

The background of the entire page is a grayscale photograph of a fitness studio. A person is kneeling on the floor, and another person is lying on their back, holding a dumbbell. The scene is dimly lit, with the main focus on the text overlay.

PFCA
COACHES
DIRECTORY
GUIDELINES

THEPFCA.COM

CONGRAT- ULATIONS

Well done. Your dedication, passion and perseverance has helped you achieve your new PFCA qualification – the hard work has truly paid off.

On behalf of everyone at The Professional Fitness Coaches Association, congratulations.

COACHES DIRECTORY

Now that you have a PFCA qualification you are entitled to be listed on The Professional Fitness Coaches Association coaches directory.

Coaches listed on the directory will have their very own dedicated profile and url on thepfca.com

For example:

thepfca.com/fitness-coach/laura-taylor

For individuals who wish to be added to the directory please follow the steps overleaf...



Profile Information

To get your profile up and running we need some essential information from you.

Please click the 'step up your profile' button in the email and submit the online form.

To help speed things up make sure you have the following information to hand...

Basic Contact Details

- › Contact email address
- › Telephone number
- › Website (if applicable)

Address

Preferably the address of the gym that you work from, or the gym you train in.

We never display your full address on the website.

- › Street address line 1
- › Street address line 2
- › City/Town
- › County
- › Post Code
- › Country

Social Links

- › Facebook
- › Twitter
- › Instagram
- › LinkedIn

Personal Bio (Max. 350 words)

For example...

- › Descriptive text about yourself
- › What do you have to offer?
- › Why should someone choose to train with you?

Qualifications

For example...

- › B.Sc. (Hons) Sports & Exercise Science
- › NASM Certified Nutrition Coach
- › PFCA Level 3 Personal Training
- › PFCA FFC Level 1

Profile Image

Please provide us with a suitable profile image to use. An image can be uploaded via the online form.

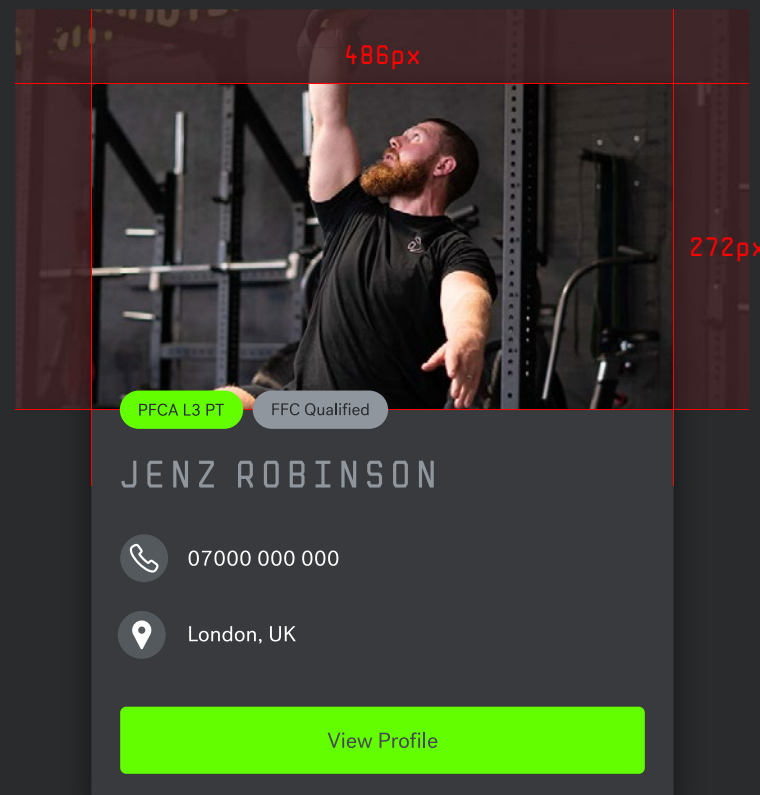
Your profile image will display at:
486x272 pixels, 16:9 ratio.

Your image must be:

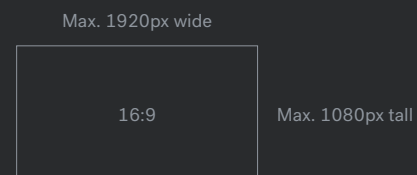
- > At least 486 pixels wide and 272 pixels tall
- > No bigger than 1920 pixels wide and 1080 pixels tall
- > Contained within a 16:9 ratio
- > JPG or PNG format

If you have access to image editing applications such as Adobe Photoshop it is advised that you crop and size your image accordingly before uploading.

[photopea.com](https://www.photopea.com) is a free online alternative to Photoshop.



For the best results frame/crop your image to a 16:9 ratio. Images that do not follow these guidelines risk having portions of the profile image cropped out of view.



Profile Image

Please do...



✔ Use a recent photo of yourself



✔ In a gym environment

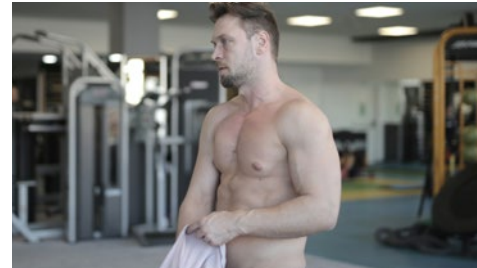


✔ Wear appropriate attire

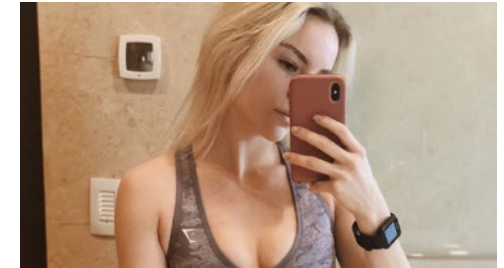


✔ Pleasant facial expression

Please don't...



✘ No topless photos



✘ No selfies

Social Assets

To help you show off your qualification we can provide you with an official set of PFCA brand assets for your social creations.

Hit the button below to download your official assets.

