

# My Good Life Fitness Profile

**Name:** My Good Life Fitness LLC

**Founded:** 2005 in Southfield MI

## Contact Information:

**Mail:** P.O. Box 760395, Lathrup Village MI 48076

**Phone:** (248) 388-9388 ; **Fax:** (248) 395-3933

**Web:** [www.MyGoodLifeFitness.com](http://www.MyGoodLifeFitness.com)

**Email:** [mygoodlifefitness@comcast.net](mailto:mygoodlifefitness@comcast.net)

**Studio Location:** 24758 Southfield, Southfield MI 48075

**Mission:** My Good Life Fitness is a private client-focused workout facility. We are dedicated to helping our members achieve their health and fitness goals through exercise and good nutrition.

**Tag Line:** *Your Metamorphosis Begins Here; Helping Real People Achieve Real Results*

## Logo



**Advertising:** *Primarily on Referral Basis. Also E-mail, Brochures, Website (in progress)*

## Target Members

- ❖ *Business Professionals*
- ❖ *High School and College Athletes*
- ❖ *Seniors*
- ❖ *New Mothers*
- ❖ *Corporations*
- ❖ *Clubs/Groups/Organizations*
- ❖

## Other Programs

- ❖ *Fitness Events*
- ❖ *Fitness Workshops*
- ❖ *Wellness Seminars*
- ❖ *Career Fairs*
- ❖ *Strategic Alliances*
- ❖

## Services & Products

Personalized programs which include Strength training, Cardio, Abs and Flexibility  
Personalized On-line Nutrition planning  
Personalize workout sessions  
Water, Weight Belts and Gloves  
High Quality Nutritional Supplements  
Fitness & Nutrition Journals

**Equipment**

Weight Machines

Free Weights

Treadmills

Stair Master

Upright & Recumbent Bikes

Elliptical Machines

Exercise Balls

**Founder**

Donna McKay, Certified Personal Trainer, Certified Fitness Nutrition Specialist & GNLD  
Wellness Coach