



**2 Learn**



A Partnership Business  
Ann Goldade, MS, ABD  
Holly Inniger, MS  
Lois Mauch, MS

# How it all begin...

- I am a Twin!
- Roller Blading
- Doctorial
- How can we sell our passion?
- Asking Holly



# Mission Statement

**Be Fit 2 Learn seeks to improve academic achievement through physical activity for all children through instruction on curriculum design, teaching behavior and creating connections.**

# Sales and Marketing

- Easiest or most convenient!
- In bound marketing  
vs
- Out bound marketing
- Research based material



# Connections!

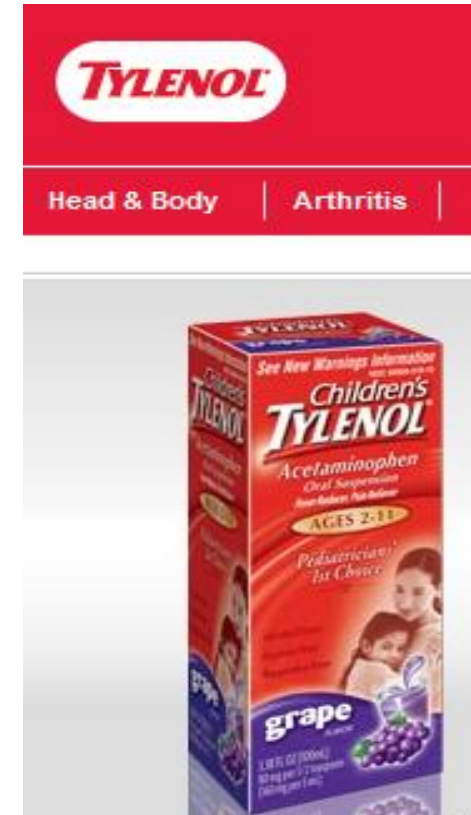
- Like a good neighbor State Farm is there!
- TOYS
- Professional Friends
- Polar
- Walk4Life
- GEO Motion
- Let's Move in School
- [Voice Thread](#)



picture taken from [http://www.statefarm.com/?wt.mc\\_id=searchbuy](http://www.statefarm.com/?wt.mc_id=searchbuy)

# Trust!

- High regard
- Trusted product or source
- CDC
- Surgeon Generals Report
- Michelle Obama
- National Organizations
- ASCD



# Activity Break...

- What makes you special? List one, two, or three key aspects of your life, career, or skills that distinguish you from others:
  - What is the total list of services or products you offer, or could offer?

# Programs, Products, Services

- Book Studies Brain Rules by John Medina and SPARK by John Ratey.
- Technology Applications for the classroom
- Increasing Academic Achievement through curriculum design and physical activity.
  - Resources for implementation of a viable and reliable curriculum
  - Curriculum Assessment and Development
  - PECAT-CDC
- Summer workshops and professional development opportunities



# Go Daddy!

Secured your  
URL's!

- Befit2Learn.com
- Befit2learn.org
- Befit2learn.net
- Hosting your  
web site





2 Learn



©



Skill: Reading Comprehension

**Skill-Based Activity:** Students will be given a role to play in a story. Students will act out the story in a theatre performance.

© Promoting Brain and Body Fitness



Skill: Reading Phonics

**Skill-Based Activity:** Students will be standing tall, crouching, bending right or bending left based on the letter sound or letter blend you say as the teacher. Positions can be modified to include elbow to knee, hopping, jumping jacks, high fives, etc.

© Promoting Brain and Body Fitness

## What we offer:

Be Fit 2 Learn is a consulting group that will help you find ways to implement 60 minutes of activity each day by looking at and evaluating your physical education and your classroom curriculum alongside your school wellness policy.

"Be Trained!" is a 2 day workshop designed for participants to learn classroom design that can improve academic achievement, (A) teach behavior (B) and create connections (C). Staff will learn how to develop curriculum with the end in mind, that integrate critical movement and engagement opportunities to increase student learning outcomes. Participants will receive the tool kit needed to implement all activities provided to challenge their students' minds and bodies. The activities are aligned with content standards. The activities are designed to help students learn and practice what the students should know and be able to do and are developmentally appropriate to allow for individual differentiated learning styles.

All handouts and a tool kit will be provided! The cost will include \$75.00 for 1 semester credit and the cost of the tool kit (\$150.00) which you will use during the workshop and be able to take with you to help you implement the activities learned during the workshop.

Check out our Voice Thread at:

<https://voicethread.com/share/27248671>

## Our Goal:

The goal of Be Fit 2 Learn is to enable all K-12 staff and students to understand the benefit of 60 minutes of activity a day and therefore become more physical activity in the classroom, on the playground, and throughout the school day. Staff will learn how to develop curriculum with the end in mind, that integrate critical movement and engagement opportunities to increase student learning outcomes. Through the physical education programs and in the classrooms, students will be taught the skills and knowledge to remain physical active for a lifetime in order to enhance personal lifestyles and academic achievements. Staff and students will become competent in movement forms to improve cognitive skills and nature their ability to participate in and value physical activity as an essential component of a personal healthy lifestyle in the classroom and out.

### Personal Contacts:



Lois Mauch, MS

[mauch.lois@gmail.com](mailto:mauch.lois@gmail.com)



Ann Goldade, MS, ABD

[annfayedd@gmail.com](mailto:annfayedd@gmail.com)



Holly Inniger, MS

[applejobsfan@gmail.com](mailto:applejobsfan@gmail.com)

Be Fit

2 Learn



©

## Our Mission:

Be Fit 2 Learn seeks to improve academic achievement through physical activity for all children through instruction on curriculum design, teaching behavior and creating connections!

"Physical activity is cognitive candy!"  
-Medina, 2008

Email us at:  
[BeFit2Learn@gmail.com](mailto:BeFit2Learn@gmail.com)

© Promoting Brain and Body Fitness

# Top 5 Recommendations

- Start small grow BIG.
- Apply *In-Bound Marketing Techniques Get noticed by Google, Social Networks and Blogs.*
- Start with what you know well and can do best!
- Have Passion, Mission, Purpose and stay focused.
- Make it Professional!
- Don't give up your day job, yet.... 😊

**Thank you!**

Contact us:

[Befit2learn@gmail.com](mailto:Befit2learn@gmail.com)



**2 Learn**



©