



Becca Marino: Weight Management and Wellness Through High-Energy Inspiration

By Amy Doza

Fitness involves a lot more than simply the muscles in a person's body, according to Becca Marino, owner and founder of Fitness INSPIRATION!, Inc., in Memphis. Marino's mission is to educate, motivate and inspire people to achieve their daily best in fitness, health and wellness.

It's best summed up in her inspiring motto: "Believe that you can, bring a consistent 100-percent effort to your program, and you will achieve your goals and aspirations—as you are, where you are and with what you've got!"

"To me, inspiration is what happens when you drop a match on the fire wood," she says. "An intangible, explosive force of emotional energy experienced between human beings. A force so powerful and potent it drives us to take immediate action that will lead to creating positive changes and making an impact."

Marino's inside-out approach works to challenge and encourage clients to expand their definition of success. "Many people define success as being fit and healthy by the number on the scale, or by the size of their clothes—this is insane! We work to replace the irrational and unrealistic ideals we see in much of the media with truth, by educating people about what health and wellness truly are," she says. "The truth about being fit, living healthfully, and maintaining a healthy weight means equal investment in all areas of our lives. The six areas where we must invest to be well are adequate, high-quality sleep; stress-hardiness and a mindset that allows us to combat the negative impacts of stressful circumstances;

relaxation and recharging; sitting in stillness, silence and solitude; daily engagement in physical activity; and making nourishing dietary choices."

Her work to help people throughout the community is centered around her high-energy BEST! Me Boot Camp Programs, which offer strength training, conditioning, flexibility, meditation, educational workshops, genuine wellness and new friendships. Marino's contagious energy and her determination to make fitness fun and keep spirits high leads her to call her campers BEST! Me Boot Camp Rockstars. It's another piece of the energy and inspiration that leads them to experience transformational results and improved wellness.

After completing her first four-week boot camp, Miriam Santiago managed to make her schedule fit so that she could continue the program. She got so much out of the program that she signed up with a one-year membership. "Coach Becca and her fellow coaches push each and every one of us to our limits to achieve our goals," Santiago says. "It's like having your own personal trainer."

She is one of dozens of campers who have been affected by the program. "Coach Becca has been an inspiration,"



says Reginald Reed. "Her passion shows as she leads each session. This has been a positive impact on my life in helping me push myself to the limit. Everyone smiles during boot camp, and this has helped me smile more."

While Marino's goal is to help people preserve this inspiration inside themselves, she notes that what inspires people is different for everyone. "It comes down to understanding what inspires you, and then making time to be sure you continue having those types of experiences," she says. For Marino, one way she stays inspired is by learning about others who have made changes in their lives to overcome adversity by turning personal pain and rage into action and positive change, first for themselves and then for others. By attending several conferences each year, she has met people such as Malika Sadaa-Sadar, founder of The Rebecca Project for Human Rights, and Eve Ensler, creator of *The Vagina Monologues*. Both have grown from the personal battles they've endured and turned them into experiences that now benefit others. "When I do this, my 'inspirational' fuel tank is



bubbling and flowing over the sides!" Marino says. "I also believe that maintaining an attitude of gratitude will help us keep inspiration inside ourselves."

Each Rockstar camper grows in ways beyond physical fitness. New relationships with others committed to achieving goals, enhanced self-esteem, positive attitudes, expanded awareness and enhanced discipline are some of the many positive effects that come from time with Marino and Fitness INSPIRATION! Inc. Kim Morrow, another of Marino's blissful campers, sums it up

well. "If you're striving for healthy living, positive energy and motivation in your life, Fitness INSPIRATION!, Inc., is definitely where you need to be," Morrow says. "Make no more excuses. Make it happen for yourself!"

For more information, visit BelieveItBringItAchieveIt.com. Marino has also established a nonprofit to encourage young women to grow up focused on inner beauty and actions rather than outward appearance. Learn more at BWWarriors.com.

According to Marino, the first step to being healthier is to "get one's mind right." Here's what that looks like:

1. Self-awareness
2. Clarity about why this is important and being in tune with the goals
3. Passion and desire to do what needs to be done
4. Preparation by creating a game plan, with action steps
5. Attitude: Believe It, Bring It, Achieve It!
6. Support of others on a similar journey or who have achieved their desired lifestyle goals