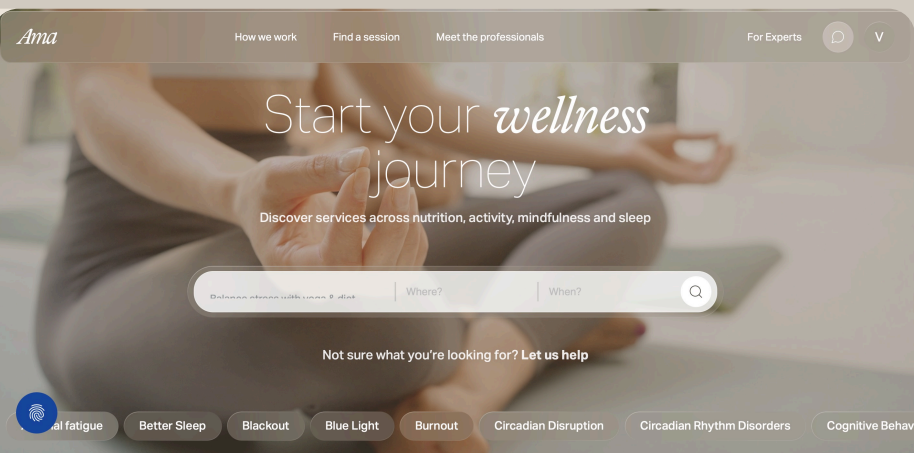




Arma

AMA professional
sign-up guide

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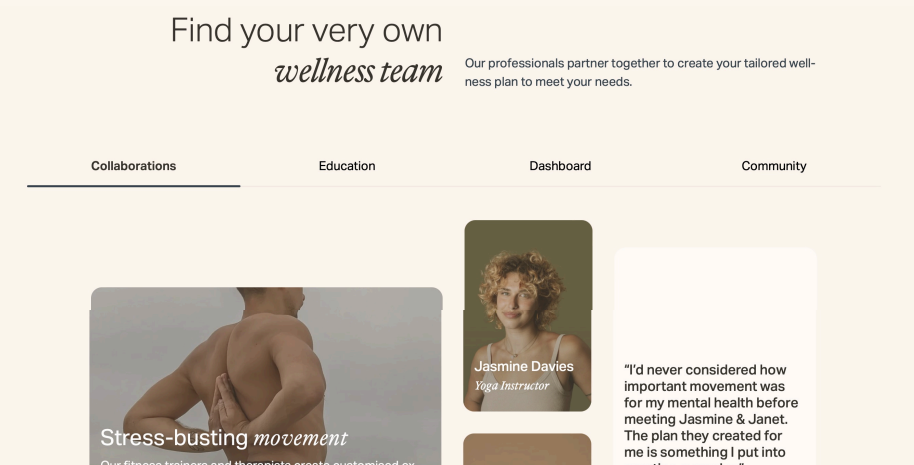
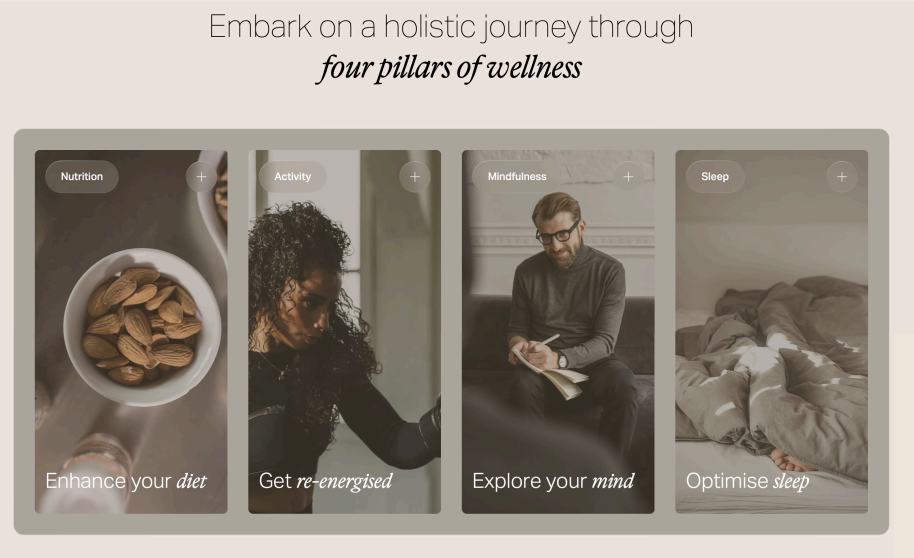


Ama

Who the AMA platform is for?

The AMA platform is built for wellness professionals and practitioners around the world who want to share their expertise, connect with clients, and grow their practice within a trusted, beautifully curated ecosystem.

At AMA, we bring together experts across our four pillars of wellbeing — activity, nutrition, sleep, and mindfulness — recognising that wellness is multidimensional and deeply personal.



Who Can Join

AMA welcomes professionals from across the globe whose work supports physical, mental, and emotional wellbeing.

You might be:

- A personal trainer, yoga instructor, or movement specialist helping clients reconnect with their bodies (Activity)
- A nutritionist or holistic health coach guiding people toward better nourishment (Nutrition)
- A sleep coach, breathwork practitioner, or energy healer restoring balance and rest (Sleep)
- A therapist, art teacher, sound healer, or pottery instructor offering creative and meditative experiences that nurture inner calm (Mindfulness)

Whether you work through science, movement, creativity, or spiritual practice — if your mission is to help others feel more whole, you belong here.

Location

While AMA is based in London and lists UK-recognised professional bodies for consistency, we proudly welcome professionals from any country who can demonstrate credible expertise. If you're registered with a professional body outside the UK or hold qualifications from another region, you are equally encouraged to join.

All professionals on AMA must be able to provide proof of qualifications and insurance coverage ensuring that our global community remains authentic, professional, and safe.



For those ready to work for themselves *anywhere*

AMA is designed for independent professionals who want freedom and flexibility in how they share their work.

You might already run your own practice, teach in-person classes, or want to start offering online sessions. AMA gives you the tools and visibility to:

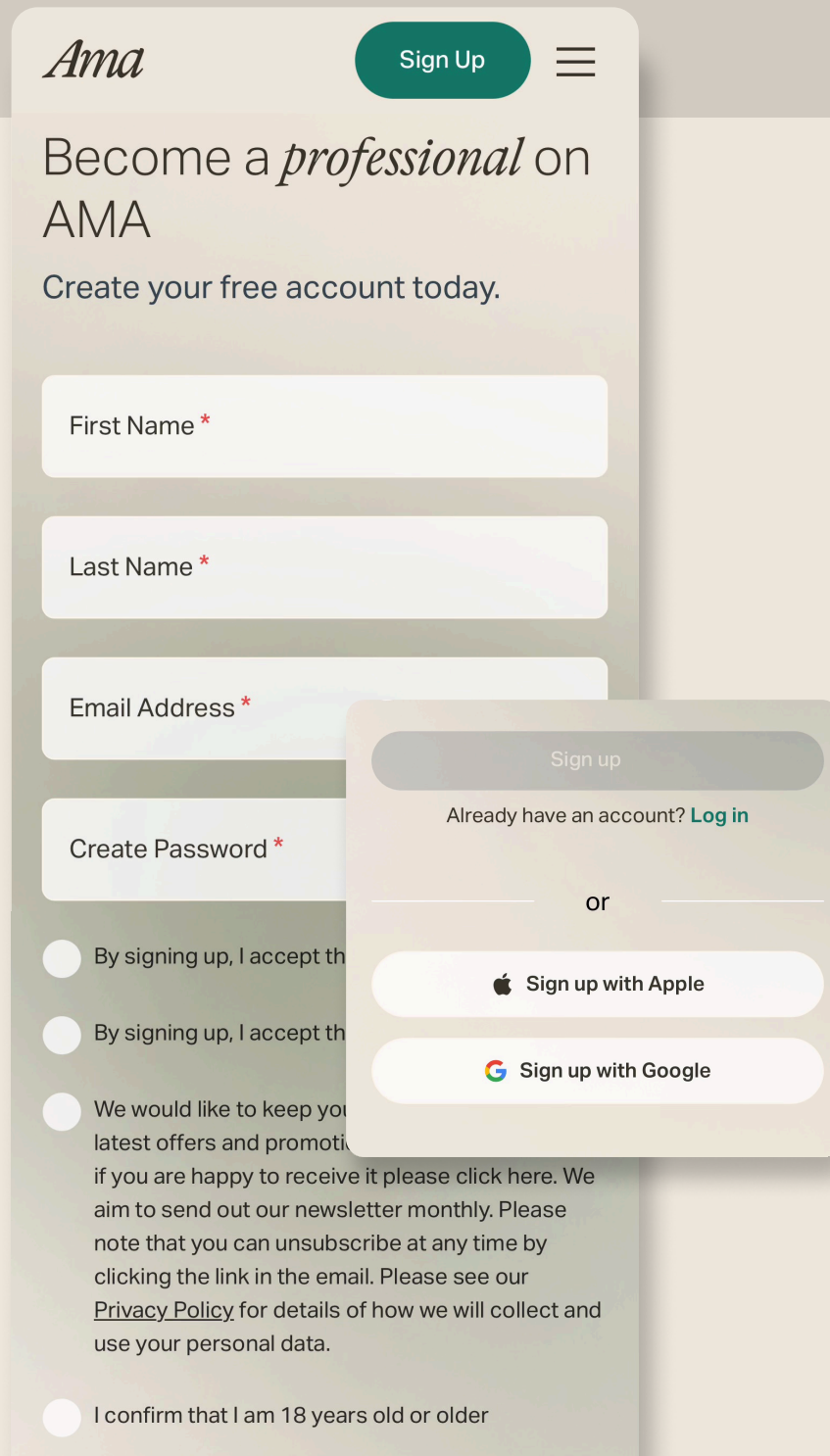
1. Build your own brand within a trusted wellness network
2. Work for yourself, on your own terms, from anywhere in the world
3. Reach a global audience of clients looking for what you uniquely offer
4. Collaborate with like-minded experts to design new, integrated wellness experiences

If you're ready to grow your presence, connect with a conscious audience, and be part of a global movement redefining what wellness looks and feels like — AMA is for you.



Follow these simple steps to create your AMA *professional profile*.

This guide will walk you through each part of the process to ensure your profile is complete, verified, and ready to go live.



The image shows a mobile app interface for Ama. At the top left is the 'Ama' logo. To its right is a green 'Sign Up' button and a hamburger menu icon. Below the header, the text reads 'Become a *professional* on AMA' and 'Create your free account today.' There are four input fields: 'First Name *', 'Last Name *', 'Email Address *', and 'Create Password *'. Below these fields are three radio button options: 'By signing up, I accept the Terms of Service', 'By signing up, I accept the Privacy Policy', and 'We would like to keep you up to date with our latest offers and promotional emails. If you are happy to receive it please click here. We aim to send out our newsletter monthly. Please note that you can unsubscribe at any time by clicking the link in the email. Please see our [Privacy Policy](#) for details of how we will collect and use your personal data.' At the bottom is a radio button for 'I confirm that I am 18 years old or older'. A modal dialog is open in the center, showing a 'Sign up' button, a link to 'Log in' for existing users, and two options: 'Sign up with Apple' and 'Sign up with Google'.

Ama

Sign Up

Become a *professional* on
AMA

Create your free account today.

First Name *

Last Name *

Email Address *

Create Password *

☐ By signing up, I accept the Terms of Service

☐ By signing up, I accept the Privacy Policy


☐ We would like to keep you up to date with our latest offers and promotional emails. If you are happy to receive it please click here. We aim to send out our newsletter monthly. Please note that you can unsubscribe at any time by clicking the link in the email. Please see our [Privacy Policy](#) for details of how we will collect and use your personal data.


☐ I confirm that I am 18 years old or older

Sign up

Already have an account? [Log in](#)

or

 Sign up with Apple

 Sign up with Google

You can register for AMA using any of the following methods:

- Email
- Apple ID
- Google Account

Once registered, you'll be guided through the professional onboarding process.

If you choose to sign up via Email

You will receive a verification email to confirm your registration. Please make sure to check your spam or junk folder, as the message may occasionally be filtered there.

If you still haven't received it after a few minutes, please contact our support team at **support@amaforyou.com** for assistance.

Create your free account today.

First Name *

Vlada

Last Name *

Kozak

Email Address *

vladagrog@gmail.com

Create Password *



By signing up, I accept the [Terms and Conditions](#)



By signing up, I accept the [Privacy Policy](#)



We would like to keep you up-to-date with our latest offers and promotions, via our newsletter. We aim to send out our newsletter at any time by clicking the link. We will not share your information with third parties. We will only use your information for the purposes we have stated. We will only use your information for the purposes we have stated. We will only use your information for the purposes we have stated.

Ama

Hi Vlada,

Welcome to AMA - where wellness meets innovation.

We're thrilled to have you join a growing community of professionals and enthusiasts committed to living healthier, more balanced lives. You're just one step away from unlocking your profile and getting started.

Please verify your email address to activate your account:

Verify My Email

This link will expire in 24 hours.

If the button doesn't work, simply copy and paste this into your browser:

We need your email to keep you in the loop

When you sign in with Apple, please
choose "Share My Email."

If you hide your email, we won't be able
to send you:

- Class booking confirmations
- Event reminders
- Important wellness updates

Got it — Continue

If you choose to sign up with Apple or Google

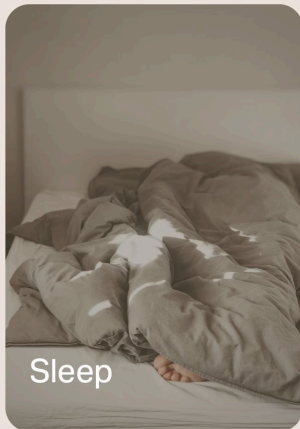
Please ensure that you share your email address
during the sign-up process.

This allows us to send you confirmation emails for your
bookings and other important notifications related
to your professional account.

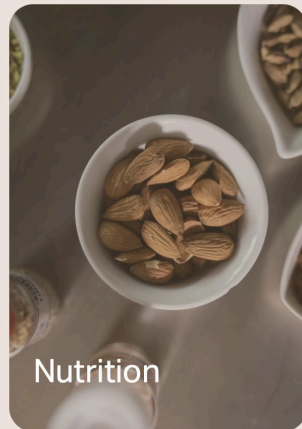
STEP 1: Select your area of focus

Welcome Vlada!

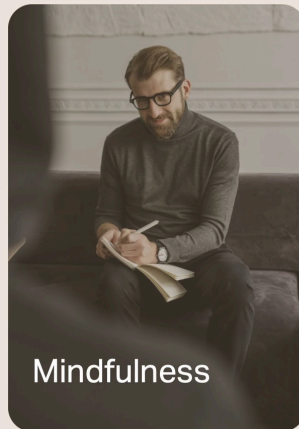
Select your area of focus



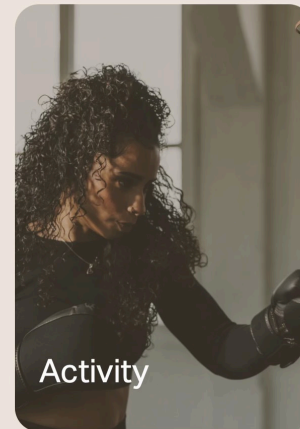
Sleep



Nutrition



Mindfulness



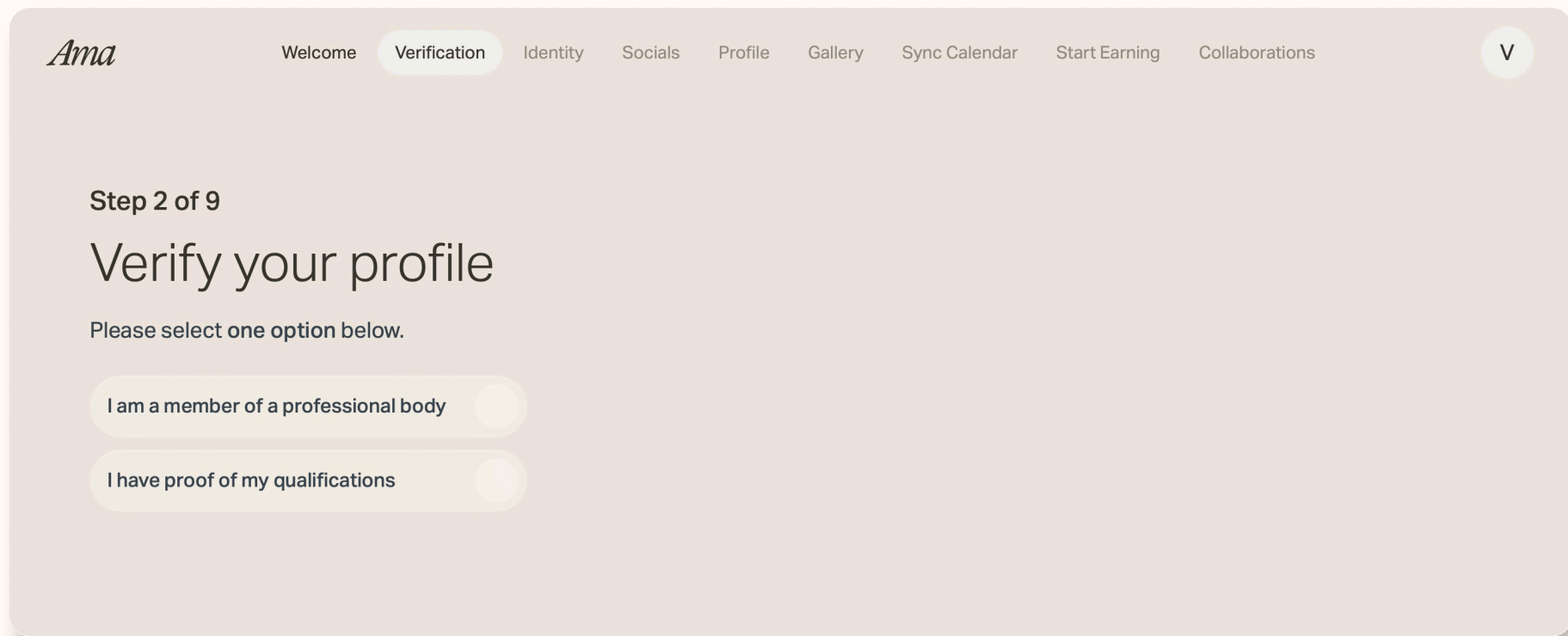
Activity

Choose the wellness pillar(s) that best represent your professional expertise. You can select more than one area if your work spans multiple pillars.

Example: You might work across both Activity and Mindfulness if you're a yoga instructor offering movement and meditation-based sessions.

STEP 2: Verify your profile

In this step, you'll confirm your professional status.
You'll see two options:



The screenshot shows the Ama app interface during the verification process. At the top, there is a navigation bar with the Ama logo on the left and a series of menu items: Welcome, Verification (highlighted with a light blue background), Identity, Socials, Profile, Gallery, Sync Calendar, Start Earning, and Collaborations. On the far right of the navigation bar is a circular profile icon containing the letter 'V'. Below the navigation bar, the screen displays 'Step 2 of 9' in a bold font, followed by the title 'Verify your profile' in a larger font. Underneath the title, a prompt reads 'Please select one option below.' There are two radio button options presented in light yellow rounded rectangular boxes. The first option is 'I am a member of a professional body' with an unselected radio button. The second option is 'I have proof of my qualifications' with an unselected radio button.

Ama Welcome Verification Identity Socials Profile Gallery Sync Calendar Start Earning Collaborations V

Step 2 of 9

Verify your profile

Please select one option below.

☐ I am a member of a professional body

☐ I have proof of my qualifications

Option 1: I am a member of a professional body

If you are registered with a UK professional body, please select this option.

- From the list provided, select your professional body.
- The list currently includes only UK-recognised professional bodies for consistency.
- If you are registered with a professional body outside of the UK, you are still welcome to apply.

The screenshot shows a form titled 'Option 1: I am a member of a professional body'. It contains a toggle switch for 'Can your details be found on the professional body website?' with 'Yes' selected. Below this is a text box for 'Select the professional bodies you are a member of:' with a dropdown menu showing 'Other' and a plus sign. A callout box points to the dropdown menu with the text: 'Can't see your membership category? We currently only accept the categories shown.'

Can your details be found on the professional body website?

If your details are not available you will be required to upload the relevant certificates to be verified on AMA.

Yes ☒ No ☐

Select the professional bodies you are a member of:

Activity

Other +

Can't see your membership category?
We currently only accept the categories shown.

If you are not from the UK:

In this case, click the Upload button on the right-hand side and upload your proof of qualifications or membership documentation from your country.

Examples of acceptable documents:
Diplomas, professional certifications, degrees, accreditation letters, or any other credentials that verify your expertise and professional status.

① Upload one accreditation at a time

Select the professional body you are a member of:

Activity

Other

☐ I'm not a part of any professional body.

Upload Certificates:

You are required to upload **membership**, **qualification** and **insurance** certificates in order to be registered as a professional on AMA.

Accepted file formats: TXT, JPG, PNG, GIF, JPEG, PDF, WEBP.

Option 2: I am not a member of a professional body

Select this option if:

- You are not currently a member of any UK professional body, or
- You are registered with a professional body outside the UK and prefer to apply through document submission.

We welcome professionals from around the world who can demonstrate their qualifications through official documentation.

Please upload proof of your expertise, such as:

- Educational diplomas or degrees
- Professional training certificates
- Qualification documents
- Industry-recognised certifications
- Accreditation letters
- Letters of recommendation or verification from institutions (if applicable)

Uploading Documents

To be approved as a professional on AMA, you must upload at least two documents:

1. Proof of qualifications, and
2. Proof of insurance

These documents are essential for verifying your eligibility to offer services on the AMA platform.



STEP 3: Verify your identity

To ensure the safety and authenticity of our community, we ask all professionals to record a short verification video.

Please follow these steps:

1. Position your face clearly within the frame.
2. Introduce yourself by stating your name and areas of expertise.
3. The maximum video length is 2 minutes.
4. You can download the video if you'd like to keep a copy for your records.
5. Videos submitted here are for internal verification purposes only.
6. If you download the video now, you'll be able to upload it later to your account if desired.

Once you're happy with your video, click upload to proceed to the next step.

STEP 4: Provide Your Social Media Links

Instagram

Facebook

LinkedIn

TikTok

Website

You may choose to include links to your social media profiles (e.g. Instagram, LinkedIn, or Facebook). These are used solely for verification and to support your professional credibility.

If you prefer not to share your social media, simply click continue to skip this step.

Step 5 of 9

Complete your profile



Upload profile image *

First Name *

Vlada

Last Name *

Kozak

Gender *



Email

vlada.grog@gmail.com

Country *



Job title *

Tell us about yourself *

Years of experience *

Languages *



STEP 5: Complete Your Profile

1. Upload your profile image

- Choose a clear, professional photo that represents you well.
- (See our “Profile Visibility Guide” for tips on selecting impactful images.)

2. Write your professional bio

- Tell us about your background, areas of expertise, and your approach to wellness.
- Be specific and authentic — your bio helps our AI match your profile with users seeking similar services.
- Include details such as training, years of experience, certifications, and your philosophy or methods.

You can offer private sessions, group sessions, or both—whatever works best for your practice. For private sessions to be bookable, you'll need to set your availability first.

Select the tags that best describe your practice

Activity

Bodyweight Cardio Cardio

Dance Endurance Training

Flexibility Flexibility & Mobility

HIIT (High-Intensity Interval Training)

Injury Prevention Injury Recovery

Experience level

Advanced All Levels

Beginner-Friendly Experienced Intermediate

Intro-Level Performance-Focused Pro +

Activity Location

At Fresco Park Retirement Center

Functional fitness Gentle Movement

Hatha Yoga HIIT Injuries Recovery

Kickboxing Kundalini Yoga

Music-led Movement Personal Trainer

Physical Limitations Pilates Power Yoga

Recovery Rehabilitation Restorative Yoga

Slow-paced Workout Strength Training

Stretching Tai Chi Therapeutic Movement

Vinyasa Yoga Yin Yoga Yoga Nidra Zumba

+

Training Style

Ashtanga Yoga Balance Training Boxing

Cardio Dance Cardiovascular Fitness

Core Training Dance Dance Workout

Mobility Muscle Building Muscle Pain

Personal Training Pilates Postpartum Fitness

Power Resistance Bands Restorative

Running Senior Fitness Sports Performance

Strength Training Swimming Vinyasa

Weight Loss Weights Yin Yoga +

STEP 5: Complete Your Profile

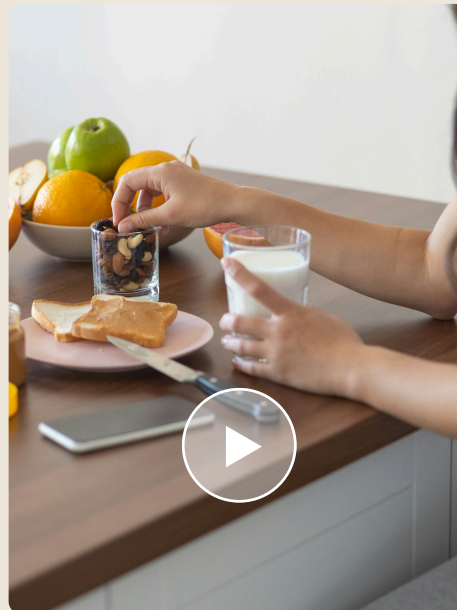
3. Add relevant tags

- Tags help clients find you based on keywords that describe your services.
- Examples: Yoga, Holistic Nutrition, Cognitive Therapy, Sleep Coaching.
- If your specialty isn't listed, you can create your own custom tags.
- The more relevant your tags, the more visible your profile will be to potential clients.

STEP 6: Add to gallery

Showcase your work by uploading 2–3 files to your gallery.

- At least one image is required.
- You can upload one video if desired.
- Drag and drop to reorder how your items appear on your profile.



Tip: High-quality visuals build trust and engagement. Choose clear, well-lit photos that represent your practice, space, or sessions authentically. Avoid over-edited or low-resolution images.

(Refer to our “Visibility Guide” for more tips on optimising your gallery.)

STEP 7: Sync your calendar

Connecting your calendar allows AMA users to see your availability in real time.

You can:


- Connect an external calendar (e.g. Google Calendar) to automatically show when you're available.
- Once your AMA sessions and availability are set, you can export them to your personal calendar.


Step 7 of 9

Sync your existing calendar

Connect to an external calendar to show AMA users when you are currently available.
Once you create your AMA calendar by adding your availability and sessions, you will be able to add it to your calendar.



Import from

 Outlook

 iCal

Export AMA to your calendar

Subscribe to your AMA calendar to automatically sync all your bookings. Copy the URL and add it to your calendar app.

<https://www.amaforyou.com/api/calendar/export/AdHBa>  

To sync:

1. Copy the AMA calendar URL.
2. Add it to your external calendar app.
3. All your AMA bookings will automatically appear in your personal schedule.

STEP 8: Connect your bank account

Please connect the bank account where you'd like to receive payments.

All booking payments from your AMA classes or sessions will be transferred directly to this account.

Double-check your details before submitting to ensure smooth transactions.

STEP 9: Select areas for collaboration

Choose the areas where you're open to collaborate with other professionals to create bespoke services for your clients.

For example, if you're a yoga teacher, you might partner with a nutritionist to offer a combined "Movement & Nutrition" wellness program, or collaborate with a sleep coach to design a holistic retreat experience.

Selecting your preferred collaboration areas allows AMA to connect you with like-minded professionals across different wellness pillars — helping you:

- Expand your professional network
- Reach new audiences through shared projects
- Create exclusive offerings that enhance client experience
- Increase your visibility within the AMA ecosystem

Collaboration is at the heart of AMA. By connecting with others, you can co-create unique experiences that go beyond traditional services and highlight the power of integrated wellness.

FINAL STEP: Profile Review

*Congratulations — your profile
is now complete!*

The AMA Team will carefully review your application to ensure it meets our standards for quality, professionalism, and authenticity.



***Once your account is approved,
you'll be able to:***

- Add your services and define your offerings within the AMA platform.
- Set your availability, pricing, and session types.
- Start receiving bookings from clients who are matched with you based on your expertise and profile details.

After approval, your profile will go live and become visible to AMA users seeking professionals like you.

Arma
your wellness hub