

TOPIC: "How to Automate Your Fitness Plan"

- 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:

Shelly: So for a super busy person, automating your fitness plan sounds AWESOME. But is that actually possible?

Dani: Well, here's what we know about the brain and habits. Initiating a new routine takes conscious effort. You have to DECIDE to do it. Most people fail with their fitness plans, because that willpower eventually gives out -- they can't sustain those positive decisions to work out and eat healthy forever.

But, that's the beauty of habits. Once we truly establish a habit, our brains and bodies start to run on autopilot. We start to complete our routines AUTOMATICALLY -- just like a computer program. So if you're a busy professional who wants to be fit & healthy, that's where you need to get. You need to put in the effort to establish the routine, so that willpower becomes irrelevant. There should be no conscious decisions made in the moment. You should be running through a pre-designed plan -- the exact same way every time.

Shelly: So we need to make our fitness routines like an automatic computer program. I like that. So what does that actually look like?

Dani: Glad you asked. Let's run through a quick demonstration.

Dani will then run through visual demo using props:

Wake up (PROP: lying down on ground using pillow and alarm)

Brush teeth (PROP: toothbrush)

Put on workout clothes (PROP: workout clothes, laid out nicely)
Morning Workout Routine (PROP: weights, resistance bands, foam roller)
Protein shake (PROP: protein shake)
Shower (PROP: body wash)
Get dressed (PROP: suit on hanger)
Start your work day (PROP: laptop)

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)



2. Sample Morning Fitness Routine (ideally on partial screen while running through demo)

- Wake up - 6 am
- Brush Teeth - 6:05 am
- Put On Workout Clothes - 6:10 am
- Quick Home Workout - 6:20 am
- Recovery Shake - 6:25 am
- Shower - 6:40 am
- Get Dressed and Look Awesome - 6:55 am
- Start Your Work Day - 7 am

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

Listed above in script.

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

Listed above in visual elements.

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

Find out more about fitness for busy professionals:

LINK: www.Fit2GoPT.com

- 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