

## Testimonials

When we used a sales flyer that Amanda wrote for Fitness Leaders Online (FLO), we received at least 200 responses within 2 to 3 days. Her flyer has generated FLO's biggest response rate ever.

**Suzanne Gove, BPE**  
President, Fitness Leaders Online, Inc.  
www.fitnessleadersonline.com  
Sacramento, California

Amanda understands our business philosophy and is excellent at conveying our message and goals. Without her, we would not have been as effective in our advertising and marketing.

**Lara Penno, BSc**  
Personal trainer and co-owner,  
Momentum Fitness  
Vancouver, British Columbia

I have had the pleasure of working with Amanda on several articles. She is articulate, responsible, responsive — and makes her deadlines!

**Diane Lofshult**  
Executive Editor,  
IDEA Health and Fitness Source  
San Diego, California

Amanda's writing style is clear, effective and enjoyable to read. I highly recommend her as a strong fitness writer.

**Sherri McMillan, MSc**  
Personal trainer and co-owner,  
NorthWest Personal Training & Fitness Education  
Author, Go For Fit! and  
The Successful Trainer's Guide to Marketing  
Vancouver, Washington



Call or e-mail for a  
**FREE CONSULTATION AND ANALYSIS**  
of your current promotional copy.

**ACTIVE VOICE WRITING SERVICE**  
Amanda Vogel, *President*

Tel/Fax 604.730.9246  
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www.activevoice.ca

Did you know fitness and writing  
have a lot in common?

# Active Voice

**PUBLICITY AND PROMOTIONAL WRITING  
FOR FITNESS PROFESSIONALS**





Amanda Vogel

As a fitness expert, you know that people have trouble choosing the right exercises — and doing them correctly. Most need guidance and advice from a qualified professional.

The same is true for writing.

The way you write has an impact on the profit you generate and the image you portray. Writing (like exercise) is more effective when you do it right. When you don't, it can be hazardous — to your professional image and your bottom line.

How well do the words you write sell your business?

Your goal is to excel in fitness, not writing. So let me worry about getting the right words on paper for you. I combine marketing and writing savvy with in-depth knowledge of the health and fitness industries to deliver the promotional copy you need to attract more leads — and sales.

Just like a good fitness product or trainer improves your workout, good writing improves your business. **Get results with Active Voice.**

**Amanda Vogel, MA**  
President, Active Voice Writing Service for fitness professionals

Tel/Fax 604.730.9246 • [info@activevoice.ca](mailto:info@activevoice.ca) • [www.activevoice.ca](http://www.activevoice.ca)



### Hire Active Voice for your

- brochure copy
- sales flyers
- presenter packages and handouts
- Web site copy
- fitness manuals
- newsletters
- press releases
- business letters
- and any other writing you use to promote your business

### Active Voice also

- edits and proofreads
- ghostwrites articles
- offers persuasive writing workshops for fitness professionals

Active Voice

Clients who hire me for publicity and promotional writing have a few common queries. Here are some frequently asked questions about Active Voice Writing Service.

#### How long does it take to complete a project?

Allow 2-4 weeks for most projects. I can complete a job sooner, just make sure you submit your project as a rush order.

#### What are your fees?

My fees are determined by the length and complexity of a project. Call or e-mail for a price quote. Or send a copy of your current brochure, flyer or other promotional material for a **FREE cost estimate and consultation.**

#### What about revisions?

Each project fee includes **one free revision** as long as you request it within 14 days of our official project deadline.

#### What are your credentials and experience as a writer?

- 10 years of writing experience
- Periodical Writers Association of Canada member
- Contributing editor, Shared Vision

#### My clients include:

- IDEA magazines and books
- ACE publications
- Fitness Leaders Online (FLO)
- Momentum Fitness
- Sissel-Online Ltd.
- Chatelaine and Flare magazines
- Shape magazine

#### What are your credentials and experience as a fitness professional?

- Master's degree in Human Kinetics
- Program director, workshop presenter and group exercise leader
- 9 years in the fitness industry
- Trainer of Fitness Leaders (BCRPA)