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Episode 483: Current Affairs in the Fitness Industry with Anthony Vennare from Fitt Insider

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[0:00:06] **Justin Tamsett:** Welcome to the industry current affairs show on the Fitness Business podcast. And today we chat with Anthony Vennare from Fitt Insider and Fitt Capital. Anthony has his finger on the pulse of the industry and we're going to hear what he's seeing and hearing from the industry stats to perspectives on industry development. Hi, I'm your host for the industry current affairs episode. Justin Tam said since we launched the podcast, I sat in the background and let our hosts nail every interview, but I was suffering FOMO so to come up with a new category that I could host.

[0:00:50] **Justin Tamsett:** And I'm excited to bring you every 90 days a show on the current affairs of the industry. And no better way than this month to talk current affairs with Anthony Vennare. Anthony is the cofounder of Fitt Insider and Fitt Capital. As a lifelong athlete, strength coach, and former United States Marine, anthony now works at the intersection of technology, venture capital and health and fitness. An experienced operator, excited founder and fund advisor, he leads the firm's investment strategy, working closely with startups at their earliest stages.

[0:01:30] **Justin Tamsett:** You're going to hear our chat in less than two minutes.

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[0:02:01] **ISSA Rep:** Becoming a preferred partner with Issa is absolutely free. Click above or visit ISSAonline. Comfitbiz to get trainers now.

[0:02:11] **Justin Tamsett:** Hey, guys, hit pause right now because Issa must be your ongoing education partner. Head across to ISSAonline forward slash FitBiz.

[0:02:26] **ISSA Rep:** Get your pen ready now for keep me's fitbizpiration.

[0:02:32] **Justin Tamsett:** What are your top three trends that you think will continue to grow or emerge this year?

[0:02:38] **Anthony Vennare:** Anthony yeah, absolutely. A big one for me is third places. It's like members only clubs, climbing gyms, wellness studios, fitness focused third places like the company other ship that is doing hot and cool therapy or remedy. Place that's in New York right now doing those things. It's the modern day social clubs. I think that especially for the younger generations with my friends and I, when we meet up, it's around fitness and wellness. We're spending that time there.

[0:03:09] **Anthony Vennare:** And then the second one is sports and recreation, golf, tennis, run groups, hiking, being outside, physically active. I think that fitness. The trend of fitness from 2010 to 2020 was kind of like studio boutique, really focus on the gym. 2020 to 2030 for us is really this active lifestyle run, hike, bike, be outside, do more, be more and active, and you're seeing those numbers out there. And that's something that I think a lot of people are trying to capitalize on.

[0:03:37] **Anthony Vennare:** And then the last thing is underserved audiences, whether it's seniors, boomers, gen z, whether it's disengaged exercisers, there's a lot of people that previously didn't fit into the traditional gap of marketing and interest that the fitness industry was focused on. And whether it's new startups coming targeting training and physical therapy and health for these different types of consumers, or even from like an emotional mental side, companies building for these nontraditional consumers massive opportunity.

[0:04:13] **Justin Tamsett:** I'm so excited to finally have the opportunity to chat with Anthony today. I've been receiving the Fitt Insider newsletter for over twelve months and it's always filled with stats and thoughts. In fact, just this week the edition 219 came out with rising. Last year gym's visits were up 32% for the first two weeks of January 23, versus the same time frame for 2022. During the Pandemic, 70% of fitness consumers reported missing the gym as much as they missed family and friends.

[0:04:47] **Justin Tamsett:** From the McKinsey report. Anthony's second article. In addition, two one nine went on and talked about the unbundling during the pandemic and health club operators adjusting to accommodate a holistic exerciser, 71% of consumers expect companies to deliver personalized interactions. 87% of consumers plan to maintain or increase spending on wellness services. And last year wellness services rebounded a lot

faster than gym visits, with 44% of consumers seeking recovery treatments like massage, cryo and sauna.

[0:05:28] **Justin Tamsett:** Now I'll put in this week's show@fitnessbusinesspodcast.com forward slash four eight three a link so that you can subscribe to Anthony's newsletter and get those sorts of thoughts and those sorts of data that will help you shape your decisions. So welcome Anthony, to the Fitness Business podcast and thank you for educating the industry.

[0:05:51] **Anthony Vennare:** Thanks. No, I really appreciate it. I appreciate you having me and for following along with the newsletter.

[0:05:56] **Justin Tamsett:** First up, really interesting stats that you shared just this week. Do you think from your perspective that the industry is looking, can we say healthy?

[0:06:06] **Anthony Vennare:** Yeah. So we look at the industry as the holistic health, wellness and fitness. It's all kind of all bundled together. So it's been healthy all along. But in terms of the gyms specifically, I think overall, yes, but it really depends on I think it was about a month or two ago we wrote about some of the stats. I think some trends are up, some classes and studios are up, some big box gyms are up and some are down as well. So I think overall the health is there and the interest is there, but it's definitely sector and modality dependent.

[0:06:36] **Justin Tamsett:** And you said just then that you kind of look at wellness fitness at that holistic look. Is that the future that we have to look as a whole instead of these segments of wellness, restoration, fitness? Is it that bundling up again?

[0:06:53] **Anthony Vennare:** Yeah, 100%. The future of the industry is we wrote about it not so long ago. It was the term everything is wellness, everything whether fitness, health, there's so much and it's all based off of this kind of wellness consumer and what they're spending their time on. And that's whether they're buying an eight sleep bed, or they're wearing a wearable, or they're tracking their stats, or they have certain dietary things that they're following, or they're training at the gym, or they're playing a pickup sport like pickleball or basketball, or they're going and participating in activities like gravel cycling and trail running. It's all fitness and wellness and health all bundled together. And I think that is where the change in the industry is coming. And I think that's why Good Insider has grown so much is because we've been pulling in a broader look at the market versus just brickandmortar four wall gyms.

[0:07:44] **Justin Tamsett:** You mentioned pickleball for those people outside of the US. They probably don't really understand what pickleball is. But pickleball has just boomed in the last twelve months, hasn't it? As an activity?

[0:07:59] **Anthony Vennare:** Yeah, I think there's a few sports paddles big over in Europe. Pickleball is big. I mean, look at Street FC is doing with pickup soccer in different cities. It's what we call social fitness. Plus it's like this time is limited for a lot of people. How can they

go be active, but also be social, spend time with their friends and family and community. And it's these activities, it's so fun. And I think they're all kind of growing and exceeding, especially like paddle and pickleball and other things is it's kind of accessible to most people.

[0:08:33] **Anthony Vennare:** I go and get crushed at the pickleball court by 70 year old women. Don't even have to move. They're just better than me by standing still. My buddy and I play and it's funny every time we lose. So yeah, it's really cool and it's fun and it's accessible to a lot of people.

[0:08:48] **Justin Tamsett:** Yeah, really interesting. It's fascinating to watch the growth of that sport. Now you get the opportunity to meet lots of individuals and you analyze lots of different brands and many of them are movers and shakers in that holistic industry. Is there anyone you think we should be keeping an eye on or any brand we should be keeping an eye on in 2023?

[0:09:10] **Anthony Vennare:** I could spend hours looking, listing them all. It's honestly really hard to pinpoint. I can give you a few specific ones. So one that just announced and this is obviously we're investors and one that we invested in, but there's one called True Medicine, which is working in the States to provide a way for you to use your health savings account, your tax free account for purchasing health and wellness benefits.

[0:09:35] **Anthony Vennare:** There's one called Any Distance that is building kind of a social community, digital social community that lets you track your workouts, share, compete, engage. There's one called Ours that is really exciting. It's relationship wellness. It's essentially a modern take on couples counseling and managing, like your relationship with your partner and then another one is just announced is Arketta. That is essentially a competitor, my body building an all encompassing platform for trainers and coaches. And I'd say the last one that is exciting is other ship.

[0:10:08] **Anthony Vennare:** They are building out hot and cold breathwork facilities starting in Toronto now expanding into new markets. Really exciting trend, I think we wrote about it about six weeks ago was the hot gold cold plunge sauna. This like new and then this kind of third place where people are wanting back to what I was saying about recreation in the same way people want to spend and meet at bath houses again, which obviously was popular many years ago. But now that kind of trend is coming back.

[0:10:36] **Justin Tamsett:** Really interesting, isn't it? That the companies are popping up that are focusing on that hot and cold and breathwork. It comes back to, I think, what you said earlier about that looking after ourselves, our health and almost separating that from the fitness side of things, isn't it?

[0:10:54] **Anthony Vennare:** Yeah. It's really just putting the consumer at the center of the ecosystem versus what previously was mostly gyms. Your life revolved around gyms and I'm coming as a gym owner, everything that you did was involved in at that gym. But now as the consumer is so much to choose from and so much opportunity and so much considered

recreation and fitness and wellness that it lets them build their own little custom plan around how they live their healthy lifestyle.

[0:11:21] **Justin Tamsett:** Yeah, look, I agree with that and I think as we all get older and perhaps the Pandemic for me, I turned 53 this year and all of a sudden now I've got an infrared sauna and I'm walking on grass in bare feet and I've got a playlist on my phone which is breathwork recovery. And it's like I didn't have that three years ago. Be rest assured.

[0:11:45] **Anthony Vennare:** Yeah, I think that's true. For a lot of people though, the trend really came and I mean, COVID was a big negative for a lot of people in the space because of gyms and losing clients and shutting down. But it was a benefit to the overall consumer market because think about the things that are around now that breath work and how the growth in mental health and meditation and other things has been that wouldn't have happened without COVID. It would be many years behind. It accelerated a lot of things and brought, I think also to the importance of health and the importance of fitness and the importance of wellness front and center.

[0:12:20] **Anthony Vennare:** When it was on all the different news stations, everybody was talking about Zoom and coaches and all that stuff. It was cool to see the amount of people that brought that into their life. That was new through the pandemic and I think that's starting to show now through some of the numbers.

[0:12:34] **Justin Tamsett:** Yeah, I love that. Well, I'm excited by it. I hope everybody listening is also excited by it and trying to grapple with how they can put that into their businesses. Obviously. January is a huge month in Las Vegas with the CES show. I know you went along. What did you see there? I've always wanted to go. So this is both a personal question and a professional question.

[0:12:56] **Anthony Vennare:** What the hell is it like, yeah, it's funny. It's not my thing. I'm not an La guy. I'm not a Las Vegas guy at all. And too much too many things going on. Not very health focused, if you think about the overall area. So not something I would ever do again or recommend, really. But in terms of what we've seen there, it was cool to see just where a lot of the time and money is being spent. And it was a lot that, at least from what I saw, was a ton in wearables, what was happening in Data and Wearables and new smart rings that are focused on women's health, or what Samsung is doing with the Galaxy Watch and how they're competing with Apple and Ultra and what Epicure is doing with Hydration skin patches. And what Nick Hydration is doing with skin patches.

[0:13:47] **Anthony Vennare:** So really cool. And then a ton on the smart medical side as well. There's a lot of exciting things going on in that space, and not as much as I think, the previous years was connected fitness, because obviously the COVID boom of connected fitness. And now there's a bit of a rut happening right now in that space, but still cool to see. There's integrated garmin, smart bed for sleep, and there's a lot of just like fitness

metaverse tracking stuff. So very, I think, out there. Not stuff that's going to be consumerized and built on for the masses yet, but cool to see where people are thinking.

[0:14:24] **Justin Tamsett:** But still, it comes back to that common theme of the holistic wellness, doesn't it? It's not fitness anymore. It's everything that we do, the sleeping and the nutrition, it just bundled everything into one.

[0:14:38] **Anthony Vennare:** Exactly.

[0:14:39] **Justin Tamsett:** Apple weren't there. So what's your insulin? What's apple up to? What's Jay doing?

[0:14:46] **Anthony Vennare:** Yeah, how about we talk about that for a while? How crazy of a move is that? I remember seeing him teaching water rowing classes in a conference room at a hotel in Philly or somewhere, and then all of a sudden he's working at Apple. What a move. That's crazy. I mean, they're doing so much with Apple Watch and being the center of the ecosystem. You think about your phone, all of the apps that everything I've mentioned in terms of a lot of these apps, all centers around, I think Apple in a big way, like any distance being through the phone and other things like that. So I think they're doing a phenomenal job being the roads and the bridges, but not getting in the way of what's going on right now because fitness and wellness is changing at such a rapid rate and they're just trying to build better devices and systems. And I think there's also been word of a big push on their VR stuff and their augmented reality stuff. So that will be exciting to see where they go because I do think there's some fitness applications there as well.

[0:15:49] **Justin Tamsett:** It's kind of like as an industry, we have to not compete with that, but we have to embrace with what they're doing and work out how we can integrate that or collaborate with that into our businesses because everyone's got an Apple Watch so we got to be able to use that information.

[0:16:06] **Anthony Vennare:** Exactly. There's a big opportunity and as you can see from the amount of maps coming out and businesses built on top of these systems, it works and it's a big audience. It's worth that into.

[0:16:18] **Justin Tamsett:** Now, you said before that Fitt Capital you guys have been investing. What sort of things are piqued your interest around, throwing some money at?

[0:16:27] **Anthony Vennare:** Yeah, definitely. There's so many things that we really like in the space and that's where our broad look of what it means to be, I'd say focused on not just fitness, but the overall topic. But here, let me run down our formal list just to have it. Here we have first is active lifestyle and recreation. Kind of nod to the pickleball thing. Recreation, adventure, sports trail running, gravel, cycling, all of these climbing, all these really hobby based activities that are also active lifestyle.

[0:17:04] **Anthony Vennare:** I see tremendous upside there. It's something that I personally spend a ton of time on and I think anything that lets people have a hobby, a deep

passion, but also have that active lifestyle is really cool. Another thing we're looking at is kind of metabolic health food is medicine, behavior change. Obviously I think it was two issues ago that touch on these obesity drugs and the problem with obesity and some of the stats. Around 73% of adults and 35% of children in the US are overweight or obese and driving 173,000,000,000 in annual healthcare costs which are preventable to a large extent, obviously.

[0:17:43] **Anthony Vennare:** And what's getting thrown out there now is Ozempic and other things. And I think there's a lot of other options out there. So trying to back those companies that can have massive change and impact with obesity. Another one for us is aging well, like health span, extension, longevity, improving the quality of life. Very fun topic to be able to say that you can build a company that can help somebody live longer, live healthier and enjoy more years of their life. What's more valuable than that?

[0:18:15] **Justin Tamsett:** Yeah, so true. You're only a young kid. How did you get into this gig?

[0:18:22] **Anthony Vennare:** Yeah, I enlisted in the military very early out of high school and after spending my time in I actually before that, I played high school sports and I was big into fitness through sports strength and conditioning. I was on the weightlifting team for high school. So it was always a passion of mine and I was an overweight kid, so I got into fitness to overcome being both Joe and I were there's some pictures that are pretty brutal. So he got into it, he's a little bit older and then he brought me into it and then it just became my life. And then after the military, which obviously in the military, fitness is a big part of what you do.

[0:18:57] **Anthony Vennare:** And then the first thing I did was get certified as a trainer and start training people. So I think it started when I was 21, 22, started training people and that led to us opening gyms, becoming getting all the certifications that you can and spending as much time as possible being the best version of a fitness professional at such a young age. I never went to college or anything. And that was it. That was my career. Since then. It was so many different paths and areas down, but it all stemmed from love of fitness and then being a trainer and a coach and trying to make the most out of that fascinating story.

[0:19:34] **Justin Tamsett:** And then now to hear you evolving from just being so focused on the fitness side of things and probably the lifting and the hit training and the running or whatever else, to now focusing on health and longevity. Antiaging really interesting journey.

[0:19:50] **Anthony Vennare:** Thanks. Yeah, I think probably goes with a lot of people in general that go through this. I mean, hearing you talk about where you ended up in the things you're spending your time and money on, the thing your interest in, at least for me, the like, bodybuilding and aesthetic training and hypertrophy was fueled by being younger and trying to look better and what that means. And then as you kind of get older, it shows, for me at least. And what has fueled us to stay in the industry is if you don't have health, nothing else matters, truly. Because you can have money, you could have things, you could

have whatever. But if you're not there to enjoy it or you're not able to enjoy it because of limitations on health, it doesn't really matter.

[0:20:31] **Anthony Vennare:** So that's what broadened my kind of horizon on like, what is holistic health and what does it mean to not go and squat £400 but walk 6 miles a day because it's better for your heart and get those ten to 15,000 steps? Or what does mobility mean? We've been fortunate to have Kelly start out on the podcast and him and Juliet, what they're doing with mobility and how you spent ten minutes a day and your back won't hurt anymore, your knees won't hurt. There's just so many unique things going on in fitness that build towards just a better overall life and for me, at least, how much I lift and certain things of how much muscle I have just isn't a priority anymore.

[0:21:14] **Justin Tamsett:** I love that and I think that's just such great insight and powerful insight for our industry in general. If you don't have your health, what have you got? That's a very telling statement.

[0:21:27] **Anthony Vennare:** Yeah, and that's what gets me too, sometimes with our industry is there's a big focus on trainers and coaches, what training is better? My hit training is better than your spin class or whatever, but then you look at the stats and 73% of adults are greater peace. It's like, got to stop talking about the modality and the training and start talking about how we can get more people moving and get more people I mean, it's in previous newsletters, but the stats on how many people walk less than 2000 steps a day is bananas.

[0:21:57] **Anthony Vennare:** So that's where I'm at. It's what companies, what products, what founders, what brands are going to get people moving, get people interested in their health. And I mentioned this on another pocket size on not too long ago, and there's a lot of judgment that goes into people that are overweight. No bees and there's a lot of talk around motivation and lack of discipline and other things. But I actually look at it and say, if you are healthy, that's an accomplishment because there's so much money and time and lack of resources and lack of financial ability and built around why some people are overweight in order obese, especially here in the United States at least, food deserts, and lack of knowledge around what's healthy. And when you go to certain supermarkets and you see 47 aisles of crap in like one small aisle of vegetables, it's no wonder that there's issues.

[0:22:55] **Anthony Vennare:** So, yeah, it's just a crazy thing. And we're looking to hopefully fund and work with people that are truly making an impact of those things at scale.

[0:23:04] **Justin Tamsett:** I love that. It's such a great story and so relevant as well. You would be being in the US and be unaware, but we've just had our Australian of the Year announced and her name was Taron Bumfort. And Taron is leading the charge globally, but particularly in Australia, around body image, particularly for kids and for women. And really fascinating story where she was a bodybuilder and she thought that she would have been happy with the perfect body and she rose to prominence, global prominence, when she posted a before and after photo, where the before photo was her in a bikini on stage

competing in like a bodybuilding competition. And the after was her with a few extra pounds with a bigger smile on her face.

[0:23:53] **Justin Tamsett:** It was quite an incredible story and it's great for us to start to think that. And she her message is, it's how you feel on the inside, it's not how you look on the outside.

[0:24:05] **Anthony Vennare:** Yeah, and I totally agree and it's kind of a crazy thing to think about. I see it a ton when we write and post online and people respond and there's always somebody that's like oh, obesity just because people are lazy or being overrated because people are lazy. And you're like there's a lot mentally, physically, emotionally that goes into that and you can't judge people for it. All you can kind of do is hope that you can feel better about yourself and truly be healthy.

[0:24:35] **Justin Tamsett:** Well, this interview didn't quite go the way I was thinking it was going to go, but a fascinating conversation because you're right. As an industry we are getting the fitter with more modalities and variety but the chasm between the fit and the unfit is growing and that unfit is also becoming unhealthy. If we can cross that bridge, there's a huge opportunity for the industry to work out how to get into that area and support people like who are unhealthy. So thank you. You've been quite thought provoking.

[0:25:10] **Justin Tamsett:** I got one final question for you and it's kind of simple in a way and challenging in another way. Have you got any thoughts on with the economic shifts that we're going through? Labor shortages, tech and I guess plenty of other variables that are being thrown at us as an industry. What's the stability look like, what's our resilience look like as an industry with all these variables?

[0:25:34] **Anthony Vennare:** Yeah, there's a ton that goes into that and I truly think that there's kind of two parts to it. The first part is I think when you think of the waves of kind of cuts that the consumer is going to have to go through and those that are spending on gyms and other things, I think that unlike previous recessions, that the spend on fitness and wellness is going to not be cut in that first wave. I think people see it as the benefit to them emotionally.

[0:26:05] **Anthony Vennare:** A lot of people rely on going to the gym, it's their outlet, it's what they need to do as well as like saying previously, socially. So I do think that unlike previous recessions and other economic kind of downturns, this won't be one, that the first thing you're going to do is cut your gym membership or cut your spend on fitness and wellness which is a benefit for the industry. And I think that as long as an industry we can deliver that value, they'll stick around.

[0:26:30] **Anthony Vennare:** But it comes to say there obviously is a certain point where as things continue to grow and inflation and cost, you just can't spend on things other than the essentials. So I hope we don't reach that point anytime over the next couple of years, but it definitely is a possibility. But I'm hoping that things can turn around for a lot of people and

it's a positive to see that people are prioritizing their spending and looking at health and wellness is something that is a necessity versus just a luxury.

[0:27:00] **Justin Tamsett:** And you know that because you do all that study on all of this information and it's been a fantastic chat today. I'm so grateful for your time and squeezing us in for a chat and an understanding around what Fit an Insider does, your journey, and also just your perspective on the industry. This show is about current affairs and you certainly are in the trenches every day with the current affairs of the industry, the holistic industries we've talked about today. So thank you so much, Anthony. It's been awesome.

[0:27:29] **Anthony Vennare:** Yes, I really appreciate you having me. Great to talk to you and your audience and excited about everything that's going on.

[0:27:44] **Justin Tamsett:** I love the chat with Anthony today anti's phrase, if you don't have your health, what do you have? Is really an interesting way for us to filter new ideas in our business. Will this enhance the health of my members or my wider community? Interesting concept. I also loved how much he spoke about the importance of socialization and linking socialization to movement rather than fitness, using the outdoors as our playground.

[0:28:14] **Justin Tamsett:** Now you can grab all Anthony's details from today's show notes, which you'll find @fitnessbusinesspodcast.com four eight three. You'll be able to connect with Anthony on LinkedIn, listen to his podcast and subscribe to his newsletter, Fitt Insider. I want to say thanks to Vaporfresh for their support of today's show.

[0:28:38] **Dori Nugent:** Looking for a gym wipe that is gentle on fitness equipment but tough on eliminating germs? Look no further. Vaporfresh Gym wipes are specifically designed to be safe on all gym equipment, and the fact that they are the only plant based disinfectant wipe on the market makes them the top choice. Vaporfresh wipes come in two convenient sizes, the smaller canister is perfect for home gyms and boutique studios, and the jumbo refill roll fits perfectly into the dispensers.

[0:29:09] **Dori Nugent:** Vapor fresh wipes. 100% happiness guaranteed.

[0:29:17] **Justin Tamsett:** Quickfire five, sponsored by Hapana. Now it's time for the Quick Fire Five with next week's guest, who I can't wait to hear the full interview with Jen Kuhn.

[0:29:30] **Dori Nugent:** Hey, listen up, folks. Our Quick Fire Five questions are literally on fire today, and that is because I have the honor of hosting here today with the vice President of Instructor Experience from Les Mills, Jenn Kuehn. Jen, thank you so much for being our Quick Fire Five guest.

[0:29:50] **Jenn Kuehn:** Hello, and thank you for having me.

[0:29:54] **Dori Nugent:** Let's go. I've been waiting all day, but we're going to get to know you first with a couple of fun questions. Our first one is, I'm dying to know what is your top guilty pleasure?

[0:30:09] **Jenn Kuehn:** Nothing is better to me. Not nothing, but I do love a good trip to Home goods. Is really you?

[0:30:17] **Anthony Vennare:** Yeah.

[0:30:19] **Dori Nugent:** Anything about the candle aisle?

[0:30:21] **Jenn Kuehn:** It's just something about my new things for my home that just fills my soul.

[0:30:27] **Dori Nugent:** What is a habit or action you do to be productive?

[0:30:32] **Jenn Kuehn:** It's what I call shutting it down, eliminating the distraction. So I don't want to look at my phone in the morning until I brush my teeth, drink my coffee. Take a few minutes, drink water, walk the dog, and then I will look at my phone. Anytime that I'm feeling unproductive and distracted, it's usually because there are distractions. So I eliminate the distraction, shut off my phone, and really be diligent with that.

[0:30:57] **Dori Nugent:** What is an activity you do that calms you?

[0:31:02] **Jenn Kuehn:** So I'm really into breath work, meditation, and I recently bought a sauna bed that you lay in, and I lay in there and just breathe, and it just is my space and it calms me down. And I put on the insight timer. If you haven't heard of Insight Timer, it's a great app. Get that? There's so many different breathwork and meditation. I go into my warm sauna bed and here I am.

[0:31:28] **Dori Nugent:** Is that something that I've seen people sit in? It's like a chair and then Velcro is shut up to your neck.

[0:31:35] **Jenn Kuehn:** Yes, that is an option. I cannot do that. It's just a little too much for me. Mine is more of a sleeping bag that you get in and then you put a nice pillow under your head. You lay the candle from HomeGoods, and then you jump in your bed, and for 20 minutes, you just sweat, breathe, and maybe take a nap and meditate. I love that.

[0:31:56] **Dori Nugent:** I've seen those on Instagram. Super fun.

[0:31:58] **Jenn Kuehn:** Yeah. Even get on Amazon.

[0:32:02] **Dori Nugent:** All right, I can't wait to hear what book you are recommending for FTP family.

[0:32:07] **Jenn Kuehn:** So I will say there's one that is a go to staple. It is called The Power of One More by Ed Milette.

[0:32:17] **Dori Nugent:** Jen, I really thought you were going to give us some steamy romance novel.

[0:32:22] **Jenn Kuehn:** Not that cool. If I'm going to read anything, it's going to be TMZ or People magazine just to hear what's happening up in my pop culture because, well, I like to be in the loop. That might be my guilty pleasure.

[0:32:40] **Dori Nugent:** Some Fabio book or something along those lines.

[0:32:45] **Jenn Kuehn:** What is it? The 50 Shades of Gray. Right. Did you read those? I did.

[0:32:50] **Dori Nugent:** I listened to them because I'm an audio book guy. You have to listen to them because the person that reads them, like, their voice is very hot and steamy.

[0:33:01] **Jenn Kuehn:** Steamy and very voice inflected. Like we share with our instructors. Use your voice inflection. They're using their voice inflection in the steamy novels.

[0:33:12] **Dori Nugent:** Well, listen, if our FBP family hasn't gotten a hint that we're going to have a lot of fun next week in your interview, I'm not sure that they're really paying attention, but I am now going to hand the mic over to you. You have, like, a 32nd elevator pitch to invite all of our FTP family to your episode next week. So take it away.

[0:33:32] **Jenn Kuehn:** Look forward to hearing from all of you, our FP family, really, this week, we're talking to everything fun, inspiration. We're diving into the world of fitness, all things group exercise. We're going to talk about what's happening in the world of fitness? What's happening in the world of exercise? What's up with this Gen Z people? Where do people want to go? And what's the fitness trends of 2023? And then, of course, we're going to sprinkle in some fitness and some motivation and inspiration. And we are going to have some fun in our conversation.

[0:34:10] **Justin Tamsett:** Thanks for joining me for our current affairs episode. I'd love to know what you think. Drop us an email info@fitnessbusinesspodcast.com or go to fitnessbusinesspodcast.com and simply hit contact. And if you have any suggestions at all who I should chat with about industry happenings, then let me know. Thank you to our founding partner, Active Management. Our partners keep me my zone. Hapana Issa and Rex Roundtables and a shout out to our Advertisers Mxm metrics and vaporfresh.

[0:34:46] **Justin Tamsett:** You all know our tagline to finish, so I want you to say it with me. What you leave behind is not what is engraved in stone monuments, but woven into the lives of others.

END OF EPISODE