

TOPIC: "The #1 Secret that Busy CEO's Use to Stay Fit & Healthy"

- 1) **Guest name, title, organization. (Two people is the max. for speaking roles.)**

Dani Singer, CEO of Fit2Go Personal Training

- 2) **Guest talking points. (What questions would you like the anchor to ask you about your topic? What will your answers to those questions be?)**

Questions & Answers:

Anchor: So tell us, what's the secret? How *do* busy CEO's manage to stay fit & healthy?

Dani: Well, here's the issue. A successful business person is always on top of their work. They meet their deadlines, they over-deliver for clients... they get everything done.

BUT, this usually isn't the case for their personal lives -- *especially* their health & fitness. That's where they usually struggle.

Anchor: Yeah, why is that? How can someone be so on top of their professional life, but not their personal life?

Dani: See, it comes down to community. We, as humans, are motivated by social reward and punishment. In other words, the successful CEO has every incentive in the world to get their work done. They'll get immediate acknowledgment if they do, and immediate rebuke if they don't.

But there's no immediate reward or punishment for their health & fitness. The only person they're letting down are themselves -- and you are always the easiest person to disappoint.

Anchor: So, what's the solution?

Dani: Develop a social community around your fitness goals. The same way you have people counting on you to produce at work, you need to have the same accountability with your exercise and nutrition.

Dani will then explain the Facebook fitness community: The “*Busy Baltimore Fitness Tribe*” that viewers will get free access to.

- 3) Visual elements. (What visual elements will you be providing? We love links to YouTube videos. Photos also are very helpful.)

1. Logo (sent via email to Andrew)



a.

2. Busy Baltimore Fitness Tribe banner (sent via email to Andrew)

- a. This is the Facebook fitness community that viewers will get free access to.



- 4) Are you bringing props? If so, please provide a general list (and size) so that we can prepare space for the items.

Posters of client success stories from the Facebook community.

- 5) Are you offering tips? If so, please list them here so that we may prepare a full screen graphic.

The Problem: Successful business people are motivated at work, but struggle with their fitness goals.

The Solution: Develop a social community around your fitness goals.

- 6) If you are promoting an event, please list the details here (time, date, location, etc.)

Viewers will get free access to the Facebook fitness community: The “*Busy Baltimore Fitness Tribe*”

LINK: <https://www.facebook.com/groups/BusyBaltimoreFitness/>

- 7) Website Link: YES/NO (We do not put guest websites directly on air, and discourage you from reading it out during your interview. We will link your website to ours.)

Website: <https://www.facebook.com/groups/BusyBaltimoreFitness/>