

Concept Pitch: You know when you go workout by yourself and you're like "I'm the man. I'm so in shape." And then you go somewhere else and get your a\$\$ kicked? It's like you might as well have been eating potato chips on the treadmill cause you weren't doing anything. That's how I feel when I go to one of my sister's workouts.

This concept of getting your butt kicked will attract her target demographic which are people 2 pull-ups away from the loony bin. Basically if you think you have felt fatigue, you haven't even met him until my sister personally introduces you. Fortunately, you do get to meet relief as well...post-workout of course. (Her workouts are part of her 'Werries Weekend Warrior' series. I've included a small "www" to represent the name of her bootcamps.)







MEET FATIGUE

Saturdays @ 9:30am

MEET RELIEF

Sundays @ 2:05pm

