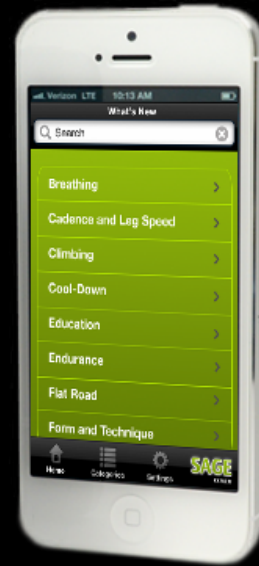


A Tasty Sample...

Your 30 Free Cues **SAGEcoach™**



SAGEcoach™

Inspiration, Coaching, and Cuing to Motivate and Educate Your Riders!

650+ Initial Cues.
24 Categories.
185 Subcategories
1000+ Keywords.
30-50 New Cues per Month
350-400 New Cues per Year.

Find just the right cue:

by Category
by Subcategory
by Keyword
by Zone
by Author
by Full-Text Search

Includes **100+ Tour de France** cues!

With a subscription to the most comprehensive cue, quote, analogy, and educational mobile app for indoor cycling, your teaching ability, classes, and riders will **Never be the Same.**



Available June 2014



INDOOR CYCLING ASSOCIATION

30 Cues to Turn You Into a Sage Cycling Coach

Here is a sampling of cues that will be available on the SAGEcoach™ app.

"PUSH! You know what that means? Persist. Until. Something. Happens. Now you can use PUSH as your mantra and it will inspire you to keep turning the pedals until you reach the top!"

CATEGORY / SUBCATEGORY:

Inspiration/Pushing Beyond Limitations
Inspiration/Commitment
Events/Charity Rides
Climbing/Epic Long Climbs
Climbing/Inspirational and Mental Focus

ZONES:

ALL

AUTHOR:

Jennifer Sage

"Take inventory, scan your body, make adjustments as you notice what you can correct."

CATEGORY / SUBCATEGORY:

Form and Technique/Mental Training
Form and Technique/Form
Mental Training/Introspection

ZONES:

ALL

AUTHOR:

Janet Toussaint

"It's time to put an end to the hard work today and respect your body's need to recover slowly and completely before you get off this bike."

CATEGORY / SUBCATEGORY:

Cool-Down/Importance of Cool-Down and Stretch
Cool-Down/Safety

ZONES:

1

AUTHOR:

Jennifer Sage

"Imagine a textbook picture of a cyclist with perfect form, strong sinewy legs, relaxed upper body, climbing a steep climb with a perfect rhythm, but . . . put your face on that picture."

CATEGORY / SUBCATEGORY:

Form and Technique/Mental Training
Climbing/Visualization
Climbing/Technique
Mental Training/Visualization

ZONES:

ALL

AUTHOR:

Jennifer Klau

"Athletes say to themselves: 'I don't stop when I'm tired, I stop when I'm done.' We aren't done with this hill/race/flat yet, so what are you going to tell yourself today?"

CATEGORY / SUBCATEGORY:

Inspiration/Commitment
Inspiration/Pushing Beyond Limitations
Race Simulation/Mental Aspects of Racing

ZONES:

ALL

AUTHOR:

Jennifer Sage

"If you are pedaling at 120 rpm or faster, chances are you don't have enough resistance, so you are missing one-half of the fitness cycling equation. Far better to add more resistance and slow the legs down below 110 rpm than to spin your legs like a roadrunner. Read my lips: You will burn MORE calories and have a greater power output if you pedal slower and add more resistance!"

CATEGORY / SUBCATEGORY:

Resistance/Cadence
Flat Road/High Cadence
Power/Cadence
Power/Power Output

ZONES:

All

AUTHOR:

Jennifer Sage

"If you're still in your comfort zone, you're still warming up!"

CATEGORY / SUBCATEGORY:

Intervals and HIT/Pushing Beyond Your Comfort Zone

ZONES:

3, 4, 5

AUTHOR:

Jennifer Sage

"Let's revisit the qualities and objectives of today's ride and see if we all achieved what we came here for. (Then list the profile's objectives)"

CATEGORY / SUBCATEGORY:

Cool-Down/Take Home Message

ZONES:

1

AUTHOR:

Tom Scotto

"The ride is simple; you will easily master the movement (sitting and pedaling). The challenging part of the ride is mental. The task will be dealing with your mental distractions and to a lesser extent your physical distractions; don't let your mental distractions dominate your thoughts and take you out of your groove and rhythm. Distractions create mental suffering."

CATEGORY / SUBCATEGORY:

Mental Training/Present Moment Awareness
Mental Training/Dynamic Meditation
Mental Training/Mind-Body
Flat Road/Inspirational and Mental Focus
Endurance/Mental Challenge or Focus

ZONES:

2, 3

AUTHOR:

Bryon Black

"A contracted muscle is a tight muscle, and a tight muscle is using resources (O2, fuel) that you could be using elsewhere, as in your legs. Release that tightness."

CATEGORY / SUBCATEGORY:

Form and Technique/Relaxation
Form and Technique/Muscle Activation

ZONES:

All

AUTHOR:

Tom Scotto

"Between each effort we are going to soft pedal and recover. Soft pedaling is similar to a lazy pedal stroke. We are not going to put a lot of effort into the stroke, but just enough to keep the pedals moving."

CATEGORY / SUBCATEGORY:

Recovery/Recovery Between Efforts
Recovery/Relaxation
Intervals and HIT/Recovery

ZONES:

1, 2

AUTHOR:

Tom Scotto

"Slide the hands forward on the bar ends when on a challenging standing climb. The angle created in your hips makes it easier for the glutes to deliver power to the pedals. That's what you want!"

CATEGORY / SUBCATEGORY:

Form and Technique/Hand Position
Climbing/Technique
Climbing/Power
Form and Technique/Muscle Activation

ZONES:

All

AUTHOR:

Jennifer Sage

"Passion is the untamed, uncontrollable fire. Desire is the focus and direction. Discipline provokes the continuous action making your passion your life."

CATEGORY / SUBCATEGORY:

Inspiration/Pushing Beyond Limitations
Inspiration/Overcoming Doubt or Fear
Inspiration/Joy and Passion
Inspiration/Goal Setting
Events/Charity Rides

ZONES:

All

AUTHOR:

Tom Scotto

"How do you know what your limits are . . . unless you surpass them? Do you want to change? Then you have to do the work! Today is about work."

CATEGORY / SUBCATEGORY:

Inspiration/Pushing Beyond Limitations

ZONES:

All

AUTHOR:

Jennifer Sage

"The "ouch factor" is going to be high for these efforts today. We don't do these often, but when we do . . . see how high you can take that ouch factor!"

CATEGORY / SUBCATEGORY:

Intervals and HIT/Suffering
Intervals and HIT/VO2 Max and Aerobic Capacity
Intervals and HIT/Anaerobic Capacity
Intervals and HIT/Sprints and Explosive Power
Heart Rate/Above Threshold Efforts

ZONES:

5

AUTHOR:

Jennifer Sage

"Ladies and gentlemen . . . start your engines. Rev them up to get ready for what lies ahead."

CATEGORY / SUBCATEGORY:

Race Simulation/Analogies and Metaphors
Mental Training/Visualization
Inspiration/Commitment
Warm-Up/Preparing the Body

ZONES:

All

AUTHOR:

Jennifer Sage

"Start off by dialing in the road underneath your feet. You always want to feel a little something pushing back against your feet. Feel that? If not, keep dialing it until you do. Everyone will arrive there at a different point--every resistance knob is different."

CATEGORY / SUBCATEGORY:

Warm-up/Resistance
Resistance/Adding Resistance

ZONES:

1

AUTHOR:

Jennifer Sage

"Exhaustion is one thing, discomfort is another. You can deal with discomfort; it's temporary. But learn to read your body's signals telling you that you are too fatigued to continue with the hard efforts and honor that. No one else cares if you sit one out."

CATEGORY / SUBCATEGORY:

Intervals and HIT/Recovery
Warm-Up/Safety and Comfort
Heart Rate/Safety
Intervals and HIT/Safety and Modifications

ZONES:

4, 5

AUTHOR:

Jennifer Sage

[Quote] "The steeper the mountain, the harder the climb, the better the view from the finishing line."

CATEGORY / SUBCATEGORY:

Quotations/Bicycling
Climbing/Summiting

ZONES:

AUTHOR:

Unknown

[Quote] "Stepping outside my comfort zone is the price I pay to find out how good I can be. If I planned on backing off every time running got difficult, I would hang up my shoes and take up knitting."

CATEGORY / SUBCATEGORY:

Quotations/Fitness and Sport
Inspiration/Overcoming Doubt or Fear

ZONES:

AUTHOR:

Desiree Davila

[Quote] "Passion is energy. Feel the power that comes from focusing on what excites you."

CATEGORY / SUBCATEGORY:

Quotations/Inspirational
Inspiration/Joy and Passion

ZONES:

AUTHOR:

Oprah Winfrey

[Quote] "I am building a fire, and every day I train, I add more fuel. At just the right moment, I light the match."

CATEGORY / SUBCATEGORY:

Quotations/Fitness and Sport
Inspiration/Joy and Passion
Inspiration/Commitment

ZONES:

AUTHOR:

Mia Hamm

[Quote] "Don't let what you cannot do interfere with what you can do."

CATEGORY / SUBCATEGORY:

Quotations/Inspirational
Inspiration/Overcoming Doubt or Fear
Inspiration/Pushing Beyond Limitations
Events/Charity Rides

ZONES:

AUTHOR:

John Wooden

[Quote] "I don't believe you have to be better than everybody else. I believe you have to be better than you ever thought you could be."

CATEGORY / SUBCATEGORY:

Quotations/Inspirational
Inspiration/Overcoming Doubt or Fear
Inspiration/Pushing Beyond Limitations
Events/Charity Rides

ZONES:

AUTHOR:

Ken Venturi

[Quote] "Most people never run far enough on their first wind to find out they've got a second."

CATEGORY / SUBCATEGORY:

Quotations/Fitness and Sport
Inspiration/Overcoming Doubt or Fear
Events/Charity Rides

ZONES:

AUTHOR:

William James

[Quote] "I never said it would be easy, I only said it would be worth it."

CATEGORY / SUBCATEGORY:

Quotations/Inspirational
Inspiration/Pushing Beyond Limitations
Events/Charity Rides

ZONES:

AUTHOR:

Mae West

[Quote] "The bicycle has a soul. If you succeed to love it, it will give you emotions that you will never forget."

CATEGORY / SUBCATEGORY:

Quotations/Bicycling
Inspiration/Joy and Passion
Events/Charity Rides

ZONES:

AUTHOR:

Mario Cipollini

[Quote] "You don't always get what you wish for, you get what you work for."

CATEGORY / SUBCATEGORY:

Quotations/Fitness and Sport
Inspiration/Commitment

ZONES:

AUTHOR:

Michael Phelps

Hey all you rockstar instructors!

We've all been in the same boat when we find ourselves repeating the same cues over and over again. I've had instructors tell me, "I'm even tired of listening to myself!" Other times our creative side feels like it's on vacation and we are in a rut.

Then there are the times when you take someone else's class and as the student you say to yourself, "if he says that one more time I'm going to die! Please let me not be that kind of instructor!"

Well, it never has to be that way again...

The SAGEcoach app will help you take your coaching from ordinary to extraordinary, and as a result, your students will be amazed at your inspirational and creative coaching.

By providing you with cues built around proper training principles, the app will also educate instructors along the way. Along with basic teaching concepts of adding resistance, motivating riders to push harder and cueing intensity, there are cues on proper technique, physiology, biomechanics, heart rate and power. You can bring these simple and fun explanations and training concepts to your riders to make every class more purposeful and effective.

Instructors who have felt uncomfortable delving into the mind-body connection in the past will find many options for motivating riders with mental strength cues. You can start out with a few inspirational cues here and there, and before long you'll find yourself motivating your riders to do what they never thought possible!

We even provide you with the tools to create your own personalized cues.

How the SAGEcoach subscription works

We will start off with over 650 cues from multiple categories, and will add 40-50 new cues every month.

Categories

There are 24 different categories of cues. Cues can be assigned to one or more categories, as many as is necessary, allowing you to filter them as deeply or as shallow as you want

The categories in the SAGEcoach app are:

- **Breathing**
- **Cadence and Leg Speed**
- **Climbing**
- **Cool-Down**
- **Education**
- **Endurance**
- **Events**
- **Flat Road**
- **Form and Technique**
- **Heart Rate**
- **Intervals and HIT**
- **Inspiration**
- **Mental Training**
- **Outdoor Simulation**
- **Power**
- **Quotations**
- **Race Simulation**
- **Recovery**
- **Resistance**
- **Short Cues**
- **Sprinting**
- **Tour de France**
- **Using Music**
- **Warm-Up**

A Few Examples

A cue good for an inspirational hard climb might find itself tagged under Climbing, Inspirational, Heart Rate, and Outdoor Simulation. Another cue about adding resistance for a high intensity effort might be under Resistance, Intervals and HIT, and Power. An introspective cue about focusing on pedal stroke may exist in Mental Training, Form and Technique, and Endurance.

Short and Powerful

The category of Short Cues is filled with short affirmations and mantras, as well as a long list of empowering one-word verbs, adjectives and descriptive nouns that will help you weave simple words into magical phrases. Your words will no longer be mundane; they will inspire and empower. It's like a thesaurus for coaching!

Rock Your Next Big Event

Are you putting together a specialty journey ride, or a charitable indoor cycling event lasting several hours? Then you'll love the Events category! These are inspirational cues that fit perfectly into a motivating ride devoted to raising money for a cause or encouraging riders to endure for extended periods on a bike.

Vive Le Tour!

The Tour de France cues are very specific. They are actual quotes and quips taken from watching the Tour de France (or other stage races). They are primarily from 2 famous announcers, Phil Liggett and Paul Sherwen, but also include Bob Roll and Sean Kelly. These are perfect for when you are teaching a stage of one of the Grand Tours, such as the Tour de France, The Giro d'Italia or the Vuelta Espana, or frankly, any cycling race!

I Quote "Inspiration"

I've been collecting empowering quotations for many years, and the ones you'll find in the SAGEcoach app are perfect for inspiring your students in numerous ways. Project them on the screen if you have video capabilities, put them into weekly motivational emails for your riders/members, or use them at events for extra inspiration. Some are general inspirational quotes, some are fitness inspiration and some are specific to bicycling.

Subcategories

Each category is subsequently divided into sub-categories. For example, climbing cues are further broken down as the following (note, one cue can be assigned multiple subcategories):

- Aggressive and Attacks
- Analogies and Metaphors
- Epic Long Climbs
- Inspirational and Mental Focus
- Muscular Strength
- Muscular Endurance
- Power
- Resistance
- RPE
- Suffering
- Summiting
- Technique
- Visualization

Keywords

Each cue is also tagged with as many keywords as necessary to help describe it. The result is that you can search for cues via a multitude of techniques!

Zones

Each cue is also labeled by training zone, using the 1-5 zone methodology. A cue that is assigned Zone 5 will obviously be very different than one that falls under Zone 1 or 2. Cues that are general in nature are noted as "All" zones.

Authors

Cues are labeled by author. Of course, that doesn't necessarily mean that person "invented" that cue or phrase, they've just put their "spin" on it. I've been compiling cues into notebooks for the past 18 years. Some I've jotted down at conferences or sourced from books. I've rephrased many of them, but who knows who the first person to use it was? Cues that are very general in nature or commonly used, like "Ride the bike like you stole it" are labeled as "Unattributed".

Contributors Wanted!

Currently we have cues from Jennifer Sage, Tom Scotto, Dr. Jennifer Klau, Bryon Black, Janet Toussaint, Dr. Haley Perlus, Gene Nacey, and a few others. We have invited an additional select few coaches to contribute as well, and their cues will be added amongst the monthly feed.

We Need YOU!

The Indoor Cycling Association will be accepting submissions from qualified and vetted instructors to contribute motivational and technically correct coaching cues. As you can probably guess, there will be a strict policy to ensure that all cues follow proper training principles and cycling technique. We will be accepting applications for contributors a month or two after the SAGEcoach has launched.

Create and Store Your Own Cues

The SAGEcoach app will allow you to upload your own cues and tag them with a category and subcategory. This way you can easily sort your own cues, and always have them handy when creating your profiles. These will only be visible on your own local device (unless you are selected as a SAGEcoach contributor).

Future Versions

As you probably know with most apps, there are continual upgrades and improvements. Some of the planned upgrades for the SAGEcoach are the following:

- The ability to rate your favorite cues (and search on your rating)
- The ability to “hide” cues that you can’t envision yourself using. You will also be able to “unhide” them at a later date as your coaching evolves.
- The ability to import SAGEcoach cues into your profiles created on the Class Builder app.

We will be asking for feedback from our users to make this incredible tool even more helpful.