**Homepage Tab** from top to bottom: (See www.srenee.com homepage example for the content below)

Connect with Griff Neilson (FB, Twitter, YouTube, and Linked In widgets on the top of the page)

-Include tabs on top (Home, About Griff Neilson, Motivational Speaker/Keynote, Workshop Presenter, Book, Corporate Wellness Consulting & Personal Coaching, Online Courses, Blog, Contact Griff Neilson)

Griff Neilson: Your Holistic Lifestyle Hacker

Lose Your Mind & Find Your Health! (include photo of my book next to this logo…attached)

Sugar Addiction Expert, Workplace Wellness Expert, Author & Speaker

Healthy Employee’s. Positive Culture. Lowered Health Care Cost. (larger font)

-Insert Demo Clip #1 (Follow this link to download the video: [https://www.dropbox.com/s/vh8dhv1mt2kawwu/Griff%20-%203min.mp4?dl=0](https://www.dropbox.com/s/vh8dhv1mt2kawwu/Griff%20-%203min.mp4?dl=0%20)

For over 17 years, Griff Neilson has tirelessly helped executives, employees, and everyday people achieve ***lasting*** health and fitness by helping them “lose their minds.” As a former sugar addict and using his unique 4-Quadrant Coaching System, speaking platform, and online training courses, Griff has helped hundreds of people shed their limiting beliefs, eat better, shed sugar addiction and transform their bodies and minds. As a sugar addiction specialist and multi-credentialed holistic health expert (see Griff’s complete professional bio) Griff specializes in helping organizations become healthy beginning with executive management. If you or your organization are ready to transform physically, mentally, emotionally and financially it is time for you to meet Griff Neilson, ***your Holistic Health Hacker!***

How Would Your Company, Organization, or University be DIFFERENT If… (larger font)

-Your bottom line was higher each quarter because you cut down on excessive insurance premiums that are being mopped up by unhealthy employee’s that are addicted to sugar and junk food?

-Your corporate culture was happy, energetic and passionate about what they are doing?

-Your student body was eating healthy foods instead of sugar, processed food and alcohol?

-The culture of your company was healthy and highly resistant to sick leave?

-Your company, organization or student body was more productive?

-You could cut absenteeism in half and boost morale?

-If your executive staff and employees became educated in health beyond “I need to lose some weight?”

-You could truly unlock the POTENTIAL of your organization by unleashing the mental, emotional and mental health of your employee’s?

It is time for a DIFFERENT kind of Speaker… (slightly larger font)

-CTA Tab/Button (leads to contact form…link to griff@llfit.com): See How Griff Neilson Can Help You or Your Organization (above the fold)

Download Griff’s Top 5 Reason’s Sugar Addiction is Destroying Your Health & Draining Your Bottom Line (This will require their email as an opt-In to my mailing list. I am using MailChimp so please make sure that it is compatible. I will get this to you asap and please know that this is a clickable opt-in form that will give them a free download)

Download Griff’s Speaker One Sheet (Attached. This will be a DOWNLOADABLE pdf file and I need you to design a little mini copy that they can see and click on)

Download Griff’s Media Sheet (Attached. This will be a downloadable PDF file and I need you to design a little mini copy that they can see and click on )

Download Griff’s College Speaker One Sheet (Attached. Needs to be a downloadable PDF file and I need you to design a little mini copy that they can see and click on)

*“An important aspect of a successful and highly effective workforce is good health.  Griff Neilson provides a wealth of knowledge through his life-changing speeches and wellness ourses that has visibly changed the lives of many of the executives at Mountain America.  He brought a whole new level of understanding on good nutrition and the pitfalls of certain poor food choices.  But that is just the beginning of the training.  Griff has trained the staff on good sleep habits, stress management, and exercise.*  *All of this has been combined with individual* ***one-on-one coaching*** *with staff and their spouses.  The individual coaching is flexible and targeted on areas that will most benefit the participants.*

-Sterling Nielsen, CEO, Mountain American Credit Union



“Griff’s ability to speak and influence groups and organizations is refreshing and relevant. He brings a unique perspective and is able to impact teams to sustain a higher level of health and wellness.”

Spencer Young Jr.

President, Young Automotive Group



-Client List (Insert ALL company/client logo’s here. All of them are Attached.)

**About Griff Neilson Tab:**

Griff Neilson: Your Holistic Lifestyle Hacker (insert logo here)

Healthy Employee’s. Positive Culture. Lowered Health Care Cost. (slightly larger font)

About Me…Professionally (Insert speaking photos throughout…all are attached…you can use your discretion as to which ones you want to use. I have attached about 5-6 for your selection)

What Will You or Your Organization Gain From Working With Griff Neilson?

* ***Increased bottom line*** by saving on health insurance premiums
* A healthier and therefore happier corporate ***culture*** or student body
* Increased ***productivity*** & decreased ***absenteeism***
* Increased ***morale*** and shared vision
* A progressive mindset of health, happiness and personal development

Griff Neilson has over 17 years of experience as an author, speaker, and entrepreneur and has personally coached over 500 personal clients in health, nutrition, and mindset. In addition to personal clients, his life-changing courses and programs have also been implemented in over 10 corporations. Griff is also the newly published author of *Exorcising Your Excuses: Heal Your Mind. Honor Your Body. Manifest Your Dream*. He is a multiple certified Personal Trainer and Level III CHEK Holistic Lifestyle Coach/Nutritionist, and he holds a bachelor’s degree in exercise science from the University of Utah. Having currently read over 200 books in personal development, psychology, nutrition and holistic health, Griff is equipped with both the knowledge and skills to take your mind and your body to the next level.

Griff Neilson has been on a mission to lift clients, employees, and organizations out of the ordinary and guide them into a lifestyle of extraordinary health, wellness, and mental freedom. Coupled with personal experience as a former sugar addict, and over 17 years mastering the ***mindset*** of wellness, Griff is uniquely committed to helping people get out of the unhealthy “norm” by mastering their mind and honoring their bodies. With years of formal education in nutrition and holistic health, combined with personal and professional experimentation, Griff now instructs corporations, universities, and private groups how to change their health and fitness lifestyle one step at a time.

**About Me Personally** (This is on the SAME About Griff tab/page… …insert childhood & fitness pictures throughout)

Griff Neilson: Your Holistic Lifestyle Hacker (insert logo here)

Healthy Employee’s. Positive Culture. Lowered Health Care Cost. (slightly larger font)

Hello, my friend, my name is Griff Neilson, and I am so honored that you want to know more about me! It feels good to be loved, and please know that the love is reciprocated! I am not your typical fast-talking public speaker, coach, or teacher . . . nor am I a genius. If you were to put me in a room with 5000 random people and then measure all or our IQs, I would likely fall somewhere in the middle or slightly below average haha! I hate it when that happens! 😊 Speaking of the word “average,” I want to share with you my relationship with this very unique concept.

I was raised in a very average household. I was one of 5 kids and was raised on a school teacher’s salary. We lived in an old, average home in lower middle class neighborhood, and we lived in pretty average circumstances.

But . . .

I always felt a little different from my siblings, and I sensed at an early age that I was certainly not a follower, at least by nature. As a paradox to my counter-culture nature, I am also a people pleaser. I was the kid that *internally* challenged authority but outwardly fell in line with it to not to rock the boat. I followed the “average” nutritional, societal, religious, and social beliefs of my parents and never questioned them verbally.

I lived a pretty average teenage life filled with loads of sugar and junk food, despite my parents’ efforts to feed me healthy. I was a product of the 80s and 90s and lived in the midst of the “low-fat revolution” that swept the diet industry. I would routinely take down two waffles in the morning covered with margarine and soaked to the brim with maple syrup. Without knowing it, I became a full-blown sugar addict and would do anything that it took to get my hands on it. I was just living as the average teenager, and I learned not to ask too many questions.

When I turned 19, I moved to California and lived there for two years and gained 20 pounds! A few weeks after my return to Utah, I found myself at a pool party with a few friends who ultimately ditched me in favor of picking up women. It was a sweltering hot day that got even hotter when I glanced to my left and saw a gorgeous girl approaching me; well, at least that’s what my 21-year-old ego told me!

Although I was 21 years old, my mind instantly pulled me back into my teenage years where I sported 6-pack abs and was more than okay with my body. With this picture in mind, I perked up my posture, protruded my chest just enough to stay stealth, and mind started to get giddy. “Oh boy!” it shouted, “here she comes!” I was ready, and I was confidant.

Brimming with confidence, I again checked my posture. “We’re good,” I said silently. I also adjusted my sunglasses and quickly wiped away the beading sweat on my brow so I wouldn’t appear nervous. As she approached, I could hear her feet splashing in the pooled water on the slippery concrete. It was my moment of truth; it was now or never. “One last thing,” I thought, “it’s time for a quick gut check.” Now, I am NOT talking about the kind of “gut check” that one makes for moral or ethical reasons. IT WAS LITERAL, BABY! Time to make sure I still have what it takes.

I quickly glanced down and found my head buried in quick sand because I could not find the strength to bring it back up. As I looked at my stomach, I was filled with terror and embarrassment. In the heat of the moment, my mind had somehow played a dirty trick on me! I had forgotten that I had gained 20 pounds! I had forgotten that I was no longer the proud owner my six-pack abs.

With my head still hung and my tail between my legs, I uttered these life-changing words under my breath, “I don’t even stand a chance; it’s time for me to stand down before I embarrass myself.” With my head in my hands, I asked myself, “How could this happen to me?”

For the next two months, I played the horror film of my pool scene through my head a thousand times. I waded through the spectrum of emotion feeling everything from mild annoyance to frustration to mild depression. I was determined to change, and I continuously told myself, “This should not be so hard! I am 21 years old, and I will burn this off in a heartbeat.” OR so I thought . . .

Wise little Griff was about to be handed another very powerful life lesson. As I interacted with my friends, attended school, and observed people in general, I realized that I was behaving as they were. I was eating what they were eating, I was saying what they were saying, my attitude about nutrition and exercise was the same. In short, I was AVERAGE in every way without knowing it!

I gradually realized that the typical American way of life that I had adopted was NOT conducive to the healthy body, the career, or the dating life that I desired! As though a bolt of lightning struck my head, I instantly KNEW that IF I was to obtain my goals, I could never be “AVERAGE” again! And I also had a hunch my life was about to change forever.

Acting on my hunch, I began studying nutrition, and personal development. I dove into school, declared my major in Exercise Science, and took every nutrition course that I could. My biggest “ah ha” moment came on a late September night while reading a blog article entitled “Solving the Puzzle of Weight Loss: Do You Own All the Pieces?”

I learned that weight loss was not merely the consequence of taking in less calories and exercising more. I learned that diet and exercise were merely pieces of that puzzle. Sleep, stress management, relationships, hormones, and 50 other factors were responsible for true health and wellness. This was my first introduction into holistic health.

With my newfound knowledge of health and fitness, I found myself struggling because I wanted to fit in and be average, just like everybody else, AND I wanted to be in great shape. I wanted the ice cream when I wanted it, and I did not want any consequences. In fact, part of me did not want to even think about it because I felt like I was depriving myself, and it pissed me off.

I began to ask myself: “Can I find a happy medium so that I can have the best of both worlds?” I resolved at that moment that I would begin to live the 80/20 rule. I would eat healthy foods 80% of the time and leave the 20% to preserve my social life and prevent insanity!

With this new resolve, I began to take ONE STEP in applying the things that I was learning, and with this resolve, I quickly found myself on an incredible journey. Every morning I would wake up and notice that the fat was melting off just a little more. I marveled not only at my physical change, but more so at what was happening internally. I was thinking differently, acting differently, and getting drastically different results, and it was all for the good and then . . .

Fast-forward 2 months, and I found myself at a family picnic. I knew there was going to be goodies there, but I was confident that I had nothing to worry about because my sugar-addicted days were in the past, or so I thought. As I approached the picnic, my eyes were instantly drawn to the maple bars that were placed there specifically for me, literally. “For Griff” stated a napkin placed neatly below the silver tray. Apparently, the cat was out of the bad that I loved maple bars! My nose was barraged by the pleasant smell of apple pie and maple bars, a deadly combination for me.

I again found myself at a moment of truth. Was I going to give in by indulging and going overboard? Or was I going to honor my newfound commitment to live the 80/20 rule. Without warning, I found myself at war with myself again. The “all or nothing” side of me was saying, “screw it; just one last time. Eat as many as you would like.” Luckily, it was balanced by my more reasonable side that told me it was okay to enjoy one and move on. This test and many others proved to me that I was capable of anything that I put my mind too.

One year later, I found myself at that same swimming pool. And although I was not searching for phone numbers that day, I remember the feeling of contentment, confidence, and happiness that coursed through my being. MY LIFESTYLE HAD PERMEANANLY CHANGED, and I cannot adequately describe that feeling to you.

Don’t get me wrong; I still have my struggles just like everybody else, and I have great days and horrible days. Some days I feel like a complete hypocrite because I don’t practice what I preach, and I fall off the wagon. What I have learned is that I can forgive myself for being different. In fact, I really like it, and it has worked really well for me. I am convinced that we are capable of ANYTHING we put our minds to, and I hope to share that passion with you as move forward together. Thanks again for reading, my friend, and always remember . . .

Life is Good!

Your friend in health and empowerment,

Griff Neilson

**Motivational Speaker/Keynote Tab**

Griff Neilson: Your Holistic Lifestyle Hacker (insert logo here)

Healthy Employee’s. Positive Culture. Lowered Health Care Cost. (slightly larger font)

Professional Member of the National Speakers Association (add NSA logo here)

Insert Demo clip #1: “See Griff In Action” (Use the clip below)

<https://www.dropbox.com/s/vh8dhv1mt2kawwu/Griff%20-%203min.mp4?dl=0>

Insert Full Length Demo (Use the clip below)

<https://www.dropbox.com/s/bc01z1q72kjdr08/20%20MIN%20VIDEO%20Griff.mp4?dl=0>

Book Griff Clickable Button (leads to contact form)

Griff Neilson represents a new brand of public speaker. Never fitting into the traditional “corporate leadership” type, Griff favors a more holistic approach to physical, emotional, mental, and spiritual wellness. His philosophy stems from his belief that people will only make lasting change in their lives when they feel INSPIRED in all areas of life. Griff believes that personal and organizational change will only be achieved when one’s physical, mental, emotional, and spiritual needs are met.

Griff uses a very practical voice with his audience, and he is known for his ability to take a complex topic and break it down to something very easy to understand. He presents information in a step-by-step format and presents life-changing action items for his audience rather than relying on theory alone.

If you are looking for a speaker who will give your company/organization a DIFFERENT perspective on health, wellness, productivity, and culture, look no further than Griff Neilson.

-Insert Video Testimonial Here (I will get you this ASAP)

-Download Griff’s Speaker One Sheet Here (be sure there is a downloadable link AND a small picture of the document)

-Download Griff’s College Speaker One Sheet Here (Attached)

-Download Griff’s Media Sheet here (Attached)

**Sample Topics** (non-exhaustive list)

*Keep your best and brightest engaged and motivated:* Increase retention and productivity

Has traditional “Leadership Training” failed your organization? Could your employee’s use a little shot of enthusiasm, vision and most importantly…ACTION? What if the lack thereof is coming from a different source than purely mental? In this original speech, Griff addresses how the lack of leadership and productivity/creativity often stem from unconventional means. In this presentation the participant will be introduced to:

* How diet affects ambition, energy levels, burnout and mediocrity
* How sleep affects hormonal levels that affect concentration and decision making skills
* How lack of hydration can cause tension headaches, poor decision making and other ailments
* How exercise affects executive function, will-power and clarity

*Are You Tired of Goal Setting with Nothing to Show for It?* How To Command Your Unconscious Mind To Achieve Your Goals Every Time

Do you ever cringe when you hear the words “goal setting?” What most of us don’t know is that there is a reason for the pain, and it stems from PAIN! What pain you ask? The pain that comes from setting goals the wrong way and not achieving them. When we are approached with “goal setting” from an external source, our tendency is to run the other way and avoid the pain of yet another failure. Is there an effective way to set and achieve goals? Griff Neilson thinks so, and in this presentation, he will show you how to:

* Learn how to set goals from the RIGHT part of your brain, and hit them every time!
* Learn to love goal setting by using the power of emotion rather than reason.
* Learn what part of the brain is responsible for goal setting sabotage, and how you can avoid it
* Learn how to master goal setting in ANY area of your life

Book Griff Clickable Button (leads to contact form)

*Losing Your Sugared Soul: 5 Crucial Steps in Defeating Sugar Addiction*

Think that sugar/food addiction is make believe? This “phoney” addiction is make-believe right? Wrong! Sugar/food addiction is costing us more lives in this country than any other cause of death as it contributes to heart disease. Corporations, families, organizations and nations are slowing succumbing to this stealthy addiction. In this enlightening speech, participants will be introduced to the following concepts:

* The TWO pathways of sugar addiction (the mental and the physical)
* The emotional connection to food and how to break it
* How to recognize sugar addiction and WHAT to do about it

*“The sugar epidemic may end up being the biggest, most under talked about crisis of our modern lifetime and Griff holds nothing back in honestly sharing it for what it is. It is clear that he has a passion for inspiring, educating, and healing others. I’m doing things differently because I listened to his message. “*

-Attendee of my Losing Your Sugared Soul speech at American Express Utah Satellite (participant chose to keep his name anonymous for use on my website)

*“This speech not only equips you with the knowledge and understanding of where your biological sugar addiction comes from; but it also arms you with the tools on how to change. It’s an incredibly interesting presentation due to not only the information, but the presenter is incredibly passionate about what he is presenting. It’s awesome!”*

-Attendee of my Losing Your Sugared Soul speech at American Express Utah Satellite (participant chose to keep his name anonymous for use on my website)

*Sex, Drugs, and Dieting: The Seductive Sex Appeal of Cultural Dieting & How It Is Destroying Your Health*

Have you ever noticed how many of us flock to the “latest and greatest” fad diet? Have you ever noticed that we don’t ask very many questions? Have you found yourself trying the latest diet just because everybody else is doing it? Is there a health price to be paid for such behavior? In this fascinating speech Griff will explain the following:

* How dieting is a form of cultural and mental addiction
* How dieting can compromise your health and lead to disordered thinking
* The key mindset shifts that are necessary to free yourself from the bondage of “diet thinking”
* How to live a healthy lifestyle without the dogma of dieting

Book Griff Clickable Button (leads to contact form)

*Rebel Training: Become Healthy, Happy & Empowered by Ignoring Conventional Wisdom & Following Your Instincts*

Have you ever had a war between your head and your heart? Have you ever wanted to challenge conventional wisdom and live life on your terms, but you fear the “social repercussions?” In this practical and spiritually based speech, you will learn why your heart is worth following, and how to give it a fine tune. Griff Neilson is sure to ignite your soul and leave you breathless with this unique, life-changing speech.

* Learn how to think, eat, move, and live in ways contrary to the limiting “NORM”
* Learn where conventional wisdom comes from, and how it is stunting your personal growth or the growth of your organization
* Learn how executive “peaceful rebellion” and obtain your dream

Book Griff Clickable Button (leads to contact form)

“The Secret 3”: Discovering The Hidden X-factors Of Weight Loss (add Secret 3 Logo here Attached as Secret 3b Final)

Ever feel like there is not enough time to live a healthy lifestyle? Do you feel like your motivation comes and goes leaving you exhausted and frustrated? Do you want to make changes to your health but feel like you are fighting an uphill battle? In this powerful speech, Griff Neilson will discuss his “Secret 3” and give you the tools to lose weight, eat healthy, stay motivated, and live life on your terms.

* Learn how to make TIME for healthy lifestyle practices
* Learn how to stay motivated
* Learn what FOODS to eat

*Exorcising Your Excuses*: 4 Proven Methods to Shed Excuse Making & Supercharge Your Productivity

Ever feel like changing your life for the better only to be hampered by a litany of “ultra-realistic” excuses? Are you tired of WANTING to change but never getting there? Based on Griff’s recently published book this speech is designed to help participants master the following:

* Where their excuses came from and why they feel so real!
* How to REPROGRAM and erase excuses with more empowering thought patterns
* How to “re-habituate” your mind and make it serve your every command
* The “4-Super Hero’s” responsible for transforming your mind and your body
* How to get MORE by doing LESS!

Book Griff Clickable Button (leads to contact form)

Testimonials:

“*An important aspect of a successful and highly effective workforce is good health.  Griff Neilson of Lifelong Fitness provides a wealth of knowledge trough his FitMent and Sugar Addiction Courses that has visibly changed the lives of many of the executives at Mountain America.  He brought a whole new level of understanding on good nutrition and the pitfalls of certain poor food choices.  But that is just the beginning of the training.  Griff has trained the staff on good sleep habits, stress management, and exercise.  All of this has been combined with individual one-on-one training with staff and their spouses.  The individual coaching is flexible and targeted on areas that will most benefit the participants”*

-Sterling Nielsen, CEO Mountain America Credit Union

*“The program gave me great tools to use in every aspect of my life – I learned to create an attitude that will help me succeed with weight loss, family, work or any endeavor I take on. Being diabetic I have a good knowledge base concerning food but was given great information that was new to me and will improve my health in so many ways and the exercises were simple and effective. The guy’s energy is infectious – very inspiring!”*

-Ginger Long (L-3 Communications West Employee, Wellness Committee member and participant in the 6-Week Fitment Infinity program)

*“You really have provided the missing link for me with the mind connection. It was powerful when you talked about being “all in” and committed to making the changes you want to see in your life. It is easy to procrastinate or make poor excuses, and you have taught me a heightened awareness of what I am doing when I do that, which is a positive step to eliminating those behaviors so that I can reach my goals with no excuses. I am finding myself reading labels on my food way more often -- and putting that item back on the shelf a lot of times for it too. You have tied the weight loss puzzle together in a lot of ways. I loved your speech! It was a lot of fun, motivating, and helpful to all aspects of life. “*

Thanks, Griff!

-Kathy McPhail, L-3 Communications West, Marketing Dept.

“Griff is an excellent addition to our company’s wellness offerings. He quickly set a chain reaction of exercise and healthy eating habits when he came onboard. Employees seek his services out of curiosity, make healthier choices due to his passion and expertise, and continue on a path of wellness because of his ability to inspire and willingness to mentor. His unique approach to train your mindset is one-of-a-kind, and is a critical component to behavioral change. Griff is adored by employees and has been beneficial to our workforce.”

-Chelsey Garr, Well-being Coordinator at Mountain America Credit Union

**Workshop Presenter Tab**

Griff Neilson: Your Holistic Lifestyle Hacker (insert logo here)

Healthy Employee’s. Positive Culture. Lowered Health Care Cost. (slightly larger font)

(add Jenny’s video testimonial here. Attached)

Insert Demo clip #1: “See Griff In Action” (Use the clip below)

<https://www.dropbox.com/s/vh8dhv1mt2kawwu/Griff%20-%203min.mp4?dl=0>

Griff Neilson is committed to bringing your organization sustainable results through his lifestyle-based personal improvement courses. Ranging from 5-10 week trainings, Griff’s sole objective is to give his students a life-changing experience. Griff’s unique training courses are interactive, high energy, and unique in the way that they blend theory and practice. Each student will be given a course manual or outline that provides a step-by-step plan for change. Griff is known for attacking the barriers that prevent most people from health and wellness, namely the following:

* Mindset
* Finding time for a healthy lifestyle
* Nutritional practices
* Excuse-making

Book Griff Clickable Button (leads to contact form)

\*For Meeting Planners\*

Griff enjoys presenting to the following organizations:

-Corporations

-Universities

-Trade associations

-Non-profit organizations

-Religious/Spiritual communities

-High schools

Below is a non-comprehensive list of training programs available by Griff:

***The FitMent Infinity Lifestyle Revolution Course****:* (10-weeks) (Add “Fitness Mental Mastery” logo here. Attached.)

Why is it so hard for us to change our HABITS?

Have you ever done something that you hate? Do you find yourself indulging in habits that compromise your health or take away from your self-esteem? Are you a great starter but a poor finisher?

* Learn the essential mental, nutritional, and physical habits necessary for increased energy, weight lost, and permanent lifestyle change
* Learn key strategies for physical, emotional, and mental change
* Demystify nutrition by learning the simple basics and how to APPLY them
* Learn how to reconstruct your thinking as a prerequisite to changing your body

Book Griff Clickable Button (leads to contact form)

**Praise for The FitMent Infinity Lifestyle Revolution Training Course:**

*“In the 4th week of this course, I suddenly became aware of all the excuses I use that prevent me from accomplishing my goals. It was then that I knew I could achieve whatever I wanted, and, although, it would not be easy, it would be done. The very next day I ran a mile, and it was painful. So were the next 3 weeks, but 3 months later I ran 12.5 miles and am preparing for a half marathon next month. Cold weather, dirty air, busy schedules were simply excuses. This course is not something that needs to be repeated to achieve results. It’s a toolbox for a way of life. Best of wishes, Griff. May you have an effect on many lives.”*

Diana Clinch (L-3 Communications West Employee and participant in the 10-Week Fitment Infinity program)

*“The Fitment Infinity team made me feel comfortable from the start. They taught me a new way to looking at my environment that helped me improve my mood, my outlook, and my confidence. The program is high energy and explains things in a way I understood the concept. I also learned how to differentiate the types and values of different foods and how to coordinate them so I feel better.”*

-*Piper Smith* (L-3 Communications West Employee, Wellness Committee member and participant in the 10-Week Fitment Infinity program)

*“Excellent program! I appreciate the emphasis on mental focus and how it ends in results. Excellent instruction on crystallizing goals and emphasizing positive thoughts. I really liked the instruction on nutrition, and now always pay attention to glycemic index. It got me exercising most days of the week and I feel a lot better. Definitely a life changing experience!”*

-*Brent C. Higbee* (L-3 Communications West Employee and participant in the 10-week Fitment Infinity program)

***Sugar Freedom Revolution****:* (9-weeks) (Add Sugar Freedom logo here. Attached.)

Do you like sugar a little more than you should? Do have a hard time staying away from treats or processed food? Did you know that up to 70% of Americans are addicted to sugar? Is this cultural addiction affecting your health or your bottom line? YOU BET IT IS! In this course, you will learn how to reclaim your will, your health, and create a lifestyle void of food addiction.

* Your sugar/food addiction is both mental and physical. Learn scientifically proven principles to crush your addiction and break the bondage of sugar/food addiction
* Revolutionize your company culture, and start a corporate “movement” with this immensely popular training course
* Comes with course manual and 90-day step-by-step plan

***Sugar Freedom Revolution 2.0***(12-weeks)

This is an advanced course for those who are heavily addicted to processed food and sugar. This course offers a truly in-depth plan on action capable for those suffering from obesity, food addiction, self-image problems. and mental trauma.

* Students will be presented with an in-depth workbook that gives them a easy to use step-by-step plan of action
* Backed by science, this holistically based course will provide each student with a personal revolution of their body, mind and spirit
* Truly one of the most unique training experiences currently offered to corporations, associations, or private parties

Book Griff Clickable Button (leads to contact form)

**Praise for The Sugar Freedom Revolution Training Courses:**

*“This is the VERY best class I have ever taken because it wasn’t just about eating right or taking sugar out or my diet, it was about developing the subconscious so that permanent, lifelong changes can be made. Griff taught true principles that I could understand and apply for the rest of my life. Griff is energetic and passionate and a great example of practicing what he preaches. Along with that is the personal care and concern that he showed to each of us. When you know your instructor is knowledgeable and walks the talk AND wants others to be healthy and happy – it is the ideal situation for lifestyle changes to happen. I will ALWAYS be grateful for Griff and what he shared with our class. I know I am on the correct path now to be healthy in mind, body, and soul. THANK YOU!”*

-LuAnn Holtz, Mountain America Credit Union Executive Assistant and participant in the Sugar Freedom Revolution Program

*“The Sugar Freedom journey was amazing and I will be forever grateful for the deeper understanding of the subconscious level thinking required to change my health for the better. My CCV has been seared into my brain, and I now know what actions I must take to make it a reality. I am more aware of my decisions that impact my health. For example, I didn’t realize that my sleeping patterns are directly linked to cell repair and anxiety and cravings. I now have conscious thought of my nutrition, exercise program, sleep schedule, positive thinking, eliminating excuses and the vision of where I want to be. Thank you so much for your energy, knowledge and passion to transform my life!”*

-Christee Hansen, Mountain America Employee and student of the Sugar Revolution Course

***The Fab-4-Mation Weight Loss System****:* (6-weeks) (Add logo here…attached)

Why are you not losing weight? Because you’re ignoring the “Fab Four” of weight loss!

* Need to lose weight? This holistically based program is unlike any “fad diet” on the market. Rooted in lifestyle change, this program will help transform your body and your company culture for the LONG-TERM!
* This step-by-step holistically based program ensures permanent weight loss by revealing the overlooked elements of weight loss.
* Learn the four “Super Heros” directly responsible for your health
* Comes with an easy to use step-by-step implementation plan

“Griff brings a new dimension to leadership advancement. He has helped me to develop a more sustainable and effective, daily routine. Griff’s expertise is fresh, relevant, and usually overlooked. He has helped to identify personal ‘blind spots’ regarding health and balance.”

Ty Johnston (participant in company wide Fab-4-Mation 2 day event)

Managing Partner

Young Center of Excellence

Book Griff Clickable Button (leads to contact form)

**Book Tab**

Griff Neilson: Your Holistic Lifestyle Hacker (insert logo here)

Healthy Employee’s. Positive Culture. Lowered Health Care Cost. (slightly larger font)

Griff Neilson is author of four different corporate training courses (see workshop presenter tab for complete details), and has recently published his first book *Exorcising Your Excuses: Heal Your Mind. Honor Your Body. Manifest Your Dream,* which was recently featured in the *New York Times Sunday Review*

(Insert picture of my book in NY Times Book Review Here. There are two documents here the cover of the NY times book review and the book review under NYT July 23rd, Issue Cover and NYT Book Review respectively. Both are attached)

\*\*Insert content from the existing griffneilson.com from the “book tab” here. You can literally cut and paste all of that content here…

-Add a “buy the book” tab and have it available for purchase. Link it to Amazon. Be sure to use the actual Amazon & B&N logos to the buy now button.

**Corporate Wellness Consulting & Personal Coaching Tab:**

Griff Neilson: Your Holistic Lifestyle Hacker (insert logo here)

Healthy Employee’s. Positive Culture. Lowered Health Care Cost. (slightly larger font)

Is your business looking to decrease health care costs and increase your bottom line? I have helped numerous companies drive down health care costs, boost revenue and increase morale through Executive Level Wellness Coaching. In this simple coaching model, I work with Jr. and Sr. level executives and help them optimize their health and fitness. “As goes the leader so goes the team”, I like to say. When the leader is healthy, vibrant and energetic it carries with it a trickle-down effect for employees throughout your organization.

If your organization is ready to increase its health & wealth, please contact me. I would love to speak to you about it.

Add: Book a Complimentary Consultation with Griff Tab here (leads to contact form)

**Praise for Griff’s Executive Coaching:**

“An important aspect of a successful and highly effective workforce is good health.  Griff Neilson of Lifelong Fitness provides a wealth of knowledge trough his FitMent and Sugar Addiction Courses that has visibly changed the lives of many of the executives at Mountain America.  He brought a whole new level of understanding on good nutrition and the pitfalls of certain poor food choices.  But that is just the beginning of the training.  Griff has trained the staff on good sleep habits, stress management, and exercise.  *All of this has been combined with individual* ***one-on-one coaching*** *with staff and their spouses.  The individual coaching is flexible and targeted on areas that will most benefit the participants.*

*I’ve personally had the opportunity to participate in Griff’s training and coaching along with my wife.  I found the training very helpful for the family in making good food selections and changing my life.  My daughter had been suffering from some weight issues.  She decided to follow some of the nutritional principles that we had learned and tried to share with our children.  The results were remarkable.*  She lost the weight she needed to lose and gained the self-confidence she had lost. “

-Sterling Nielsen, CEO Mountain America Credit Union



“When I began the program with Griff I expected to show up and receive a generic workout plan and a list of do/do not eat foods. Instead what I received was an education on the mind, habits, motivation, and how to make change. I received an education on how nutrition plays into short and long-term health (both mind and body). I also received personalized attention and workout plans designed to meet my "Crystal Clear Vision" (goals).   
  
Without a doubt, Griff "knows his stuff." On top of that though, he adds a genuine caring for you and your improvement. He is thorough, he follows up, and can teach everyone from the complete beginner to those who have been working out and trying to live healthy for years.   
  
I highly recommend Griff and his services for anyone interested in making permanent improvements to their, or their employees' health”

* **[[](https://www.linkedin.com/in/jonathan-brouse-02107641/?lipi=urn:li:page:d_flagship3_profile_view_base;ysQEkYAbT%2BmlqxekeM1q6w%3D%3D&licu=urn:li:control:d_flagship3_profile_view_base-recommendation_details_profile)](https://www.linkedin.com/in/jonathan-brouse-02107641/?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base%3BysQEkYAbT%2BmlqxekeM1q6w%3D%3D&licu=urn%3Ali%3Acontrol%3Ad_flagship3_profile_view_base-recommendation_details_profile)**

**[Jonathan Brouse](https://www.linkedin.com/in/jonathan-brouse-02107641/?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base%3BysQEkYAbT%2BmlqxekeM1q6w%3D%3D&licu=urn%3Ali%3Acontrol%3Ad_flagship3_profile_view_base-recommendation_details_profile)**

[VP Branch Administration at Mountain America Credit Union](https://www.linkedin.com/in/jonathan-brouse-02107641/?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base%3BysQEkYAbT%2BmlqxekeM1q6w%3D%3D&licu=urn%3Ali%3Acontrol%3Ad_flagship3_profile_view_base-recommendation_details_profile)

“I am VERY appreciative of the opportunity that MACU provided by engaging Griff as a Lifestyle coach.  I have learned a lot about nutrition, exercise, my metabolic type, and in general, a better and healthier way to live.  Griff has spent individual time with me helping me to identify better eating patterns that worked best with my metabolic type, though I may have resisted this at times.  He even got me to quit caffeine and that was an ugly couple weeks, but worth it to be free of the daily caffeine need.  He has also worked with me to develop exercise programs that helped me to achieve my individual goals of strength and running endurance.    The opportunity to work with Griff has benefited both my professional and personal life.  Thank you again for partnering with Griff. “

-**Cathy Smoyer,** SVP Mountain America Credit Union



Add: Book a Complimentary Consultation With Griff Tab here (leads to contact form)

**Personal Coaching:** (part of the SAME corporate wellness consulting and personal coaching tab/page..do not make a new tab for this)

Griff Neilson: Your Holistic Lifestyle Hacker (insert logo here)

Healthy Employee’s. Positive Culture. Lowered Health Care Cost. (slightly larger font)

Do you feel stuck? Do you feel like you have tried everything to change but find yourself continually coming back to old behaviors? Are you getting the results from life that you expect? Are you happy with your weight, your will-power, your thoughts and health?

If you have the desire to improve yourself but have struggled to reach your goals, I would be happy to interview you, and see if we would be a good fit. I am a Level III CHEK Holistic Lifestyle Coach (there are under 10 of us in Utah), and my unique coaching philosophy is based on the CHEK Institutes 4-Doctor Coaching Model:

-Dr. Happy

* The psychology of change
* Creating your life around your dream and your innermost passions
* Isolating limiting beliefs
* Subconscious reprogramming (eliminating limiting beliefs at a subconscious level)

-Dr. Quiet

* Sleeping pattern disruption and correction (helps to balance hormones)
* Spiritual practice implementation
* Allowing time for “Me-Time” (that’s you)😊
* Exercise and stress recuperation and hormonal rebalancing through healthy lifestyle practices

-Dr. Movement

* Exercise (too much or too little?)
* Movement of your body and mind
* Balancing of the masculine and feminine energy (yin & yang)

-Dr. Diet

* Individually tailored holistic nutrition plan
* Education
* Metabolic typing (why and how to eat according to your unique needs)
* Food tracking and continual coaching

I offer free consultations and would love to see if we are a match!

“Griff Neilson has absolutely been a catalyst for my total wellness transformation over the last 90 days. I’ve absolutely lost weight, but more importantly I have experienced an increase in energy, focus, and determination in my personal and professional life.”

Mike Gailey

General Manager

Young Buick GMC of Idaho

Griff’s insight towards sugar addiction and energy loss was fascinating. His 1:1 consultation helped me to re-evaluate habits and set new wellness goals around mindset, nutrition, and exercise. His FAB-4-Mation seminar was the perfect ‘jump start’ for my wife and I.

Jeff Kendall

General Manager

Young Buick GMC

-Add “Book a Consultation Tab” Here (leads to contact form)

**Consultation Page Content Page (a re-direct from main coaching page):**

Griff Neilson: Your Holistic Lifestyle Hacker (insert logo here)

Healthy Employee’s. Positive Culture. Lowered Health Care Cost. (slightly larger font)

Hello, my friend, and thank you for inquiring into my personal coaching services. I am honored at the prospect of coaching you. My intention is to help you change your life through world-class coaching as described on my coaching page. Before we meet, I want to make sure that we are going to be a good fit for one another. Please take a moment to answer the following questions:

-Am I coachable? Am I willing to see things from a different angle and consider a different point of view?

-Am I an action taker? Will I take action on the “action assignments” that Griff gives me, or will I find reasons for procrastination or avoidance?

-Will I make excuses?

-Will I get defensive when I am called out for my excuse making?

-Am I excited to be personally coached?

-Am I willing to get raw and vulnerable? Am I willing to shed all of my social “masks” and allow my true self to come out?

-Is my mind open or am I going to revert to old habits and ways of thinking?

-Am I ready to change my life by committing to a new lifestyle?

I know these questions may seem a little harsh, but I am interested in coaching people who are WILLING TO CHANGE! I am interested in coaching people who are THIRSTING for change and are willing to do what it takes to get that change. During our consultation, I will go over my coaching style and expectations, and you will have a good idea of what to expect.

Here’s to a new life!

Your friend,

Griff

**Testimonials**:

-Insert before after photo’s here (Attached)

*“Griff is a man of results. He helped me heal my painful knees, created a simple and effective system to improve my muscle balance and alignment. He sees the big picture, solving problems at the root cause rather than treating the symptoms. He addresses issues most other trainers are not even aware of and makes smart changes based on the individual. I recommend him to anyone.”*

-Bonnie Bronson (Personal Coaching Client)

*“Griff has helped me change not only my physical state, but my mental state as well for the better. He has created a unique personal training business that get's involved with their clients and strives on providing results that have exceeded my expectations.   
  
Griff is by far one of the most knowledgeable coaches that I have met; he knows everything from diet to training to how to shape your mental condition to better achieve optimal results.”*

-Asim Ahmed (Personal coaching client of Griff Neilson)

*“I have known Griff for over 2 years and find him to be an exceptional person. Griff is an expert in personal fitness, health and mindset. He is honest in his business dealings. Griff has a wonderful and creative coaching model that works. He is a patient man who knows how to help you get the results you want. I fully recommend his services.”*

-Wes Patterson (Personal coaching client of Griff Neilson)

Put “Hire Griff” tab here (leads to contact form)

**Online Courses Tab/Page**

Griff Neilson: Your Holistic Lifestyle Hacker (insert logo here)

Healthy Employee’s. Positive Culture. Lowered Health Care Cost. (slightly larger font)

Can’t make it to one of my live events? So sorry; I guess you’re out of luck! Just kidding! Fortunately, I am also passionate about creating online courses. My courses reflect everything that I teach live and are packed with life changing material. As your Holistic Health Hacker, my promise to you is that my online courses are unique, thoroughly researched, and proven to work. I am currently putting these courses into digital format and will alert you when they are available.

Put “Please let me know when Griff’s new courses launch” button here….this will be an email opt-in)

Courses available soon:

-FitMent Infinity Lifestyle Revolution

-Sugar Freedom

-Sugar Freedom 2.0

-The Secret “3”

-The Fab-4-Mation Weight Loss System

**Blog Tab/Page** (use my existing blog at griffneilson.com)

**Contact Griff Neilson** (This is a contact form page and you can use the existing page on griffneilson.com)