



Schwinn® Cycling: Make Your Mark

Good coaches aren't known by name, they're known by reputation...a reputation rooted in the ability to make a unique mark on each athlete's training experience. For indoor cycling instructors, embracing a personal coaching signature can add the finishing touch to your workouts and make your classes memorable. Come learn the Top 10 trademarks used by our Schwinn® Cycling Master Trainer Team, each a simple way to upgrade your coaching skills, and begin to make your mark on your athletes in your classes and at your club.

I. What is/is not a Trademark?

II. Benefits

- A. Improves Performance**
- B. Increases Adherence**
- C. Defines the Experience**
- D. Proves Passion**

III. Finding your DNA

A. Motivational – creates a positive addiction

- 1. Style
- 2. Example
- 3. Result

B. Relational – inspires an interactive community

- 1. Style
- 2. Example
- 3. Result

C. Educational – shapes an informed athlete

- 1. Style
- 2. Example
- 3. Result

IV. Schwinn® Cycling Master Trainer Top 10 Coaching Signatures

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