

MEET YOUR MOVEMENT & MOBILITY SPECIALIST!!



HELLO! MY NAME IS
ELIZABETH C. MCLEOD

I AM YOUR REGENERATIVE
EXERCISE SPECIALIST!

ABOUT ME:

- **SEPTEMBER OF 2010** – I EMBARKED ON A MAJOR LIFE OVERHAUL AND LOST 70 POUNDS. AFTER THAT, I DECIDED TO MAKE PERMANENT AND HEALTHY CHANGES TO MY LIFE. I JOINED A GYM, I STARTED LEARNING ABOUT NUTRITION, I STARTED LEARNING TO COOK, AND I JUMPED HEADFIRST INTO A NEW HEALTHY LIFESTYLE.
- **JUNE OF 2011** – I BECAME A CERTIFIED PERSONAL TRAINER. I SPENT THE FIRST 3 YEARS OF MY TRAINING CAREER WORKING FOR A LOCAL GYM, WHICH SERVED AS A GREAT INCUBATOR. IT HELPED ME HONE MY TALENTS, OFFERED A SAFE PLACE TO EXPLORE/ENHANCE MY TRAINING MODALITIES, AND IT ALLOWED DEVELOP MY SKILLS IN PROGRAM DESIGN AND IMPLEMENTATION. I ALSO EXPANDED MY GENERAL KNOWLEDGE OF EQUIPMENT, TRAINING METHODS, AND PERSONAL TRAINING PROTOCOLS.
- **APRIL OF 2014** – I DECIDED TO START TAKING CLIENTS PRIVATELY, OUTSIDE THE GYM ATMOSPHERE. I BEGAN A MOBILE PERSONAL TRAINING BUSINESS AND TRAVELED ACROSS THE TRIAD OF N.C. TRAINING.
- **SEPTEMBER OF 2017** – I EMBARKED ON THE JOURNEY TOWARD CORRECTIVE EXERCISE VIA SOFT-TISSUE MOBILIZATION AND POSTURAL THERAPY
- **JULY OF 2020** – I RECEIVED MY OFFICIAL CERTIFICATION IN CORRECTIVE EXERCISE THROUGH N.A.S.M.
- **MARCH OF 2023** – I ADDED THREE CERTIFICATIONS FOR MOBILITY AND INTERNAL STRENGTH CONDITIONING TO HELP MY CLIENTS WITH JOINT PAIN AND CONNECTIVE TISSUE REPAIR.

12 YEARS OF TRAINING LATER – I STILL LOVE EVERY MOMENT OF WATCHING MY CLIENTS BECOME STRONGER, FITTER, AND A MORE PAIN-FREE VERSION OF THEMSELVES.

WHAT ARE MY CERTIFICATIONS?

- FUNCTIONAL RANGE SYSTEMS ASSESSMENT, MOBILITY, AND INTERNAL STRENGTH SPECIALIST
- N.A.S.M. CORRECTIVE EXERCISE SPECIALIST
- N.A.S.M. CERTIFIED PERSONAL TRAINER
- N.E.S.T.A. FITNESS NUTRITION COACH
- AMERICAN RED CROSS CPR/AED



WHAT ARE MY TRAINING SPECIALTIES?

PHYSICAL TRAINING:

- CORRECTIVE EXERCISE:
 - MOVEMENT ASSESSMENTS
 - POSTURAL CORRECTION
 - FUNCTIONAL TRAINING
 - NERVOUS SYSTEM RETRAINING
 - MYOFASCIAL RELEASE
 - FACILITATED STRETCHING AND SOFT TISSUE MOBILIZATION
- GENERAL CONDITIONING:
 - INTERVAL-BASED TRAINING
 - HIGH-INTENSITY INTERVAL TRAINING (H.I.I.T.)
 - TABATA PROTOCOL
 - INTERVAL-BASED STRENGTH TRAINING
 - ENDURANCE CONDITIONING
 - VO2 MAX TRAINING
 - RESISTANCE TRAINING:
 - HYPERTROPHY
 - STRENGTH
 - CIRCUIT TRAINING
 - METABOLIC CONDITIONING
 - DYNAMIC VARIABLE RESISTANCE TRAINING (O.O.T.)



WHAT ELSE DO I OFFER?

- WITH AT LEAST ONE FACE-TO-FACE SESSION PER WEEK, CLIENTS RECEIVE FREE ACCESS TO THE MYBIOMECHANIC APP WITH PERSONALIZED FOUR- AND SIX-WEEK TRAINING PROGRAMS.
- FREE RESOURCES ACCESS ON WWW.BIOMECHANIC.COM • COACHING STRATEGIES FOR:

○ OVERCOMING DISORDERED EATING ○ MAJOR LIFE EVENTS (PREGNANCY, ILLNESS, ETC.) ○ ACCOUNTABILITY, DISCIPLINE, AND CREATING STRUCTURE **WHAT ARE MY RATES?**

- WEEK-TO-WEEK TRAINING - \$70.00 PER SESSION
- PACKAGES OF 10 SESSIONS - \$60.00 PER SESSION (\$600.00)
- PACKAGES OF 20 SESSIONS - \$50.00 PER SESSION (\$1000.00)

***ALL SESSIONS MUST BE PAID AT LEAST 24 HOURS IN ADVANCE**

WHAT DO SESSIONS ENTAIL?

- SESSIONS ARE 60 MINUTES IN LENGTH. THEY VARY ACROSS TRAINING MODALITIES BASED ON YOUR INDIVIDUAL NEEDS. SESSIONS OFTEN ARE ORGANIZED INTO A WARMUP SEGMENT (DISINHIBITION), AN ACTIVATION SEGMENT, AND INTEGRATION OR HYPERTROPHY/CONDITIONING SEGMENTS. IT IS RECOMMENDED TO BRING WATER AND A TOWEL.

WHAT IS MY CANCELLATION/TARDINESS POLICY?

I REQUIRE 24 HOURS NOTICE TO CANCEL A SESSION WITHOUT PENALTY. IN THE EVENT OF A LATE NOTICE CANCELLATION, OR GREATER THAN 15 MINUTES OF TARDINESS, YOUR SESSION WILL BE CANCELED AND YOUR ACCOUNT WILL BE DEBITED FOR THE SESSION.

DO MY SESSIONS EXPIRE?

YES, YOUR SESSIONS EXPIRE 6 MONTHS FROM THE DATE OF PURCHASE.

DO YOU TAKE INSURANCE, OR OFFER ANY DISCOUNTS?

I DO NOT TAKE INSURANCE AT THIS TIME, BUT I DO ACCEPT PAYMENTS FROM HEALTH SAVINGS ACCOUNTS WITH A WRITTEN REFERRAL FROM YOUR DOCTOR. 10 AND 20 SESSION PACKAGES ARE DISCOUNTED, AND I OFFER A ONE-TIME DISCOUNT OF 10% FOR REFERRING NEW CLIENTS.

CAN I BRING A GUEST TO MY SESSION TO TRAIN WITH ME, OR GIVE THEM SESSIONS?

YOU CAN BRING A GUEST; HOWEVER, YOUR ACCOUNT WILL BE CHARGED AN EXTRA ½ SESSION FOR THE DROP-IN. PLEASE KEEP IN MIND THAT THESE SESSIONS ARE DESIGNED FOR THE PRIMARY SESSION HOLDER. DROP-IN CLIENTS MAY NEED TO MODIFY THE WORKOUT OR EXERCISE TO SUIT THEIR FITNESS LEVEL. SESSIONS ARE ONLY TRANSFERRABLE TO IMMEDIATE FAMILY MEMBERS.

ARE YOU INSURED?

YES. I AM CPR/AED CERTIFIED AND I AM INSURED THROUGH NEXT FIRST INSURANCE AGENCY.

IMPORTANT NOTES:

- **YOU COULD BE SORE.** THERE IS A GOOD POSSIBILITY THAT YOU WILL BE SORE FROM CORRECTIVE EXERCISE AND TRAINING. THE LEVEL OF SORENESS DOES NOT NECESSARILY CORRELATE TO THE EFFECTIVENESS OF THE SESSION. BEING OVERWHELMINGLY SORE JUST MEANS THAT YOU FAR EXCEEDED YOUR CURRENT WORKLOAD CAPACITY, IT DOES NOT MEAN THAT YOU HAD A BETTER WORKOUT.



- **I AM NOT OMNISCIENT.** I DO NOT KNOW HOW YOU'RE FEELING, WHAT YOU'RE EATING, WHAT HOMEWORK YOU'RE DOING, HOW SORE YOU ARE, OR IF YOU'RE STRUGGLING UNLESS YOU CHOOSE TO SHARE THAT INFORMATION. IF YOU SHARE THAT YOU'RE STRUGGLING TO ADHERE TO THE ASSIGNED HOMEWORK, WE CAN ADDRESS THE UNDERLYING ISSUES LEADING TO NON-COMPLIANCE AND COURSE CORRECT. IF YOU SHARE THAT YOU ARE FINDING DIFFICULTY REACHING YOUR MACRONUTRIENT GOALS, WE CAN DISCUSS STRATEGIES TO HELP YOU PLAN BETTER AND REACH THOSE GOALS MORE EASILY. KNOWLEDGE IS POWER. THE MORE INFORMATION I HAVE, THE BETTER.



- **I AM NOT OMNIPOTENT.** I CAN NOT FORCE YOUR BODY TO OUTWORK, OR DEVELOP MUSCLE, ON AN UNSUPPORTIVE DIET. I CAN NOT MANUFACTURE RESULTS WITHOUT ADEQUATE EFFORT OUTSIDE OUR SESSIONS. BEAR IN MIND THAT EXERCISE IS SUPPOSED TO BE AN ENDEAVOR TOWARD MUSCLE INTEGRITY, INJURY RESISTANCE, CARDIORESPIRATORY FITNESS, AND HEALTH. IT IS IMPORTANT TO MAKE EXERCISE A PART OF YOUR LIFESTYLE BUT KEEP REALISTIC EXPECTATIONS IN MIND.



- **I AM NOT OMNIPRESENT.** I AM AVAILABLE FOR SUPPORT VIA TEXT, OR PHONE; THROUGHOUT THE DAY, BUT I AM NOT THERE TO FORCE FEED YOU PROTEIN, HAND YOU A BOTTLE OF WATER, OR ENFORCE THAT YOU COMPLETE YOUR HOMEWORK ASSIGNMENTS. REMEMBER, I AM HERE TO FACILITATE PROGRESS AS YOU MOVE TOWARD YOUR GOALS. I CAN NOT MAKE YOU WORK OUT; I CAN NOT MAKE YOU "EAT RIGHT", AND I CAN NOT ERASE MENTAL BLOCKS. THE HARDEST WORK BELONGS TO YOU AS MUCH AS THE SUCCESS OF THAT WORK BELONGS TO YOU. BE EMPOWERED!



THIS IS YOUR JOURNEY; YOU'RE DOING IT! I FACILITATE.