



The best of **Gy**(mnastics) + (Yo)**ga** + (Pi)**lates**

# AFFILIATE MARKETING GUIDE

**Help Your Friends &  
Followers Build Strength,  
Enhance Mobility,  
And Achieve Balance  
With The Unique Gygalates  
Fitness Program...**

**And Earn Generous  
Commissions  
At The Same Time!**

*"Our body is built to move. It seeks balance and  
loves to feel strong and centered."*

*~ Carlota ~*

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## What Is Gygalates?

It's a unique training program that combines the best of gymnastics, yoga and pilates. It has been designed to help build strength, enhance mobility and achieve balance.

## Who Is It For?

Anyone from unfit beginners to crossfit enthusiasts. Everyone, regardless of their fitness level, can benefit from building greater strength, enhancing their day-to-day mobility and achieving more balance.

## Special Features

- \* Low-impact but high on intense muscle engagement
- \* Lifetime access to all videos in any chosen Program
- \* Free Livestream Sessions
- \* Facebook Community
- \* FREE Bonus Videos for all Programs purchased:
  - + Shoulder Mobility Practice (22 minutes)
  - + Wrist Mobility Practice (9 minutes)
  - + Journey To A Free Handstand (18 Videos, 2-3 minutes each)

## Benefits

- \* You will feel more energized
- \* You will feel stronger
- \* You will have better posture
- \* You will feel more centred and balanced
- \* You will feel better protected against falls and injuries
- \* You will have a greater range of movement to accomplish daily tasks with improved ease



*"I've taken the best from each discipline...  
the mobility aspects from gymnastics,  
the strength and stability of core engagement  
from pilates and the best of yoga moves  
to create a fluid practice that anyone  
at any level of fitness can engage with."*

*~ Carlota ~*

## The Founder

Carlota Viguer, the founder of Gygates, started practising rhythmic gymnastics at the age of 5. At 19 she retired from competition and started coaching. Between 2009 and 2018 she coached several English and British champions as well as members of the English and British National squad teams. Today, she continues to mentor elite gymnasts around the world.



Her love for teaching has enabled her to get the best out of any one – not by imposing harsh disciplines and rules, but by discovering the inner triggers that produce self-motivation for each student. Carlota is also a fully trained yoga and pilates teacher.



## The Inspiration

Over the years, Carlota has discovered that doing just one kind of training in isolation is never enough! So she's taken the best from each discipline... the mobility training from gymnastics, the core engagement from pilates and the balance and control of yoga to create a truly unique program. She has found that this kind of training makes the practice of each separate discipline like yoga or pilates even better!

*"For me, Gygates is the perfect expression of what I can best offer to the world, to all my students – young and old."*

*~ Carlota ~*



## Gygalates 3 Days / Week \$77

### LIFETIME ACCESS

- \* Full Body Mobility Training - 5 Videos (30-40 Minutes each)
- \* Pilates - 5 Videos (19-34 Minutes each)
- \* Yoga Flows - 5 Videos (24-32 Minutes each)
- \* Yoga Pose Improvement - 29 Videos (2-3 Minutes each)
- \* Shoulder Mobility Practice (22 Minutes)
- \* Wrist Mobility Practice (9 Minutes)
- \* Journey To A Free Handstand - 18 Videos (2-3 Minutes each)

## Gygalates 4 Days / Week \$87

### LIFETIME ACCESS

- \* Lower Body Mobility Training - 5 Videos (34-44 Minutes each)
- \* Upper Body Mobility Training - 5 Videos (26-38 Minutes each)
- \* Pilates - 5 Videos (19-34 Minutes each)
- \* Yoga Flows - 5 Videos (24-32 Minutes each)
- \* Yoga Pose Improvement - 29 Videos (2-3 Minutes each)
- \* Shoulder Mobility Practice (22 Minutes)
- \* Wrist Mobility Practice (9 Minutes)
- \* Journey To A Free Handstand - 18 Videos (2-3 Minutes each)

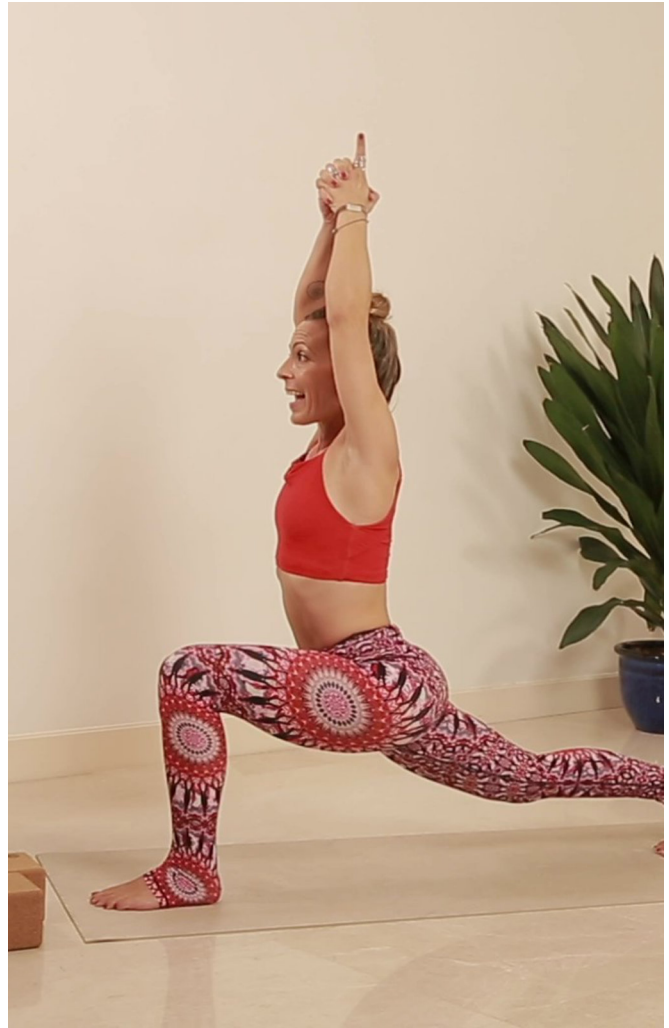




## Gygalates 6 Days / Week \$97

### LIFETIME ACCESS

- \* Lower Body Mobility Training - 5 Videos (34-44 Minutes each)
- \* Upper Body Mobility Training - 5 Videos (26-38 Minutes each)
- \* Pilates - 5 Videos (19-34 Minutes each)
- \* Full Body Mobility Training - 5 Videos (30-40 Minutes each)
- \* Pilates - 5 Videos (22-31 Minutes each)
- \* Yoga Flows - 5 Videos (24-32 Minutes each)
- \* Yoga Pose Improvement - 29 Videos (2-3 Minutes each)
- \* Shoulder Mobility Practice (22 Minutes)
- \* Wrist Mobility Practice (9 Minutes)
- \* Journey To A Free Handstand - 18 Videos (2-3 Minutes each)



## Mobility

## \$77

### LIFETIME ACCESS

- \* Lower Body Mobility Training - 5 Videos (34-44 Minutes each)
- \* Upper Body Mobility Training - 5 Videos (26-38 Minutes each)
- \* Full Body Mobility Training - 5 Videos (30-40 Minutes each)
- \* Shoulder Mobility Practice (22 Minutes)
- \* Wrist Mobility Practice (9 Minutes)
- \* Journey To A Free Handstand - 18 Videos (2-3 Minutes each)





## Pilates

### \$57

#### LIFETIME ACCESS

- \* Pilates - 10 Videos (19-34 Minutes each)
- \* Shoulder Mobility Practice (22 Minutes)
- \* Wrist Mobility Practice (9 Minutes)
- \* Journey To A Free Handstand - 18 Videos (2-3 Minutes each)

## Yoga

### \$57

#### LIFETIME ACCESS

- \* Yoga Flows - 5 Videos (24-32 Minutes each)
- \* Yoga Pose Improvement - 29 Videos (2-3 Minutes each)
- \* Shoulder Mobility Practice (22 Minutes)
- \* Wrist Mobility Practice (9 Minutes)
- \* Journey To A Free Handstand - 18 Videos (2-3 Minutes each)



*"My signature Gygalates Programs are all about alignment, muscle engagement and controlled breathing for optimal results."*

~ Carlota ~



## **This Program Fits Perfectly With My Crazy Schedule**

– Jocelyn Marine –

**Busy Professional**

"I'm so happy to have joined the Gygalates Program. Not only for the fitness benefits I have gained, it also helps me to become more conscious about my posture and breathing through the day... One of the things I most like about this Program is that it fits perfectly with my crazy busy schedule... I love that I can do it anywhere and anytime I choose. So I definitely recommend you to join this Program cos it's gonna be really an amazing experience!"



## **The Instructions Carlota Gives Are Very Precise And On Point**

– Stefano Sirianni –

**Medical Doctor &  
Former Ballet Dancer**

"The instructions that Carlota gives are very precise and on point. As a former dancer I feel much more mobile and strong. ... almost like when I used to train myself. I love these sessions... not too long and I can always go back to them as many times as I want... I highly recommend them."



## **The Increased Flexibility Has Really Benefitted Our Training**

– Alistair Sim –

**Personal Trainer & Gym Addict**

"It has been a huge benefit to both myself and to a number of my clients. The increased flexibility and suppleness that Gygalates has given both me and them has really benefitted our training. If you're looking to put on muscle, to improve strength, then I fully recommend get involved in doing Gygalates on top of your resistance training."



## **It Was The First Time I Really Understood How My Body Worked**

– Leyla Yilmaz –

**Rhythmic Gymnast – Team GBR**

"I really love Gygalates and I love working with Carlota. I had never tried anything like this before but when I did it was the first time I really understood how my body worked... and this helped me with my training because when I was injured it would prevent my injury from getting worse because I would understand which muscles I need to strengthen and which muscles I need to work on. And it's also helped me in my daily life... you know just thinking about the way I stand, the way I walk... so yeah it's really had a positive impact on me. I really love it and I would recommend it cos it's so good"



## **I'm an unfit beginner. Can I follow your training without injury?**



Absolutely. My instructions in each video cover modifications suited for beginners, as well as adjustments for those seeking a greater challenge. Each program allows you to work out in a way that suits your fitness journey. But everyone, no matter what the level of fitness, will discover greater mobility, more flexibility, muscle engagement, and overall balance and strength. For the WHOLE body – not just isolated parts which could become overdeveloped by certain types of training and can be damaging in the long run.

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## **Why have you combined gymnastics + yoga + pilates in your Gygates Programs?**



I started practising rhythmic gymnastics at the age of 5. At 19, I retired from competition and started coaching. I then also became a fully trained yoga and pilates teacher. The really interesting thing I've discovered is that practicing just one thing in isolation is never enough! So that's how my signature Gygates Program came to be... a unique training method that delivers the best of all 3 disciplines to help build a strong and stable body, enhance mobility and achieve better balance. Also, I have found that this kind of training makes the practice of each separate discipline like yoga or pilates even better!

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## **What happens after I've gone through all the videos in my Program?**



The way my training videos are structured, you can cycle through the entire Program over and over again... Each time you'll discover a new experience for your body, a new and heightened level of muscle engagement. If you had purchased a separate yoga, pilates or gymnastics-only program, I encourage you to try the full Gygates Program that combines all 3 disciplines for optimum results. Your body will appreciate each separate discipline even more after that.



**If I can't do a particular movement, should I push myself or skip that move?**



Your body has wisdom, let it guide you. Sometimes a move may look more difficult than it actually is. So try it first and you may find you can do it quite easily. But never push beyond your current ability. As you journey on through the Program you will discover a growing ability to achieve what you may now think looks impossible.



**There are so many free training videos available on YouTube... why should I pay for a Gygalates Program?**



One word – Accountability. To yourself. Free training is great, and we offer you a Free Trial as well to judge if Gygalates is right for you... and if I am right for you as a trainer! But committing to a program, tracking your progress, having access to additional livestream training, networking and being part of our Facebook community... that takes you to a whole different level of engagement with your fitness goals.



**Can I adjust my practice schedule, or do I need to strictly follow your suggested Day Plan?**



You can practice whenever, wherever... at home, on the go, from any device. I've structured the days each week for optimal results but YOU get to choose when and how often you practice, in a way that suits you best. Since you have lifetime access to your videos, you can cycle through them again and again. Each time, you'll experience a new and improved level of muscle engagement!

*" I love these sessions... not too long and I can always go back to them as many times as I want. "*

*~ Stefano Sirianni, Doctor & Former Ballet Dancer ~*

# BUILDING A STRONG BRAND TOGETHER – WITH INTEGRITY

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As an Affiliate and Influencer, you have your own personal brand and reputation to protect when you communicate with your trusting followers and friends.

The same integrity should apply when you promote the Gygalates brand.

The best way to do that is to understand what the Gygalates Programs offer and who can benefit from it – then to communicate all those benefits in an authentic, believable way that reflects what the Gygalates brand stands for.

Affiliates who promote brand integrity and bring in customers through legitimate pay-for-performance methods are generously rewarded.

## Qualities Of A Strong Brand:

**Helping customers** understand the products offered and how they're different from others.

**Consistent messaging.** This helps build loyalty, familiarity and credibility with existing and potential customers. Most importantly, it creates a sense of trust.

**Authenticity.** Always communicating from a position of truth and honesty; avoiding unbelievable exaggerations.

**Being distinctive.** All strong brands have a clear and distinctive personality. Gygalates is like a personal friend with unique movement skills and a strong desire to share the benefits with everyone – young and old – to help them achieve their best body and develop functional fitness. A friend and guide who is both considerate and kind, yet vibrant with a sense of fun!



## **Speak From Personal Experience**

The most persuasive content comes from speaking or writing about your own experience about something you have tried and love. Your personal journey through the Gygalates Training Program will be the most powerful series of stories you can tell to connect with your community of followers, friends and fans.

## **Be Natural And Consistent**

Try to incorporate your Gygalates story into your regular other content. Showcasing your experience and building these mentions naturally and consistently into your everyday content is a very compelling strategy – simply because it rings true!

## **Focus On Your Followers' Needs**

Keep your viewer or reader at the center of everything you do. What do they want or need? How can Gygalates meet that need? What can they gain by purchasing through you? Taking the trouble to understand their issues and needs proves to them that you care. That goes a long way in building their trust in you and in the brand that you are promoting in such an authentic way.

## **Don't Sell Or Try To Persuade**

Affiliate marketing should not feel like affiliate marketing! Ideally, it should feel like a natural recommendation by a friend to another friend.

## **Keep Your Content Fresh And Varied**

Good content should never feel stiff or like you're following a fixed formula. Share your Gygalates experiences on all your various platforms in a way that fits each platform, and in a style that appeals to your audience characteristics, while reflecting your own unique personality.






## When Inspiration Strikes, Jot It Down Immediately!

## Do's

- \* Every time you share content about Gygalates on Social Media, you must tag #gygalates #gygalatesfamily and @carviguier. You may use additional fitness related hashtags as you see fit.
- \* To gain credit and earn commission on each sale you must share your affiliate link.
- \* Strictly abide by our [Terms & Conditions](#) and make sure you understand our [Privacy Policy](#).

## Don'ts

- \* Do not deviate from the branding guidelines contained in our [Visual Identity Guide For The Gygalates Brand](#).
- \* Do not abuse your free personal access to the entire video series in the Gygalates Program. If you share your personal access with another individual you will immediately and permanently be removed from the Gygalates Affiliate program.
- \* Do not mislead, exaggerate or make false claims about the Gygalates brand or programs.

-  Free access to the entire Gygalates Program. A generous benefit, valued at US \$197, available free for your personal use. It is intended to provide you with first-hand experience with all the Gygalates training videos to help you create better, more authentic content to promote the brand.
-  Generous lifetime commissions on all sales produced through your promotional efforts.
-  Exclusive 10% discount to offer your personal networks.
-  Scheduled Q&A sessions with the Gygalates founder, Carlota, through live streaming.
-  Personal dashboard where you can track the following:
  - All sales generated through your unique affiliate link.
  - Commissions earned every month.
  - Monthly payouts received.

## Gygalates Branding Materials

Logo • Brand Icon • Tagline

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## Branding Guidelines

A Visual Identity Guide For The Gygalates Brand

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## Social Media Banners

Facebook • Instagram • Youtube • Google Business Page • Linked In

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## Brand Video & Images

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## Testimonial Videos

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## Complete Set Of Gygalates Training Videos

You will have free lifetime access to these videos but you may not download them or share your access with anyone else.

- \* Lower Body Mobility – 5 Videos
- \* Upper Body Mobility – 5 Videos
- \* Full Body Mobility – 5 Videos
- \* Pilates – 10 Videos
- \* Yoga Flows – 5 Videos
- \* Yoga Pose Improvement Videos – 29 Videos
- \* Shoulder Mobility Practice – 1 Video
- \* Wrist Mobility Practice – 1 Video
- \* Journey To A Free Handstand – 18 Videos



*"Let's start  
this journey  
together..."*

*~ Carlota ~*





The best of  
**G**ymnastics +  
**Y**oga + **Pilates**

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