

# XI Website Guidelines - Part I

## Education:

Only list Associates, Bachelors, Masters, Doctorate, and medical degrees.

*Format:* List the abbreviation for the type of degree, what the degree was in, and the school the degree was issued by.

*Examples:*

AAS in Graphic Design, American Academy of Art

BA in Psychology, Grinnell College

Degree abbreviation reference:

<http://abbreviations.yourdictionary.com/articles/degree-abbreviations.html>

---

## Certifications:

Only list certifications relating to fitness and wellness

*Format:* List the full name of the certifying organization with the acronym in parenthesis, then the full name of the certification. Include trademarks if they are required by the certifying organization.

*Examples:*

National Academy of Sports Medicine (NASM) Certified Personal Trainer

American Council on Exercise (ACE) Certified Personal Trainer

Les Mills BODYCOMBAT

---

## Training Emphasis:

*Experience:*

This is a summary of your work history, with an emphasis on your experience in fitness and wellness.

Don't use phrasing that will become outdated. For example, say "Zumba instructor since 2010," not "5 years of experience teaching Zumba."

*Interests:*

Focus on your personal fitness and wellness interests here. You may also include other interests at your discretion. If you are mentioning family members, be mindful of their privacy. Avoid sharing your family members' names and ages.

# XI Website Guidelines - Part II

## **Our brand promise:**

To help members “Live their best”

---

## **Core Values:**

- People First
  - Consistent Excellence
  - Continuous Improvement
  - Fun
  - Community
- 

## **Target Markets:**

- Interested inactive of all ages
- Older adults
- Families

*We like to serve the already fit, but they are not our focus.*

---

## **Our club experience is built around alleviating the “Five Fears”:**

1. Physique anxiety
  2. Looking stupid
  3. Isolation
  4. Looking like a klutz
  5. High pressure sales
- 

## **Things to keep in mind:**

- We embrace the philosophy of “all things in moderation”
  - We value health and wellness over cosmetic beauty
  - We avoid images of hyper fit individuals or promoting extreme forms of exercise
- 

## **Choose models from OHIO:**

- Ordinary
- Health-oriented
- Imperfect
- Older