



AN EXCEPTIONAL MIND & BODY WELLNESS SEMINAR

developed by Dr. Keith Jeffery, designed for busy people.

*Imagine your team feeling more... Centered, Focused and Creative...
Vibrant and Alive... Motivated and Optimistic... Flexible, Stronger and Healthier*

AN INVESTMENT IN EMPLOYEE WELLNESS PAYS HUGE DIVIDENDS



*A keynote seminar that
changes lives and organizations.*

*More than movement, it's motivational,
team building and entertaining.*

*"Some speakers just
tell you what to do,
we show you how to do it.
Results in just 4 minutes a day".*

"Inspirational"

"Powerful"

"Simple"

"Invigorating"

"Enlightening"

"Hilarious"

"Informative"

*"4 Minute Fitness"™ incorporates a wellness breakthrough known as "Layered Practice"™. We take key secrets from t'ai chi, yoga, qi gong, meditation, deep breathing, modern science and motivational techniques and **do them simultaneously**, rather than one at a time. Taught by Certified instructors worldwide."*

THE PROBLEM

Stress & Physical Inactivity -

leading to illness, anxiety and depression, costs employers hundreds of billions of dollars annually. Back pain is the number two reason people miss work.

THE RESEARCH

Cure the mind & you just might save the body -

Body mind wellness techniques reduce immune system stress and improve health and vitality. One study has shown that 4 Minute Fitness™ is effective in reducing stress in teachers

THE DIVIDENDS

One Dollar invested in workplace wellness could save *Three Dollars* in cost savings or benefits.

The



™

SOLUTION

"The Best of East & West"

4 Minute Fitness™ combines ancient secrets taken from t'ai chi, yoga, qi gong, meditation with modern medical discoveries and winning mental techniques used by professional athletes. The secret to our success is our innovative "Layered Practice™" method. Practicing one principle at a time would consume 16 - 20 minutes. We simply do them simultaneously so the entire process takes just 4 minutes to complete.

4 MINUTE FITNESS TEACHES QUICK, EASY & EFFECTIVE WAYS TO...

Body

- gently move most muscles and joints
- strengthen the back
- improve breathing
- increase flexibility

"Better to bend like a young sapling than to snap like an old oak." Lao Tzu

Mind

- decrease debilitating stress hormones
- increase relaxing, healing neurochemicals
- change mental self talk
- increase inner peace, appreciation, gratitude
- improve memory

"Life is 10% what happens to me and 90% how I react to it." Charles Swindoll

Motivation

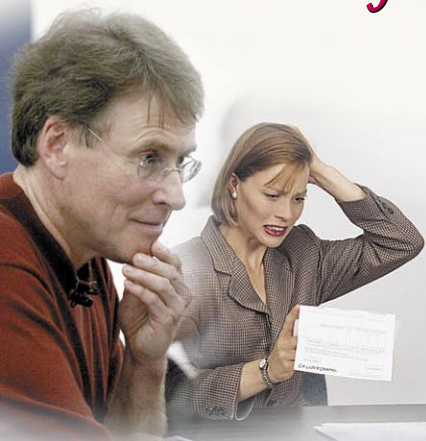
- find center and increase focus, enhancing creativity
- get pumped, motivated, enthusiastic
- choose to be leaders

*"Whether you think you can, or think you can't, you are right."
Henry Ford*

"Center is like the eye of a hurricane.

Find it and you will find peace and serenity within the chaos of life."

Dr. Keith Jeffery



What People are saying about the **4 Minute Fitness**™ Seminars

Fact is, our biggest challenge is helping employers see beyond their initial skepticism or "disbelief" that 4 minutes a day could create life changes. This process is so unique and creative that people simply can't understand the full potential without actually experiencing it.

Fortunately, thanks to many progressive companies and organizations, thousands of people have attended 4 Minute Fitness™ seminars. Here is what many had to say after the session:*

"Exceeded my expectations."

"Theory put to action to obtain very practical results."

"Fantastic, fantastic, fantastic!"

"...a very enlightening session."

"4 Minute Fitness is one of the most powerful things I have ever discovered."

"It is so easy, so portable and has such a positive impact."

"...the exercises are relaxing, decrease stress levels, fun to do anywhere."

"Wow! Inspirational!"

"Excellent! Very positive - life affirming."

"Uplifting."

"Helpful - truly amazing."

"Awesome (mind body) fitness program - thank you."

"Exceptional."

"...informative, fun and left us feeling pumped."

"Excellent session - feel great!"

"I love it. I do the exercises sometimes 5 or 6 times a day."

"It was really exhilarating - offering hope for a better present and future."

"Useful tools - beyond platitudes."

"I like the simplicity - spirit, soul, mind and body - all in one."

"There is a lot of healing energy going into those 4 minutes!"

"Anyone can do these exercises anywhere."

"...a rousing mental & spiritual workout."

"I enjoyed the participation type of session."

"Very positive, affirming."

"...enjoyable, positive, fun experience."

"(the) instruction on deep breathing was a revelation."

"A magical, potentially life changing seminar that will help you lift every aspect of your life...."

Brian Biro - Author of "Beyond Success" and "The Joyful Spirit"

* Actual documented comments





FREQUENTLY ASKED QUESTIONS

The 4 Minute™ process is new and unique and may require some “out of the box” thinking to see significant potential within your organization. Here are some answers to questions you may have:

How could 4 minutes a day possibly make a difference?

Two reasons:

1. Our revolutionary “Layered Practice™” technique is very efficient and time frugal.
2. 4 minutes a day **every day** for a year adds up to 3 full working days dedicated to mind body wellness.

Oh yes - many people practice several times a day, multiplying benefits.

“As one participant noted: “...there is nothing out there that makes you feel so good, so fast.”



“Slow and steady wins the race.”

Why does it take 2.5 - 3 hours to learn a 4 minute technique?

We need time to teach and create value for each powerful mind and body skill used in the Layered Practice™ technique. It is a bit like learning 4 minutes of a Mozart piano sonata - first learn the right hand, then the left, then add heart for maximum value.

We're tired of wellness experts preaching to us. What makes 4 Minute Fitness™ different?

Easy. We teach “why” in a compelling manner, then “how to” in a step by step way that fits into any lifestyle. Participants leave energized and enthusiastic with a simple, but profound wellness tool that works - anytime, anywhere. Remember - “A journey of a thousand miles begins with a simple step”. Anyone can find 4 minutes a day.

OK. I am beginning to see the potential. How do I maximize long term benefits?

Most participants leave with hope, motivation and commitment to the process. You can ensure long term daily compliance by providing the 4 Minute Fitness™ DVD or video to each participant for at-home practice. If your budget is small, DVDs will be available for sale at the end of the session. As well, we suggest that you encourage your employees to practice 4 minutes during working hours. Some schools and organizations play the “follow along” portion of the DVD over their systems daily to support this process.

Our upcoming convention is not about health and wellness. Would a 4 Minute Fitness™ session fit in?

Absolutely. 4 Minute Fitness™ will add life and energy to any event, no matter what the theme. Participants appreciate the movement, breathing, laughter and motivation as well as your obvious caring for their wellbeing. We will tailor the session to meet your specific needs.

Is this exercise like aerobics or weight lifting?

4 Minute Fitness™ is different, a gentle mind body exercise that can be done by almost anyone. It offers benefits associated with tai chi, yoga, core exercises and meditation, without the years of study. As well, our layered mental and motivational techniques will enhance mood, focus, peace and relaxation.

I employ people who have limited mobility. Can the exercises be done sitting?

Yes. We teach 4 Minute Fitness™ standing or sitting, so it can be done by anyone in your organization. As well, the video/DVD teaches the moves from a standing AND sitting position.



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