



# DAY-IN-THE-LIFE

MIKE GORMLEY - SAN DIEGO, CALIFORNIA

Bio: Prior to Eat the Frog Fitness, I spent 20 years in the wireless retail business. For the first 10 years I worked with a company that grew from 10 stores to 500 stores. The next 10 years of my wireless career were spent owning and operating wireless stores. Although I loved the ride, I wanted to get into an industry that made people feel good about themselves. After much due diligence and getting to know the Eat The Frog team, there was no doubt I wanted to be a part of this rapidly growing company.

8:00am

I start my day off with scheduling any important calls and meetings for the week. From there I begin to lay out my day and the rest of my week.

9:00am

I like to sit down once a week and have a call with my head coach and sales manager. We typically run through our individual and studio goals so we can make an agenda for the coming days.

10:00am

Visit the studio and engage with my staff and our members who are coming in for their workouts! We discuss everything from areas of improvement, things that are going well, and how our members are feeling.

12:00pm

Grab a quick lunch either at the studio or at home.

1:00pm

Take a session with one of the coaches! It's fun to not only improve my own health and fitness, but to engage with our coaches and members during a live session.

2:00pm

Spend a few more hours at the studio helping the staff clean the studio and equipment, set up for the next session, run through any new or upcoming events, and help out in any way that I can before I head out for the day.

4:00pm

I head home and spend quality time with my family.

"Eat The Frog has created such a supportive family in a short time. There are some outstanding franchisees involved and I cannot wait for more to join. Just as our team is there to help in any way we can, I know all the other franchisees would reciprocate. Eat The Frog has unlimited upside; I couldn't be happier that I made the leap (pun intended) into the Eat the Frog family."

