

East Meets West

Combining the Best of Eastern and Western Health Practices



Eastern or alternative health stresses prevention, stress reduction from relaxation, spiritual growth, and vital forces exercises

Western medicine focuses on science, testing, medical prescriptions and is very analytical.

Both approaches have great benefits.

Why not combine these approaches together into a total spirit, mind, vital forces, and body philosophy ?

This is what the Personal Longevity Program and Longevity Training is all about !

All of Our Training is based on the 10 Principles:

The 10 Principles of Personal Longevity

- 1) Real Long Lived Persons Exist**
People really have lived a long time-so you can do it too
- 2) Define Your Purpose in Life**
Know your life purpose-To live life with meaning
- 3) Enable Your Life Urge**
Know without doubt that you will live a long and happy life
- 4) The Importance of a Spiritual Connection**
A spiritual connection is important for happiness & long term health
- 5) Having Love in your Heart**
Unconditional Love is real-It will make you happier and healthier
- 6) Activate your Vital Forces**
Improve the vitality of your energy body for health and to enjoy life more
- 7) The Science of Longevity**
Use new therapies and discoveries from Science & Medicine
- 8) Keep your Physical Body Healthy**
Eat a proper diet, use herbal supplements, and exercise
- 9) Use Your Intuition for Safety**
Learn to use your intuition to keep you safe
- 10) Implement the above principles in your life**
Implement these principles for long term health, greater happiness, and extended longevity

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Longevity Workshops

Hold your own Longevity Training Workshops and Events



The Benefits of Packaged Longevity Training Workshops

- Provides a unique and tested training program on optimizing long term health.
- It's Pre Packaged so you don't have to write new materials or handouts.
- Provide new training services to all of your clients
- Integrate your organization's resources and skills into one wellness program
- Customize longevity training sessions, Workshops, and Seminars quickly

About the Longevity Training Workshops and Seminars



What types of people will sign up for these events?

- Baby Boomers are aging and looking for ways to improve their health and longevity
- Spa & Resort Clients looking for more ways to improve their wellness and happiness
- Resort Business Clients wanting to add something really new and innovative to their Events
- Persons wanting to improve not only their exterior beauty but their inner youthful beauty & health too.

Development of this Longevity Training Program

The Longevity Coaching program was developed over several years by Martin Ettington and has been well validated in the last two years by clients. The Workshop package is based on many Longevity Seminars Martin has successfully given and contains many materials used in those events.

What you get with the Packaged Workshop:

- All the Longevity Coaching Training Content from 12 online Courses
- A full Weekend PowerPoint Presentation-Over 163 Slides
- Workbook & Handouts for Students
- Detailed Training Agendas
- Much more to help you plan and deliver your event successfully
- Training License includes One Day of onsite training with Staff (Travel is separate)

Javier Pereira, 169, died 1958



Calculations on Workshop ROI:

- Charge \$500 per person for 20 students in a two day weekend Longevity Workshop.
- This is \$10,000 in gross income with a profit after one workshop.
- Hold 5 Workshops per year for two years and make \$100,000

- Get your client price up to \$1,000 for the weekend and that's \$200,000 in Gross Income over two years

Shirali Mislumov, 168 Died 1973



Pricing:

- Partnering Options--Customize Joint Onsite Workshops and Seminars Together
- Licensing Options
Two Year Licensing available with many benefits

Training Developed By
Martin K. Ettington



Engineer, Writer of 27 Books/Ebooks,
and International Longevity Expert