

Case Study Sample

Client: StayFitAnywhere.com



www.MarketingHospital.com
happy@MarketingHospital.com

Client Success Story: Christina

THE CHALLENGE

In late 2011, Christina first encountered the StayFitAnywhere.com team.

Like most of our clients, Christina was facing fitness challenges across 3 categories:

- 1) **Time** (in Christina's case, a busy work schedule)
- 2) **Motivation** (not seeing the results she wanted)
- 3) **Not knowing where to start** (that's why she found us)

As Christina put it:

"I was always a moderately active person who engaged in sports once to twice a week. Even so, I found my cardio was weak and my core strength was in need of a serious fix."

While Christina did have some fitness fundamentals in place already, there were other fundamentals she was sorely missing.

Fortunately, her lackluster outcomes made it obvious to her that she needed to make a change...and that meant getting professional help.

THE SOLUTION

Christina contacted us at StayFitAnywhere.com, and started working with Joe as her personal trainer.

As with all our clients, we started Christina on a personalized program designed to build a solid foundation of fitness based on moving, eating, and reducing stress.

In particular, we eased Christina into our Building Blocks Program, which focuses on the following:

- Daily movements, eating habits and external stresses
- The use of modern technology and its application to human movement
- Current research on human movement, physiology, nutrition, recovery, and lifestyle

Christina was delighted to discover that everything she needed for her health and fitness program was at her fingertips in our Online Training Centre:

- Access to custom online training sessions designed by her personal trainer
- StayFitAnywhere's Exercise Database (hundreds of videos and photos)
- Training Calendar

- Food Logging
- Stats Tracking

On top of the easy-to-access format, our training also fit well with Christina's busy work schedule. Or, as she put it:

"I learned that I could workout out in the comfort of my home and still see results without over exhausting myself with long drawn out cardio workouts."

THE RESULTS

In Christina's mind, she'd had "a lifestyle change."

She not only developed a regular workout regime that fit her busy schedule, but also re-established better eating habits and a long-term commitment to the process involved.

A full 4 months after her first session, Christina was still going strong.

She was enjoying unmistakable outcomes in her body and a positive mindset toward her overall health.

In her own words:

"I am happy to say that I have been able to maintain my fitness schedule and look forward to it. I had very successful results and feel the best I have in four years."

Christina's story is a common one among our clients. Most often they're wanting changes in 3 areas:

- Appearance of body
- Performance of body
- Feeling of body



And while our personalized and easy-to-access programs help our clients experience these changes in their bodies, they often find even greater value in the new pride and self-respect they gain in the process.

Way to go, Christina!

NEXT STEPS

It's not a question of *whether* StayFitAnywhere can help you to achieve and enjoy the fitness you desire, but of *how much better* you'll feel about yourself.

So the real question is *when are YOU going to take that next step*, like Christina did?

The support you need is only a click away. Get started today at <http://StayFitAnywhere.com> or shoot us an email at info@stayfitanywhere.com.

Looking forward to seeing your own "lifestyle change" come about!