



About Lifestyle Fitness Inc.

After a successful career as a personal trainer and registered dietitian specializing in fitness, food and weight issues, Debi Silber took her passion for helping mothers, became a whole health coach and created an all inclusive coaching company.

But before she started helping others, Debi had to help herself. Unmanaged chronic stress, toxic relationships and a bad case of trying to be "supermom" caused physical, emotional and mental wear and tear, leaving Debi with illness, pain and disease. She made changes to her chaotic lifestyle, made a full recovery, and is now fit, healthy, happy and pain free.

After seeing so many moms unable to maintain their health, weight loss and fitness goals - just as she once did, she was inspired to create a company which would empower moms to create lasting weight loss, fitness and wellness success.

The result is Lifestyle Fitness, Inc.

The company, based in New York, offers private consulting with Debi, live and online classes and workshops, as well as books on mom's health and weight loss issues. All services are available nationwide.



About Debi Silber, MS, RD, WHC, aka The Mojo Coach®

Debi Silber is known as “The Mojo Coach” because for twenty years, she’s inspired unfit, overweight and overwhelmed moms to “get their mojo back” through gradual lifestyle change. A registered dietitian with a master’s degree in Nutrition, Debi is also a seasoned personal trainer and Whole Health Coach.

But it wasn’t always that way for Debi. Unmanaged chronic stress, toxic relationships and a bad case of trying to be “supermom” caused physical, emotional and mental wear and tear, leaving Debi with illness, pain and disease. She took control of her chaotic lifestyle and as a result went from illness to health, pain to pain free living, misery to joy- and became a better role model to her four children.

She is the owner of Lifestyle Fitness, Inc., a company created solely for busy moms eager for better health, fitness, wellness and happiness.

Debi is also the author of two books: *The Lifestyle Fitness Program: A Six Part Plan So Every Mom Can Look, Feel and Live Her Best* (recommended by *Parenting Magazine*) and *From Mom To Wow: Your Ultimate Body, Mind and Life Makeover Guide*.

A featured expert on numerous websites, Debi is also a popular radio guest, has her own internet TV show, has been featured in books about successful “mompreneurs” and is quoted regularly in print and online magazines.

Four things you may not know about Debi:

- Her motto is: Nothing really good, comes easy. Anything worthwhile takes effort but it’s so worth it.
- In order to earn money to buy her first car, she roller skated to her job as a waitress wearing her white uniform and black apron, using her skates with the hot pink wheels.
- She would rather do anything else than shop for clothes.
- She was a DJ, an emcee at weddings and wrote jingles for a gospel radio station.



Company Fast Facts

<i>Company Name:</i>	Lifestyle Fitness, Inc.
<i>Company Headquarters:</i>	New York
<i>Founded:</i>	2006
<i>Founder:</i>	Debi Silber, MS, RD, WHC, The Mojo Coach®
<i>The Mission:</i>	Empowering and inspiring moms to look, feel and live their best
<i>Financial Information:</i>	Private Company; Sponsorship Opportunities Available
<i>Products/Services Offer:</i>	Private consulting Group Coaching <i>The Lifestyle Fitness Program: A Six Part Plan So Every Mom Can Look, Feel & Live Her Best</i> <i>From Mom To Wow: Your Ultimate Body, Mind and Life Makeover Guide</i>
<i>Target Audience:</i>	Moms who want to achieve their best body, lifestyle and life
<i>URL:</i>	www.TheMojoCoach.com



Need an Expert?

The Mojo Coach®, Debi Silber can speak on a variety of topics, including:

- Nutrition and Lasting Weight Control
- Diets - and Why They Cause Weight Gain
- Why diet and exercise aren't enough - 6 things every mom needs to know
- How stress causes aging, weight gain, illness and disease
- Tips to avoid holiday, party or vacation weight gain
- The 4 powerful triggers that cause weight gain
- Healthy living strategies for the busy mom
- Using your “fitness personality” to create the perfect workout for you
- Becoming fit, lean, healthy and happy through gradual lifestyle change
- Immediate steps moms can take to “get their mojo back”



Story Ideas

Why diet and exercise aren't enough. The secret to lasting weight loss, fitness, wellness and happiness Think diet and exercise are enough? Let Debi Silber reveal the 6 areas moms need to work on in order to look, feel and live their best.

Choose to lose. It's not what you put in your mouth...it's what you put in your head! Some "food for thought." While we think it's what we're eating that's causing our weight issues, Debi will show your audience how it's the who, what, when, where, how and why of your eating that's keeping you overweight and unhappy.

How "fit" is your lifestyle? Tips to avoid weight gain, aging, illness and disease. Feel frustrated and powerless around food? Is your lifestyle making you unfit, overweight, overwhelmed and unhappy? Let Debi teach you some easy tricks, tips and strategies so you can start living the life you really crave!

Why childhood obesity begins with mom. Moms are busy and want the best for their kids. But more often than not, moms are the ones to flip on the TV for the kids to entertain them as she gets a few tasks done or feeds them unhealthy food as they race from one activity to the next. Let Debi Silber show how mom can make some simple changes to get the family on track...for everyone's sake.

Other ideas include:

- Ditch the diet - and lose weight for good
- Does this stress make me look fat?
- Control food cravings, triggers and sabotage
- You are what you eat, think, hear, see, do and believe
- Tips for dining out, vacations and parties - and staying on track