1. **First and last name:**

Reba Wek-Lake (in her 60’s)

Small studio – doesn’t know how long she’ll be doing this in the future.

1. **Current website? Please provide link:**

http://kineticsparkfitness.com/

1. **Tell me about your business:**

By herself, personal trainer strength and conditioning coach. Training out of home. History of being able to do that. Daughter asked her to help at big box gym. Progressed into off-site studio, huge client base.

5 kids. Daughter started teaching and couldn’t be a partner in the business any longer. Other partner decided to pull out and be a part of a bigger gym.

Got website put together by a current client of the gym. Managing the website was gone when the client wasn’t being trained anymore. Tried to create a website on her own, and had a bare-bones website. Didn’t need it.

Went up in the ranks with her peers and clients, started to create a big following online. Contracted a freelancer to build her a professional website. Loved it. Looked great. Client ended up ghosting her.

Another person came along and redesigned her website and is so happy with it.

Need people to go in and update the content.

Cancer exercise, outreach to people

Update certification and info

Every few months, knock on door and make small changes and tweak to make current.

Just make an hourly rate for small changes here and there.

Have people in peer group

1. **What do you need my help with?** 
   1. Designing and building a website from scratch
   2. Maintaining a current website
   3. PSD to HTML
   4. PSD to WordPress
   5. Other
2. **Anything specific you think I should know about the project? Specific needs + additional info:**

Medical exercise: training that is appropriate for people who have jut finish PT but aren’t’ ready to get back to their regular life/sport/want to be more fit. Don’t know what to do in the gym after surgery and PT.

Protocol based approach which continues on what the PT might have done. Orthopedic PT regimen. Add in unique things that help the individual needs.

Group of people that have chronic issues like MS, Parkinson’s, won’t go away. Need to be monitoring Blood Pressure, temperature, hypertension, vital signs. Not sure how to behave on the cardio machine etc.

Functional aging – Getting up on the toilet when you’re 80. Taking a shower. Helping them live their normal lives.

Cognitive challenges – Keeps everyone sharp. Brain stimulation with the body. Connecting brain and body. Counting backwards down when doing workouts. Children that don’t read well, cancer patients,

Markers used for readiness (skip, type your shoe) “include crossing of the mid-brain.”

Chemo brain: Do a particular activity with right arm and left leg. After 3 reps, they have no idea what they’re doing.

1. **Do you have a hard deadline for this project?**
2. **What is your budget? Is that definitive or is there wiggle room?**
3. **Next steps: Write a proposal for you to review**