



After meeting in a local gym, Kelly Covert and Maggie Quinn struck up a fast friendship. Both women were very active at the gym, both teaching and taking classes while developing a true respect for one another. However, they realized that health goes beyond physical fitness. Thus, Strong Body Whole Heart was created to offer clients a coaching experience that helps them break down their own barriers, so they can create the life they want to live. "Our vision is to help people transform from the inside out," they say.

A musician by profession, Kelly describes herself as always being entrepreneurial in nature and Maggie started her own fitness training company before the two women joined forces. "This business is our higher calling," recalls Maggie. "We both feel that this is the work we are meant to do."

Maggie and Kelly launched weekly podcasts about health and wellness and started a crowdfunding campaign through Indiegogo.

A few weeks later, they had their "aha" moment at a meeting with a potential client—Kelly with her business card, and Maggie with a different card. The client was confused that they weren't working under one brand, and that was the day that they decided to work together and become business partners. "We're stronger together and we complement each other really well," they agree.

Strong Body Whole Heart plans to expand in 2015, offering new workshops and a weekend whole body health retreat in addition to their daily inspirational emails, blogs and weekly podcasts. Moving forward, they see this business reaching a global audience and are already working with a client in England.

"Getting out of your comfort zone means taking risks," they say. "This is what we ask of our clients in their lives, and that is what we expect of ourselves as entrepreneurs."

HAIR BY HAIR HABITAT // MAKEUP BY SERENITY K MAKEUP
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*wise words
of wisdom...*

"Quit wondering... Start doing."

– Kelly Covert & Maggie Quinn

WISE HAPPENINGS:

► Check out wisewomensbusinesscenter.eventbrite.com for a complete list of upcoming events!

The Building Blocks for Starting a Business

January 6, 12:00 - 1:00PM
January 28, 5:30 - 7:00PM

Roundtable Discussion: Women in Creative Businesses

January 8, 12:00 - 1:00PM
January 22, 12:00 - 1:00PM

Meet the Entrepreneur Series

January 13, 12:00 - 1:00PM

Roundtable Discussion: Women in Food and Farming Businesses

January 14, 12:00 - 1:00PM

Roundtable Discussion: Women in Business Against the Odds

January 15, 12:00 - 1:00PM
January 29, 12:00 - 1:00PM

Accounting for Start-Up Entrepreneurs

January 20, 1:00 - 2:30PM

A women's business center... run for women, by women.

All events, unless otherwise indicated, are held at the **WISE Women's Business Center @ The Tech Garden** // 235 Harrison Street // Syracuse, NY 13202

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