

## TOPIC: “Why Building A Strong Butt May Fix Your Back Pain”

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

**Dani (Donny) 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?)

Shelly: What does a strong butt have to with back pain?

Dani: Most of us are actually deconditioned in the back of our legs, because after about age 5, we lose our natural ability to squat -- thanks to chairs. So, our low backs have no choice but to pick up the extra work, ushering in chronic pain and tightness

I'll explain how the muscle imbalances work and demonstrate a few exercises to solve the problem.

**At the end:**

**I've filmed a detailed workout video for viewers to use. We'll give them free access at [www.Fit2GoPT.com/ouch](http://www.Fit2GoPT.com/ouch)**

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

**1. Logo**



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

a) Exercise equipment for demonstration (dumbbell, resistance bands, foam roller, tennis ball)

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

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

LINK: Viewers can get the full workout video for free at [www.Fit2GoPT.com/ouch](http://www.Fit2GoPT.com/ouch)

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: [www.Fit2GoPT.com/ouch](http://www.Fit2GoPT.com/ouch)