A woman with long dark hair, wearing a black and white striped crop top, black shorts, and black sneakers with white stripes, is posing for a fitness advertisement. She is holding two black dumbbells, one in her right hand raised to shoulder height and one in her left hand held at waist level. She is smiling and looking towards the camera. The background is a plain, light-colored wall.

Discover
your
strengths

Inside the
Goddess
University
Session

Welcome!

I'm thrilled you're interested in Goddess University, our 12 week transformation session for brilliant women like you!

Our mission is to help you realize your full potential and make the changes in your life that will translate to a more Fit, Sexy & Confident YOU.

The world needs women like you. It needs that spark that you've got but maybe you haven't been nurturing.

Whether you're a newbie to all things fitness, or taking your existing fitness to new heights, we're here to help turn your goals into a reality.

After successfully empowering thousands of women to take action and make changes, my deepest hope is that we'll be able to help do the same for you.

With love & appreciation,
Diane



My story...

Who am I and why should you listen to me?

Hi there! My name is Diane Flores and I'm a mom, wife, sister, daughter, friend and, most importantly... a WOMAN just like you! I am also a Certified Health Coach through the Institute Of Integrative Nutrition, Certified Pole & Fitness Trainer, previous NPC figure athlete and current NPC Bikini Competitor with over a decade of experience in the health and wellness field. The demands on my life are no less or more important than yours. Which means, if I can live a Fit, Sexy and Confident lifestyle, you can too.

A little more about where I came from and why I'm no different than you are...



This is me. At my heaviest; 202 pounds. Eating cookie dough, Doritos & soda was a normal meal. Also, hiding behind sweat pants & baggy t-shirts.



I was tired, suffered severe stomach issues, anxiety, depression, very low self esteem and had no energy for life. I was a single mom, chasing kids, working 2 jobs and felt miserable in my body. I couldn't imagine wearing a swimsuit, shorts or anything tight and revealing.



After the birth of my 2 oldest children I started exercising & managed to lose some weight, but still felt miserable. I didn't eat as healthy as I knew I should. I had my 3rd child in 2006 & then really immersed myself in everything & anything fitness, nutrition & self-improvement. That's when things started to change!



In January 2010 I braved the camera in my bikini and started a journey that would change my life. It had forever been a dream of mine to walk on stage at a bodybuilding show as a figure athlete. A few contests and trophies later I have discovered what keeps me motivated, as well as my clients. Over the years my goals have changed and I've continued to strive to stay fit, sexy and confident!

What is your “WHY”? Why exercise, eat healthy and nurture your feminine side? Here’s my motivation...

Why do I strive to move my body almost daily? Why do I choose to pass on alcoholic beverages, greasy foods, sugary junk and eat more vegetables than most of the American population? Why do I push past my fears of things that are “scary”, “intimidating”, “hard” and “physically challenging”?

Aside from the chaos of raising a family, taking care of household chores, fitting in work and being a constant and life-long student, I expect to move my body daily, eat nutritious food and nurture my soul so that I can live a longer, more exciting, robust and HEALTHY life. Sometimes it’s hard. I’m tired. I’m stressed, drained and overwhelmed with a to-do list that’s 8 miles long. But I LOVE it. I love having control over my body. I love knowing that I can wake up and tackle any challenges that come my way. After spending almost a decade wondering what was wrong with me (depression, anxiety, skin and severe digestive problems) I needed to feel some control over my body. I wanted to finally be excited in my skin. That is priceless.

Initially, for me being in shape was all about the aesthetics. I exercised because I wanted to look like the fit models on the covers of the magazines. I wanted to rock a 2-piece bikini with confidence and not be covered up on the beach. I worked hard and ultimately became frustrated with my lack of results. I got to a point that I felt like giving up. I was still not reaching my goals and was very unhappy with how my clothes were fitting and basically, how I looked naked! I was tired, depressed, anxious and felt like I was on a hamster wheel going nowhere fast.

Physically I was still tired all of the time and my body didn’t feel healthy inside. My stomach issues persisted. My body wasn’t happy. I was stuck in the “old school” mentality of just counting calories. I still have some of my old food journals from 2009 and it’s so obvious now why I wasn’t seeing results. Even though I thought restrictive dieting was the answer, my body was still not looking or performing at its best. Not to mention, **I was never consistent.** I’d deprive myself on a lower calorie diet to then only binge or give up completely because counting calories was way to challenging. My idea of eating healthy was extreme calorie restriction, low fat packaged foods, fat-free everything and I’d go days on end without eating a real fruit or vegetable. Not to mention I indulged in 1- 2 glasses of wine nightly.

My curious nature sent me on yet another path to self-discovery. I had a lifelong dream to step on a stage for a figure competition. In December of 2011 this is when my dream became reality. I hired a coach and, with much resistance, took a good hard look at how I was fueling and exercising my body. The only thing I truly had control over (my body) was being neglected. I started eating nutritious whole foods, removed the alcohol from my diet, ditched the excessive sugary junk and packaged foods. It was like a HUGE light bulb went off in my head AND my body. **WOW, I FEEL amazing.** Read that last sentence again. I felt amazing! I took to the stage 3 times in 2012, again in 2013 and 2014. I feel better than I had ever felt in my entire life. That, in itself, was payoff enough for me. I was hungry (pun intended) for more knowledge and was on a hell-bent mission to help others achieve their goals.

I started my education through the Institute for Integrative Nutrition a short month after I started my first contest preparation. I couldn’t believe how much food impacted not only how I felt on the inside but my energy, vitality and moods. **I wanted to share this with everyone and anyone I knew.** I was determined to get all of the women in my studio, and my life, Fit, Sexy and Confident.

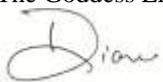
I now feel complete and love living the Goddess Lifestyle.

I’ve come up with a term. **Living the Goddess Lifestyle.** That definition, by my standards is: Eat good nutritious food, love yourself by nurturing your feminine side, and pushing your body to be better than the day before in each work out. Enjoy indulgences as treats in moderation. Be grateful that you have a body that you can take care of. Know that it’s about the journey and enjoy the process entirely. It’s invigorating, rewarding and gives me a zest for life like no other.

Pushing myself physically, creatively and mentally has changed my life in so many areas. I spend my time making better choices...cooking healthy foods for my family and myself rather than parking my butt on the couch and watching reality T.V. I also try out new fitness classes when I visit different cities. I’m getting out of my comfort zone to try new things that I never would have imagined. I strive to never give up on myself and I know when I’m making excuses vs. when I really need a break. Making time to create a Goddess Lifestyle has added structure and more sense of balance to my life.

Positivity and optimism breed positive outcomes. Negativity and pessimism will be poison to your life and your body. This program, and any program for that matter, is what you make of it. If you put in a half-assed attempt, expect those results. If you really want to see significant changes then give this program your hardest effort. Know that making lifestyle changes, losing weight, gaining muscle, ditching alcohol, eating healthfully all while learning new exercises and taking risks is going to take hard work, diligence, persistence, consistency and PATIENCE! There is no magic pill, gadget, gizmo, crash diet or special exercise that will get you long lasting results.

This program will give you the tools you need to reach your best body every. No one is perfect, and when you can accept that this is a journey you will enjoy the process so much more. So, enough about me, it’s time to create **your** story! Let’s get you started Living The Goddess Lifestyle in my proven, step-by-step formula, so that you will look and feel Fit, Sexy and CONFIDENT in your skin!!





APRIL 28TH – JULY 20TH

12 weeks for you to transform
your body & your life!

If you want it bad enough you'll find a way... if you don't you'll find an excuse.

GODDESS UNIVERSITY =
12 weeks to a Fit, Sexy & Confident lifestyle
Nutritional guidance + accountability + fitness bootcamp & pole dance

We are very excited about our body transforming program & the results that our students are going to achieve; we would love for you to join us.

In our past 12 week contests we have seen amazing transformations, not just in our clients' physical appearance but also mentally and emotionally.

This is a life changing program and a great way to focus on being your best self ever!

Are you frustrated with your lack of results?

Are you tired of feeling out of shape and overwhelmed about where to even start?

Does this sound like you?

- The thought of going into a dressing room to try on clothing makes you cringe because you are so uncomfortable with how your body looks.
- Summer means bathing suits, shorts and tank tops which stresses you out. You often make excuses to get out of going to events where you know you will have to be in a swimsuit.
- Getting on the scale at the doctors office makes you feel embarrassed. When you leave there you let it damper your day a little and you just focus on that number.
- When being intimate with your partner the lights have to be off. You are so uncomfortable with the way you look and you don't want to be seen naked.
- You have a gym membership but you only go in and do cardio. The thought of trying to figure out what machines do what terrify you. You'll take some of the exercise classes but you aren't noticing any results and aren't consistent.
- You "diet" during the week and then binge on the weekends. You've followed this rollercoaster for years and feel lost when it comes to eating healthy without feeling deprived.

If any of the above sounds like you, it's now's the time to get real! Our program was designed for REAL women. Women just like you with real fears and doubts but hell bent on achieving the body they deserve!

Welcome to Goddess University.

The 12 week transformation program that will not only change your body, but your entire life.



Just a couple of our client testimonials...

“Diane, in the years since I put on this weight I’ve tried everything under the sun. Pills, laser, lipo, trainers, dvd sets, all the latest equipment and even interviewed for the biggest loser, but nothing kept me motivated to keep going or have offered me the support or camaraderie that Venus has. You have a great place there and I tell everyone about you and Venus each chance I get. Thank you :)”

– Kathleen V., 40, off blood pressure medication and lost 18 pounds

Andreina Rodriguez- 33 pounds GONE through healthy eating and exercise with our 12-week program.

*Update-Andreina has lost even MORE weight...total of 45 pounds since the time of this photo.



Laurie Blizzard, 46 year old HOT Mamma! Has lost over 30 pounds in our program!

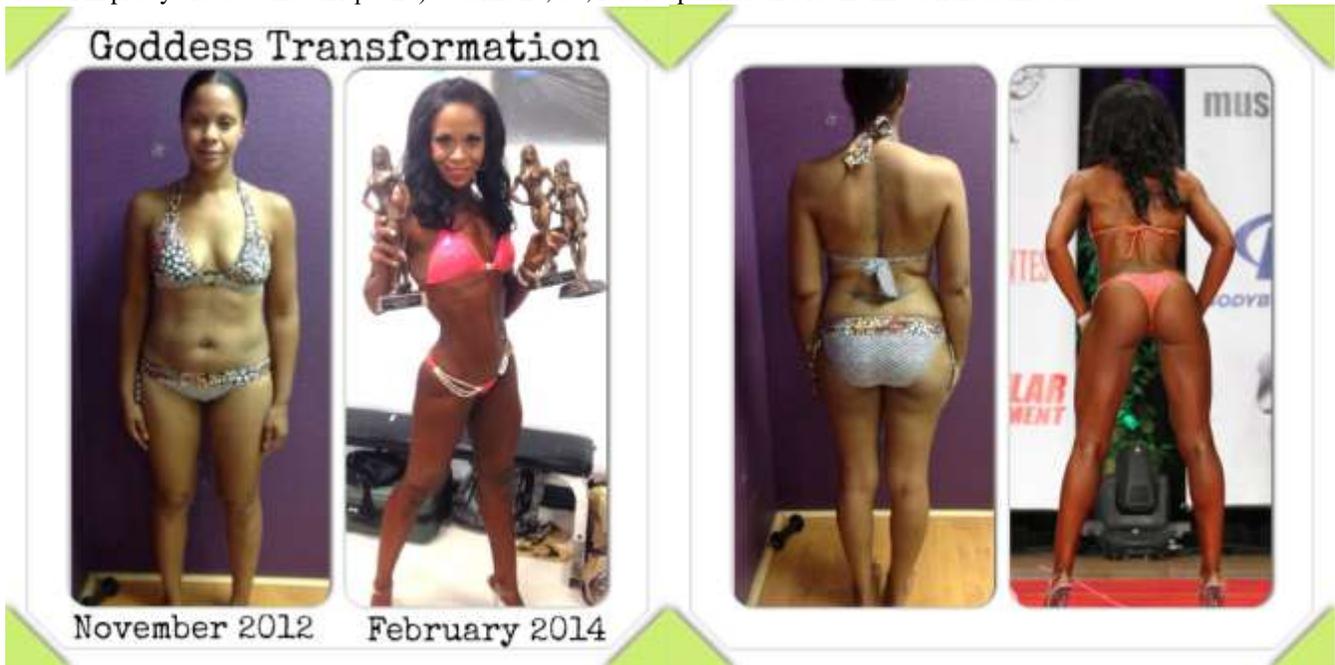




Cheri Davis...WOW!!! An amazing accomplishment! Over 45 pounds of weight loss!



Gina DeRoos... over 20 pounds GONE! Looks like a fitness model! ☺ "I finally did this and I am so glad I did. I didn't really realize just how much my body has changed. The picture on the left is from my first day at Venus. What a journey this has been! Physically and emotionally. I am a new woman, a better woman, all because of you. You and VPF mean so much to me! I'm not sure, but I think I'm pretty close to that six-pack :)" -Gina D., 35, lost 20 pounds and looks like a fitness model.





And this remarkable transformation below is Kim!
She lost 5 pounds, but look at the amazing transformation her body made in 12 weeks!



Alison Gomes, 43-year-old wife & mom! Sporting the body of a SUPER FIT 20 year old! Lost 10+ pounds





What is included when you sign up for the Goddess University (GU) in-studio program?

- **Plan for success:** A 2-hour kick-off session to teach you the nutrition know-how, goal setting, how to set up your classes, motivation and info you need to succeed!
- **Accountability:** Exclusive, monthly 2 hour meet-ups for a bonus workout, your start/during/finish photos, measurements and weigh-ins to track your progress as well as monthly push-up testing and weekly weigh-ins at the studio
- **Team Support:** Access to our **private**, members-only Venus Goddess University Facebook page. This page offers support & motivation from Diane, Venus Coaches, fellow members, nutrition, fitness tips, recipe ideas and more. This is a great space that can help hold you accountable to your goals ask any questions you may have and keep you motivated.
- **More accountability:** Virtual food journaling (by the use of your smartphone) uploaded to the Facebook page OR good ol' fashioned hand written food journal. This helps us, help you, make smart food choices and offer feedback.
- **Stay focused:** Weekly check-in sheets to keep you focused and incentivize you to follow through on your commitment
- **Kick butt classes:** 12 weeks of UNLIMITED fat burning, body sculpting boot camp training sessions from April 28th – July 20th, 2014. See www.venuspolefitness.com for a sample of our current schedule of classes.
- **Fit, Sexy, Confident:** 42 Credit Punch Card for Pole Dance Classes to use during your 12 week session
- **Continued education and support:** Group Health Coaching, easy to follow realistic meal plans & nutritional guidance during our private monthly meet ups.
- **NEW accompanying grocery list that correlates with your specific meal plan.** No guesswork. Brands of products listed so you know EXACTLY what to buy for your fat loss plan.
- **NEWLY Revised Goddess University Handbook** that includes... supplement guide, meal prep tips, delicious recipes, at home work-outs if you miss a class or are traveling (no gym needed) and SO much more!
- **NEW “How to Have a Treat Meal”**- Easy, step-by-step method (and bodybuilding secret) to enjoying your favorite meals while actually accelerating your results!
- **NEW Bonus bootcamp workouts** scheduled ONLY for GU participants (dates TBA)

We will meet up on **Sunday, April 27th at 1:00-3pm** for the kick off and Freshman orientation. If you can't make that time we will arrange a time to get you all set up!

1, 2 or 4 payment plan:

- 1 Paid in full \$650 (saves \$49) **PLUS BONUS FREE Venus Shaker Cup
- 2 payments of \$299.50 (April 28th & May 19th) + \$100 initial deposit due to hold your spot
- 4 payments of \$149.75 (April 28th, May 12th, 26th, June 9th) +\$100 initial deposit due to hold your spot

This entire program is valued at over \$2000. We will only be taking 30 studio clients for this session. **SERIOUS ladies only** please!! This session will likely sell out due to high demand, past results and high accountability.

*If you chose to do a payment plan we will need a credit/debit card on file to auto-run the payments on the above dates (we can adjust payment dates as long as the date falls within that week).

To reserve your spot with a [deposit online, click here](#) or call (209)529.7653, a **\$100 non-refundable deposit is due to secure your spot on the list.**

**Get ready to LOVE living the fit life! [Register by clicking here now.](#)
Live out of town? Want the online/virtual program? Read more below**



[Live out of town or want to participate from home? Participate in the 12 week VIRTUAL/ONLINE session from April 28th-July 20th, 2014](#)

Do you want access to all of the Goddess University transformation tools to educate you and take you through your transformation? **We give you the tools and you implement them to get the same amazing results that we deliver in the studio.**

We will guide you to stay focused, motivated and getting those results you deserve. The community support of our private Facebook group will keep you going so that you never feel alone.

This program, videos, accountability and guidebook will keep you focused and excited to create the body of your dreams. You will learn how to make small, but conscious adjustments that will propel you into transformation SUCCESS!

What you will get when you sign up for the online program:

- A 30 minute private coaching call (via Skype or phone) with ****Diane** to review the program materials and get you started. Or, you can come to our Freshman Orientation on Sunday, April 27th from 1:00-3:00pm in the studio!
- Instructions on how to take your Start/during/Finish Photos, measurements and weigh ins to track your progress
- Access to our private, members-only Venus Transformation Facebook page. This page offers support from Diane, Venus Coaches and fellow members as well as nutrition and fitness tips, recipe ideas, etc. This is a great space that can help hold you accountable to your goals while you and other members motivate each other.
- Virtual food journaling (via your smartphone camera) uploaded to the Facebook page OR good ol' fashioned hand written food journal.
- Weekly accountability check-in sheets to keep you focused and incentivize you to follow through on your commitment
- Direct e-mail access to ****Diane**
- **Three weekly workouts you can do ANYWHERE (home or gym) with workout breakdowns in your guidebook and video demonstrations so that you can perform accurately.**
- Cardio assignments to maximize your results in the most effective way
- **Goddess University Handbook that includes...Grocery List, REALISTIC eating plan based on your specific fat loss goals, supplement guide, meal prep tips, delicious recipes, at home work-outs if you miss a class or are traveling (no gym needed) and SO much more!**
- **NEW accompanying grocery list that correlates with your specific meal plan.** No guesswork. Brands of products listed so you know EXACTLY what to buy for your clean eating lifestyle.
- **NEW BONUS FOR 2014-** Access to attend our monthly 2 hour private meet ups at the studio for our 12 week members where you will get measurements, photos, a work-out and more nutritional guidance

The deets...

- Option 1: \$325 paid in full. This option saves you \$25.
- Option 2: \$100 non-refundable deposit to reserve your spot + 2 payments of \$125.00 to be auto-scheduled for 1/31 and 2/17.

****I am Only Taking On 10 Clients At This Time. Serious Goddesses Only.** Once your payment is made you will be contacted via email the week prior to our kick-off with your intake consultation forms to help guide our initial conversation. ***This package does not include studio classes other than the members' monthly meet-ups.** Nothing is physically mailed to you; this entire program is delivered digitally in PDF printable format. To enroll and reserve your spot with a [deposit online, click here](#) or call (209) 529.7653

A woman with long, dark, curly hair is sitting on a wooden floor. She is wearing a black, sleeveless, form-fitting dress. She is looking towards the camera with a slight smile. In front of her is a large, white, multi-looped bow. The background is a wooden floor with some blurred lights. The text "This Is Your Time" is written in a white, typewriter-style font in the upper left corner.

This Is Your Time

The World needs more women who are Fit,
Sexy and Confident!

If you'd like to register, visit the
links above to get started.

On behalf of myself, our team and our
entire Venus community, we sincerely
hope to have the honor and privilege of
working with you in changing your life!