



V FIT  
LIVE EXCELLENT

## SPIRIT, MIND AND BODY IN BALANCE

### Master Positioning Statement

**WHAT:** V-Fit is the ONLY personal training gym

**HOW:** that teaches spirit-mind-body wellness

**WHO:** for personal goal-oriented women and men

**WHERE:** in the St. Louis area

**WHY:** who seek a more balanced life

**WHEN:** in an era when traditional gyms focus on the body, but not the complete person.

Any gym can exercise your body. Any personal trainer can go through the motions. But when you're ready for something more. A place where your membership becomes more than a workout. And your life's goals, more than a dream.

You've found the perfect fit. V-Fit.

Here we believe there's more to balance than a perfect body. Where the mind learns to nurture the body—and the spirit, the mind. So every decision is pulled into sharper focus. And every achievement draws you closer to your goal.

Whatever you strive for today. Whether you want to shed a few pounds—or a lifestyle that no longer works for you—we are a community of professionals here to show you the way.

You can live your best life. You can **Live Excellent.**

### GENERAL MEMBERSHIP

The starting point for quick results, in a nurturing space.

### Some dumbbells are smarter than others.

Our equipment is the most advanced you'll find anywhere. But it can only do so much for you on its own. In the right hands, the best equipment will work even better to achieve your goal. Ask a Personal Trainer to show you how.

*For: date-specific goals and/or those new to personal training.*

### TRAINING PACKAGE

The next, natural step toward achieving your longer-term goals.

### You can lift weights. Or raise your spirit.

To reach your goal, you have to do more than want it. You need to change the way you think, and the decisions you make. Because every single one affects your health, and how you feel about life. Let us be your personal guide.

*For: longer-term personal training goals, such as preventative care.*

### TRAINING MEMBERSHIP

Your personal guide to better decisions about health, and life.

### Live your best life. Live Excellent.

From the day we're born, we're taught to take care of our bodies. But what about *ourselves*? The essence of who we are? When your spirit, mind and body are in balance, all things are possible. Are you ready to live?

*For: holistic approaches to wellness, beyond physical fitness.*

### HOLISTIC WELLNESS

A community that brings your spirit, mind and body in balance.