

TOPIC: “3 Exercises To Fix Your Posture and Improve Your Quality of Life”

- 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?)

Talking Points:

- In today’s world, good posture is actually pretty rare. Most of us live sedentary lifestyles, so most of us develop slouched shoulders and weak backs. These compensations are completely unnatural, but we actually consider them normal because they’re so common.
- Good posture has so many benefits: Improved confidence, less pain, better social skills, and overall enhanced quality of life.
- Since bad posture is so common, fixing your posture won’t only fix your issues -- it will make you stand out, in a good way.

I’ll then demonstrate the three exercises to improve posture.

- 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)



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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.

- 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: 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