

Josh Anderson and Dustin Maher Interview – 11/05/2013

Josh: First of all, can you just tell me a little bit about yourself and how you kind of how you got started in the fitness industry?

Dustin: Yeah, I started as a, I went to college, I got a degree in kinesiology, exercise science, a degree in business and I started working on campus just cleaning machines, and then I started teaching classes and I was certified as a trainer on campus at the University Wisconsin Madison. And then when I was trying to figure out what to do after school, my senior year I got hired by a local gym in town.

And so I worked in there a little bit, when I was trying to figure out my niche, who I wanted to work with, I decided that I would train pretty much anybody, for a couple of years there and I figured that, I realized I really enjoyed working with moms, I had started working with my mom and her friends, I am very close with her and so I kind of made that my goal, to create programs that moms could do, moms could afford, especially a stay at home mom, which is what my mom was, a place where I could connect with other people and have free child care for the kids and all that stuff. So, that's kind of how it started and I created a program called Momma Tone Fitness, right around college and that is how it grew pretty quickly over the first year.

Josh: Okay, cool, thanks, so like what are some of your core fitness ideas and concepts that you kind of based your ideas around?

Dustin: So the first things is strength training, I think it is the best way to, from an exercise standpoint to tone muscle and boost metabolism, put them on a heavy lifting program kind of [stuck] at base, functional base, so about twenty or thirty minutes of supervised strength training, and then a secondary component will be HITs, high intensity training, you know about training, first training for ten to fifteen minutes where that is the same day or another day.

And then from there now, I just try to encourage people to be active; I really think yoga is great to add to things for flexibility and stress, distressing. And then just finding like, finding things with their families or with their friends to do that, get them off the couch or off the computers sort of thing.

Josh: I got you, this is kind of sad now, but like how do you find all the time and energy to do this, you have ten fitness locations; you have your own blog, TV appearances, Fit Moms for Life, where do you find all the time and energy for all this?

Dustin: It's not a process, I would say, I try to delegate as much as I can, I'm getting better at it, I have twenty people now that are working for me, so I am doing better at delegating tasks, I have three different assistants for different portions of my business so, I give them a lot of it.

And I, eat healthy of course and try to get sleep, I am a big believer that, going on four five hours of sleep is not a great long term solution, I have been doing it the last few months but it's not great, I am big believer in taking care of yourself and take plenty of vacations and free days are, and that means getting seven hours of sleep or taking naps during the day, that is kind of my thing, I think I'm trying to put things in perspective and I don't get stressed out too much, I always kind of ask myself what, what is the worst that could happen in a situation, or put it in perspective of life, whatever I am stressing about at the moment, is it really that big of a deal, in this scheme of my life or in the scheme of the world.

Josh: I get you, yes totally, I want to actually get, really talk about Fit Moms for Life now, and some of the goals and ideas behind it.

Dustin: Our goals, kind of our big goals as I am sure you saw the before was to have 14,000 support groups started, one for every McDonalds in America, and our goal is to have fitness and support and community that's accessible and as affordable as McDonalds is around the country, but more so than that just kind of trying to create help bubbles for people to be part of because our society, even though I think it's slightly slowly tipping over towards a health and wellness and prevention more than a sick chair society, we are not nearly there yet. And so we are, we need these kinds of bubbles that we can put ourselves in to kind of give us the strength and motivation and consistency and support.

So, I kind of want to do that and I think to build the brand so, in supplements, we have already come up with two supplements, I am not a huge supplement guy but we are going to have a basic branding, everything, clothing line, merchandise because anything that we can do to help to support a mom, being happier, healthier and more connected, we are going to do and I am building up leaders, so finding leaders in different communities that want to lead groups empower other moms to do the same thing.

Josh: Definitely, that is very cool, I like that, I just got a few more questions, I know you are super busy so I will let you go after a few more questions. I guess one of the main ones is, one last piece of advice can you, well my reader resources of like, is like yours try twenty five or thirty five years of age, women and moms that have a lot of time, so what is one last piece of advise you have for anyone who is just trying to get started and get in shape?

Dustin: I have so many I could say but I would, I get this question every time , so I always try to say something different, I would say, I am is just getting started, I would just first start off by realizing that you aren't going to be the best mom, wife, employer, boss, whatever business owner, if you aren't fit, healthy, fit, have energy, are happy, feel confident in your own skin, and to do that, you need to take some time for yourself and even though it seems selfish sometimes to maybe, like give yourself twenty to thirty minutes a day to do that long term, it is the most unselfish thing you can do.

So just realizing that it is important and, it is not only important but it is really necessary to really fully function at the highest level or at the highest potential, and once you realize that and you understand the importance of it, then the priorities will change and then you will make the time for it.

Josh: Got you, awesome, and where can we get in contact, if anybody reads this and wants to know more about Fit Moms for Life, anything else?

Dustin: It's several places, fitmomsforlife.com, so fitsmomsforlife.com and check out our Facebook page, the same thing, facebook.com/fitmomsforlife and then sign up for our new sign up take the pledge , actually that is a cool things, so you can go to fitmomsforlife.com, there is a place in there to take the pledge and it is a really emotional two minute video that you can watch and we have got so many women just emailed us, never heard of the program or Fit Moms for Life and they said that they are balling their eyes out and they will sign up for our program and stuff, so that will be a great place to start.

Josh: Okay, will do man, and I guess when I get this all written up, if you want to see it, I could send it to you before I post it or-

Dustin: Yeah, I think I will trust you.

Josh: I might, I'll probably link up to you on Facebook

Dustin: I would love to see it...

Josh: I truly appreciate it.

Dustin: Yeah, my pleasure. Keep up the good work, and keep helping people and keep working hard.

Josh: Thanks man, I appreciate it.

Dustin: You bet, we are in a great industry.

Josh: I know, nothing better than to help people, that's for sure.

Dustin: Yeah, it is very empowering, well, thanks so much Josh; I apologize for having that delay and stuff, but-

Josh: No worries Dustin, thank you for your time.

Dustin: Yeah, my pleasure.

Josh: Bye, bye.

Dustin: Bye.