



Mo-Mentum Fitness

Please provide Your name and that of your company

Amanda Mittleman, Mo-Mentum Fitness

In a single sentence, what does your business offer.

We provide people the RIGHT tools to achieve their full potential in life, through fitness and wellness.

How will your business make money?

Our World Class people centered, supportive and motivation based culture, group fitness classes, small group training, private, semi-private fitness coaching, challenges, corporate fitness, online coaching products and special events

Who are your competitors?

Other boutique fitness studios—but mostly ourselves. We strive to get better at serving our population and marketing to people who will benefit from our services every day.

What is your Unique Selling Point. (Why would someone use your business over another?)

We provide a welcoming, fun, (just the right amount of) challenging and totally fascinating community. The exact ingredients to help support people on a quest to initiate and maintain new healthy, productive, life enhancing habits....for a lifetime.

How have you funded it so far?

We borrowed money from one family member, a friend and we did start up with credit cards....which is not suggested by financial wizzes like Dave Ramsey-but we read that book after we opened our business!

What were you doing before you set up your business?

I was running a smaller version of my business out of another gym. It was very difficult because I had a whole other picture in my head about where I wanted my business to be....so my head and reality were out of alignment.

Where did the idea come from?

Years of being fitness professional, my own personal experiences and my passion to help people change their lives and achieve their goals.

Working for a big box gym and teaching for smaller studios, then training on my own while renting space from other smaller gyms I observed what I liked about businesses, A LOT of what I didn't like, what worked for my clients and what didn't work for my clients/members.

I was constantly picturing what my business would look like, how it would solve many of the road blocks that limited my ability to provide the best services to my members. I also joined a mastermind group made up of fitness professionals from all over the world. I was able to communicate daily via email and monthly via phone calls and we meet two times a year in person, and a few of them live in my area and we see each other regularly. This was a game changer. I learned so much of what I needed to know to successfully open my business through this group. They have also supported my immensely during the process of opening my business and during very difficult times (inherent in opening a business!) They have also been there to celebrate the huge accomplishments too!

What's the smartest thing you've done so far?

Join and become an active member of the Todd Durkin master mind group.

What's the one thing you would do differently?

Probably be even more careful when hiring people. And definitely I would have developed my employee and contractor expectations more thoroughly before hiring. I would have also started with fewer classes and built up from there—I think. I have learned so much and I've learned pretty fast because I am willing to listen to my mentors, friends who own businesses, other business people who are successful and my members.

If your business was a flavor of ice-cream, what would it be?

It would be Protein Spiked Greek Yogurt Mixed Fruit Surprise With A Dash Of Dark Chocolate! (A new improved flavor that changes the face of ice cream!)

What outside ideas have inspired you?

*Apple and Steve Jobs inspire me because Steve jobs was relentless and driven to produce technology that was simple and easy for non-computer programmers to use. And I love their customer service at their stores.

*Starbucks inspires me because of their mission to utilize coffee beans from very poor villages in other countries who will prosper because of this. And they provide insurance for their employees and they provide opportunities for education for their employees as well as opportunities to invest in their company.

*IDEA fitness association that has continued to grow larger every year and helps millions of fitness professionals become better at inspiring the world.

People like Anthony Robles a world champion wrestler who was born with one leg also inspires me. I love the idea of starting behind and with dedication, passion and focus finishing ahead! That's my story and the story of many people I work with.

Where are you going to be in 12 months' time?

Mo-Mentum will be making a healthy profit every month, we'll have 8 trainers, 10-12 instructors (ALL the top in the industry) we will have incentives to help our team pay for education and certs. We will be offering a certifications and selling packages to help trainers learn to communicate and develop proper programing for the people who need us most (people who are afraid of gyms). I will be speaking nationally. And I will have my first book completed and ready to sell!

What's the best financial advice that you have received, that you would like to pass onto our audience?

Learn about finances now! Even if that is not your strong point, learn about them. Do what you do best and hire the rest. What I mean by that is know your weaknesses. I am a WORLD thinker, I'm the one out on the front lines with ideas popping up all the time. I have people that I run my ideas by and we figure out if they have the potential to help people AND make money....if you don't make money you can't have a business. Learn about financing options now and start small, build your business as you begin making money....set goals, stay out of debt as much as possible. I started the in a way that caused A LOT of stress and I'm still getting untangled from that mess now. I don't regret it because I learned, but if you can avoid the kind of debt mess I got myself into then do it by all means!

What 3 attributes are most important to you if were going to hire somebody?

Passion to learn

Positive energy

Dependability/consistency

Find out more about:

www.mo-mentumfitness.com