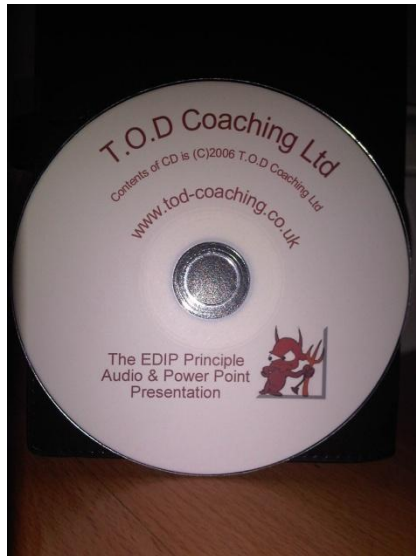


EDIPP Principle



This unique one hour audio and power point presentation, answers the controversial subject of “Should Personal Trainers touch their clients?”

This original presentation was delivered personally by Brian Fernie at FitComExpo to over 1000 international experts in their chosen fields of fitness and health.

The presentation covers the unique concept which should be incorporated by all fitness professionals

EDIPP

- (1) **E**xplanation
- (2) **D**emonstration
- (3) **I**mitation
- (4) **P**ractice
- (5) **P**erform

Sounds easy but to ensure that you get numbers 2,3 and 4 correct, we have introduced a system known only to the team at T.O.D and those who attended the convention. So if you want to hear it buy the EDIPP principle CD.