

Amy Lundberg Bio

The founder of Aim For It – Fitness Coaching Amy Lundberg is an accomplished and popular Lifestyle and Motivational Fitness Coach.

Amy specializes in guiding clients to set aside the barriers, baggage, and limiting beliefs that are keeping them from reaching their goals. Being a mother of three small children and a wife to a loving and supportive husband, Amy has taken her own challenges and experiences as well as her education to help busy women balance family, business, and their personal health successfully.



Whether she is working with her clients one-on-one or speaking to a large group, her simple and results based process empowers you to overcome the limitations of the past so you can accomplish a quality of life that support and inspires you through exercise and nutrition.

The breadth and depth of Amy's knowledge on health, fitness and emotional eating is a result of years of research, study and direct application. Her distinguished career is marked not only by the success of her many clients, but also through the numerous awards and certifications she has achieved. Along with securing her B.A. in Sports Studies Management (Exercise Science) and a B.S. Health, Amy has achieved certifications that include, ISSA Certified Fitness Trainer, ACE Certified Weight Management Consultant and a graduate of the Fitness By Phone Coaching Program. She has also been awarded the 2002 Master Fitness By Phone Coach of the Year and 2004 Fitness By Phone Lifestyle Achievement Award.

Along with being the co-host of the Fitness Talk Radio Show Living Your Personal Best, Amy produces a weekly television segment called Fitness Tips and is the author of Self Care Before Sit Ups- A Women's guide to taking frustration and failure out of fitness. She is often quoted in various print media as a result of her inspiring and proven system for guiding others to get fit and lose weight through a mind, body and spirit approach.

A popular speaker, especially among women, Amy's engaging and down to Earth style, coupled with a practical and inspiring approach to achieving a healthy lifestyle, makes her a speaker that women of all ages can relate to.

Amy Lundberg is an easy choice for meeting planners and program directors looking for professional and inspirational experts who can speak on the topics of health, wellness and fitness.

Visit www.AimForFitness.com or email info@AimForFitness.com for more information.

“WHEN I FIRST STARTED AMY’S COACHING PROGRAM, I HAD MY DOUBTS IT WOULD WORK NOT ANYMORE. I HAVE LOST 18 POUNDS AFTER THE FIRST 12 WEEKS AND HAVE GONE FROM A SIZE 20 TO A SIZE 16!”

~ LANETTE CORBETT ~

7 Keys To Ignite Your Personal Weight Loss Makeover






Excitement is in the air, you’re at the gym motivated, exercising, and feeling great about yourself. Then something occurs, you get off your routine weeks or months later and once again, you’re overcome with frustration and guilt that you’ve failed.

If this aptly describes your relationship with exercising, don’t feel bad, you’re not alone. In fact, not only has popular fitness and Intuitive Eating expert, Amy Lundberg experienced the same challenge early in her career, but most of her clients have experienced the same rollercoaster.

During this inspiring and unforgettable program, Amy will provide the expert guidance and spark you need to ignite your motivation. You will discover first hand how to use seven simple keys to overcome your struggles to give you the chance you need for your personal weight loss makeover.



HERE ARE THE THREE KEY AREAS COVERED:

-  Discover the #1 crippling factor to weight loss
-  Learn the one thing all experts’ say, including Amy to reduce belly fat
-  6 Wise Words that create the weight loss makeover you desire

Secure Amy Lundberg As Your Next Speaker And...

...Give Your Audience The Foundation To Start Living
The Lifestyle They So Richly Deserve...

Visit www.AimForFitness.com or email
info@AimForFitness.com for more information.

Call 1.218.846.1525 Today & Schedule Amy For Your Next Event.

"AMY'S PROGRAM HELPED ME TO IDENTIFY WHY I'M EATING WHEN I'M NOT HUNGRY AND TO IDENTIFY WHAT MY NEEDS REALLY ARE AND TO MEET THEM IN WAYS OTHER THAN FOOD. TO DATE I HAVE DROPPED 2 DRESS SIZES!!!"

~ JODI EIDENSHCINK ~

What's Eating You






Let's get real, you've tried just about every diet there is and yet, you're not keeping the weight off you lose. In fact, in some cases you may be regaining more weight than you initially lost. Do you know why this happens? If not, popular fitness and Intuitive Eating expert, Amy Lundberg has the answers.



During this life changing program Amy will teach you and your audience how to get off the diet roller coaster and learn to glide effortlessly onto your own two feet to lose weight for life. Through Amy's Intuitive Eating approach you will discover you can enjoy your favorite foods guilt free and still lose weight. Amy will show you how to grab onto the lifeline that takes you back to normal eating and honoring your hunger.

HERE ARE THE THREE KEY AREAS COVERED:

-  2 simple steps to help break away from emotional eating
-  How to set yourself free from diet deprivation backlash and remove dependency on a diet to lose weight
-  Learn the top 10 myths about dieting that has caused you to lose weight and gain it back plus some

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The Lifestyle They So Richly Deserve...

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**"YOU'VE GIVEN ME THE CONFIDENCE TO MAKE
A BETTER LIFE FOR MYSELF. YOUR COACHING PROGRAM
IS NOT A DIET. IT'S A LIFESTYLE CHANGE"**

~ LOANNE THOMPSON ~

Self Care Before Sit-Ups






You want a reliable, healthy and safe way to get and stay in shape. But with the never ending bombardment of quick fix, unrealistic diets and all or nothing exercise programs, getting the truth about creating a healthy life is sometimes easier said than done.



With popular fitness and Intuitive Eating expert, Amy Lundberg, there is no quick fix. During this eye opening and engaging program, Amy guides you and your audience to reach your personal best through a unique and easy to apply approach that encompasses the body, mind and spirit.

Your audience will receive the tools necessary for achieving a proven lifestyle approach towards physical health and learn the real truth behind creating permanent change to enhance one's life.

HERE ARE THE THREE KEY AREAS COVERED:

-  Discover # 1 secret to making time for yourself daily with your busy lifestyle
-  Learn a 5-step process that draws exercise towards you easily and naturally
-  Learn 3 specific steps to make your desired body not just a dream but a reality

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"AMY'S CUSTOMIZED CORPORATE WELLNESS PROGRAM PRODUCED A TOTAL WEIGHT LOSS OF 642 POUNDS AND OVER 200 INCHES FOR OUR EMPLOYEES."

~ NATASHA NODSLE ~

HUMAN RESOURCES REPRESENTATIVE, SJE RHOMBUS






Obesity Costs Corporations \$13 billion Per-Year!

With health care costs rising at an unprecedented rate, coupled with the alarming trend of overweight employees in North America, it should come as no surprise that obesity is costing corporations a whopping **\$13 billion per year** in medical expenses and lost productivity, according to *The Institute on the Costs and Health Effects of Obesity*, in a study from March 22, 2004.



The problem isn't finding out how to exercise. It's how to get employees to stay motivated to make exercise a regular part of their lifestyle.

Developed and delivered by popular and renowned lifestyle fitness expert, Amy Lundberg, the objective of Aim For It Fitness' Corporate Wellness Program is to encourage, inspire and guide your employees through the stages of change to successfully achieve long standing health and fitness habits. There are a myriad of benefits that arise from this, including but not limited to:

-  Contain health care costs
-  Improve employee productivity
-  Reduce absenteeism
-  Reduce turnover
-  Improve morale

Give Your Employees the Foundation to Start Living the Healthy Lifestyle They So Richly Deserve

We don't break unhealthy habits. We replace them.

Presenting the benefits and alternatives of change in a way employees can best relate to, Aim For It Fitness' Corporate Wellness Program provides organizations three customized options to develop and successfully roll out to its employees. From on-site customized seminars to telephone-based coaching programs Amy Lundberg's unique and affordable approach is the answer to keeping not only your employees healthy and fit, but protecting and maintaining a healthy bottom line.

Call 1.218.846.1525 Today & Schedule a Corporate Wellness Program.

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