



DAI MANUEL

Coach Moose

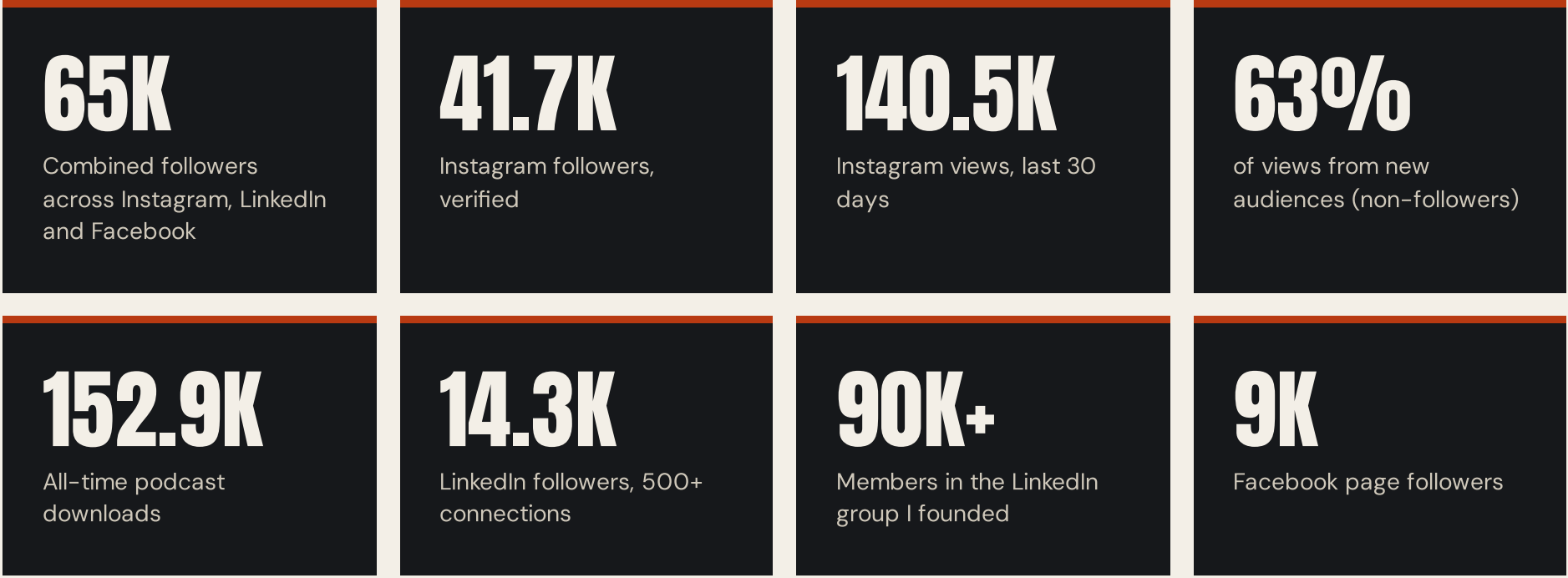
I help midlife men get fitter, stronger and stick around longer, one small daily win at a time. Real training, real results, zero gimmicks.

@daimanuel linkedin.com/in/daimanuel daimanuel.com

GET THE PDF 

7-page PDF, sent straight to your inbox.

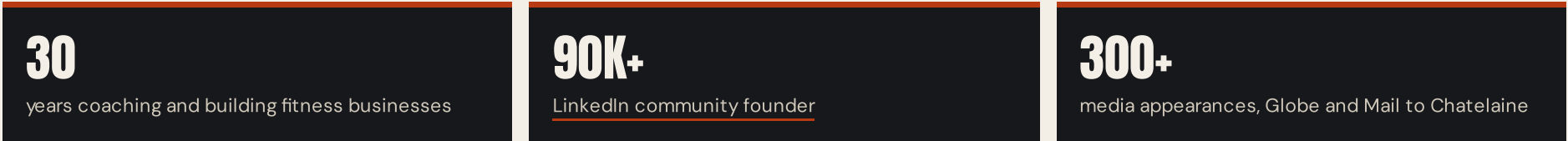




Last 30 days (Aug 24 to Sep 22): 199 posts and Stories shared, views up 19% week over week. Based in Vancouver, BC.

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

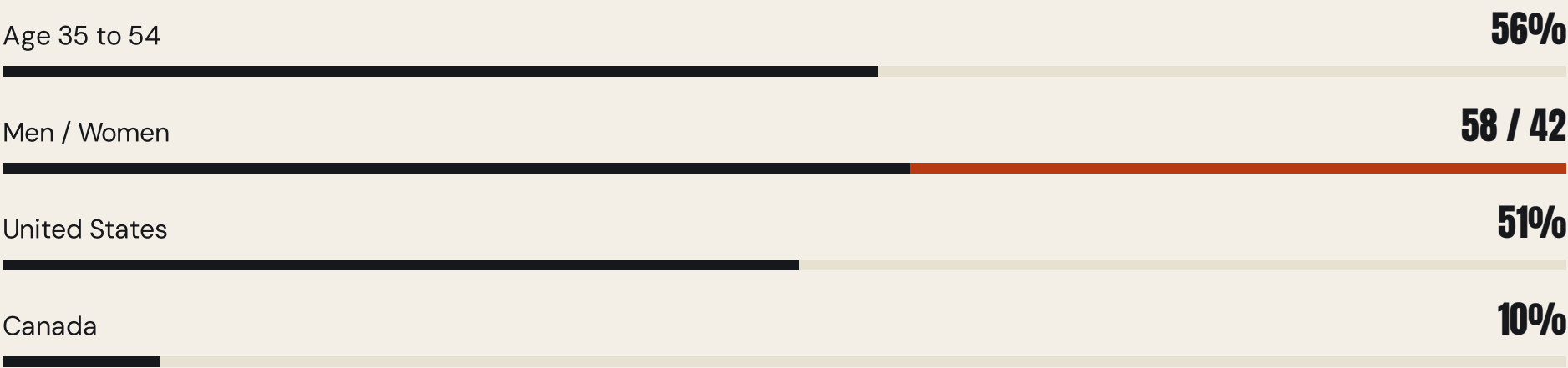
Host. The 2% Solution podcast and the Active Living Zone at The Wellness Show (12,000+ attendees)

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. Facebook: 68% aged 35 to 54, 42% US, 41% Canada. Podcast listeners: 59% US, 27% Canada.

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.

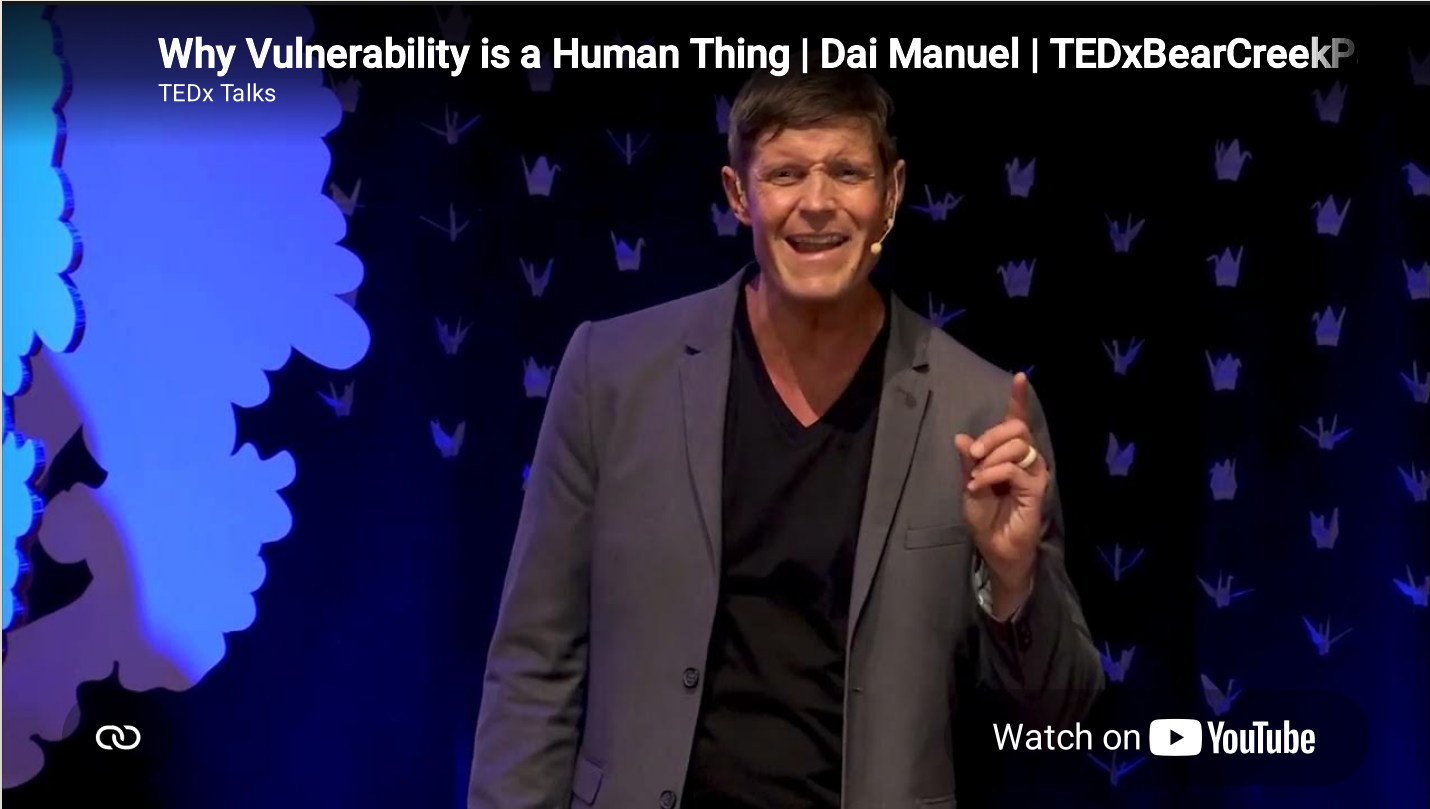
BUILDING

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

WATCH THE TEDX TALK



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



“Dai is one of the most engaging public speakers I’ve ever met. Not only is he extremely knowledgeable in what he does, but he also has the innate ability to inspire, motivate, understand, and guide you.”

CHRISTIAN GIACOBBE · Keynote speaker and mentor

“

Dai is one of the best in the business. He helps you with evidence-based, actionable steps instead of long theories that don't work.

NICO · Bali, coaching client

“

I can rely on him 100% when it comes to getting feedback on different parts of my business.

JEN R. · JenRulon.com

“

The owners, Dai and Christie, make a point to get to know everyone from a single drop-in to a lifetime membership. The coaching is top-notch.

K MO · Google review, CrossFit BC

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

06 SPEAKING & STAGE

Keynotes, guided workshops and emcee work, in person or virtual. Thirty years on stages, gym floors and festival grounds.

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 \$2,000 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 \$1,500 CAD

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.

FROM \$1,000 CAD PER HALF DAY

07 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.

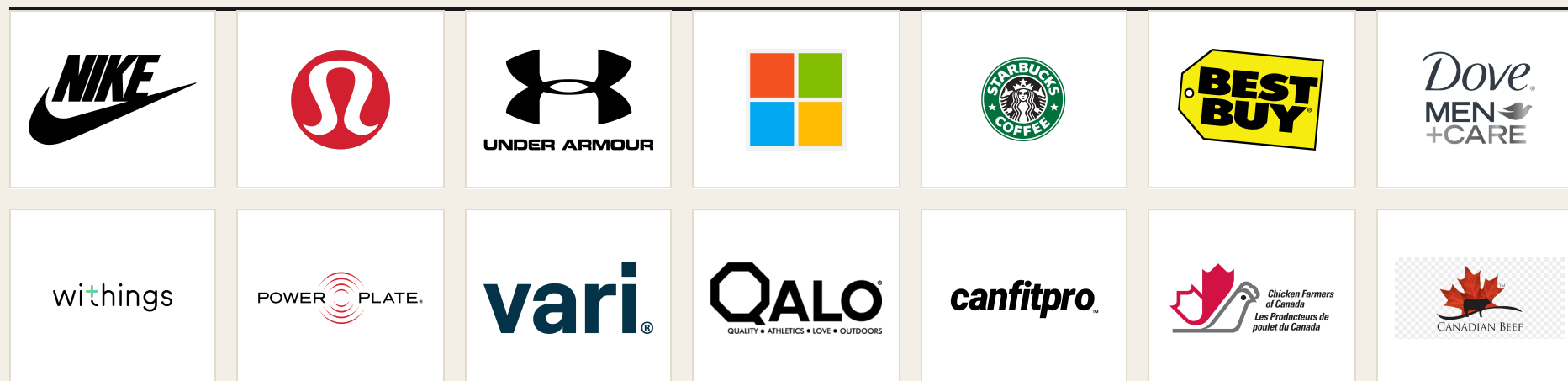
Rates shown are for one-off engagements, the highest rate. Ongoing partnerships, collaborations and multi-campaign engagements receive preferred partner pricing. Paid usage or whitelisting \$950 per 30 days. Category exclusivity from \$650.

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.

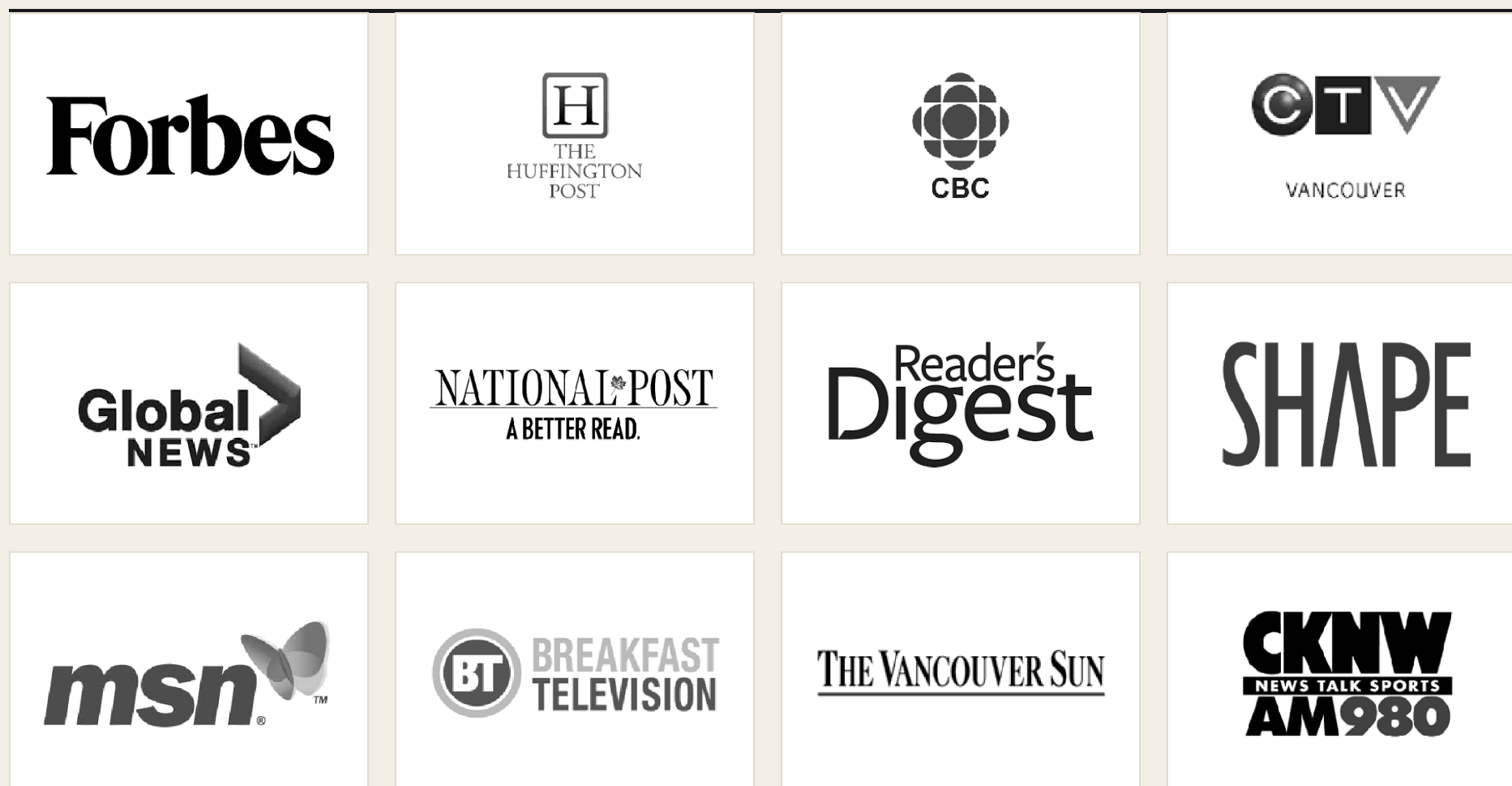
LET'S TALK

08 BRANDS I'VE WORKED WITH



Recent campaigns: Viagra Canada and The Wellness Show.

09 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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