



DAI MANUEL

Coach Moose

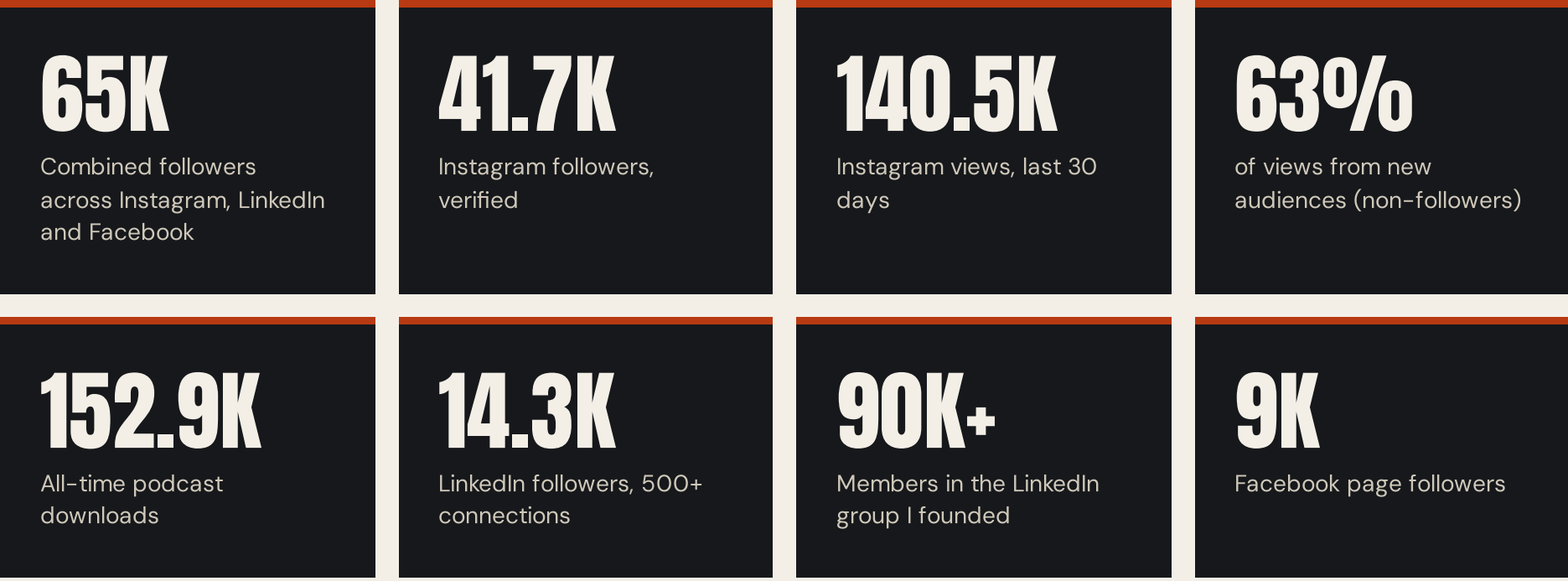
Midlife men trust me with their health because I've lived it for thirty years: coach, gym owner, author, TEDx speaker. That trust is what your audience gets when we work together.

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GET THE PDF 

8-page PDF, sent straight to your inbox.

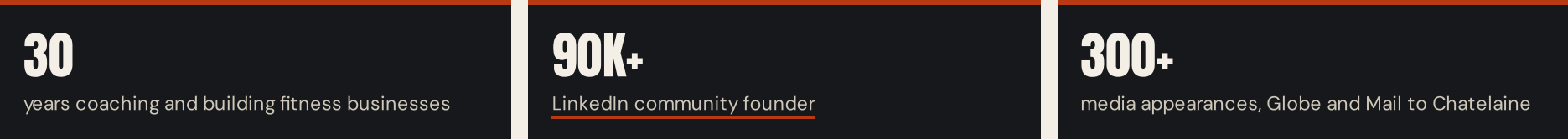




Last 30 days (Aug 24 to Sep 22): 199 posts and Stories shared, views up 19% week over week. Based in Vancouver, BC.

01

WHY PEOPLE LISTEN



CrossFit BC owner. One of Canada's longest-running affiliates, and the first Vancouver gym with daily HYROX classes

Fitness Town co-founder. Grew the business from 3 to 8 locations as COO

Bestselling author of The Whole Life Fitness Manifesto

National spokesperson. Canada Beef and Chicken Farmers of Canada, with TV, radio and print appearances across Canada

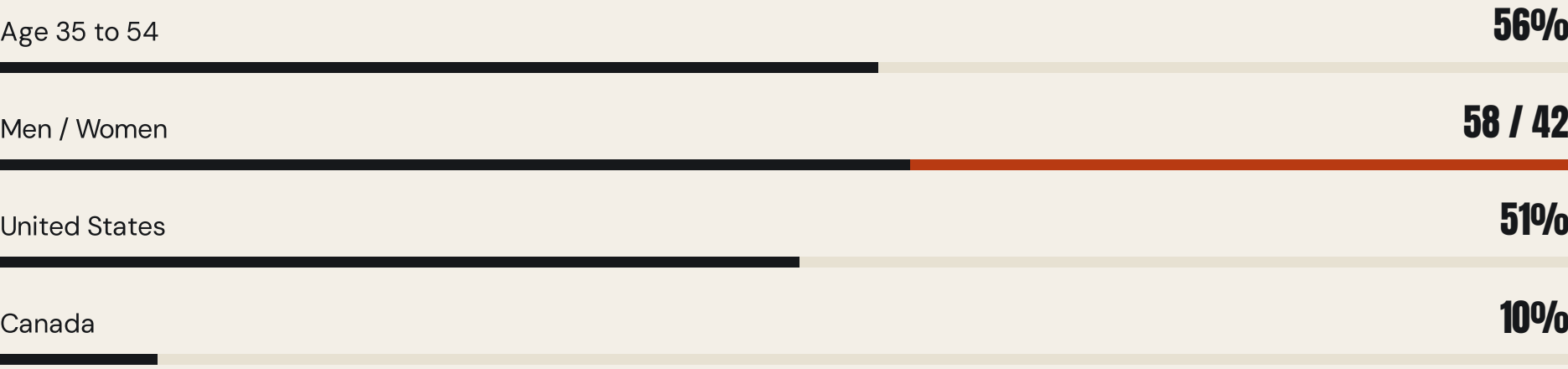
Host. The 2% Solution podcast and the Active Living Zone at The Wellness Show (12,000+ attendees)

Distinguished Toastmaster. The highest award in Toastmasters International, and a competition-winning public speaker

Red Bull HYROX Coaches Camp 2026. One of 60 coaches worldwide selected

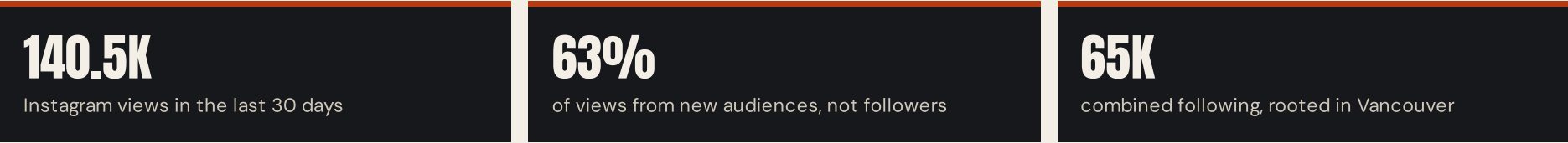
02

WHO'S WATCHING



Adults in midlife, mostly men, who want their energy, strength and confidence back. They are professionals, parents and decision-makers, and they act on what I recommend. Facebook: 68% aged 35 to 54, 42% US, 41% Canada. Podcast listeners: 59% US, 27% Canada.

THE SNAPSHOT



02b

THE OFFLINE COMMUNITY



Coaching in Vancouver since	2008
Coached classes a week	80+
HYROX classes a week	19+
Training floor, Olympic Village	3,500 sq ft

Owner-operated by Dai and Christie Manuel, with 300+ active members, mostly busy professionals and parents in their 30s to 50s training CrossFit, HYROX and longevity programming. Home to Living Legends, a coached strength class for adults 60+, and Cardio Club, the free Sunday community session.

THIS YEAR, ON AND OFF THE STAGE

2026

COMPETING

CROSSFIT GAMES, MEN 45-49

Qualified for the Age-Group Quarterfinals, the Age-Group Semifinals and the Team Online Semifinals, among the top athletes in the world in his division.

MAIN STAGE

VANCOUVER WELLNESS SHOW

Creator of the Active Living Zone. Gave two talks and sat on the men's health panel on the main stage.

COACHING

RED BULL HYROX COACHES CAMP

One of 60 coaches worldwide selected for the 2026 camp, and the first Vancouver gym running daily HYROX classes.

SPEAKING

TOASTMASTERS INTERNATIONAL CONVENTION

Selected as a session speaker for the 2026 convention in Vancouver, and invited to write for Toastmaster magazine.

INDUSTRY

INFOFIT FITNESS CAREER COLLEGE

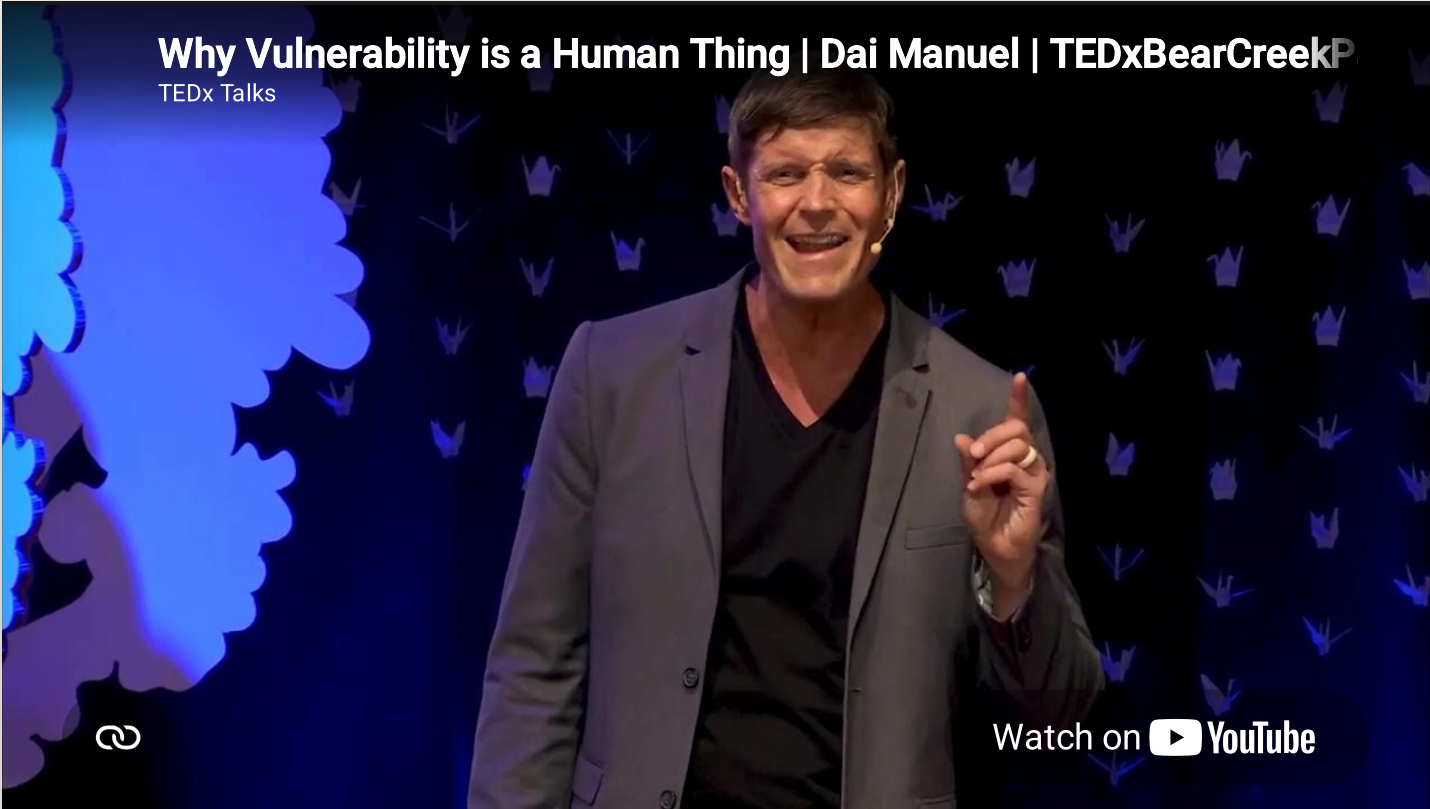
Member of the Program Advisory Committee, helping shape how the next generation of fitness professionals is trained.

BUILDING

DADBODY LAUNCHED

A coach-led platform for busy dads, with the DadBody 28 reset, the MERGE60 group and a weekly letter, all run by Dai himself.

03 THE REEL



Why Vulnerability is a Human Thing, TEDxBearCreekPark, 2021. Dai is a Distinguished Toastmaster and a competition-winning public speaker, at home on any stage or camera.



ON STAGE

THE WELLNESS SHOW, VANCOUVER

Created and hosted the Active Living Zone: two main-stage talks and a men's health panel, with 12,000+ attendees through the doors.

BUSINESS

FITNESS TOWN, COO

Grew the business from 3 to 8 locations as Chief Operating Officer, on top of co-founding it.

GYM FLOOR

CROSSFIT BC

300+ active members and 80+ coached classes a week, and the first Vancouver gym running daily HYROX classes.

PODCAST

THE 2% SOLUTION

152.9K all-time downloads, with a listener base split across the US and Canada.

“Dai played a pivotal role as the keynote speaker at our Health and Safety Conference... The feedback we received regarding his presentation was overwhelmingly positive, with attendees remarking on how it precisely addressed their needs... Without reservation, we wholeheartedly recommend him to others seeking an exceptional speaker.”

JOEL ODIN · Director, Safety and Well-being, Fraser Health Authority · via LinkedIn

“

Dai Manuel is a standout facilitator whose energy and expertise create a unique and memorable learning experience. I highly recommend him to anyone seeking a dynamic and knowledgeable speaker!

JODIE BARROS · Kwantlen Polytechnic University · via LinkedIn

“

His insights are captivating, leaving a lasting impression of inspiration and knowledge. I highly recommend Dai for any event seeking a dynamic speaker with a genuine passion for wellness.

ZARA DURRANI · TV Host, Producer & Event MC · via LinkedIn

“

He has been a critical stage speaker at Superhuman Summit for the past couple years, and has made the show stronger each and every time. I highly recommend Dai as a top level communicator!

JORDAN KALLMAN · Superhuman Summit · via LinkedIn

06 THE WORK, IN REAL LIFE

On stage, in the gym, on the course and at home. Partners get a person, not a logo.



KEYNOTE STAGE



TRAINING



ON CAMERA



COMMUNITY



RACE DAY



FAMILY FIRST

07 SPEAKING & STAGE

Keynotes, guided workshops and emcee work, in person or virtual. Thirty years on stages, gym floors and festival grounds. Your audience leaves with a plan, not just a pep talk.

KEYNOTE

A story-driven keynote on showing up, one small daily win at a time, drawn from three decades of coaching and building fitness businesses. 45 to 60 minutes, tailored to your audience.

FROM \$3,000 CAD

GUIDED WORKSHOP

Hands-on sessions for teams and communities: habit building, training fundamentals, longevity programming or HYROX preparation. Half day or full day, in person or virtual.

HALF-DAY FROM \$4,000 CAD

LUNCH & LEARN

A tight 90-minute workshop over the lunch hour: one topic, one plan, zero fluff. Built for teams who want the takeaway without losing the day.

\$500 CAD + \$50 PER ATTENDEE

EMCEE & HOST

Stage host and emcee for conferences, galas and community events. A Distinguished Toastmaster who keeps the room moving, on message and on schedule.

HALF-DAY FROM \$2,500 CAD

Speaker's fees are quoted per engagement, plus GST. Per diem for multi-day events, travel and lodging are negotiated in addition to the speaker's fee.

NOW BOOKING

Keynotes, workshops, emcee work and brand campaigns. Dates are held on a first-come, first-served basis, so lock yours early.

CHECK A DATE

08 PARTNERSHIP RATES CAD, plus GST

INSTAGRAM REEL

\$4,000

Scripted, shot and edited by me.
Includes 30 days organic usage.

STORY SET, 4 FRAMES

\$3,000

Four frames with link sticker and
swipe-up call to action.

PODCAST MENTION

\$1,000

Host-read segment on The 2%
Solution, kept in perpetuity in that
episode.

Rates shown are for one-off engagements, the highest rate. Ongoing partnerships, collaborations and multi-campaign engagements receive preferred partner pricing. Paid usage or whitelisting \$950 per 30 days. Category exclusivity from \$650.

BEYOND THE FEED

Email newsletter inclusions, sponsored challenges, custom campaigns and creative collaboration, plus in-person spokesperson work, live events and activations, media pitching and interviews.
Scoped to each brand.

LET'S TALK

09 BRANDS I'VE WORKED WITH



withings



vari®



canfitpro™



Recent campaigns: Viagra Canada and The Wellness Show.

AS SEEN ON



Plus The Globe and Mail, Chatelaine and dozens more outlets across Canada and the US.

AWARD-WINNING CONTENT

A decade of lists that ranked Dai's writing among the best in health and fitness. Ten awards, every one earned by the work, not the media buy.





LET'S BUILD SOMETHING REAL

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