

# LAUREN TRUSLOW

SERIAL ENTREPRENEUR | SPEAKER | PODCASTER | SELF-LOVE ADVOCATE



## About Lauren Truslow

Lauren Truslow has dedicated her career to uplifting women. As a busy mom of four and owner of five businesses, Lauren understands the importance of self-care. While her businesses vary in product and service, they are each built on one mission statement: women, at every stage of life, deserve to prioritize their well-being.

In 2014, Lauren opened her first fitness studio in Columbia, SC, and after three successful years, she broke ground on the second. Driven to make an even greater impact in the wellness space, Lauren created The Nail Barre, a boutique salon with two locations.

Surrounding each of Lauren's business ventures is an emphasis on self-love and the belief that women can be their best selves when they build healthy rhythms into their lives. That's exactly what her latest business venture, The Plan by Lauren Truslow, a line of planners and stationery, aims 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 Columbia chapter of the American Heart Association. Before 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 to discover what feeds the soul.

## Why Lauren Truslow?

- Lauren inspires a community of women on their journey to discovering their most authentic, confident selves. The solutions she brings through her complementary businesses—two barre3 fitness studios, The Nail Barre salons, and The Plan line—are designed to help women prioritize self-love and healthy habits.
- Lauren is passionate about uplifting her community. Each of her entrepreneurial endeavors, born out of an unmet need in the market, provides solutions 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 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 providing an exceptional customer experience.
- Juggling parenthood to four children and five businesses, Lauren's inclination toward planning and organizing grew into 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 she's leading her team of 75 women or empowering her 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.

Media contacts:

Lauren Truslow / Katie Perritt

[Lauren@theplanbylaurentruslow.com](mailto:Lauren@theplanbylaurentruslow.com) / [Info@theplanbylaurentruslow.com](mailto:Info@theplanbylaurentruslow.com)

803-351-9781



# LAUREN TRUSLOW

## MEET HER BUSINESSES

### THE PLAN | @THEPLANBYLAURENTRUSLOW

The Plan by Lauren Truslow is a line of planners and stationery items that defy the standard. From goal setting to wellness tracking, The Plan grounds users in what matters most and helps organize the rest.

A Girl in Sweaty Spandex, a health and lifestyle podcast, is the counterpart to The Plan. In her weekly show, Lauren shares her experience as a serial entrepreneur who's spent the past decade birthing babies and businesses in a culture that wants to break women down. She's over that, and you should be, too. Join Lauren as she breaks down the impossible standards women navigate, embraces the complexities of life, and helps you find the life you deserve.



### THE NAIL BARRE | @THENAILBARRECOLUMBIA

Dissatisfied with the nail salon options in her town, Lauren built the kind of salon she wished she had. At the time, she had no experience running a nail salon, so she learned the ropes and brought her vision to reality. The Nail Barre prides itself in offering pristine salons with excellent service and strives to provide an unmatched experience for every client who walks through her doors.



### 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 and cardiovascular training with 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 inside 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 four young children and own five businesses. How do you stay organized between all of them? What advice do you have for others struggling to find a work-life balance?
- What are some of the biggest challenges and rewards of owning your own business?
- As a woman, how do you navigate some of the unfair stereotypes often placed on you in the workplace?
- What are three of your non-negotiables in your personal and professional life?
- What is your advice on building and mentoring a team of women?
- 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?
- Confidence is a huge part of your personal and professional brands. How has that helped you grow your business 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, raising girls to become strong women

