



**KARLTON MEADOWS, MS**

**THE CREATIVE EXERCISE SCIENTIST  
&  
EXECUTIVE FITNESS COACH**

My mission is to use my God-given gift to elevate the status of personalize fitness service to the highest level of professionalism while establishing Q-Fit and Majestic Balance as a gold standard in the personal training industry. Simply put, I want to be the Rolls Royce of my industry. I specialize in creative solutions that are customized to meet the unique needs of each individual client. Exercise is nothing more than choreographed movement against a selected resistance so it is scaleable to accommodate each fitness level, age and goal. My role is to observe, analyze and correctively coach my clients' movement during exercise. I juxtapose their goals, needs and abilities with the optimal movements and resistance. My optimized process also helps them avoid exercise-related injuries while progressing through programs without getting stuck at plateaus. The quick and ongoing results help my clients cultivate a better appreciation and love for the body in which they are currently living. This in turns builds their self-confidence and their belief in their own physical abilities by introducing them to what they are truly capable of doing. I also aim to enhance my clients' quality of life through improved mobility that preserves their vitality and independence. I guess I can sum it up by saying that I want to help others experience and unleash the transforming power of training specificity and adaptive exercise.

As the Creative Exercise Scientist and an aging competitive athlete, I know the core has long been a critical success factor common to top performers. As an aspiring entrepreneur I know my core values will serve to fortify and strengthen my character as a build and maintain my reputation. I have an acronym that I can borrow from myself and repurpose. DICE Diplomacy, Integrity, Compassion and Excellence. It is similar in essence to how I treat my clients and the spirit in which I serve them... Dignity, Intelligence, Compassion and Empathy. Each die (singular for dice) is closely tied to the other as are each of the individual and seemingly indivisible values. For me, Dignity and Diplomacy focus on the client's inherit individual value. The "I's" focus (no pun intended) on me being singularly true and not duplicitous. Integrity is based on congruence between what I believe and how I behave. My link between Integrity and Intelligence is that I am driven to know and understand as much as possible about my profession so that I can skillfully design and implement personalized programs that deliver results for my clients. I am pleased when I hear others refer to me as a compassionate and competent individual because that is how I want to show up in the world. The care that accompanies compassion must be directed by competence if I am going to serve with excellence. And lastly, I have to be smart enough to care enough to have the awareness to empathize with the struggles of my clients. I was once engaged in similar fruitless battles and I contended until I won so I know that I can guide them successfully through to their individual victories. The following business plan provides an overview of the details on monetizing my passion for fitness.



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# **1. EXECUTIVE SUMMARY**

In 2017 The World Health Organization (WHO) advocated for a healthy and inclusive lifestyle throughout all the stages of life by introducing the concept of healthy aging. Their ultimate goal is the actualization of a longevity-vitality combination that enhances quality of life nutritionally, physically, psychologically and recreationally. Generation X'ers and Baby Boomers (GX2B) represent the industry's fastest-growing markets and are increasingly in need of customized workout routines designed for aging adults and individuals with chronic health conditions. This combined GX2B group is woefully underserved because most personal trainers rely on general programs that are pre-designed without consideration of the individual physiological challenges of a given client. That gap is filled by our innovation, professional education, professional experience and recent athletic accomplishments.

We are the Fitness Paradigm Shift that elevates and optimizes the aging client's personalized experience with our result-based, science-backed, mobile fitness solutions. We believe that our effective onsite program will help us to fill the void as the first major player in the industry. Our target market accounted for 77.6% of the major market segmentations which generated \$12.9 billion in revenue in 2021. Additionally 59.1% of those services were delivered outside of traditional fitness centers. These are both strong indicators that our efforts of providing a door-to-door or device-to-device fitness service directly to the client's locale will be attractive and well received. Technological trends are also virtual assets and assistants that help us connect with and service our clients needing live video conferencing. Furthermore, the Southeast has the largest share of industry establishments at 28.2% and Florida in particular represents 13% of the nation's total. Our age-focused service complements our location and gives us a strategic advantage in our marketplace.

Our marketing strategy highlights our distinct competencies and our holistic approach encompassing mind, body, and soul to transform the aging residents of Sarasota. Our plan is to begin at The Ritz-Carlton and work to become a consultant for other hotels and condominiums. We have functional and experiential synergy that will be difficult to duplicate. And finally, analyzing our financial viability helped focus us on alternatives for pivoting. We will remain diligent and flexible to ensure the survivability of our venture.

## **2. BUSINESS DESCRIPTION**

We provide an ultra premium onsite 12-week personal fitness service that has been endorsed by the United States Special Operations Command and the Department of the Navy. It has won awards from the Secretary of the Navy and has been recognized by Governor Arnold Schwarzenegger. Our methods meet the criteria set by the United States Surgeon General for muscle strengthening exercise.

### **2.1 Our Majestic Mission**

We are committed to revolutionizing fitness industry by elevating and optimizing the client experience through innovative and effective exercise solutions, which help to move clients beyond frustration to fruition with their health and fitness goals in less time while simultaneously reducing and eliminating training-induced injuries. This will also serve to elevate and create a greater level of professionalism for us in an industry that seems to be overly trendy and lacking behavior, language and ethics commensurate with professionals.

### **2.2 Vision**

Our Vision is to become the Rolls Royce of the Fitness and Personal Training Industries and set the standard for redesigning more preservative and rejuvenating training and conditioning protocols for athletes of all ages and levels.

### **2.3 Goals and Objectives**

We aspired to become an authorized service partner with Ritz-Carlton Sarasota, providing residents with our top tier professional fitness program. Ours would be the first ones commensurate with their other luxury lifestyle choices. Additionally we wanted to have higher profile speaking engagements and to provide executive fitness coaching to C-suite executives. The latter two goals were driving factors in applying to the Masters of Art Professional Communication (MAPC) program. Of course completing the program by December 2021 was an unfulfilled pursuit. Contrastingly enough, we did experience some wins.

Despite not partner with Ritz-Carlton, we did acquire a C-suite executive client in who has purchased nearly \$30,000 of our services. In November we were invited to partner with Luxury Executive Wellness for their January 2022 retreat at the Sandpearl in Clearwater. By late December, the marketing for the retreat had attracted another company that has started discussions and meetings to have us develop and direct their adaptive fitness programs. Their resiliency clinics for veterans are a non-profit model while resiliency clinics for executive are a for-profit model. Lastly in December, we received a serious inquiry from national speaker, author and mother of Dr. Eric Thomas, the top motivational speaker in the world.

On the speaking side of our goals, we were successful in securing some very meaningful bookings throughout the entire year:

~ United States Dragon Boat Federation and Pan American Dragon Boat Association

~ Centre Club Tampa's Champion's Luncheon

~ CEOs in Schools with Hillsborough County Public Schools and Hillsborough Education Foundation

~ Great American Teach-In with Hillsborough County Public School.

## **2022**

Our first objective is to complete the requirements for the MAPC program. Secondly we will work with SOF Missions to finalize the details for directing their veteran resiliency clinics as well as the details for the executive resiliency clinics. Thirdly we would like to acquire both higher profile and higher paying speaking engagements. Fourthly we would like to launch a 12-week \$45,000 program and lock in one to three full rate clients before the year's end. Lastly we aim to finalize our method and begin teaching other executive fitness coaches by 2nd quarter 2023.

## **2023**

12-week packages sold: 4-12

Complete an online subscription program for clients

Complete certifying two other executive fitness coaches

## **2024**

Certify and mentor two (2) Creative Exercise Scientist

We want to produce the 1st 50+ Olympic Gold Medalist in the Track and Field 800 meter dash in the Summer Games. This feat will give us the credibility to help make our vision a reality.

**2025**

12-week Packages sold: 36-48

Begin Training another Chief/Lead Creative Exercise Scientist

**2026**

Assume Master Creative Exercise Scientist role and serve only a few more exclusive 1-year clients who purchase \$180k memberships.

## **2.4 Summary of Overall Strategic Direction**

We are able to successfully move clients from frustration to fruition of their goals by integrating cardio-vascular, strength, flexibility, balance and core elements into each session to safely, effectively and efficiently create noticeable results. All of what we do works synergistically to improve the quality of life of our clients by unleashing the true transforming power of exercise to actualize real results in less time.

We offer a highly adaptive and customized personal fitness service that capitalizes on the design attributes of a 45-million-dollar training interface, i.e. the fabulously engineered and designed human body. We design and implement a tailored program based on client's current fitness level then we safely and progressively modify their program as their fitness improves to prevent plateaus. We oversee every degree of every exercise to collect and analyze real time data to infuse immediate feedback in to live coaching session. We use our certification in biomechanics of resistance training and Sports Medicine Suspension Training to specialize in optimal movement patterns, paths and ranges. We offer assessments, body composition scans, Max VO2 Tests, Nutritional strategies, kitchen discovery sessions and grocery store field trips.

## **2.5 Why I Started**

I have had 1st hand experience with being frustrated about my past fitness level and ability. And I have enjoyed sustained superior health, fitness and athletic performance as a result of our proprietary methodologies. I didn't like the idea that too many Americans were not seeing the results they were pursuing. They were investing good money and a great deal of misdirected effort to achieve better health and fitness but:

- Couldn't shed stubborn belly fat despite exercise and healthy eating
- Tended to get injured as a result of exercise
- Were getting stuck at a plateau

## **2.6 Description of Service Offered**

Our highly individualized onsite Creative Exercise services collect, analyze, and apply real-time movement feedback data that we use to coach clients through optimal ranges of motion while exercising. Our key modality is the TRX Suspension Trainer. Our services include fitness assessments, consultations, program design, program implementation and progressions. We apply the scientific principles of reciprocal inhibition, agonist-antagonist pairing and time under tension to optimize results during every session. This innovative approach reduces the time of completing a comprehensive, multi-functional full-body session to 20 – 45 minutes. The range is dependent on the client's ability and time availability. During each session we focus on protecting that which is commonly injured with traditional approaches: articulating surfaces of the joints and the connective ligaments and tendons.

Our methodologies meet the guidelines established by the surgeon generals for moderately intense physical activity and provide unmatched physiological and psychological benefits in as little as two 45-minute session per week. Our personal programs improve our clients' health in the following ways:

- Increased muscle strength and bone density
- Naturally increased hormone levels
- Greater ease in maintaining ideal body weight
- Greater ease in reducing weight for those obese or overweight individuals
- Lower risk of high blood pressure, diabetes and cancer
- Reduced stress and depression

## **2.7 Business Model**

Majestic Balance offers the Q-Fit Method as a B2C model. Q-Fit is delivered by an accomplished international athlete and educated fitness authority who will bridge the knowledge gap between successful athletes and our fitness inspired clients. Our idea clients are high net worth executive men 35 and older. It should be relatively easy with alpha male types who struggle to naturally develop a physique in keeping with their dominant and disciplined outlook. Our secondary clients are women of the same economic and age demographics. For women struggling with their obstinate human machine, we can help acquaint them with the best version of themselves as we have successfully done with other menopausal women. We strongly believe that once they find out that there is a premium option available that they will want it because it works and is price-prohibited for the average person. We plan to reach them through strategic VIP events with Raymond James and Lamborghini both located in Sarasota.



## 2.8 Our Value Proposition

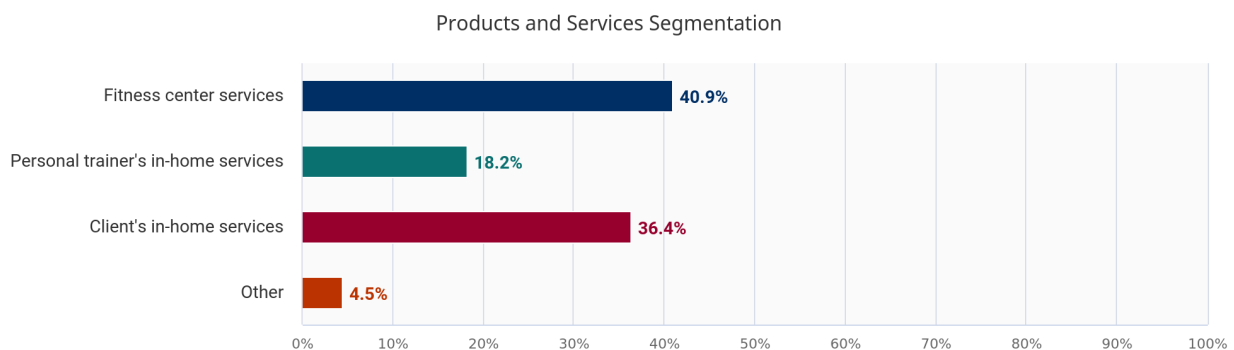
Our value proposition is that Q-Fit will help our clients achieve the Four B's:

1. Burn Fat
2. Build Muscle
3. Boost Hormones
4. Breakthrough Plateaus

## 3. Industry Analysis

### 3.1 Size, Segments and Maturity

The personal training industry is composed of individuals providing both private, semi-private and small group services. In 2021 the industry boasted \$12.9 billion in revenue, \$1.3 billion in profits and 728,000 businesses across the US. Less than half (40.9%) of all the services were delivered in traditional fitness centers like gyms, health clubs, pilates and yoga studios. The second largest segment (36.4%) of the services were delivered in the client's residence as in-home services. It is worth noting that nearly one-fifth (18.2%) of the services were delivered from the personal trainer's residence as in-home services. The latter two are the segments where our business focuses and specializes with our highly adaptable and portable system.



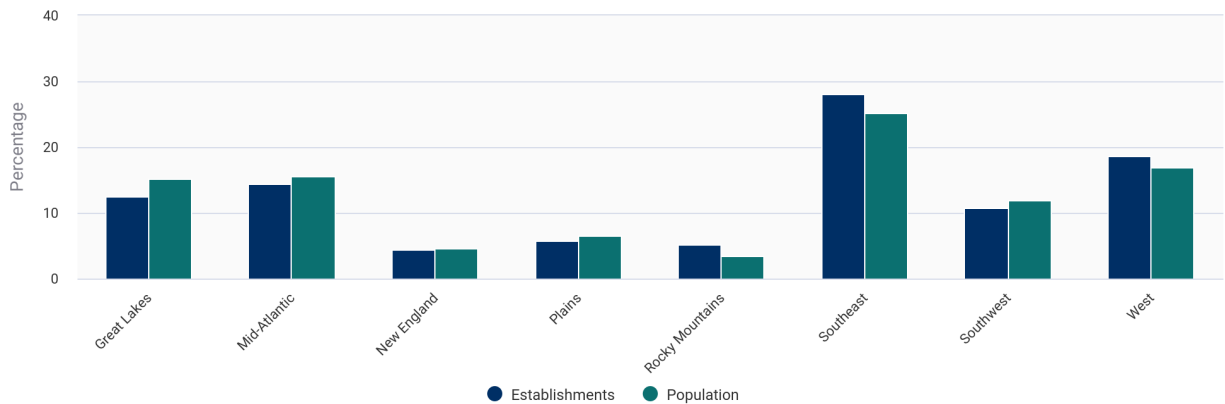
2021 INDUSTRY REVENUE

**\$12.9bn**

Personal Trainers  
Source: IBISWorld

Another point worth noting is that the Southeast is home to the lion's share of the market with Florida ranking highest among the collective states. IBIS World Report revealed that the average rate for personal training sessions dropped from \$50.00 to \$30.00 with a high remaining at \$130.00 per hour. This illustrates that our current rate of \$360 per session sets us as a premium service.

Distribution of Establishments vs Population



Personal Trainers  
Source: IBISWorld

### 3.2 Our Opportunity

Despite the aforementioned stats and the low barrier to entry there wasn't a single major player in the industry. It is mainly filled with follow the follower programs where clients are forced into a general predesigned program that is based on the latest trend, fad or gimmick. That approach fails to consider the current fitness level or physiological challenges of an individual client. The trainers who use this cookie cutter one-size-fits-all approach usually have no idea of the basics questions: Who? What? Why? and How? This impersonal and general approach makes it difficult to get the specific individual results that address the clients' needs. It may also set the participant/client up for higher risk of exercise related injuries. Aging adults also drive up demands for specialized personal training service to address the decline in their physical abilities. Our ability to creatively design and implement programs "from scratch" allows us to deliver a highly customized experience that is based on the needs and abilities of each individual client. This accelerates the rate at which our clients see and feel results.

### **Other Potential Opportunities**

- Connecting with owner of Sarasota Lamborghini
- Follow up with Rolls Royce salesman who loved the SOCOM Coin I gave him
- Underserved customer segments
- Chance to be First Ultra Premium Mobile Fitness Service to market
- \$180K Fitness

### **3.3 Questioning Threats & Trends**

There is an increase of individuals in various fitness and nutritional supplement-based network marketing companies who are being given the loose title of coach. This is both amusing and slightly annoying since many of them are grossly overweight do-it-yourselfers who feels that the testimonials of the companies are somehow reflections of their individual “expertise.” There is also a trend of online influencers which may tell a client what to do but fails to provide real time hands-on instruction with specific coaching cues and feedback for the individual training on the other side of the screen. Additionally, there is an increase in fitness-on-demand options that offer remote access to training via live-stream or recorded classes. These scenarios fail to deliver the level of professional oversight and at best provide a person or screen to merely accompany or babysit the participant.

Current technology in wearables help bridge the gap for consumers who might have previously wondered how collecting data could provide feedback for enhancing their exercise program. We can use wearable consumers as a warm market since they have an interest in their fitness. We can help them get the most out of their experience by going a step beyond the technology. The wearable only records the activity they complete but doesn’t specifically qualify or rate the activity for proficiency. We take the wearable experience to a more beneficial end by sharing the “how” to optimally perform the activity. Additionally we explain and know why and when specific exercises are selected.

Fitness apps are also on the rise and they also don’t provide real-time feedback on how well the exercises of the program are being done. This is where we can also help clients optimize and personalize the potential of their tech product. We work alongside the technology that has fitness top of mind with the prospective client. Additional considerations include the increase in mobile point of sale, recurring payment and appointment scheduling options; all made possible by technology. These far from threatening, these are assets that make client admin much easier.

Regardless of what the next latest trend is, it continues to overlook the need for intelligent individualized hands-on instruction. We don’t consider the growing number of overweight

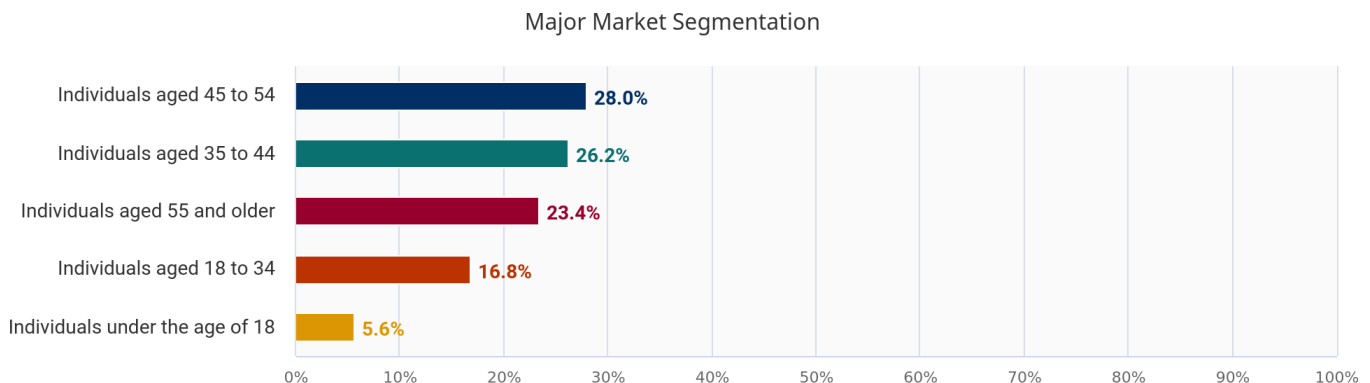
and un-credentialed “coaches” or the various tech options threats because our prospective clients pride themselves on being able to make distinctions between “the haves” and the “have nots.” Our clients enjoy a lifestyle that is marked by unique and exclusive experiences that just aren’t available to the masses. We make the finer distinction between our company and would-be competitors by paying close attention to the details that deliver results. We compare it to the level of attention to detail illustrated by Rolls Royce in the crafting and assembly of their fine motor cars. That is our unrivaled standard that allows us to use would be threats as means to analyze where we can provide even more meticulous attention and detailed service.

### Personal Potential Threats

- Challenge to simply and succinctly describe what I do as a Creative Exercise Scientist
- Being pigeon-holed as an average and typical personal trainer

### 3.4 Target Market

Our outlook on our target market can be compared to the layers of an onion. Our core market is men and women 50-89 years old. Overlaying that core, we have 35-49 year old men and women with disposable income who are already training but are dissatisfied with the lack of results. The most recent IBIS World Report indicated that our target constitutes the largest portion on the industry’s population. In 2021 our demographics composed 77.6% of the market. Sarasota has no shortage of active, affluent aging adults. The residents and guest of the Ritz-Carlton are what would believe to be a ready made market that is woefully underserved as witnessed by the age and condition of their fitness equipment we saw while staying at their hotel. The quickest way to begin reconciling the fitness experience with the Ritz brand is to bring in a service commensurate with the lifestyles of its guests and the company’s motto; Ladies and Gentlemen serving Ladies and Gentlemen. We offer that exact type of service.



2021 INDUSTRY REVENUE

**\$12.9bn**

Personal Trainers  
Source: IBISWorld

### 3.4 The Creative Exercise Scientist Advantage

We have an unbelievable and unmatched combination of 1st hand experiences, education and accomplishments that create our company's illustrious competitive advantage. Our Chief Creative Exercise Scientist and Executive Fitness Coach, Karlton, is an unstoppable and incredible professional with a very humble beginning. He has provided personalized service to Olympic & world class athletes, Navy SEAL's & divers and the U. S. Navy's Fitness Enhancement Program (FEP). While leading FEP Karlton created a 90% success rates for its participants, earning him two Navy Marine Corps Achievement Medals from the Secretary of the Navy. Additionally, in 1994 he was the first Fitness Instructor for Special Warfare Combatant-craft Crewmen (SWCC), a direct support program to Navy SEALs. He has served former politicians and White House staff as well as local news celebrities.

Having perfected his craft, trained, lectured and competed on 4 continents and in over 24 countries, Karlton has participated in a myriad diverse athletic events. He became a light heavyweight body building champion, an accomplished power lifter, top 10 Strongman competitor, sponsored triathlete, freestyle wrestling champion, road racing champion and track athlete. However, athleticism did not always come easy for Karlton.

#### Personal Strengths

- Resilient and resourceful - will persist in the face of obstacles
- Driven - works hard to achieve goals
- Success oriented - tackles and seek solutions to tough challenges
- Competitive - loves to win
- Methodical
- Forward-looking & Future-focused
- Makes Sustained Superior Fitness look Effortless
- America's 1st and Only 20-year Navy veteran with service connected disabilities to make an historic collegiate track debut as a walk-on at age 45
- USA Track & Field Silver Medalist
- Male athlete of the Year Nominee
- Congratulatory Appreciation Letter from Governor Arnold Schwarzenegger
- Endorsement from United States Special Operations Command
- Light Heavyweight Body Building Champion
- Top 10 Strongman Finisher



### **Personal Weaknesses**

- Impulsive, Impatient & Critical
- Hates to lose
- Weak Administration Skills
- Can be disorganized
- Expects others to already know who I am

### **3.5 Failing to Quit in Order to Win: The Resilience to Lead**

Born with a clubfoot in 1970 Karlton outgrew leg braces only to become a sickly, scrawny, last picked, bench-riding kid. Imagine being a toddler whose right leg and foot turned inward to the extreme left. Visualize that little guy's feet in shoes attached to a corrective bar brace. Well that was little Karlton with his club foot but his will to win was alive even then as he figured out how to walk in that brace. Now imagine him not being able to continue the protocol needed to complete the correction of his condition. Maybe that contributed to his lack of athleticism as a child despite his desire to be a champion like the ones he saw on the Wheaties cereal boxes. Now fast forward to young adulthood in the U.S. Navy then throw three totaled-vehicle-wrecks into the mix and you begin to get an idea of the repeated challenges he faced in just staying alive and healthy. You can also better understand what he had to overcome to grow into the accomplished athlete and fitness authority he is today. If you are facing obstacles that seem insurmountable or you just seem to be stuck, Karlton knows 1st hand how you feel and knows how to help move you forward towards actualizing your goals. Eventually his fierce spirit conquered his childhood adversities and automobile accidents, forging him into the strong and determined man he is today. In practicing what he teaches, his life echoes the testimonials of success enjoyed by his clients.

The Creative Exercise Scientist has a bright future and has already been well received and lauded at Power House Gym in Tampa, Anytime Fitness on Big Bend, Crunch Sarasota, Snap Fitness in Riverview, The Mira Bay Club in Apollo Beach, Venetian Falls in Venice, Swartz Therapy on Boca Grande and the Bryan Glazer Family JCC in Tampa. He had the distinct privilege of becoming a Medical Fitness Professional for the New BayCare Health Hub in Valrico Florida. He currently has over 50 reviews and a 5-Star rating in the IDEA Fitness Association directory, the largest one in the nation. His endless enthusiasm and optimism fueled his relentless pursuit of his personal dreams, making his collegiate debut as a walk on to the University of Tampa Track Team at the age of 45. At age 46 he became a 2016 USA Track & Field Silver Medalist and was showcased as a 49-year-old Olympic Hopeful by NBC for the 2020 Tokyo Summer Games. A guy who never met a stranger and an intuitive innovator, Karlton is persistent and will bring great credit upon the company and any establishment that has the opportunity to enlist his service.

## **4. MANAGEMENT PLAN**

### **4.1 Formation for Tax and Business**

We are a Lifestyle business and initially thought that all we needed was to register with Sun Biz and start serving clients so we formed as an LLC. As we moved forward we realized that we had additional expenses for legal support, marketing, accounting and IP. But we still didn't fret we figured we would just bootstrap our business. If we need investments in the absences of grants then we will take steps to reorganize as an S-Corp.

### **4.2 Structure and Experience**

We have a thoroughly educated and internationally experienced leader at the helm. Karlton has earned a Bachelors' Degree in Sports and Health Sciences from American Military University, as well as a two Masters' Degrees from the University of Tampa in Exercise and Nutrition Science and in Entrepreneurship. As we start, he will embody our organization structure and responsibilities. He has routinely served as a labor consultant and training facilitator with a local law firm so he will initiate contact and negotiate with the Ritz-Carlton. He was successful in becoming an authorized fitness professional for Fish Hawk so he feels confident about the Ritz. Karlton is also a Sports Performance Advisory Board Member for Xtreme Healthy Lifestyles. We are confident that he can oversee our company based on his current and previous experiences:

Lead trainer at Anytime Fitness Big Bend in 2011:

- Developed exceptional club culture at nation's fastest growing club for franchise. Welcomed and interacted with over 2,000 guests and members. Performed more than 300 fitness consultations, designed more than 700 personal training programs, and conducted fitness assessments for more than 30 members. Led and developed nine other trainers, assisting them with program design, payroll, policies and operations. Expertly designed and instructed nearly 600 TRX® and boot camp classes for diverse fitness levels.
- Exceeded monthly Club Goals for PT Sales during second month:
  - Total agreements by 120%
  - Cash revenue by 170%
  - Expected Drafts by nearly 1,400%

- Routinely exceeded individual trainer goals, highest was:
  - Total agreements by 149.94%
  - Cash revenue by 143.24%
  - Expected Drafts by 159.17%
- Consistently and cordially presented offers to members with an average client closing rate of 45%. Highest closing rate was 166.67% second highest was 75%

International Fitness Instructor and Fitness Enhancement Program Leader 14 years:

U.S. NAVY, California, Georgia, Greece, Spain, Turkey, U.K., Bahrain, Southwest Asia

- Expertly designed and implemented U.S. Navy physical training plans: One-on-one and small groups ranging from three to 25 individuals.
- Coordinated setup, logistics and conducted Physical Fitness Assessments (PFA) measuring body composition / flexibility / muscular endurance / cardiovascular endurance for running, walking and swimming.
- Presented statistics from assessments to responsible officials and formulated 180-day program for next PFA.

#### *Select FEP Accomplishments*

- ★ 90% of enrollees went on to meet or exceed Navy physical fitness standards.
- ★ Most noted female dropped seven inches, 13 pounds and 8% body fat in nine weeks.
- ★ Most noted male dropped three inches and 5% body fat in four weeks.

#### Certifications and Honors

- EXOS Certified: Fitness Specialist, Performance Specialist, Tactical Specialist
- Certification - Massage Therapy
- Certification – Suspension Training Sports Medicine
- Certification – Biomechanics of Resistance Training
- Certification - Active Isolated Stretching
- Published Fitness Model
- National Fitness Hall of Fame Spokesperson
- One of America's Top Fitness Professionals, Regency Publishing
- Internationally acclaimed and interview by Belgrade's HDS Magazine
- 40 other Certificates
- Men's Health Fitness Council, Official Member
- 2016 USA Track & Field Silver Medalist
- Endorsements: US Special Ops Command, Department of the Navy
- 2008 20-year Navy Veteran with service-connected disabilities.

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Just informed into something more physical than I could ever have imagined.

It is a pleasure to thank the Tampa Tribune for setting and anchoring the opportunity to create a Partnership with the EDGE Business Community. Since 2001, The Tampa Tribune has been an integral part of the Tampa Bay community and I am absolutely honored to have been so far part of it. I am also grateful to be affiliated with Tampa Tribune after having been previously featured in the magazine. The EDGE magazine is an important small business, and with such wonderful partners, you can do just that!

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Hope you enjoy the premiere issue of EDGE Business Magazine. This look forward to bringing you many more!



**Buffy Wilson**  
President, EDGE Business Magazine

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## A Healthy New Year

**Staying Fit With a Busy Work Schedule**  
By Karlene Woodson

If you're wondering whether there should be more pressure on you, here are some things to consider. There are a lot of reasons to stay healthy, including the fact that it's a key to success in business. In addition to an increased risk of numerous diseases including cardiovascular disease and diabetes, staying healthy can improve your productivity and mental and physical well-being, and it increases the quality of both your professional and personal life.

Along with other good health choices, the key to staying healthy is to make time to be healthy. According to the World Health Organization, chronic stress increases the risk of heart disease and other health problems. Stress can also lead to a host of other health problems, including depression, sleep and digestive problems, and even difficulty with concentration and memory.

Fortunately, stress management can reduce stress while also making the body more resilient to stress. According to the American Psychological Association, stress management techniques include improved self-esteem and mood, reduced symptoms of depression, and better stress management. The key is to find the right stress management technique for you.

You can reach "balance" with a little bit of exercise. Regular exercise can help you feel better about your work. This can be achieved by taking walking breaks, using an elliptical machine during office hours, or getting your heart rate up to 150-160 beats per minute. The American Heart Association says, "even with 150 and moderate exercise, for example, someone who is 50 years old would have a 50% reduction in the risk of heart disease, and they might have a 50% reduction in the risk of heart disease."



Stress management and staying fit are two of the most important things you can do for your health. Staying fit is a key to success in business. In addition to an increased risk of numerous diseases including cardiovascular disease and diabetes, staying healthy can improve your productivity and mental and physical well-being, and it increases the quality of both your professional and personal life.

Along with other good health choices, the key to staying healthy is to make time to be healthy. According to the World Health Organization, chronic stress increases the risk of heart disease and other health problems. Stress can also lead to a host of other health problems, including depression, sleep and digestive problems, and even difficulty with concentration and memory.

Fortunately, stress management can reduce stress while also making the body more resilient to stress. According to the American Psychological Association, stress management techniques include improved self-esteem and mood, reduced symptoms of depression, and better stress management. The key is to find the right stress management technique for you.

You can reach "balance" with a little bit of exercise. Regular exercise can help you feel better about your work. This can be achieved by taking walking breaks, using an elliptical machine during office hours, or getting your heart rate up to 150-160 beats per minute. The American Heart Association says, "even with 150 and moderate exercise, for example, someone who is 50 years old would have a 50% reduction in the risk of heart disease, and they might have a 50% reduction in the risk of heart disease."

Karlene Woodson is a 30-year old fitness instructor and an international award-winning fitness authority armed with more than 10 years of experience as a personal trainer, fitness model and fitness instructor in the fitness industry. An entrepreneur, she is also a fitness model and fitness instructor. Contact her at [karlene@karlene.com](mailto:karlene@karlene.com) or visit her website at [www.karlene.com](http://www.karlene.com).

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## A Congratulatory Appreciate Letter from Governor Schwarzenegger



OFFICE OF THE GOVERNOR

June 30, 2008

***Karlton Meadows***

Congratulations on retiring from the United States Navy after 20 years of honorable service. As a resident of California, your dedication to the United States Armed Services is an inspiration and mark of distinction upon our state and its people.

The security of America and the safety of its citizens depend on the willingness of brave people like you who knowingly put their lives on the line in defense of our liberty. Your loyalty to this noble cause has earned you the respect of people around the world.

You can take great pride in a distinguished military career filled with service, duty and a love for America. I wish you a retirement that allows you to enjoy new opportunities and freedoms you have selflessly guarded for so many years.

Again, congratulations and thank you for your service and sacrifice to our nation.

Sincerely,

  
Arnold Schwarzenegger




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## Historic Collegiate Track Moment



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**MEN'S TRACK**

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**Karlton Meadows**



Height:	6-0
Year:	Sr.
Hometown:	Gary, Ind.
High School:	Theodore Roosevelt HS
Major:	Exercise and Nutrition Science

Bio

**High School:** Graduated from Theodore Roosevelt High School.

**Personal:** Walked on to the UT track team to make collegiate debut at 45 years of age...Son of Vernice Meadows...Has two siblings, Keith Meadows and Renita Wright...Exercise and nutrition science major...Born May 2.

## Three Decades of Excellence



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45



DREAMIN' BIG,  
Karlon Meadows

A tama. Top 6.  
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## 5. MARKETING STRATEGY

Like UBER and LYFT for your workouts, we bring it all to you. We are like a Concierge, and strive to Elevate the Personalize Service experience. We plan to market ourselves via brochures at the Ritz-Carlton & Lamborghini Sarasota, Wealth and Health workshops with Raymond James Sarasota, emails and showcasing our affiliations with University of Tampa, USA Track & Field, NFL, CFL, TRX, EXOS, Women of Color Golf (WOCG), US Special Operation Command, The US Navy, The National Fitness Hall of Fame and Men's Health Fitness Council. Additionally, we will offer free webinars via Instagram, Facebook and LinkedIn. We will also create content for weekly LinkedIn and Instagram posts. Our proven ability to creatively and consistently meet the needs of our wide range of clients will be among the key points of emphasis in our marketing. Prospective client will be hard pressed to find a medical fitness professional who is actually functionally fit with the level of formal education and age-defying appearance of Karlton.

*Raymond James is pleased to welcome*



**Chris Fils, CFP®, CRPC®, AAMS®**  
**Complex Manager**  
Sarasota, Lakewood Ranch, Venice

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Health



**CLEMMIE PERRY**

CHAMPION OF CHANGE  
AWARD WINNER

**WOCG**  
WOMEN OF COLOR GOLF

Women of Color Golf (WOCG) and Girls On The Green Tee (GOTGT) programs, have been selected by The White House Champions of Change for

Extracurricular Enrichment for Marginalized Girls.

The Champions of Change are being recognized for making a positive change in their communities for advancing equity for marginalized girls, including girls of color, through extracurricular and after school enrichment programs.

On **SEPTEMBER 30, 2016**, Clemmie Perry, Founder, WOCG & GOTGT will be honored with other Champions of Change for their tremendous work and leadership in their communities.

WOCG invited to U.S. White House

LIVE event streamed on 9-30 11:30a.m. (EST) at: [Whitehouse.gov/live](http://Whitehouse.gov/live)

View photos and blog posts at: [Whitehouse.gov/champions](http://Whitehouse.gov/champions)

Visit: <https://www.whitehouse.gov/champions>



## 5.1 Marketing Imprints





## 5.2 Marketing Brochure

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**Now You Can Join the Fitness Paradigm Shift!**

You have found the answer to your health and fitness goals! You can start Burning Fat and Boosting Hormones today! Majestic Balance was founded by Karlton Meadows, a world-renowned and award-winning fitness authority. He can help get you into the BEST shape of your life even if you have a busy and hectic schedule. Karlton has helped other successful executives integrate better health into their lifestyle and achieve their fitness dreams.

**CONTACT US**

majesticbalance.com

CFO@majesticbalance.com

**Burn Fat  
Build Muscle  
Boost Hormones  
Break Through Plateaus**

Karlton Meadows MS, or Fitz Karlton, is an educated and certified fitness authority known worldwide for his results driven approach to health and well being.

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Call Us. 813-947-Fitz

**Credentials**

- Sports Performance Advisory Board Member
- National Fitness Hall of Fame Spokesperson
- Men's Health Fitness Council Official Member
- America's 1st & Only 45 year-old NCAA Athlete
- US Special Operations Command Endorsed
- Department of the US Navy Endorsed
- 1 of America's Top 11 Fitness Professionals
- Applauded by Gov. Arnold Schwarzenegger
- Light Heavyweight Bodybuilding Champion
- Top 10 Finisher Strongman Competitor
- Male Athlete of the Year Nominee
- Published Fitness Author & Fitness Model
- Invited on 3 International Delegations to China 2009, India 2010 & Russia 2011
- Masters Degree - Exercise & Nutrition Science
- Masters Degree - Entrepreneurship

**Karlton Meadows, MS**  
2016 USA Track & Field  
800m Silver Medalist

**We Provide Innovative Solutions to those who want to achieve more but:**

- Can't shed stubborn belly fat despite exercise and healthy eating
- Have been on a hiatus from exercise and healthy eating
- Tend to get injured as a result of exercise
- Are stuck at a plateau
- Don't want to put themselves on "display" at a public gym

**Fitness Engineered Suspension Training**

**Activate, Harness and Unleash the True Power of Exercise!**

Majestic Balance is the Fitness Paradigm Shift™ that helps distinguished and discerning individuals achieve their health and fitness goals. You won't get stuck, frustrated or injured attempting to change your current body relying on the same "stuff" you did back in high school or college. Karlton's ability to match you with the BEST movements and resistance will accelerate the transformation of your body. Our innovative approach capitalizes on the attributes and advantages of a highly adaptive yet portable 45 million dollar training interface.

Men's Health  
FITNESS COUNCIL

813-947-Fitz  
majesticbalance.com  
CFO@majesticbalance.com

## **6. OPERATIONS, TEAM AND STAFFING**

Operationally, we will have minimal expenses. Rent will not exist because we will use the onsite amenities or the clients' abode. We already own the small equipment that we use for fitness engineering. Human Resources is not required as we will not have employees for at least the first two years. With regard to tech, we already have a business iPhone and listing in online directories. We are a service so we currently do not have need of a supply chain.

### **6.1 Milestones Schedule**

- Formalize and finalize the customer agreement by end of Q3 2022
- Formalize and finalize liability waiver by end of Q3 2022
- Clearly define Team member roles before end of second year
- Review Core Values, Company Philosophy and Mission Statement with Team Q1 2022
- Choose a cash flow management system and payroll company by end of Q3 2022
- Establish and draft procedures for on boarding new clients, Coach-up is an option
- Draft program design checklist by end of Q3 2022
- Create 12-month themed marketing campaign after National Health Promotion Model
- Book 15 sessions
- Launch Monthly Community Panel by end of Q2 2023
- Formalize, Finalize and Automate our Credentialed Certification Program
- Build and Mentor 3-5 Certified Executive Fitness Coaches to grow our core team by end of Q2 2023
- Adopt a high school athletic department for student athlete mentoring by end of Q3 2023
- Appear on Major News Network Q4 2022
- VIP Customer Appreciation Event Q1 2023

## 7. FINANCIAL PROJECTIONS

Our main cost will be liability insurance. It was broached that there would be potential subsidization for Workmans comp. so that is current a variable. With one Executive Fitness Coach, we previously acquired four clients at \$160 per session, three at \$120 per session and three at \$125 per session; averaging the 10 would result in \$137.50. Those stats were before our engineer had a Masters Degree or USA Track and Field Silver Medal in 2016. We are currently billing clients between \$1,500 - \$2,560 per month. Our goal is to developing our branding and marketing to be offer the packages below by forth quarter 2022.

<b>\$44,997</b>	<b>\$70,497</b>	<b>\$94,997</b>
12 Weeks	18 Weeks	24 Weeks
24 Sessions	36 Sessions	48 Sessions
6 Assessments	9 Assessments	9 Assessments
		VIP Perks

## **References**

Le, T. (2021), Building muscle: Demand is expected to continue grow as public health concerns mount. *Industry Report OD4189 Personal Trainers* IBIS World