



MyFitPod Launches A New Way for Fitness Professionals to Succeed *Without* the Gym

Train Anywhere, Grow Globally, and Make More with MyFitPod

North Brunswick, NJ, February 15, 2021 — Being a fitness professional is one thing, running a business is another. Fitpros who've had no choice but to pivot from gym employee to business owner now have a turnkey solution through [MyFitPod](#). MyFitPod goes beyond the basics of connecting fitpros and clients through an app, going further - empowering them through education and tools to build their fitness business. Where they used to rely on the strength of the brand name they worked with, through MyFitPod they can become 'PodPros' and take back control of their talent, building their own brand and their future, instead of making \$15/hr to build someone else's.

"The model of working under a gym or studio's brand to build your own as a fitness professional is out the door now," shares MyFitPod COO, Rodney Morris. "That system was never really set up to help fitpros to succeed, only giving them a small cut from the client's fees. Winning in this industry isn't just for Instagram influencers and other fitness elite - PodPros can win with the right support, guidance, and a bit of courage. That's what we're driven to give them through MyFitPod."

"There's no shortage of apps in the fitness industry, for consumers or trainers," notes MyFitPod CEO, Maria Turco, also the founder of Honor Yoga. "Where MyFitPod delivers something different is the humanity and connection between the PodPro and client, or the 'Podder'. We don't want to just be another convenience app. We want to bring back the feeling of finding that perfect hidden gem of an instructor and creating a meaningful relationship with them - not just one of hundreds of faces streaming in for a class."

Whether a PodPro chooses to work online, outdoors, or even within a gym's brand, they all get to take the ball back in their court, build their brand, and deliver their own signature programming.

Entrepreneurial Education

Emerging fitness business owners can now get rid of the guesswork and overwhelming feeling that gets in the way of starting and growing a business. And there's no need for a revolving door of expensive business coaches either. Through the LaunchPod business training program, PodPros get the education and guidance they need to launch, grow, and elevate their fitness business.

Online Fitness Marketplace

Through their online marketplace, MyFitPod gives PodPros automated systems and tools to offer their clients, Podders, an omnichannel experience - whether they want to stream live, watch content on-demand, or even train in-person where allowed. Not only do PodPros get access to the delivery channels, but also the back-end admin systems that allow them to stay focused in their zone of genius.

Creating connection and community between the PodPro and Podders separates MyFitPod from other apps. It expands upon the traditional interactions that happen in a fitness facility by enabling PodPros to engage with Podders when and where it is most convenient and motivating for them, pushing them toward their goals.

About MyFitPod

MyFitPod is an online marketplace that connects success-driven fitpros with their clients to create memorable workout experiences, build community, and reach their limitless potential. Through empowerment and education, MyFitPod aims to support industry professionals to launch, grow, and elevate their fitness business so that they can create financial independence and wealth by getting more people active, healthy, and fit.

For interviews, please contact:

Dana Toff-Vega

media@myfitpod.com