



Schwinn® Cycling: Make Your Mark

Good coaches are known by reputation...A reputation rooted in the ability to make a memorable mark on each athlete's training experience. For indoor cycling instructors, embracing a personal trademark adds the finishing touch to your coaching and turns regular rides into powerful workouts. Come learn the top trademarks used by Schwinn® Cycling master instructors, and start down the path of discovering a mark of your own to brand every class you teach.

1. What is/is not a Trademark?

2. Benefits

- a. Improves performance
- b. Increases adherence
- c. Defines the experience
- d. Proves passion

3. Quiz!

4. Finding Your DNA

- a. Motivational – creates a positive addiction
 - i. Style
 - ii. Example
 - iii. Result
- b. Relational – inspires an interactive community
 - i. Style
 - ii. Example
 - iii. Result
- c. Educational – shapes an informed athlete
 - i. Style
 - ii. Example
 - iii. Result

5. Schwinn® Cycling Master Trainer Coaching Signatures

For more information on **Schwinn® Cycling** programs,
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