



## **Certified Posture Exercise Professional (CPEP) Program for Health, Wellness & Fitness Professionals**

Patients and clients experience improved results and greater engagement with StrongPosture™ exercise programs. Becoming a CPEP is the common-sense next step for those looking to set the standard in strengthening posture for pain relief, rehab, wellness, sports performance and anti-aging.



## Step up Your 21st Century Posture Practice, become a Certified Posture Exercise Professional (CPEP)

Want to help more people move well? Join the national network of **Certified Posture Exercise Professionals (C.P.E.P.)**. This training program for certification in StrongPosture™ exercise protocols is setting the standard for rehab, wellness, performance and active aging.

Research strongly demonstrates the value of improving posture. The trend to watch for is Boomers and seniors as well as teenage athletes and slumping, computer-bound professionals, will increasingly value the idea of moving well to be well.

Quite simply, this “step it up” program is for those who want to position themselves as the local posture professional. Take your patient/client practice to the next level with CPEP certification and perfect a bio-mechanical model that acknowledges and promotes focused motion exercise as integral to strengthening posture while improving balance, function and activity.



### Who is Eligible to Enroll?

Doctors (DC, MD, DO, DPM, etc), therapists (MT, PT, OT), trainers and coaches, chiropractic therapy assistants, nurses, yoga and Pilates instructors, as well as other professionals who focus on balance, alignment and/or motion.



### CPEP Certification Requires:

- **Enrollment** in CPEP 3-2-1 \*
- **Complete** Clinical Posture Practice Online (or equivalent live courses)
- **Complete** a live, 12 hour Clinical Posture Practice Seminar (see [www.BodyZone.com](http://www.BodyZone.com) for schedule)
- **Read** Stand Taller ~ Live Longer (ISBN 0979713609)
- **Complete** online exam and hands-on proficiency assessment to demonstrate teaching and adapting the StrongPosture™ protocols to individuals of various levels of fitness and ability.



### \*CPEP 3-2-1 INCLUDES:

- **Posture Practice Kit**, includes
  - StrongPosture™ Professional Training Manual
  - Instructional Balance & Alignment Protocol DVD
  - 23 exercise handouts for patients/clients. Customize to include your contact info. (CD)
- **Materials** to review for testing, online exam, plus proficiency assessment coaching.

### \*\*Session 2: Patient/Client Education:

- Posture education tools
- Patient/client recalls
- Program design
- Individual and group training
- Finances

- **Teleconferences**, a series of three one-hour sessions.\*\*

### \*\* Session 1: Posture Exercise Implementation:

- Staff training
- News release
- In-office changes
- Teaching patients/clients
- Tracking progress

### \*\*Session 3: Building a Posture Practice:

- Marketing
- Patient lectures
- Clinical posture assessment
- Posture screenings
- Community education classes and talks



### Additional Benefits of Certification:

- BodyZone will send news releases to media, including newspaper, radio, and television, in your area. Modify this professionally crafted release for marketing to local businesses.
- Preferred CPEP listing on the BodyZone.com Posture Professional Locator. Visitors find local posture professionals by ZIP code search. CPEPs have priority listing, followed by CPEP eligibles.
- Linked practice page included with your listing. Customize your page with techniques/services and specific information about your practice for search engine indexing. Listing includes a map link, email link, and a link to your website.
- CPEP logo for your use on your business card, advertisements and website.
- Help boost your search engine ranking by linking to your BodyZone.com webpage .
- CPEP certificate suitable for framing and display.
- Listing on [www.StandTallerLiveLonger.com](http://www.StandTallerLiveLonger.com). Applauded for teaching people the importance of posture while bridging the gap between professionals and the general public, the book recommends working with a certified posture exercise professional (CPEP). Readers will find you easily in our online directories.



**Register for CPEP certification:**  
Email: [CPEP@BodyZone.com](mailto:CPEP@BodyZone.com)  
Call: 1-866-443-8966 or 770-922-0700  
Visit: [www.BodyZone.com](http://www.BodyZone.com)

