

# UNLEASH YOUR SECRET WEAPON

AMBASSADOR  
PROGRAMME  
2020



USE THE MOST  
POWERFUL TOOL YOU  
HAVE TO ITS VERY  
BEST & GET AHEAD OF  
THE COMPETITION



# AMBASSADOR PROGRAMME 2020

## GET AHEAD OF THE GAME

Thank you for your interest in the Flying Changes Coaching (FCC) Ambassador programme. This programme is designed for serious amateurs or early professionals competing in affiliated competitions and aiming for the top. Is this for you? Yes?

This is your opportunity to unleash your secret weapon – your MIND! Get ahead of the competition by investing in the most powerful tool you have to its very best. By becoming an Ambassador for Flying Changes Coaching you will be a part of a very exclusive and special programme that will give you many opportunities to accelerate your performance and achieve the goals you want in 2020 and beyond. Find out how to apply on page 6.

The aims of the programme for You –

- \* Support talented riders like you to accelerate your progress to achieve your goals
- \* Improve your competition results and performance based on your own personal success factors
- \* Develop and grow your own business, brand and earning potential
- \* Understand your own limiting factors and how to overcome them
- \* Align with trainers and other team members to fully support your performance
- \* Increase your profile through online and other opportunities for promotion to potential sponsors/ owners etc.
- \* Be a part of an exclusive group of like minded riders, professionals and equine businesses with a special online area just for you all to confidentially share, support and grow together.
- \* Massive saving of almost 70% off the usual price of a 12 month coaching package plus money cant buy bonuses too!

I have been working with Jenni for almost a year and she has transformed my outlook, not just in my riding but in my personal life and career. She has given me the confidence to do things I thought weren't achievable, but also to strive for even bigger goals. My competition career has developed so that I am no longer chasing qualifications and scores (which I had zero control over) but the focus has switched to new goals that I can influence as well as the most important thing - having fun. I feel like I did when I was 11 again, every show is fun regardless of the performance but when I do well it's an indescribable high! I owe Jenni and Flying Changes Coaching far more than I could ever put into words and she is firmly part of my team. Krista Jones - Ambassador



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Here are just some of the things that the 2019 Ambassadors are saying about the programme...

Jenni is simply absolutely amazing. She's completely transformed my life within 9 months. Yes of course I still have bad days we all do, and life continuously evolves however, Jenni is always there listening, making recommendations & supporting you and you'll be amazed at just how much you can and will achieve. At the start of the year I was hungry for success then I had a wobble, dealing with life struggles and haters but now I'm back fighting for what I want to achieve. You've got to be prepared to do the work yourself and face up to making perhaps some difficult decisions but with Jenni's support you'll be flying in no time.

Kath Jones - Ambassador

Jenni has helped me channel my expectations and goal setting as well as enabling me to transfer these to my clients as well. Through the help of Jenni, I have identified my concerns are rational and, instead of a weakness, just a sign that I'm human. I have much more than horses that shape my career around horses and by identifying my different mental states it has also complimented my way of problem solving and dealing with upsetting situations. The training provided by Jenni continues to compliment both my business, my coaching and general day to day life. Confidence has to be much more than just horses. I highly recommend her support.

Jo Alderton - Ambassador



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## GET AHEAD OF THE GAME

This is what is included in the Ambassador Package for 2020

In this truly trans-formative, supportive and highly recommended package you get :

- \*To Focus on whatever areas you need the most and flex this throughout the package (competition performance, business performance, sponsorship/owners and even your coaching skills if you are a coach yourself)
- \*Personal video coaching calls with Jenni Winter - Leach (Skype/ Facetime/ Zoom sessions) every other month
- \*Full text / email support with Jenni anytime
- \*Coaching worksheets and access to other resources as well as specific business development resources and coaching expertise if applicable to you.
- \*Opportunities to train to become an FCC Coach yourself.

PLUS - EXTRA BONUSES OF -

- \*Support from a Mentor from one of our team consisting of of Pro Riders, Coaches, and Inspirational Equestrians. Monthly calls with them to keep you on track, support, advise and inspire you on your own journey.
- \*Exclusive FREE access to training videos, a VIP Facebook Group & any other resources made available online during the year.
- \*Huge savings on training courses, events and other opportunities with FCC.

Jenni has really helped both my performance anxiety and general confidence!! I cannot recommend Flying changes Coaching enough!! I've always been a wimpy rider but Jenni has helped build my self belief and given me tools I use every time I get in the saddle.  
Becki Holmes - Ambassador



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## GET AHEAD OF THE GAME

The aims of the programme for FCC –

- \*Promote the benefits of FCC through success stories and other accounts via social media, word of mouth and other viable sources
- \*Increase the demand for Mindset and Performance Coaching from credible sources (you!)
- \*Create content to be shared online from Ambassador's stories etc
- \*Create a source of Ambassadors available to attend FCC events and promotions as required

What is expected of you as an FCC Ambassador?

- \*Online stories and blogs about your journey throughout the year. Minimum of one following each coaching session.
  - \*Blogs, stories, post, tags etc as requested by FCC.
  - \*Attendance at occasional events such as trade shows or events where FCC are in attendance with a stand etc. This is negotiable based on distance etc but at least one event must be adhered to within the year and your ticket will be paid for. Events may include HOYS, YHL, Olympia, Badminton, Blenheim etc.
  - \*Professional conduct at all times in all online and offline presence.
  - \*Referrals to others you feel would also benefit from coaching.
  - \*You are responsible for booking your sessions (expected to be one a month with your Mentor and one every other month with Jenni - for the 12 month contract).
  - \*The programme runs for 12 months starting 1st January 2020 and you agree to the whole year when you sign up.
- Should any of these expectations not be fulfilled then the Ambassador role can be terminated by FCC at any time.



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Investment in YOU -

We invest a huge amount of time into supporting our Ambassadors and helping them to get the most out of the programme, so in return we like to know you are serious about investing in us too. This money goes into the behind the scenes of the programme but also into helping us to create great value training and systems to help even more riders to get the most out of their riding - via things like free one day workshops, online courses and other opportunities that need investment by us. Its all about being a part of the bigger picture. So by becoming an Ambassador you too are helping others to achieve their goals, whilst you get to do the same!

A 12 month coaching package without any of the extra bonuses that you get as an Ambassador would normally be £4997. Of course you get it for a tiny % of this....

What is YOUR investment?

Ambassadors get this Exclusive Package for just £137 per month or £1597 if paid in full  
(SAVING £3,400!!!)

To apply simply email [jenni@flyingchangescoaching.co.uk](mailto:jenni@flyingchangescoaching.co.uk) and answer these questions...

1. Where are you now in your journey?
2. Where do you want to be and what do you want to be doing by Jan 2021?
3. What are your challenges/ frustrations/ things that currently hold you back?
4. What are your professional goals/ business aspirations and/ or competition goals long term?  
What is your location?
5. How will you best promote FCC? Please add links to any social media pages/ accounts or websites/ blogs etc.
6. Who are your support team?
7. What makes you unique?
8. For this ambassador scheme to be the very best for you it would be like what?
9. Anything else we should know about you that sets you apart as the perfect candidate?