

## TESTOMONIALS



Over 30 Five Star Google reviews for Forge.

Michael offers a truly fantastic service. Not only does he really know his stuff but he's passionate about what he does and genuinely cares for his clients' success. I've been training with Forge for around 6 months now and the changes I've seen have seen in my physical fitness are incredible. I always struggled to workout and build a habit of exercising before, but with Michael's help I've finally changed that.

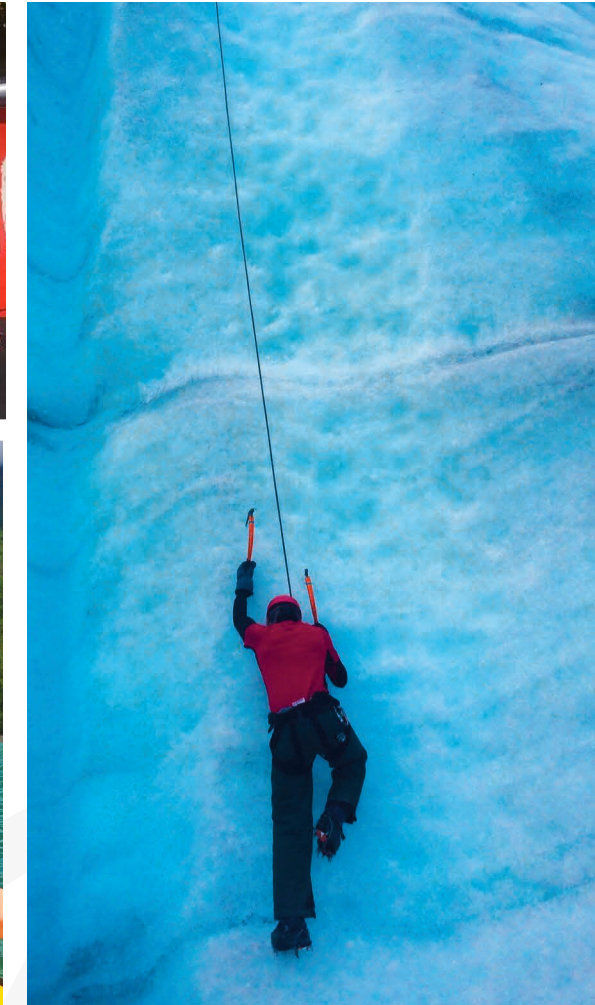
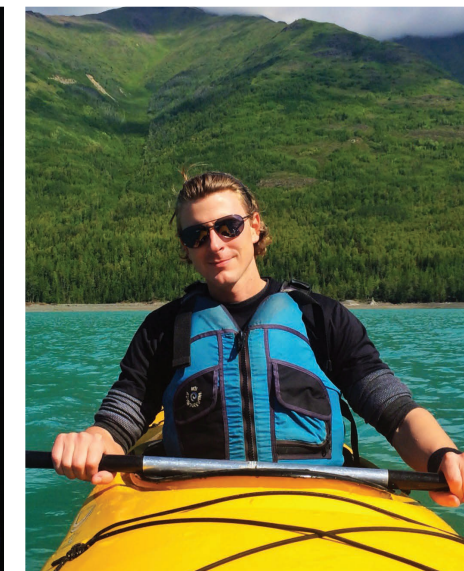
- James G.

I have been with the program for 2 years, Michael is amazing! He works so incredibly well with everything I have going on in life and tailors and adjusts my programs on the fly to make it easy to achieve my goals. With his help I have lost close to 60 pounds and found not only a trainer, but a friend, that helps spread fitness as a passion!

- Rubina K.

I've been a forge member for 6 weeks now and must say this was an incredible find. I like to think of Forge as the perfect balance of the affordability and convenience of a home fitness program and the support, accountability, and flexibility provided by a personal trainer. It makes all the difference knowing there is a real (professional) person who I can talk to at any time who is passionate about helping people like me live a healthier life.

- Jeremy B.



## CREDENTIALS

- Former **COLLEGE INSTRUCTOR** for Advanced Fitness and Nutrition Sciences at Bryan University
- **BUSINESS DEGREE** University of Phoenix
- **CERTIFIED PERSONAL TRAINER** National Academy of Sports Medicine
- **CERTIFIED FITNESS NUTRITION SPECIALIST** National Academy of Sports Medicine
- **CERTIFIED PERSONAL TRAINER** National Exercise and Sports Trainer Association
- **CERTIFIED FITNESS NUTRITION COACH** National Exercise and Sports Trainer Association
- **CERTIFIED LIFESTYLE & WEIGHT MANAGEMENT SPECIALIST** National Exercise and Sports Trainer Association
- **CERTIFIED SPORTS INJURY SPECIALIST** National Exercise and Sports Trainer Association
- **CERTIFIED PHYSIQUE & FIGURE TRAINING SPECIALIST** National Exercise and Sports Trainer Association
- **CERTIFIED FUNCTIONAL MOVEMENT SPECIALIST** Functional Movement Systems
- **CERTIFIED ONLINE COACH** Spencer Institute
- **CERTIFIED SMALL BUSINESS COACH** Spencer Institute



I am inspired by the natural world and feel life must be experienced. My passion is my profession and I believe an active lifestyle rich in experience enhances my ability to be a more complete human being and add value to the lives of others.

See my outdoor adventures at:  
[MPARKERADVENTURES.COM](http://MPARKERADVENTURES.COM)



## FOUNDER BIO

For nearly two decades, Michael S. Parker has worked as a fitness professional and executive-level manager. He has earned multiple credentials from the National Academy of Sports Medicine, National Exercise & Sports Trainers Association and the Spencer Institute. He is a Certified Fitness Nutrition Coach and Lifestyle & Weight Management Specialist. He also holds a business degree from the University of Phoenix. Michael is also a former college instructor and consultant to the Advanced Personal Training and Exercise Science program offered by Bryan University. Further, he is an advisor, author, and consultant to multiple fitness companies and publications in the United States. Michael is ranked as one of the best online personal trainers and habit coaches.

## AVAILABLE FOR

- Speaking engagements related to habit alteration, fitness, and nutrition
- Podcast interviews
- Article writing for your magazine or blog
- Contributor for news stations or other media related to wellness



# FEATURING

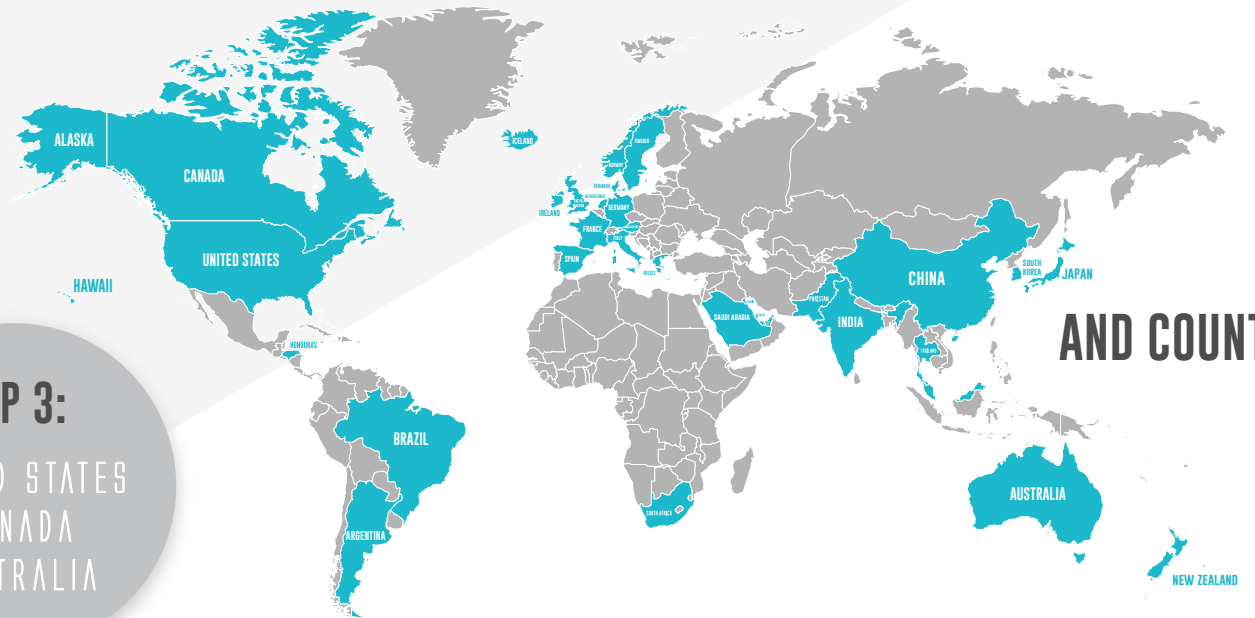
- ▶ **Custom** workout plans for every client.
- ▶ **Online coaching sessions** with a Master Personal Trainer.
- ▶ **Unlimited in-app text messaging** to get support or ask questions.
- ▶ **Private online** client online community forum.
- ▶ Specialized **meal planning**.
- ▶ Access to the **Forge Mobile app** to track workouts and results. 🍏 🤖

# COMPANY OVERVIEW

Forge Online Fitness and Nutrition Coaching is the result of over 18 years of passion for developing and delivering world-class fitness and nutrition training and coaching. We work closely with our clients and build **highly specialized fitness & nutrition plans** that can be accessed right from a mobile device, tablet or computer. We are more than online personal training; we are your **personal fitness and nutrition coach!**



## TOUCHING LIVES IN OVER 32 COUNTRIES AROUND THE WORLD



AND COUNTING...

**TOP 3:**  
UNITED STATES  
CANADA  
AUSTRALIA



### CLIENT RETENTION

Long term core client retention exceeds **2 YEARS.**



### AVERAGE AGE

Average client age is **over 35.**

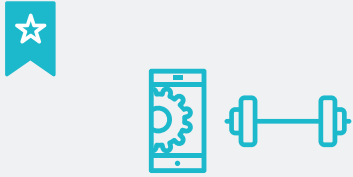


### DEMOGRAPHICS

Over **60%** of international clients are **female.**



The 90-Day Habit Transformation program is a highly immersive and specialized coaching program designed to assist in habit alteration and includes a workbook, workouts, nutrition planning and one 50-minute coaching call weekly.



### ONLINE PERSONAL TRAINING

Highly customized fitness and nutrition plans are based on clients current condition and ultimate goal while considering their access to workout equipment, experience and food preferences.



### CORPORATE WELLENES

Accommodating various needs of workforce by providing three unique corporate fitness challenge options. We customize challenges, offer fitness & nutrition webinars and live seminars based on company wellness objectives.

## TOP 3 SERVICE OPTIONS

Forge provides three standard packages based on the number of 30-minute video coaching calls each month.

### STANDARD

- ▶ **Unlimited** in-app messaging
- ▶ Customized strength training program
- ▶ Personalized cardio programming
- ▶ Each exercise demonstrated in HD video
- ▶ Basic nutrition education
- ▶ **One** 30 minute video chat coaching session **monthly**

### COMPLETE

- ▶ **Unlimited** in-app messaging
- ▶ Customized strength training program
- ▶ Personalized cardio programming
- ▶ Each exercise demonstrated in HD video
- ▶ Nutrition coaching & meal plan
- ▶ Minor flexibility & mobility training
- ▶ **Two** 30 minute video chat coaching session **monthly**

### PREMIUM

- ▶ **Unlimited** in-app messaging
- ▶ Customized strength training program
- ▶ Personalized cardio programming
- ▶ Each exercise demonstrated in HD video
- ▶ Nutrition coaching & meal plan
- ▶ Flexibility & mobility programs
- ▶ **One** 30 minute video chat coaching session **weekly**



PODCAST APPEARANCES ON



SOFITCITY

Entrepreneur



RATED TOP ONLINE TRAINER BY



Thumbtack

bark

BEST



PUBLISHED AUTHOR IN

foothill MAGAZINE

STYLE MAGAZINE

Auburn Journal

roseville MAGAZINE

