



STEP-BY-STEP GUIDE

Interested in becoming an Accredited Brainfit® Coach?

Your e-Guide to Brainfit® Coaching



Updated August 2025

Are you:

- A self-starter?
- Ambitious?
- A lifelong learner?

Do you:

- Enjoy helping other people?
- Want freedom and flexibility to manage your own business doing something you love?
- Have a passion for the brain and memory, how they 'work', what can go wrong and how to help others improve?
- Like giving back to your community, using skills you've gained in your career already?
- Want to be part of the Brainfit® team of Accredited coaches who meet virtually each month, empowering others to take control of their brain health?

**Then you are in the right place so
please read on.**

Welcome to Brainfit[®] World.

Thank you for downloading this Brainfit[®] Coaches e-guide.
We are excited to see you here.

At Brainfit[®] World we are cognitive wellness educators who offer a range of online and face to face training programmes as well as books and support resources that empower people to take control of their cognitive health, regardless of age. Our evidence-based programmes educate people about how memory works and how to keep it sharp with practical strategies to help avoid memory loss, brain overload or burnout.



Developed by our Founders 'The Memory Sisters'- Dr Allison Lamont and Gillian Eadie back in 2008, our Brainfit[®] programmes draw on the internationally acclaimed age-related memory loss research by clinical psychologist Dr. Allison Lamont whose Brainfit[®] programmes have supported more than 18,000 people, aged 22-96 on their brain health journey to date.

The focus of our programmes is on improving the way your brain and memory performs in everyday life thanks to a range of memory strategies developed from Allison's research, which are taught and practiced either face to face in our classes or online via a variety of fun activities.

Brainfit[®]World now trains people like you to bring the gift of memory confidence to others using easy-to-coach, practical strategies and memory techniques that change lives.

Our Vision:

To build a world where cognitive wellness is as valued, understood and cultivated as physical health, empowering individuals to thrive personally and professionally.

Our Mission:

To be the leading partner in cognitive wellness by empowering people to harness their full potential through evidence-based programmes that give them the knowledge to take control of their brain health journey, regardless of age.

Our Values:

- Empowerment – We empower our clients and coaches to thrive.
- Integrity – We operate with honesty and transparency in all our interactions, ensuring that promises made are promises kept and we will treat everyone as equals regardless of their background, beliefs, or cognitive abilities.
- Innovation – We embrace innovation and creativity in developing the best possible coaching methods, tools and resources whilst adapting to evolving knowledge sources.
- Collaboration – We foster collaborative environment where clients, coaches and other specialist areas experts work together as partners to achieve cognitive enhancement goals.

So, if you are passionate about cognitive wellness and you would like to help us to champion lifelong cognitive vitality and resilience in your community, please read on to find out more about becoming an Accredited Brainfit[®] Coach.

We look forward to hearing from you.



Jude & Ina

Jude Walter & Ina Meeten
Brainfit[®] Directors & Co-Owners

**Help us to champion lifelong
cognitive vitality and resilience in
your community.**

Brainfit® Academy

'The best training available for memory improvement.'

World-wide, people of all ages are desperately in need of help with brain fitness and all-round cognitive wellness.

The impact of 24/7 technology-use, high-stress occupations, study pressures and the increasing number of people living well into their 90's and beyond has led to a huge growth in brain health concerns including memory loss, brain overload or burnout.

That's why at Brainfit®World we are often on the lookout for new coaches to run our face-to-face Brainfit® For Life classes in local communities around the world.

Our Accredited Brainfit® Coach Training is run via the Brainfit® Academy and can be done online at your own pace (min. 10 weeks). This evidence based; clinically proven memory improvement training is made up of the following 3 sections:

1	Your Memory Matters: Know the Six Key Skills Includes access to 6 Modules in the Your Memory Matters series including associated materials and end of module assessment	\$199.00 NZD
2	Your Amazing Brain and How it Works Includes access to 6 Modules in the Your Amazing Brain series including associated materials and end of module assessment	\$199.00 NZD
3	The Business of Brainfit®® Coaching Includes access to 10 Modules in The Business of Brainfit® Coaching series including associated materials and end of module assessment. To complete the Brainfit Coach Accreditation process you will complete some 1:1 mentoring sessions with our Brainfit Coaching Director.	\$3600.00 NZD

All fees stated will be plus GST if GST is deemed payable.

In return you will receive:

- Your first years annual Brainfit® membership, marketing, and promotion fee FREE (*valued at \$1999 NZD*)
- Electronic versions of all the workshop visuals and handouts required to deliver the Brainfit® For Life classes
- Complimentary copies of Brainfit's best-selling books - MemoryTune™ (*14- step Memory improvement training course valued \$40.00 NZD*) & The Seven Day Brain Boost Plan (*valued \$20.00 NZD*)
- Electronic versions of Brainfit® For Life promotional and marketing materials
- Sample Brainfit® presentations for promotional talks
- Web presence for individual Accredited Coaches
- Updates on research, revisions of training materials and on-going advisory support from BRAINFIT®WORLD.
- Support from our supportive community of Brainfit® Coaches at all stages of the Brainfit® Coach journey
- Invitations to our regular virtual Coaches meetings for ongoing support, learning and ongoing professional development
- Access to a private Brainfit® Coaches Facebook group for ongoing support and timely responses to questions



Keen to know more? **READ ON!**

How you'll prepare for Brainfit[®] Coaching.

The first two sections, **Your Memory Matters** and **Your Amazing Brain** are core to your understanding as a Brainfit[®] Coach. These can be completed as standalone courses.

The third, business-focused section has ten modules (see below) and culminates with some one-on-one mentoring sessions with our Brainfit Coaching Director.

All three sections include a video, transcript and supporting documents or downloads.

1. **Background to Brainfit[®] Coaching** - Who? How? Why? and Where? Explore your potential customers, venues, and essentials of brain fitness.
2. **Managing your Brainfit[®] class and group** - Diverse groups bring challenges. How will you prepare?
3. **Early preparation for Marketing** - What can you have ready now?
4. **Networking and marketing your services** - Where? How? What works best?
5. **Your publicity campaign** - How to let your community know about your skills.
6. **Speaking is selling** - Sales are the key to your successful business.
7. **You are a Brainfit[®] Coach** - you have rights and responsibilities.
8. **Setting up your business systems.**
9. **Preparing your coaching kit** - What do you need to have ready?
10. **Ready for your first class** - it's time to put everything into practice!

5 steps to becoming an Accredited Brainfit[®] Coach?

1. Enrol in the Brainfit[®] Academy

2. Successfully complete all three online sections of the Brainfit[®] Accredited Coaches Training to the required standard, as managed by Ina Meeten, Brainfit[®] Director and Head of Coaching.
3. Following completion of the three training sections, you will be required to attend some virtual one-on-one coaching with Ina Meeten to gain practical experience delivering the actual Brainfit[®] programme material.
4. Once completed to a satisfactory standard, you will receive your Brainfit[®] Coach Accreditation certificate endorsed by BRAINFIT[®]WORLD. As an Accredited Brainfit[®] Coach, you will be able to offer Brainfit[®] For Life classes, give talks and other opportunities that arise in your assigned territory as frequently as you wish, subject to the conditions of our Brainfit[®] License.
5. To remain an Accredited Brainfit[®] Coach, an annual membership, marketing, and promotion fee is payable to BRAINFIT[®]WORLD on the anniversary of your accreditation each year. *Note: your first year's annual fee is included as part of your Brainfit[®] Academy Training Fee.*

Please feel free to contact us on brainfitacademy@brainfit.nz if you have any questions or require further information. Brainfit[®] Coaches and current trainees can be found in New Zealand, USA, UK and Zambia.

Is Brainfit[®] coaching right for you?

Let's find out

Brainfit[®] Skills

An active interest in the brain and how memory 'works'. You'll want sufficient understanding of the brain to deliver *Brainfit[®] for Life* with authority and confidence. Brainfit[®] training covers all you need to know, and your own curiosity will build on this as you proceed. **You don't need to be a neuroscientist**, but we want to make it clear that brain fitness coaching is for people interested in brain and memory matters.



Integrity and reliability. An accredited Brainfit[®] Coach operates in a position of trust. Paying clients trust that you will operate with reliability, honesty & integrity, know your course well, can answer questions and have the kind of background training that guarantees you will treat all interactions ethically and with the upmost respect.

Interest in, and empathy with, diverse ages and ethnic groups. The pace of learning will vary among individuals; you will need patience and encouragement to help everyone succeed at their own level.

Lively communication and presentation skills.

Projecting a positive, outgoing attitude engages class members and establishes rapport and trust from the very beginning. Your passion and energy will keep energy levels up throughout the session; your friendly, inclusive approach helps everyone feel important and well-cared for during the class. Your confidence and authority promote your skills as an outstanding brain & memory coach.



Commitment and perseverance. Mastering the contents of the *Brainfit[®] For Life* course takes time and dedication to ensure you are prepared and confident. Responding to inevitable questions beyond the course requires you to be adaptable and thorough in your knowledge and background research. A commitment to lifelong learning is key.

Ability to manage basic IT equipment. Brainfit® For Life classes are visual in nature, delivered via PowerPoint presentations to make it easy for course attendees to understand what you want them to do. You'll need your own laptop and a projector. Practice managing the audio-visual equipment in the venue you choose to run your classes at will be key to your success.



enhancement goals.

Collaborative. One thing you'll notice about Brainfit® Coaches is that we are a very supportive community, and we have each other's backs. We know that together we can achieve more than if we go alone so you will be expected to share your wisdom and insights with the other Coaches as we work together to foster a collaborative environment for and achieve our cognitive

Optimism. Change doesn't happen overnight, and you may need to help class members deal with disappointment and anxiety as they build up their skills. At times, you will need to manage your own emotions to maintain an empathetic, focused, and safe learning environment.

Business Skills

Brainfit® For Life class enrolments and enquiries are important so your **business organisation** needs to be efficient. You will keep accurate records of attendees, contact details and other financial management requirements as suits your personal situation.



Time management. Your time is the way you earn your income so managing each session to start and finish on time matters. Preparation and forward planning are of critical importance. Attendees often have other commitments, and it is frustrating for them (and time-wasting for you) to have delays or overruns.

Personal network. Most times, your Brainfit® For Life classes will be in your local community. Raising your profile as an expert in brain fitness and cognitive wellness is

a key part of launching yourself as an Accredited Brainfit[®] Coach. Think now about possible venues, local outlets for publicity and finding channels for promoting your services.



Self-Motivation. Working in your own business is exhilarating as well as challenging. Regular virtual meetings with other coaches are helpful and when you don't have a class running, you will be finding new clients and ways to market your services. Brainfit[®] promotes its accredited coaches through its digital and social channels but **you** will be the authority in your community.

Does this sound like you? YES!

Our Flagship Programme – Brainfit[®] For Life

Our renowned Brainfit[®] For Life community classes are facilitated by an accredited Brainfit[®] Coach, the classes are 90mins a week for 4-weeks and use a range of learning techniques to help participants to develop the practical skills they need to continue growing and challenging their brain. At the completion of the Brainfit[®] For Life course, the participants will have learnt the fundamentals of a brain healthy lifestyle, including:

- A clear understanding of how memory works
- Knowledge that memory loss is not inevitable,
- Numerous memory strategies they can apply in everyday life,
- Increased confidence regarding memory,

The Brainfit[®] For Life course content is also supported by our range of Brainfit[®] books, e-books, Neuro Games, and an online course option for those unable to attend a class. We also have an active database of over 7,500 engaged Brainfit fans who we communicate with monthly.

The fantastic 'Brainfit[®] for Life' course has been trialed and applauded by thousands of delighted customers and I know your classes will love it too.

It's a real wakeup call. I found your sessions to be fun, warm, and challenging so thank you for giving me the confidence to persevere.

Linda, Auckland NZ

I wish I could do this course every week for the rest of my life. I can't thank you enough.

Fran, Cambridge, NZ

A most enjoyable and enlightening course – I would thoroughly recommend it.

Barry, Queenstown NZ

Will you join us?

Ready to make a start?

Contact us now to set up an initial virtual meeting.

Email: brainfitacademy@brainfit.nz

In your email, please tell us a little bit about yourself including:

- *Your name*
- *The country & city you live in*
- *Your current and/or previous profession(s)*
- *What appeals to you about being a Brainfit Coach*
- *Why you think you would make a great Brainfit Coach*

Testimonials From Past Brainfit[®] Coaches

"Having done the course, I now have a better appreciation of the functionality of the brain and how things tie together. My realisation is that now I see the brain as the cornerstone in its relationship to all of these other areas in our lives and that it plays the most significant part. Our entire life, activities, environment and attitude have an impact on our brain.... We need to work smarter, yet we have a potential environment that works against us and our brains (and our overall wellbeing)."

Craig, Auckland, NZ

"I was believing like many people that forgetfulness is part of getting old, but what I studied in this course explained to me a lot of things that I did not understand - especially neuroplasticity. Now I understand how astonishing our brain is..."

This course helped me realise the brain can keep growing and changing - right to the end of life."

Rima, Christchurch, NZ

"The most interesting part for me was finding out about the different aspects of memory and the range of brain areas involved in processing memories. It has been quite fascinating. The skill of remembering names linked to faces will be important for the classes I teach."

Michael, Auckland, NZ

Is Brainfit[®] research-based?

Yes!

In 2008, Dr Allison Lamont, PhD (Psych), MA (1st), CPsychol (BPS), NZPsS, APS, ASSBI published her ground-breaking research into age-related memory loss.

Following that, world-wide interest in her findings resulted in Allison addressing conferences in Atlanta, New York, Chicago, Edinburgh, and New Zealand.

Allison's research identified **six key areas of memory skill** that are pivotal in maintaining confident, **active, productive, and independent** habits throughout life. These 'Big Six' form the basis of the Brainfit[®] system with online and face to face training programmes, books & neuro-games available. All are packed with practical, easy-to-do tips, tricks and strategies using every day, accessible language.



Today, Brainfit World is lucky enough to be supported by Dr. Jian Guan Chief Neuroscientist, and Dr. Vishakha Mahajan Research Scientist to ensure our programme remains best in class.

People from around the world have enrolled in our Brainfit[®] Accredited Coaches Programme over the last 16 years and we hope you do too.