

FUTURE OF FITNESS
RESULTS
WITH *Lucy*_x

Press Kit Biographies

Lucy Mecklenburgh

Lucy Mecklenburgh is the co-founder and face of Results with Lucy, she exploded onto our screens in 2010 and found her confidence being tested on a daily basis. Now, Lucy hopes her love of fitness can inspire thousands of women across the UK.

Before finding her love for fitness, Lucy was unhappy with her body and hated exercise. Having not worked out since school, Lucy began to feel lethargic and wanted to get rid of her cellulite. Within two weeks of meeting her PT, Cecilia Harris, Lucy had more energy, better skin and her body felt firmer. Within three months she noticed a huge change to her body and her mind-set completely transformed. Cecilia's exhilarating workouts proved to Lucy that training could be fun and saw Lucy transform from reluctant gym-goer to an avid fitness junkie.

Driven by Cecilia and Lucy's determination, Results with Lucy was born. Lucy wanted to change the lives of women like her, who hated the gym and didn't know how to transform their lives. Since then Results with Lucy has helped hundreds of thousands of women to achieve real results that really last.

Cecilia Harris

Cecilia founded Results Fitness and Health Studios in 2008 offering 1-to-1 personal training at their studio in Essex. Cecilia has helped hundreds of people, including Lucy, to improve their life and helped them to become healthier and happier.

Cecilia is now the co-founder of Results with Lucy and face of Results with Cecilia which is a OnDemand series tailored to 40+ women. As a 40+ woman herself, Cecilia wanted to show women of her age group that fitness is just as important, if not more, now as when you were in your 20s. Cecilia aims to show her community of women that a healthy body leads to a healthy mind.

Louise Johnson

Louise Johnson, Results with Lucy's head nutritionist and office manager has over 14 years' experience as a personal trainer, tutor, nutritionist and nutritional therapist. She is passionate about helping and educating others to create the body, health and life they deserve and has been helping Results with Lucy subscribers do exactly that since 2015.

Paul McCambridge

Having already completed a BSc in Sports Science and MSc in Physiology, Paul McCambridge is now also a Doctor of Chiropractic. Having previously run yoga, movement therapy and nutritional and personal training business, Paul is now working with Results with Lucy on Pain Clinic; is an attempt to bring current evidence based guidelines for Chronic Low Back Pain management to life with a guided self-intervention online program.

Jeff Spires

Jeff Spires is a motivational strategist who has a deep-seated passion for helping people to create a new and Inspired identity for themselves. Using the latest research from the world of evidence-based cognitive therapy, positive psychology and neuroscience, Jeff is dedicated to helping each of his clients become the person that they know they are inside.

Jeff not only does 1-2-1 personal coaching, but is also an active online trainer, speaker, author and he runs group workshops to help the wider audience create a positive impact for their life. Working with Individuals, Entrepreneurs, CEO and Celebs, Jeff really does know how to get the most out of each and every session by using proven psychological strategies and challenging his clients to continuously stretch their comfort zone.

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Results with Lucy – Key Messaging

The below key messages are to be included in all interviews, outgoing copy, PR & marketing materials, etc.

Key Results with Lucy messaging

- Results with Lucy is the world's first and most comprehensive online fitness and nutrition platform for women of all ages.
- Results with Lucy focuses on more than getting fit and healthy, with a goal to change lives not just bodies.
- At Results with Lucy, we encourage a supportive community spirit with women inspiring women and growing together.
- Accessible wherever you are, Results with Lucy is designed for those that want to fit a quick but effective workout into their day without paying for an expensive gym membership.
- No matter what your fitness level, we have something for everyone, from complete beginners to advanced fitness enthusiasts, we have a range of different plans to suit your lifestyle and needs.
- Results with Lucy is focused on continually advancing your experience making sure we can personalise to your needs with features; such as your own individual dashboard, With Self Love course and the Fake-Away Guide.
- One thing we pride ourselves on at Results with Lucy, and what we feel makes us stand out from the crowd, is the way we film our content. We make sure that the content is real and relevant, we want you to feel we are right there alongside you, cheering you on and growing with you. We know what we do is not ground-breaking fitness but the way we deliver it, is.

Individual plan / series / campaign key messaging

- #WithSelfLove – Results with Lucy has teamed up with Jeff Spires, Founder of Inspired Business Success, to create a confidence building courses. We want the public to focus on their mental health as well as their physical, by overcoming fears and finding confidence with self-love.
- Results with Cecilia is our relaunched Fitness Ladies plan which focuses on health and fitness for 40+ women. As a 40+ woman herself, Cecilia wants to encourage women to remember that age is only a number. Health is always a priority and you are never too old to start focusing on your physical and mental health.
- Results Extreme is our plan dedicated to fitness fanatics. The plan was created by Sophie Grace Homes, a dedicated personal trainer who is passionate about sharing her journey in the hope that it provides inspiration and motivation to others. At four months old, Sophie was diagnosed with Cystic Fibrosis and was told she might not make it to 30, let alone her teens. Every day, she continues to fight Cystic Fibrosis by sharing a combination of her love of fitness and a healthy, balanced lifestyle with the world.
- Results with Bump is our newly launched On Demand featured series that covers both pre- & post-natal health, with a particular focus on diastasis recti as it affects up to 67% of pregnant women.
- Results 4 Teens focuses on encouraging and educating teens aged 12-15 about a healthy and active lifestyle from an early age.

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Results with Lucy's Values

Balance.

We believe that everybody can put their fitness and health at the heart of their life. Without it becoming their life. You have got to live a little too, 80:20 is our rule of thumb.

Non Judgemental Fitness.

We all believe that everyone is on their own unique journey. Many among us are still reacting to events of our early life, well into adulthood, and only when we are ready to find "the way" does "the way" open for us. Everybody is entitled to wake up one morning, and decide to change, but importantly before you can really embrace change, you first need to accept yourself as you are today! Our message is "we do" accept you, now let us help you change!

Community.

Fitness works best within a community. Whilst Lucy and Cecilia might be shining examples of what you can achieve, there are a million different stories out there of girls on their own journeys. And it's the SHARING of those stories, and the support and encouragement of girls on a similar path that makes Results with Lucy so successful in helping girls achieve their goals