



CENTER *for*
Health *and* **Fitness**
CONTINUING EDUCATION

www.center4healthandfitness.com

Contributing Author's Guide 2011

Thank you for your interest in becoming a contributing author for the Center for Health and Fitness Continuing Education. Please read the following guidelines and submission procedures.

Important: Email all submission materials to
info@center4healthandfitness.com

If you have any other questions or concerns, please feel free to email us or call us toll-free at 1-877-377-8222.



About Us

The Center for Health and Fitness Continuing Education is a place where health and fitness professionals can go to receive quality, up-to-date continuing education. Our current customer base consists of over 83,000 professionals who are certified through the following organizations:

- ACSM (American College of Sports Medicine)
- NSCA (National Strength and Conditioning Association)
- NASM (National Academy of Sports Medicine)

These organizations certify personal trainers, strength and conditioning coaches, health fitness specialists, clinical exercise specialists, registered clinical exercise physiologists, certified cancer exercise trainers, certified inclusive fitness trainers (work with individuals with disabilities), and public health specialists (promote physical activity to the public). By becoming a contributing author, you will gain exposure to these health and fitness professionals and will increase your credibility as an expert in your area of expertise.

We are looking for a wide variety of courses that will fit the following categories:

(If you do not see your topic of interest or are unsure if your topic would fit, please contact us to see if your course topic would work with our program. We welcome new ideas!)

- **Medical Conditions & Exercise** (Diabetes, arthritis, osteoporosis, cancer, scoliosis, fibromyalgia, cardiovascular disease, etc.)
- **Business Development** (Motivation, marketing, program design, running a successful health/fitness business, etc.)
- **Strength & Conditioning** (Strength training, fitness classes, boot camp, sports performance, running, stretching, etc.)
- **Exercise Science** (Anatomy, physiology, biomechanics, sociology of physical activity, exercise psychology, motor control, exercise prescription, etc.)
- **Injury Prevention** (Overall, lower back, knee, rotator cuff, etc.)
- **Nutrition & Weight Management** (Body image, supplements, sports nutrition, etc.)
- **Specific Populations** (Older adults, youth, prenatal or postpartum exercise, etc.)
- **Mind, Body, & Spirit** (Pilates, yoga, managing stress, etc.)

Acceptable course formats:

- Short articles (minimum: 1500 words)
- DVD or downloadable video such as a live or recorded webinar (minimum: 45 minutes)
- Longer courses: These courses can consist of any combination of educational materials (text, DVD, webinar, workbook, handouts, etc.) that will engage the student for a minimum of 1 hour.

Unacceptable course formats:

- Any materials that promote specific products (e.g.. fitness equipment) or are self-promotional in nature.

Submission Guidelines

In order to become a contributing author for the Center for Health and Fitness Continuing Education, we will need a course proposal.

The course proposal should consist of the following information:

- **1. Contact Information:** Name, Mailing Address, Phone Number, & Email Address
- **2. Resume:** Show us your qualifications for becoming a contributing author
Note: We are looking for qualified authors with extensive experience in their field in order to maintain our high quality standards of learning.
- **3. Description or completed copy of your work:** If you have a completed or partially completed course, please include this with the course proposal (i.e. send us the article, DVD, webinar, etc.). If you have not yet begun, please include a description of what your course will be about along with samples of your style of writing.

Please note: You must be able to document your information through firsthand experience, interviews with experts and/or references to published sources.

- We take our role as a professional continuing education provider very seriously. All measures must be taken to ensure the course you submit is free from errors, including copyright infringement. Please make sure you have all of the necessary permissions if you are using material directly from another source. If you are rephrasing material from another source, please use correct citations including a reference page. **The majority of your references should come from current sources due to the nature of our continuing education program.**

Exam: You will **not** be required to write an exam over any material submitted. The exam will be written by the Center for Health and Fitness Continuing Education and is based on a number of criteria including the total amount of hours that continuing education will take place (including the time to complete the exam). If you would prefer to write your own exam or already have an exam associated with your material, please contact us.

We will contact you within 2 to 3 weeks regarding your status on whether or not your course has been approved.

Compensation & Benefits

Our current compensation package includes the following:

- **Revenue sharing program:** You will receive 40-50% of the listed price for each sale made on the course. List price is determined by the number of CE credits. Percent of revenue is determined by a number of factors and will be finalized once your proposal has been submitted.
If your course material is accepted, a more detailed contract will be signed by both parties regarding the revenue sharing program and other pertinent information.
- **Contributors page:** You will be given a spot on our contributors page where your biography, picture, and link to your website will be displayed for everyone to view.
- **Course Catalog page:** Your name will be listed within the course material description, increasing your exposure once again! Your name and biography will also be included with the course packet materials that are sent to the student.
- **EXPOSURE:** One of THE biggest benefits of contributing to the Center for Health and Fitness Continuing Education is the level of exposure for you and your work. ***Our current customer base consists of 83,000 health and fitness professionals and we expect to double that number by the end of 2011.***

Thank you for your interest in becoming a contributing author for the Center for Health and Fitness Continuing Education. We look forward to hearing from you!