

welcome to the society pod a podcast for  
entrepreneurs marketers and leaders  
here's your host Jessica  
yarmy hello everybody and welcome to  
today's episode of the society pod this  
is a new format that we are trying out  
this is called Q&A day and I am here  
with Debbie Bellinger her and I are  
connected for a long time because of  
LinkedIn and because of the fitness  
industry but Debbie was nice enough to  
volunteer and participate in this first  
ever Q&A day and the idea for this stems  
from whenever I have people reach out to  
me and they have questions or they want  
to jump on a call I usually stack them  
on Fridays and this so happens to be a  
Friday where I had three calls stacked  
like back to back to back with people  
that are all amazing people that are in  
my network that I love and um and hold  
dear to my heart and so I figured  
instead of just keeping all of your  
wisdom um locked up let's just record it  
and put it out to the world as a a Q&A  
podcast so Debbie with that I will kick  
it over to you you can introduce  
yourself tell everybody where you're  
from what you're currently doing and  
then um and then we can dive into to  
where you're at and what questions we  
can answer for you okay sounds good um  
so yeah thanks for the trust here we go

let's have fun my name is Debbie  
Bellinger I'm from Canada originally  
from

Ottawa and I've been working in the  
state since and probably an important  
fact I have three citizenships now I did  
my American citizenship October of  
and I have British citizenship as well  
so currently I am running my own company  
Jessica and it is called DB Fitness and  
Wellness Solutions LLC and my company is  
focused on a couple of things one is to  
elevate the fitness industry to become a  
wellness industry that's in my soul and  
I'm doing that by providing CC approved  
education for Fitness professionals via  
zoom in Master Class  
format and tons of webinars and speaking  
at conventions so leaning into my  
educator role and then the other portion  
of the work is to support Employers in  
the strategy build and the analysis of  
gaps in workplace well-being so for a  
company that really wants to get started  
knows that they should have it but  
really has no place like just no idea in  
their mind where to begin I offer  
services to support them in starting  
that journey and it always starts with  
data I've done a little bit of work with  
some clubs in North Carolina South  
Carolina kind of in the same genre of  
work in supporting small to medium size

fitness clubs in partnering with employers so how do they take what they offer in their bricks and mortar and expand their Market outside of the four walls right so I've been doing a little bit of that as well and I love all of it I love all of that work are you you're based in North Carolina right now upstate South Carolina about minutes from the North Carolina border yeah one additional piece of background that I have to provide everyone is I connected with you first on LinkedIn we've been connected on LinkedIn for a bit now and then recently I connected with you on Facebook and all of a sudden I'm getting all of these friend requests from people in the fitness industry and we have only one shared connection and it is you I didn't know this you are a master connector in the fitness industry maybe that's a good additional background for us to like set before we dive into things where did did you start in Fitness uh where have you been in Fitness and then how do you know all of these people in Fitness who are super active in the fitness community so thank you for pointing that out to me because I didn't know that that's kind of a fun fact right it's fun when you get you have super fans you have super fans out there there are there are there are

Debbie super fans floating out in the Facebook social world that's hilarious so the fitness background started in immediately upon graduation from my Master's Degree as fate would have it my first real job was at the Ottawa YMCA in the leadership Center which was responsible for all of the fitness instructor training so the -hour base instructor training was hours back then Jessica cracks me up and all the workshops that we did I had the best Mentor so I started as an educator there I did teach Fitness while I was doing my Master's Degree actual group X and the fitness cord Ator so I had a little bit of that as well but really getting into the role of Fitness education Fitness connector probably was in that y role and at the same time I joined the fitness Ontario leadership program which was another instructor training Workshop so I'd be flown around all over Ontario to different clubs to teach individuals how to become Fitness instructors and then I joined the Canadian rebok master trainer team right before I moved to the states of course that gives you the exposure of the Canadian Fitness scene I did a lot of speaking and presenting for marine Hagen with canfit Pro and I'm back on that circuit which is these full circle moments right it it's really fun

and then I joined the American Reebok master trainer team in Texas I started in Houston Texas and whoever was the Reebok trainer in the state of Texas at the time had just retired so I was super blessed because I landed in a state where I could continue on with my role so it's it's yeah it's been a journey of remaining very connected to the fitness industry teaching Fitness through all my years I have never stopped to this day I still teach Fitness classes being an educator on stage and holding some big jobs where I was responsible for big teams of Fitness instructors so all told how many years of Fitness industry experience do you have and don't be shy I'm picking up my calculator if you're following this on audio only and you're not on the YouTube link she has a calculator in hand to do this math okay it is Friday afternoon years years yeah and so what I'm hearing if I'm going to play it back for you you love the fitness space you are a servant within the fitness base you believe in Fitness as a piece in the overall Wellness puzzle you believe in the potential of Fitness to be preventative in the health space and you want to help companies incorporate it into their overall health and wellness ecosystem for their employees and so you currently

are sitting in like your sweet spot of everything you love and have built a career on over years that's right is that correct that's correct okay so break down the problem for us Debbie so here's the problem it is I have yet going into year three of my business full-time Allin on me to regain the corporate salary that I was earning when I left corporate and to Fe feel like I am working at top of license at the hospital I worked years as a wellness director for two hospitals and in the clinical space we call it topof license it means the same thing in Fitness though so I don't feel like I'm working to my full potential Jessica and it's making me crazy so those two things when you know you can you know your value you have complete faith in what it is you're doing but I have not realized working at my potential in this full-time gig all in on me and replacing that salary that would be a goal I mean it's a legit goal I earned it one time I know I can get back to it so that's that's maybe that's a two-prong problem maybe yeah so if you're within your current business model break down your revenue streams you do some speaking you do some like we would call it BB Consulting yes what are other pieces of the pie or is that really the pie it's kind of in those two

buckets yeah I would add a third I have a regular stream of income teaching group X so there's to eight Fitness classes a week and I also do one eight hour Workshop a month for TX because I'm a TX master trainer so that's that's pretty regular as well we can add that to the list and then the occasional writing but that's that's just kind of here and there as it comes articles and got paid to do it which was a nice surprise what if we're going to look at those those revenue streams speaking BB Consulting teaching group X teaching TRX writing what percentage is coming from the BB Consulting that's probably only % right now I would have thought it was higher which is why I started there give me the other percentages and they don't all need to add up to % we won't we won't test your math today we'll just go rough numbers uh okay what percentage what percentage is coming from speaking uh speaking is probably it's probably Jessica I don't make that much I do aot much yeah group X is probably % oddly enough okay TRX yeah about the remaining or so percent okay and then writing like a bit yeah a little bit yeah it seems like you see you see a bigger opportunity in BB Consulting and then you see a bigger opportunity in speaking I do and so

taking time and and making sure that  
time at group X is appropriately  
attributed to like obviously % of  
Revenue coming from groupex you can't  
leave that behind but it's also a lot of  
hours to do that it is I think the  
question you had originally emailed to  
me was is it time to restructure things  
or is it time throw in the towel or is  
it time to like what what is the what is  
the next step given you've been pushing  
on the BB Consulting side and haven't  
unlocked it  
is that is that a fair a fair assessment  
of where we are % Fair assessment yes  
because I'm in Fitness and I'm also a  
believer in Fitness and its role in  
businesses health and wellness  
ecosystems for their employees and I  
know nobody does that well I think  
there's a market there there's a space  
there but it's clear like if we've been  
banging our head against that for two  
years and it's only representing like  
something in your pitch on the BB  
Consulting side is off and one of the  
difficult things that I have found in  
getting into BB relationships is  
sometimes there's High switching cost or  
there's High obstacles to becoming a  
preferred person but once you're in the  
door it it gets easier I guess if you're  
looking at the BB Consulting side of



the business because that would be the side that you're under tension about right now we just say what's your BB pitch and and do you have thoughts on how you would maybe like switch it up yeah it's um so the pitch has been how to get started in workplace well-being programming the switch up needs to be because I'm very skilled in this and I just ran it past vice president of benefits from the last company I worked at because we work together all the time and said let me just run this by you because it's not it's not Landing what am I missing basically where we landed in the conversation was super helpful is my strength is actually in the analysis of the data give me your data give me your company data medical claims data Pharmacy spend data Employee Engagement data employee needs assessments whether you're doing PRC or any of the other engagement surveys right and any other data that's been gathered from the workforce let me have a look at that and write the story for you that you need to be concerned about for the health of your employees because I can I can write that story I can do the claims analytics and tell the story of what the ills of the workforce are based on the emergency room visits in appropriate emergency room visits which are super expensive

the top three to five medicines being used by the employees the average cost of care in the medical spend um just having a look at that the high cost claimants have a look at all the employees that are running over \$ perom which is going up and up and up so you look at all of that and then any Employee Engagement data how happy employees are at work how engaged what's the attrition rate and kind of run the Gap analysis of based on the health of the population I could almost say here are your top three health concerns it's interesting because the Brokers when they're reporting out to employers don't necessarily get to that you'll get all the numbers but what's the story and then what's the solution I'm really good at crafting what that story is is and then offering up what the wellness Solutions should be customized employer Wellness Solutions so when you ask what do I need to do differently uh it's not how do we get started let me help you review your data and finding the right script Jessica taking the time to write the script rewrite it and practice it really that I have to shift gears this is a space that I mean there's so much red tape in healthare in the health care side of health and wellness it's going to be

a limitation the ways to break through the red tape having relationships with with people like having existing relationships and being able to like have direct conversations with people in your network who who can get you into the right conversations or it's having a solution that directly connects to the bottom line where you could say to someone blindly via an email give me a chance to cut out your data or like look at what you're doing and I could save your organization you know put whatever dollar amount to it or percentage to it or whatever case study but I think at the end of the day it has to be connected to if you hire me for X I could save you y and if there's a case study that you have done in the past where you've worked with someone even if if you could say their name great if you can't say their organization's name at least alluding to the fact that like this is a Health Care system in South Carolina and it's say however many million dooll ecosystem of medical practitioners and and really put bullets around what you've done for them so then when you approach somebody brand new who doesn't know you Debbie who's like Fitness expert knows everybody loves and breathes this health and wellness lifestyle so many emails are just ending

in the trash if it's not Crystal Clear  
of like what is your value going to be  
and the easiest way to cut through and  
show value is on dollars um I know I  
know there's other things um you know in  
terms of like overall health of  
employees and you know things that are  
good for society as a whole but in a in  
a blind BB pitch the easiest way you're  
going to get emails open calls back is  
to be able to show in a case study  
here's what I've done I think there is a  
need to to maybe mix up your model  
uh like how you're structuring your  
offering but then how are you marketing  
your model and going out with maybe  
leading with two different things like  
you could write the overall state of  
health and wellness in the health care  
space in whatever you could write a one  
sheeter on that that's like free  
download of here's the opportunities  
that exist in employee Wellness today  
you attach that to an email you collect  
open rates of like who has downloaded  
this file from this email they're in an  
automation okay they've opened that one  
call them again hey I see that you  
looked at the you know overall state of  
Wellness here's what I can do in your  
space I'm going to send you this case  
study send the case study you can track  
via email analytics like did they open

the case study just to start to drill  
down into who are we really going after  
in our sales  
process um I think if you're going to  
to stay in that BB Consulting space and  
you're trying to jump that % up to a  
% you're going to have to get a  
offering very tight and then a funnel  
very tight you know so you have whether  
it's a formal CRM or whether it's  
something even like a Zoho or something  
that's fairly easy to set up where you  
have your leads and then you're sending  
them different things at different  
moments so it's a more structured sales  
process I I think that's something  
that's going going to be needed to get  
that BB piece up where it needs to be I  
know part of your question was like do I  
just kind of like abandon the Consulting  
thing and go back to full-time role and  
I think in some of the conversations  
you're having with the people you  
already know not in your sales funnel  
like this is separate from like somebody  
who might be blind Outreach I think it's  
worth staying open within those  
conversations of like and if you  
critical goal of yours for or Beyond  
like I could do this for you full time  
or I could do this for you fractional  
time CU you know you have your other  
streams of like speaking and teaching

and TX and writing like you have other things going on so you're not necessarily looking for a nine to five but you're looking for more dollars more Revenue coming through the Consulting Revenue Stream So staying open to things that would be more like full-time roles or even three-month Consulting projects um would be interesting to have in your pocket as you're getting into conversations either within your network or as somebody who's farther down your sales funnel so to speak yeah I love that I absolutely love that because I do feeling a chief Wellness officer role in a fractional way would be very interesting to me I also think being a chief Wellness advisor to some of the fitness companies out there would also be a win-win for them and for me to be able to use this ton of knowledge around medical wellness and fitness and corporate wellness and Community Wellness I'm kind of a unicorn in the industry for having being able to work in all those spaces I'm very blessed actually it's it's wonderful that I've been able to do that that would be very interesting to me as well I would feel like I was more productive and giving more of sharing more of my experience and knowledge and I do take great pride in staying very

current I'm a research Hound because when I join a hospital system you don't get to talk to the docs when you don't know your stuff and it's clearly it's a passion of mine just to know the the latest trends and cross reference them like you said yes I could sit down without effort and write a one pager on the state of health and well-being in the states that's just be so easy right and I'm smiling here as you you're mentioning a case study why it is I've not thought of producing that for myself it was in my webinar corporate Wellness webinar at the medical Fitness Association in Baltimore in November and I won educator of the Year there this year which was very fun um yeah you did yeah I did thank you and I had it outlined in I deidentified the company name but there were two case studies from work that I had done with huge success very interesting why I've not thought to I'm putting it all out there and yet what you just shared is okay Debbie sit down map it for you map it for this is very interesting instead of providing it in an education Forum maybe adopt it for my business yeah that's very yeah yeah I think sometimes in BB I think sometimes I'll say we because I I do the same thing where it's like I could help you with anything tell

me what you need and in a lot of instances the decision makers and even the leadership teams like they don't know exactly what they need and so having it as a case study where it's like hey this is what some other organization needed even if you can't say name and it has to stay a hypothetical but you're at least outlining for them like here's the ways I was able to benefit this organization and maybe their needs are slightly different but at least you're showing in a more digestible way here's what I could bring to the table because if you if you've read the book The Quarter life crisis you get to a place where you have so many options it's it's like you get Frozen because you've too many options and it's like you're in that place right now as you're pitching yourself because you're like what do you need help with do need group X do you want me to help you with your actual like practitioners do you want me to help with your you know like on this side because you have all these different perspectives and expertise that you bring to the table but it almost muddies the water when you're going in Pitch yourself as a solution because it's unclear then like what's the best place for her to be and a case study just tells them here's the



best place for me to be I can do this  
this and this um y I think I think it is  
a superpower though of yours that you  
having years in the industry and  
having those years come from different  
perspectives does give you a unique  
perspective where you can connect dots  
easier than probably most people can and  
what I see in the industry especially as  
we're entering this era of like OIC  
we're kind of Crossing into prescription  
world it's a important time for people  
like you to be loud about what you know  
because you know both sides of the game  
and and I don't know what that means in  
terms of like a BB Consulting piece  
like does it best fit on the fitness  
side or does it best fit on the health  
care side I think it's it's about you  
being louder and more consistent with  
your expertise and the right people are  
going to to connect with you so where  
you said it would be very easy for you  
to put together a one sheeter about an  
overall view of what you see maybe if  
that's easy like if that kind of flows  
because it's it's your lane maybe it be  
a monthly newsletter you know and then  
you get an email list going and then you  
kind of like you're building in in that  
regard at a minimum like you should be  
actively posting things I would say I  
mean your Facebook is ridiculous we've

already talked about that but definitely on LinkedIn as well and just adding your perspective to the top of them anything that comes out health insurance wise or employee Wellness wise or have amazing perspective but unless somebody's come to see you speak like how do they know social media platforms give you an awesome opportunity to share what you know to people who don't know you yet and so being a little bit more present out there would help you solidify like here's all the different things that I can see and have perspective in and the right people are going to connect with you and then as you have connect as you have conversations with those connect CS you're going to say oh my gosh yeah this this and it's going to be clear like where's the Blue Ocean like where's the opportunity and right now I think it's like you're in your Silo and you're just churning churning churning solo preneur and trying to unlock it where the unlock is probably being more public with your opinions and what you know and having the opportunities come to you that's brilliant Jessica and I'm not going to lie I'm really you know happy to share that I hold back a lot on LinkedIn because I have something to say about everything in health and wellness space

yeah um I I really do and it's because I do see the population Health side of it right so I do have loud opinions I have not been expressing them so I'm going to take this is good feedback for me because you're right I do need to say what I need to say and yeah and more open about it and and even if you don't feel comfortable taking a extreme point of view you could share just a perspective that's like if this happens here's the trickle down of like that one thing happening in the industry because you with your years of perspective like you can see okay if we do this it's going to impact this this this and this so you can almost be like here's some watch outs or you can say like here's news in the space or here's here's news in the health care space that people on the fitness side might not see there's there's 's a need for people like you who are almost translators between the two industries because the two industries have to talk better yeah yeah we're not speaking the same language at all um for whatever reason but we need to be in order to truly help the end consumer which should be the end goal for both Industries whether it is or not like TBD but there's there's a need for people like you to sit in that space who can sit in the middle and say be a

moderator be a mediator between the two sides like here's where the opportunity is you're perfectly positioned to be able to speak on that and then also consult on it but I think it's unclear maybe to a potential business how you can best like help them so I think more content and then clean pitches of like what you bring to the table is a great way to just try to jump that that % to be more like

% that is the goal well I was just going to say that I that it's that it's doable especially if you're thinking of it in ways I will be fractional I will be here's a here's an offering that I have in my Consulting Services where I come into your business for three months I dig into your data I'll leave you with this kind of deliverable I.E you know case study kind of results you probably have things you've built for them that like you know can be shared um but I think there needs to be a little bit more clarity as to like why why should someone work with you yeah I agree I know why but but but I think it's for them to know exactly why and like what you bring to the table yeah I agree I I agree with you % but I think in the meantime like I love that that you do the speaking that you do and that you do the teaching that you do

because you have to share that passion  
you have to scratch that itch and I  
think the industry needs needs people  
like you to kind of to lead the way in  
in that regard and and to do it for the  
right reasons and all the more reason to  
to share and be louder about what you  
believe in and and not just do it in  
your in your micro groups but really be  
louder about

it I agree that was that's called  
kickassery just  
kickassery it's one of my words for I  
made it up I like

it I think it's important because I  
think sometimes you don't see how how  
powerful your combination of different  
things is and where I have people who  
who talk to me about like what do I do  
in my career I'm like put a ven diagram  
together that overlaps as many things  
that you're passionate in as possible  
and here you are you've done the ven  
diagram you overlap everything that  
you're passionate about and you're good  
at and and then you're kind of like  
sitting in your ven diagram like what do  
I do it's not clicking and I think it's  
it's a sales and marketing kind of  
problem like you know you can execute on  
it once you're in the door so it's  
really like how are you approaching the  
pitch how are you approaching selling

yourself and it's a really hard thing to do when you're when you're somebody who just like goes in and executes sometimes it's difficult to take that step back and and Pitch it and say like here's what I could bring to the table yeah that's an interesting observation because it really is sales and marketing marketing particular is not my wheelhouse I had no problem though this is this was an interesting learning jumping into my own business full-time I had no problem representing the hospital as director of Wellness selling employer Wellness agreements for upwards of per annum by the time I left the system was a half million dollars on the book of business for wellness Department right I didn't have a sales team it was just me I had Wellness coordinators but I believed in what I was sharing you have to take care of your employees and here's why of course I had the legal system and compliance and marketing and everybody behind me to prod all the things I needed but the point is because I was passionate passionate about it and truly believed in it it could take one meeting it could take five it could take one year it could take three years to get it seated in a budget but eventually we took the step with the employers then when you start on your own you go

through this whole thing of who am I  
what's my brand it's very different  
right and it's much more vulnerable when  
you don't have the organization wrapped  
around you it's just you and that's a  
challenge the marketing piece is a  
challenge for me I'm not going to lie  
it's a lot to do as one person so and  
you're you're hitting the nail on the  
head these are real challenges for me  
yeah I mean it might be interesting and  
I would post this on Facebook probably  
because of your network but I would be  
more public about that challenge that  
you're facing I am looking to grow my  
BB Consulting business in I'm  
terrible at pitching myself and  
marketing myself I am looking for  
someone to help me with my personal  
branding or or my business pitch  
and you because of the network you have  
will have a number of people who raise  
their hand and say I could do this for  
you very easily I could set up a sales  
funnel for you very easily I could  
create one sheeters for you very easily  
I could create a newsletter format for  
you very easily and then you take  
yourself out of the seat that you're  
worst at and you let yourself sit in the  
seat that you're best at now it's going  
to be a matter of finding that right  
person who has the complimentary skill

set to yours but I think to use your word like being vulnerable and putting yourself out there I'm sitting as a solo preneur I'm struggling like here's the problem that I'm having I think you'll find someone within your own network who would even as a side hustle help you do the things that you're struggling with on that BB side and then the other sides can just stay like speaking can just sit teaching can just sit like everything else can just continue on as it is but where you need the traction is on that BB side and I would get some outside perspective going on it so that you can you can truly understand why it's not unlocking right yeah that's very helpful because those those things I don't really care to do I'll gladly produce content all day long easy peasy and I love it but the Finesse of it and crms and all this stuff I put my corporate Wellness master class on kajabi I hired a consultant and just the process oh my gosh Jessica just the process of taking a lesson of minutes and putting it in eight modules and refilm it was the death of me it was so tedious worse than doing budgets like yeah yeah yeah and like I don't like this I just I don't like this at all well and and let's take it out of take it out of your world and put it



into entrepreneurship in general you start a business and you think you need to do all the things you think you need to be a solopreneur and and for me my sticking points are Financial things like accounting things organization and project management things but I am epic at like covering a lot of ground jumping all over the place bull in a China shopping my way through projects but then I need somebody on the complimentary side of me who's like okay let's Corral this like let's keep it organized or let's prioritize things so it's it's an exercise in self-awareness I think you have the self-awareness of like I've been doing this for years I know exactly what I'm doing the self-awareness to say what I don't do well is present my offering or present how I could be a solution and then raising your hand to your network and saying here's what I need someone in your network is going to be able to help you and I have a few connections who might be able to help you also but but I don't think you need a high level connection I think you could always have networking conversations with level but what you need is like in the nitty-gritty in the like automations in the you know kind of like somebody who's going to be in the weeds with you and structure the weeds

so that it makes sense and then you have  
your pipeline built and then you have  
your you know a couple different  
offerings you can send to people you  
have triggers that show you when those  
things have been downloaded like all of  
those kind of things that you don't  
necessarily want to be bogged down with  
but you can get somebody to do those  
things yeah you're exactly right that's  
not stuff I care to spend time I have a  
website designer because I don't I  
didn't see myself taking hours to  
learn any web platform just you know so  
it you're right it's good awareness and  
leaning into strengths and not wasting  
time I'm I maybe  
too Focus I'm a Taskmaster too like  
maybe I'm too focused I know I am on the  
action things and I need to probably  
carve out more time with the planning  
some other things like that or or  
Outsource it you know if your brain  
isn't naturally going there then it's  
like find yeah find the partner who can  
who can be in that space where where  
your brain isn't naturally going there  
so right yeah all right well you have  
your homework I do let's reconnect we  
we'll reconnect in a couple months and  
we'll we'll do a check-in and we'll see  
where you're at with things but I think  
you have a lot of options on the table I

think you have full time options you  
have you know fractional options but you  
still have the Consulting option and I  
think it's worth trying to hack at it  
structure it correctly and I think  
there's the the potential for it to be  
that % that you're looking for thank  
you stay tuned I appreciate you we hope  
you enjoyed this episode of the society  
pod