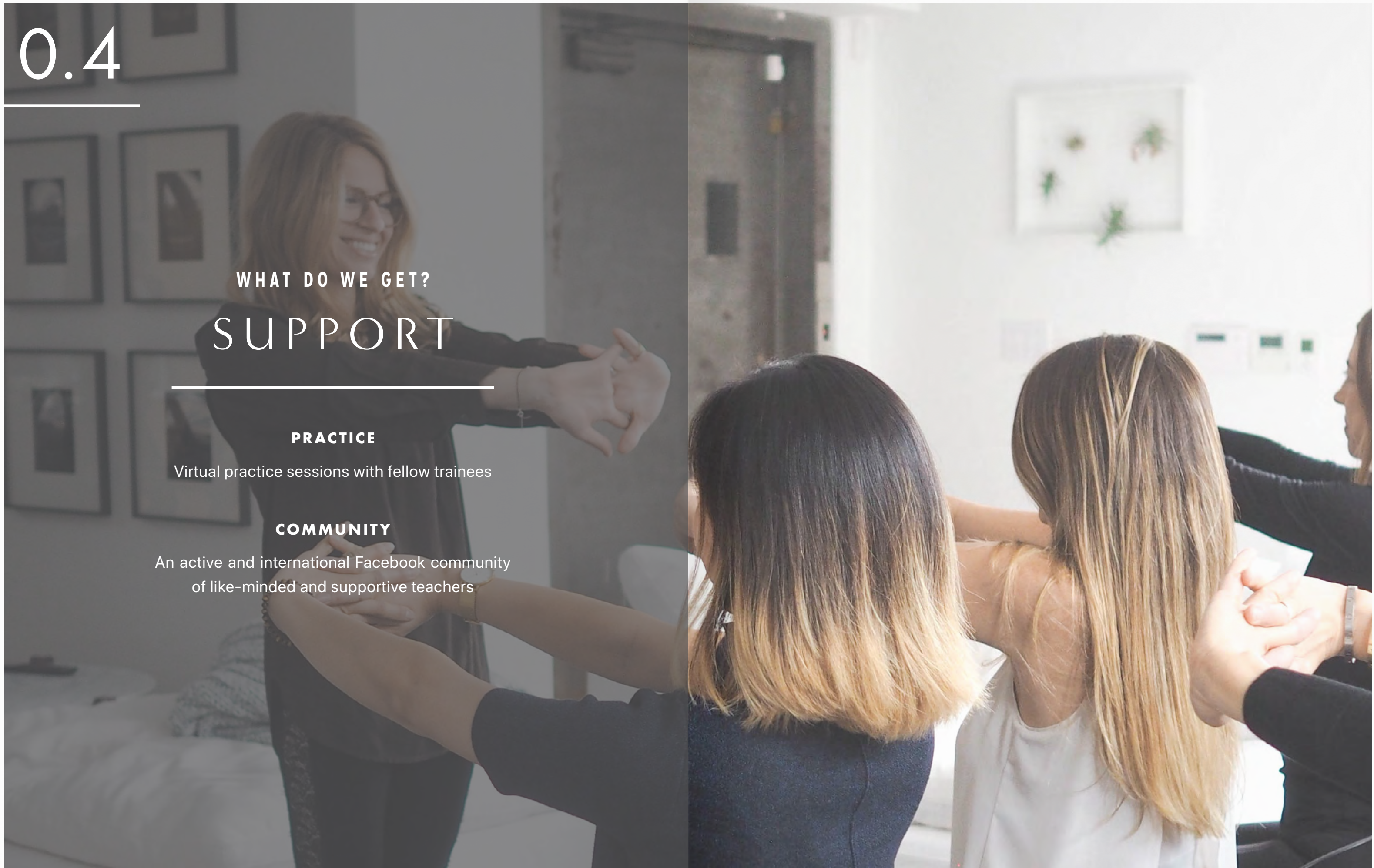
SUPPORT

PRACTICE

Virtual practice sessions with fellow trainees

COMMUNITY

An active and international Facebook community of like-minded and supportive teachers



FAQ'S

Do you offer guarantees?

Our teachers leverage the power of a brand & it's resources to confidently approach companies about teaching mindfulness to their employees. We cannot guarantee companies booking you, but with these materials & communication points, you increase your chances greatly. (The strategy has been used by MINDFRESH founder, Jen Kluczkowski, to secure over 1,400 sessions in New York, San Francisco & Los Angeles at more than 150 companies like Pinterest, Pandora, Yahoo!, L'Oreal, Chanel, Saks 5th Avenue, GILT, Fried Frank, Tiffany & Co., Pryor Cashman, Lexington Capital Partners, Foursquare & Estee Lauder Companies.)

How much \$ can I make as a MINDFRESH Teacher?

We provide pricing parameters for teaching MINDFRESH sessions. There are variables covered in the training, but price / session should range between \$199 – 499.

Does MINDFRESH take a cut from Teacher earnings?

If a teacher directly sources the sessions and uses the MINDFRESH site to process the financial transaction, MINDFRESH charges a 7% transaction fee to the teacher. The teacher is paid out at the end of the month.

If a teacher is discovered and the financial transaction comes through the MINDFRESH site, MINDFRESH takes 20% of the total fee (7% transaction). The teacher is paid out at the end of the month.

FAQ'S

Will I interact with anyone during the training? What if I have questions along the way?

There is a MINDFRESH support team to help you through the training, including support from founder, Jen Kluczkowski. During the training, you will be directly connected to other teachers for practice and community development via virtual sessions.

To complete the course and receive your certificate, you will be required to record a 15-minute video teaching an abbreviated MINDFRESH session. Our team provides you a simple email tool to capture the video using your computer's camera and microphone. This video helps us maintain quality control, ensures that our teachers have viewed the content and understand the approach clearly. Someone from the MINDFRESH team (including founder, Jen Kluczkowski) respond back to you in video form with any feedback to enhance your delivery.

Why is this in a digital format?

Taking this training digital allows us to spread more mindfulness into more companies, across the globe. An online course is an affordable, more accessible way for teachers to expand their knowledge, on their own time.



MINDFRESH

TEACHER TRAINING

DISCOVER HOW YOU CAN
MAKE A DIFFERENCE BY
BRINGING PEACE TO THE
OFFICE IN THE DIGITAL AGE.

APPLY TODAY!

[VIEW APPLICATION](#)

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