

IS COUNTING YOUR STEPS ENOUGH?

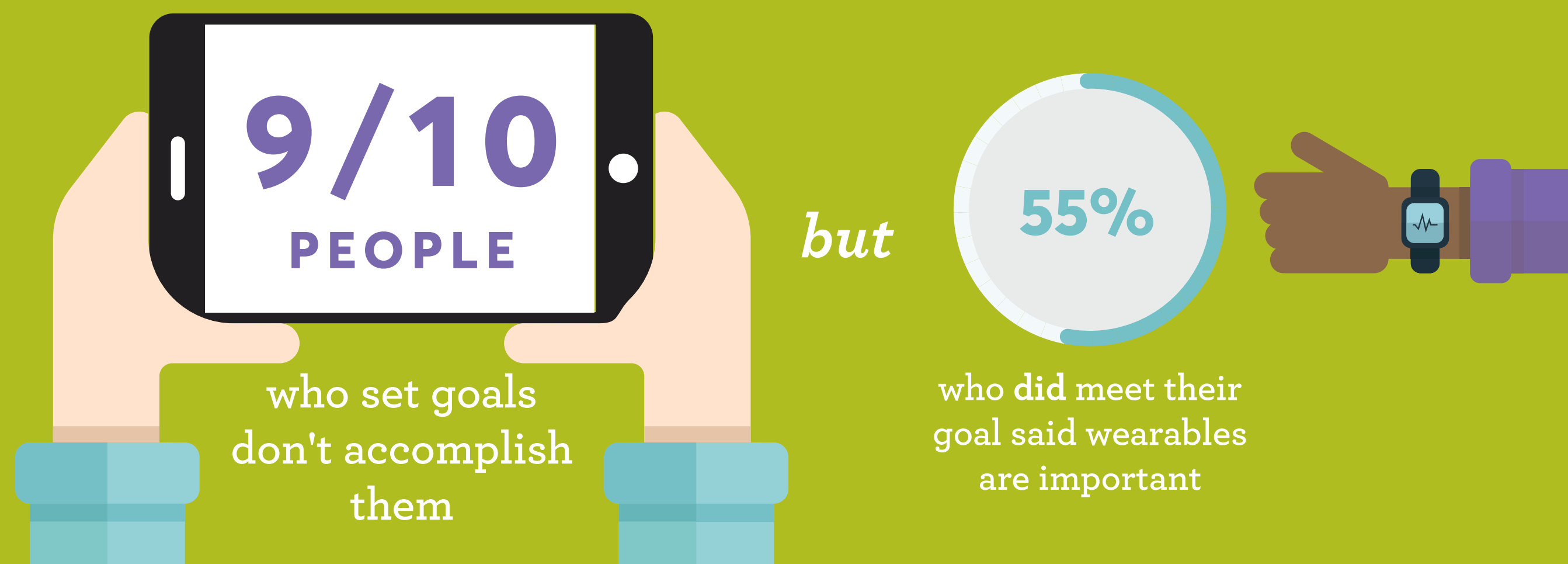
THE SECRET TO SUCCEEDING WITH FITNESS TECH



Activity tracking is up, but results aren't what you'd expect.

GAUGING GOALS

Aspirations are great, but attainable goals require small steps and an action plan, which most people are missing.



BIGGEST BARRIER FOR THOSE WHO DIDN'T MEET THEIR GOALS...



lack of discipline



lack of time



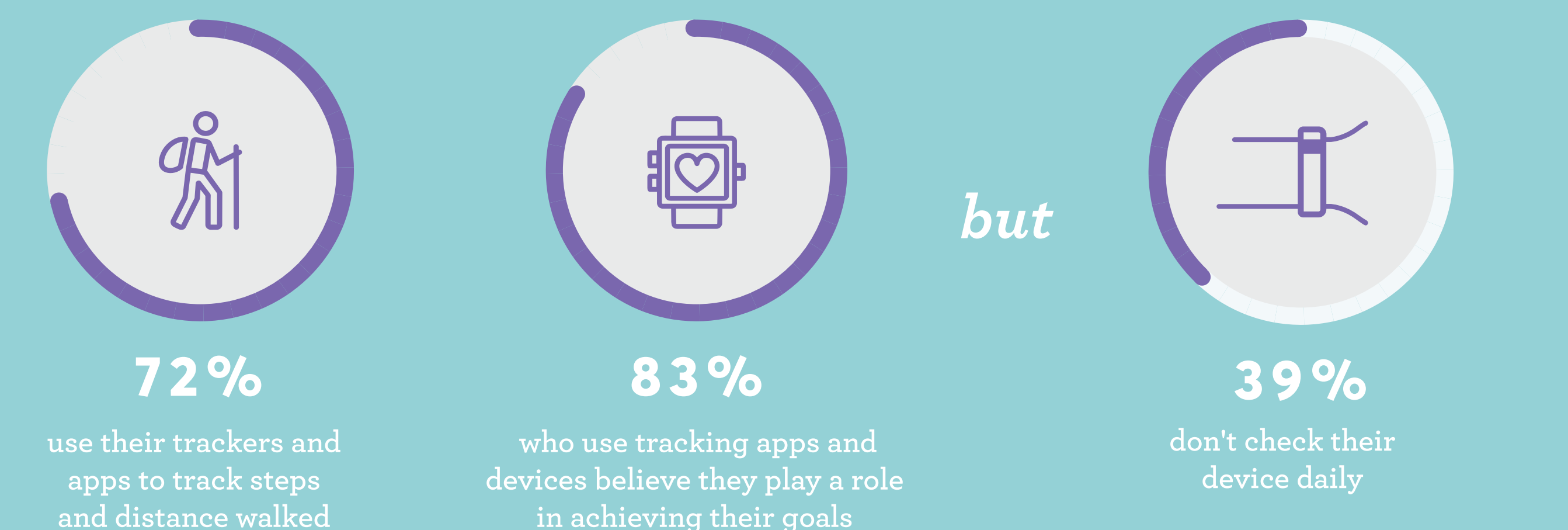
lack of support

"A GOAL WITHOUT A PLAN IS JUST A WISH."

-Antoine de Saint-Exupéry

TRACKING TRACKERS

Measuring progress is beneficial, but most people don't significantly increase their activity with trackers.



SURVEYING SUPPORT

Few people actually succeed alone. Expert guidance, emotional support, and helpful resources make the difference.

TRAINING BENEFITS



weight loss



overall health



self confidence



coach

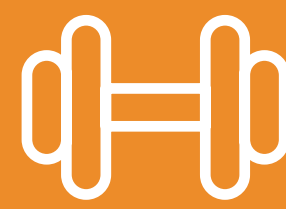
bestie

family

SUPPORT TOOLS



small group training



gym memberships



fitness classes

90% of people who used a trainer saw progress!

What's the solution to actually succeed?

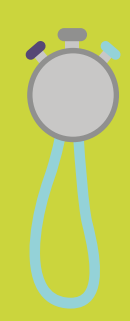
COMBINE SUPPORT + TRACKING

The recipe for fitness success: Find a supportive coach or trainer, develop a plan together, and then track your progress.

#1 key

to achieving a goal is "having a routine and sticking to it," according to fitness buffs.

Toolkit for Success



support system



fitness plan



tracker device

People who count steps AND get coached are...

5x more likely to achieve their goals!



Get to a healthier place.