

#004 Consistency is Key – The Opportunity Will Present Itself

by Megan Galane featuring Jodi Stabile

Megan: Thank you for joining me here today on Refuse Defeat. Today I have Jodi here. She's the owner of "The Body Shoppe" in St. Petersburg Florida. I'll let you give an introduction about yourself.

Jodi: Hey, my name is Jodi and this is my shop, we are in St. Pete's and yeah I got and trained here in the industry for a little of 15 years through fitness, small group, wide group and I started way back when at lifestyle was a bit corporate lifestyle you know, gym training — I did all that stuff. I was the trainer, fitness instructor, and I was a performer & a dancer, and I was a Muay Thai fighter. So I was in a lot of activities and I was used to being up staged like that way back when. So then I find my way here in our own facility.

Megan: So what was your biggest failure getting in this facility, and getting audience, and everyone here?

Jodi: So I know it sounds super cliché but I have to say like, even my smallest to my biggest failures are always my lessons. Like almost don't even look at it as failures but truly I was never really prepared and I feel like — it's kind of like a lot of things in life like, when do we start this, when do I get this done, when do we have a baby, when do we fill the thin air — whatever but I feel like this is the same way, like when do you really start a business like there is no perfect time. So even starting a business, I feel as if I didn't know everything. I never went to school for business, I didn't know the ins and outs of opening the door and getting people through the door but I just did it. So the opportunity presented itself, so I was like, you know what, I have to do it. Like I'm really truly a believer in facing your fears and going into the direction that scares you the most. I feel like those are my biggest lessons and those are my biggest risks but it's a risk worth the reward and almost always it has been. So we open the doors here and I really — I mean — I had a group of people that followed me around for quite a while but I didn't know that they were necessarily going to keep lights on and rent being paid and now it's grown, we have like over a hundred members. (Megan: Yeah!) Yeah thanks! And it's super fun, super rewarding, it's very challenging sometimes I'm not gonna lie but yeah I think that, me, I didn't have a business plan and that's so bad. I'm not saying that you should do that but I didn't have all that. I just have, I saw for what I did, I had my creativity, I have my personality, I had you know my following and I did. For one thing I would say is like stay consistent. I was very consistent with everything that I did with showing up for every class. I didn't cancel classes, I didn't cancel my clients. I, you know, I've kept my doors open. I was true to what I said, I posted all the time, I you know, I, I feel like I am fitness. That's my niche, that's who I am, that's what I embody and embrace, and that's what I've done so all my posts are about that all my pictures are about that, all my motivation is about that and that's pretty much what I've done and stayed consistent.

Megan & Jodi: Consistency is KEY!

Jodi: it really is.

Megan: So tell me more about your shop, where it's at, how can they get a hold of you?

Jodi: So the Body Shoppe, we are at 2740 25th Street North, Saint Petersburg, Florida in this warehouse building kind of the type. We're not really visible to the street but we do boot camp style of training in here it looks like a crossfit gym. We don't crossfit, we don't do a little bit of lifting, things like that. Myself and few of the trainers and friends, we do but my classes and my clients, they get a little bit of everything. We have boot camps, we have full body training, circuit style training. We have kids classes now. Yeah we have little bit of everything. But it's in a big circular, it's a big group of people here, as you can see Megan, it's nice and everybody's sweating from classes and yeah I think it was fun.

Megan: Thank you for being with me, thank you for being in Refuse Defeat and I wish you best luck.

Jodi: And I wish you too of best luck in your Podcast.

Both: Thank you.