

TOPIC: “How to Set, Plan, and CRUSH Your Fitness Goals”

Teaser: *“Coming up, a different approach to setting fitness goals that’s helped hundreds of Baltimore residents get in shape”*

- 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?)

“Most people that start fitness programs don’t follow through. Two out of every three gym members never show up.

When they don’t see results... they quit because they get discouraged. When they see results... they quit because that pain goes away.

I needed to get my clients to think of their goals differently, so I developed this framework. It’s been a game-changer for hundreds of Baltimore busy professionals I’ve worked with.”

I’ve provided images to show while we’re going through the 3 step process:

Step #1: Choose the result you want.

Step #2: Determine what that result requires.

Step #3: Set your process.

The process IS the goal.

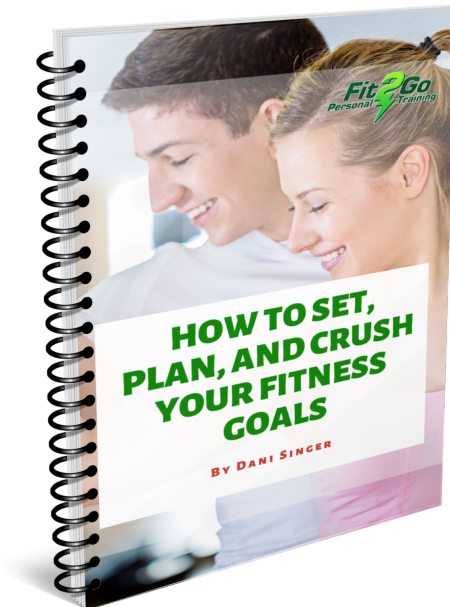
At the end, we'll give FOX Baltimore viewers free access to the full goal setting guide at www.Fit2GoPT.com/goals

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

1. I'll be sending over images to display while we're talking.
2. Logo



3. Goal Setting Guide (Free for FOX Baltimore viewers at www.Fit2GoPT.com/goals)



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

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 goal setting guide for free at www.Fit2GoPT.com/goals

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/goals