LAUREN TRUSLOW

SERIAL ENTREPRENEUR | SPEAKER | PODCASTER | SELF-LOVE ADVOCATE



About Lauren Truslow

Lauren Truslow is a busy mom of four who has turned her passion for empowering women into a collective of businesses helping women carve out space for themselves.

Since opening her first fitness studio in 2014, Lauren has built a vital community of women and wellness in Columbia, SC. One studio grew to two before she further broadened Columbia's wellness offerings with two boutique nail and skin salons. Lauren's passion lies in not just helping her clients achieve a heart-pumping workout or a glowing manicure, but inspiring their glow from within.

Surrounding each of Lauren's ventures is an emphasis on self-love and a belief that women can be our best selves when we build healthy rhythms into our lives. And that's exactly what her newest business, The Plan line of planners, is designed to support.

Lauren is a graduate of the Darla Moore School of Business at the University of South Carolina, a mentor, and an active member in local service and business associations. In 2023, she was named Woman of Impact by the local chapter of the American Heart Association.

Prior to stepping out as an entrepreneur, she spent seven years in pharmaceutical sales.

Lauren frequently speaks to young women at her alma mater about loving themselves, finding confidence and creating space for what feeds the soul.

Why Lauren Truslow?

- Lauren ignites a community of women on their journey to their authentic, most confident self. The solutions she brings through her complementary businesses—two barre3 fitness studios, The Nail barre salons, and The Plan line of planners—are designed to help women prioritize self-love and healthy rhythms.
- Lauren is passionate about her community and improving women's lives. Each of her entrepreneurial endeavors was borne of identifying an unmet need in the market and creating a solution to enrich women's lives. Her barre3 studios not only generated a new fitness opportunity, but a community of women connecting and building confidence in one another.
- Lauren's concept of the 'Me Plan' is inspiring women across the South to re-prioritize themselves and reclaim consistent pockets of time for their own well-being. This desire to create an oasis where women can escape and recharge inspired her to create The Nail barre, a boutique line of salons with a focus on exceptional cleanliness and customer service.

- Juggling parenthood to four children and four businesses, Lauren's inclination toward planning and organizing grew to an expertise. Dissatisfied with the planners available on the market, she designed her own: a solution for organizing your life holistically, with the 'Me Plan' at the core.
- Lauren is committed to women's causes and was recently named Woman of Impact for her local American Heart Association chapter for her fundraising efforts, including a special-edition notebook by The Plan.
- Whether it's members of her 65-woman team or her own daughters, Lauren is passionate about building up women and girls. She frequently speaks to young women at her alma mater about loving themselves and creating space for what feeds the soul—a theme that shines through in her podcast, A Girl in Sweaty Spandex.







LAUREN TRUSLOW

MEET HER BUSINESSES

THE PLAN | @THEPLANBYLAURENTRUSLOW

The Plan is a line of planners that goes beyond traditional features. Their cornerstone is 'The Me Plan': a structured approach to making self-care and doing things you love a part of your daily routine. From goal setting to daily wellness tracking, The Plan helps users ground themselves in what matters most—and organize all the rest.

A Girl in Sweaty Spandex is the counterpart to The Plan. In this podcast, Lauren shares her experience as a fitness studio owner and instructor who's spent the past decade birthing businesses and babies in a culture that wants to break women down and say they're not enough. She's over that, and you should be, too. Join Lauren as she gets real on deleting impossible standards, embracing what's real, and turning up the positivity on the life you want to live.



THE NAIL BARRE | @THENAILBARRECOLUMBIA



Dissatisfied with available nail salon options in her town, Lauren decided to take matters into her own hands. Though she had no experience running a salon, she got her hands dirty and learned the ropes, to bring her vision to reality. The Nail barre prides itself in offering pristine salons with excellent customer service, making for a relaxing experience start-to-finish. Taking time out of your day for self-care is a crucial part of the 'Me Plan,' and an hour at a beautifully designed Nail barre salon refreshes body and spirit.

BARRE3 COLUMBIA & LAKE MURRAY | @BARRE3COLUMBIA

Lauren's background as a gymnast and competitive cheerleader fostered a lifelong passion for fitness. When she discovered barre3 online—unique from any offerings in her area—she jumped at the chance to bring the franchise to her town! The workouts blend strength training, cardiovascular training and mindfulness for a holistic experience. But beyond the burn, Lauren has turned barre3 into a community of women who support one another and grow together both in- and outside the studio walls. She continues to teach every single day and is an advocate for how great a good sweat makes you feel.









Suggested Interview Questions

- How can fitness change your life?
- You have 4 young children and own 5 businesses. How do you stay organized between all of them? Do you have advice for others struggling to find a work-life balance?
- Many women struggle with falling out of their self-care routines.
 What's the secret to designing habits that stick?
- Why did you decide to create The Plan?
- If organization doesn't come naturally to me, what are some small steps I can take to regain control?
- There are many planners to choose from. What have you done to make The Plan stand out above the others?
- You talk a lot in your businesses about having a 'Me Plan'. Tell me
 more about what the Me Plan is and why women need it. Where
 should we begin in creating our Me Plan?
- You talk a lot about confidence. How has that helped you grow your businesses and community?
- What do you want women to gain from your podcast?





Suggested Interview Topics

- Body image: Finding self-love
- Uncovering a more confident version of yourself
- Goal setting: Dreaming 10 years out, with a plan to get there
- Designing habits that stick
- Scheduling and daily planning
- Organization in home, life and business
- Crafting your 'Me Plan': Taking care of the whole you
- Juggling work-life balance as a mother and woman in business
- Party planning and stress: How to plan a great event—and enjoy it, too
- Fitness topics: Where to begin, New Year's resolutions, mindfulness, benefits of movement beyond appearance, building a routine
- Healthy lifestyle topics: Meal planning, 'Me Plan,' self-care
- 'Mom life' topics: Kids, mom guilt, girl moms





