

New client - Lost Files Fitness by Mo Bolden

First Meeting Notes:

The client wants a rebranding of Lost Files Fitness so I asked some questions to him and these were his answers:

Who are you and how do you define your business?

My name is Mo Bolden, from Jackson, MS. I'm a current professional athlete turned personal trainer that has dedicated my life to seeing change in people of all ages.

I've been playing professionally for almost 10 years now but I've been enjoying helping others for about 20 years.

I use sports and fitness to connect to my clients to help them not only become better physically but also mentally and spiritually. With all the things we are dealing with in life I have found a way to help disconnect from that for a bit and create a space of pure love and freedom.

Do you have some tagline or something that makes you unique?

My message to my clients is always:

Do something today that your future self will thank you for because the pain you feel today will be the strength you feel tomorrow.