

# Get to Know **BALANCED HABITS™**



FOOD COACHING

COMMUNITY

RECIPES

MARKETING

BUSINESS COACHING

PLANS

DIETITIANS

ACCOUNTABILITY

MACRO NUTRIENTS

CERTIFICATIONS

NUTRITION DEPARTMENT

PROGRAMMING

SCIENCE BACKED NUTRITION

NATIONAL BRANDING

LEAD GENERATOR

TURN-KEY SYSTEM

TECHNOLOGY

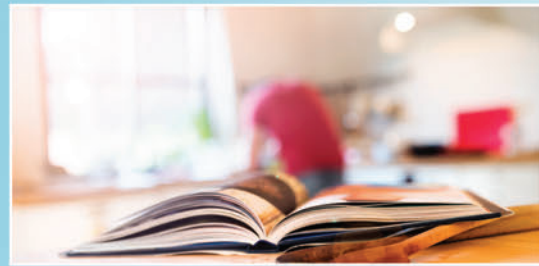
PROFIT CENTER

NUTRITIONISTS

STRATEGY

NETWORKING





Get to know  
**BALANCED HABITS™**

## Index



*The BH Story*

*PAGE 3, & 4*

*The BH Product*

*PAGE 5*

*BH Core Programs*

*PAGE 6*

*Partner Successes*

*PAGE 7*

*Final Thoughts*

*PAGE 8*







## Get to know **BALANCED HABITS™**

### The BH Story

#### Helping People Get What They Want

My name is Carolyn Fetters. In addition to being the founder of Balanced Habits™, I was also a multi-location fitness business owner, with my husband, Paul. Together we have been in the fitness industry for 30 years.

#### Why I Do What I Do

For over twenty-five years now, I've been a nutrition expert and counsellor. It's my passion. Having said that, it seemed only natural to apply my energy and enthusiasm for nutrition in a way that would help people throughout North America to better understand how to make better and more healthful nutrition choices to support their own goals. I have now worked directly, and indirectly, with over 125,000 people with the nutrition programs I created to educate people how to eat real food in the right portions to support their body and lifestyle. I coined this term a "Füducation."

#### The Origins of Balanced Habits

In 1994 my husband and I created a one-on-one nutrition program we called LIFE, to support our gym clientele. In 2008 I created the KICK START for a short-term, community-type event built around a nutrition program. Both programs continue to be extremely popular and successful.

So successful, that in November of 2012, we realized that we were limited to how many people we could impact with our own two hands so we started making our nutrition programs available to fitness businesses all around the USA and Canada, so they too could help their clients and community learn how to eat right and live healthier lifestyles. We named our company Balanced Habits™ and re-branded our original programs to Balanced Habits™ LIFE and Balanced Habits™ KICK START, as we wanted to emphasize that we all have habits and the goal is to have more balanced habits.







## Get to know **BALANCED HABITS™**

### The BH Story



We are so inspired to not only support communities all across the US and Canada, but fitness businesses as well, by developing a proven and profitable **Department of Nutrition**, rounding out their business brand and changing the way they operate by providing a “one-stop-shop” opportunity they previously were missing. We see this as a win-win and have now devoted 100% of our time to building Balanced Habits into a **National Brand** recognized everywhere.

This Fall 2019 will be the **29th installment** of our Balanced Habits™ KICK START program and we are thrilled to have the opportunity have now touched over 130,000 lives!

Balanced Habits™ LIFE is on its **27th year** and we have thousands of folks on this program at this time.

*In great health,*  
*Carolyn*





## Get to know **BALANCED HABITS™**

### The BH Product

There's no denying that *systems* are everywhere in our daily lives. There are road and highway systems for driving, mobile and wired systems for communicating...etc. Ideally, your business runs on systems as well. We have become reliant on systems to automate what we do, making everything and everyone more efficient. Systems make the world run smoother, more consistently and create trust.

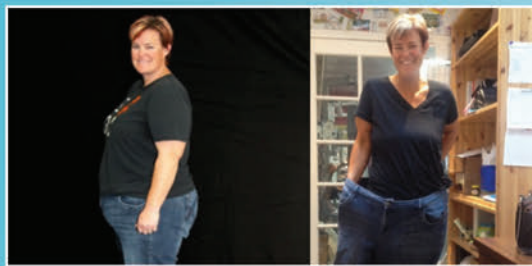
Adding any new service to your facility requires a systematic approach to be put in place, making sure it all runs smoothly. As a growing fitness club operator, you add new products and services, creating systems to ensure they become effective profit centers for your business.

**Nutrition**, the most talked about addition to any fitness club, is another profit center "system" to be placed in your gym. But it seems to be the one that many business owners overlook. How to implement nutrition with a scalable and systematic approach is what holds businesses back; *they simply don't know how*. It can be daunting for sure. It is this reason most fitness businesses just don't offer a **system of nutrition**.

Making sure your business or your brand is developing systems for each and every department is imperative to your growth and community awareness. What systems do you have firmly embedded in your culture to ensure your customer experience is enriched with consistency? Do you have everything in place your customers want and need to reach their goals?







## Get to know **BALANCED HABITS™**

### BH Core Programs



LIFE is our long term one-on-one program offered to clients in 3, 6, or 12 month increments. Nearly 50,000 health seekers have been guided to incredible and long-lasting results through our LIFE program.



KICK START is our group event that is held 3 times each year where participants are encouraged to see what health and fitness goals they can accomplish in just 28 days. Approximately 75,000 participants have been able to KICK START their health and fitness since 2018 due to the camaraderie, support, and accountability that this community approach provides.





# Get to know BALANCED HABITS™

## Partner Successes



### Evans Armantrading

**CNU Fit** Dover, DE / Population 37,800

*Signed with Balanced Habits™ May 2018*

Served **123** clients / **\$98,900** in program sales

"In our first two months of business we were able to service 42 new long-term nutrition clients and generated \$48k. Having the whole Balanced Habits team supporting our programs is a valuable asset because it means that I can center my focus on the long-term strategies of growing my business."



### Joseph Keegan

**Koko Fit Club** Cherry Hill, NJ / Population 71,045

*Signed with Balanced Habits™ July 2017*

Served **375** BH clients / **\$126,154** in program sales

"In a little over a year, we have been able to use the support, technology, and marketing provided by Balanced Habits to earn well over \$100k. Any gym owner who has thought of starting their own nutrition should reconsider because the time, energy, and money that Balanced Habits saves you is well worth the investment."



### Ryan Vogt

**Tri City Court Club** Kennewick, WA / Population 73,917

*Signed with Balanced Habits™ June 2017*

Served **251** LIFE clients / **\$186,895** in program sales

"As a multi-departmental, full service health club, nutrition was the one service we always struggled to offer, but Balanced Habits simplified and streamlined the process and allowed us to finally bring this service to life."







## Get to know **BALANCED HABITS™**

### *Final Thoughts*

We hope we have provided you with enough information that you have a better understanding of what Balanced Habits™ can offer your fitness facility. We encourage you to contact us to learn more. [info@balancedhabits.com](mailto:info@balancedhabits.com)

Give us a chance to demonstrate how partnering with **Balanced Habits™** can scale your business to the next stage of success. A partnership with a proven brand allows growth at an accelerated rate without the time and expense of creating, testing and hoping you can get the desired result.

Thank you,

*Carolyn Feters*

