

careers

BY APRIL DURRETT

Health and Fitness Speaking

Expand your career by adding public speaking to your professional repertoire.

Lori Beattie of Fit Frog Adventures in Calgary, Alberta, Canada, spends 20 percent of her time speaking on health and fitness as a complement to running her outdoor fitness tour business and leading hikes and walks. Public speaking helps her promote her fitness philosophy of making fitness fun, which in turn promotes her company.

Speaking engagements account for roughly 50 percent of the career of Joe Sweeney of Sweeney & Associates in San Diego, California. The other 50 percent of the time he works as a personal trainer and fitness instructor. Public speaking allows him to spread the health and fitness message to a much wider audience of consumers than he had reached before becoming a speaker.

Full-time speaker Matt Church specializes in the areas of health, lifestyle, communication and motivation. His business, Matt Church Seminars, out of Sydney, Australia, allows him to earn 10 times what he could have done running clubs or presenting exclusively to fitness professionals. This career focus also enables him to travel around the world.

These fitness professionals use public speaking for different purposes, but it has opened up new career opportunities for them all. Whatever stage you are at in the fitness industry, adding public speaking to your career "tool belt" can provide tremendous benefits. If you are looking for additional career options and are willing to invest the time to develop proficient speaking skills, you can reap rewards from public speaking.

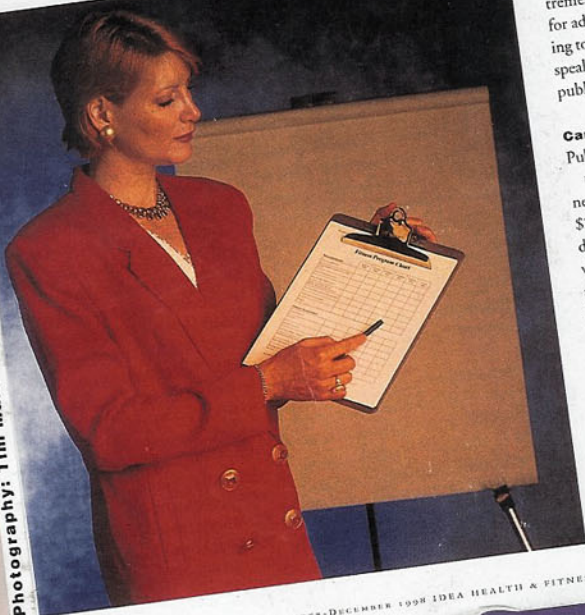
Career Benefits

Public speaking offers many career benefits:

Financial Benefits. As a health and fitness speaker, you can earn anywhere from \$25 to thousands of dollars per speech, depending on your experience level, how well known you are, the type of group you are addressing and how hot your topic is. Speaking provides career "cross training," too, in that it furnishes you with a way to make money while giving your body a rest.

You can earn money speaking on your own or in conjunction with your employer. "We pay our staff to go out and give health and fitness speeches in the community," says Penny Reeves-Goff, public speaker and co-owner of BodyBusiness Health and Fitness Club in Austin, Texas. "Staff members wear their uniform and

Photography: Tim Mantoani; Model: Diane Y. Chapman



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