

health and wellness franchise opportunities

Health and Wellness Franchise Opportunities: Invest in a Thriving Industry

Are you passionate about health and wellness, looking for a rewarding business venture, and craving the stability and support of a proven system? Then exploring health and wellness franchise opportunities might be the perfect path for you. This comprehensive guide dives deep into the exciting world of franchising within this booming sector, outlining the benefits, considerations, and steps to finding the right fit for your entrepreneurial aspirations. We'll unpack everything from identifying lucrative niches to understanding franchise fees and navigating the legal landscape. Let's get started on your journey to owning a thriving health and wellness business!

Why Choose a Health and Wellness Franchise?

The health and wellness industry is experiencing explosive growth. People are increasingly prioritizing their physical and mental well-being, fueling a demand for diverse services and products. This makes investing in a health and wellness franchise a particularly attractive proposition. But what makes it stand out from other franchise opportunities?

Proven Business Model: Franchises offer a pre-established business plan, tested marketing strategies, and operational procedures. This significantly reduces the risk associated with starting a business from scratch. You leverage the franchisor's expertise and brand recognition, giving you a head start in the market.

Brand Recognition and Marketing Support: Established brands already enjoy customer loyalty and trust. As a franchisee, you benefit from this pre-built reputation and ongoing marketing assistance from the franchisor, saving you time and resources on brand building.

Training and Support: Most franchisors provide comprehensive training programs to equip you with the skills and knowledge needed to run your business successfully. This ongoing support is invaluable, especially in the initial stages.

Reduced Risk: While no business venture is without risk, the established model and support system of a franchise significantly mitigate potential pitfalls. This makes it a more manageable and potentially less risky investment compared to starting a business independently.

Scalability: Many health and wellness franchises offer opportunities for expansion and growth, allowing you to potentially open multiple locations or diversify your service offerings over time.

Popular Health and Wellness Franchise Niches

The health and wellness sector is incredibly diverse. Some of the most popular franchise niches include:

Fitness Centers: From boutique studios specializing in yoga or Pilates to large-scale gym franchises, the fitness industry offers numerous avenues for investment. Consider the target demographic and your personal expertise when selecting a niche.

Nutrition and Weight Loss: Franchises focusing on nutritional counseling, weight loss programs, or meal replacement services are constantly in demand. The increasing awareness of the link between diet and overall health continues to fuel growth in this area.

Wellness Centers: These centers often offer a range of services, including massage therapy, acupuncture, chiropractic care, and other holistic treatments. The demand for preventative and complementary health care is on the rise, making this a profitable area.

Personal Training: Franchises specializing in personal training cater to the growing number of individuals seeking personalized fitness guidance. This niche often requires specialized certifications and a strong understanding of fitness methodologies.

Mental Wellness: The increasing awareness of mental health issues has led to a surge in demand for services like counseling, meditation studios, and mindfulness programs. This sector offers significant growth potential and the opportunity to make a real difference in people's lives.

Understanding Franchise Fees and Costs

Before diving into any health and wellness franchise opportunity, you need a clear understanding of the financial commitment involved. This typically includes:

Franchise Fee: This is a one-time payment made to the franchisor for the right to operate under their brand.

Royalties: Ongoing fees paid to the franchisor as a percentage of your revenue.

Advertising Fees: Contributions towards the franchisor's marketing and advertising efforts.

Training Fees: Costs associated with initial and ongoing training programs.

Equipment and Supplies: The initial investment in equipment, furniture, and supplies necessary to operate your business.

Real Estate Costs: Rent or purchase of a suitable location for your franchise.

It is crucial to carefully review the franchise disclosure document (FDD) provided by the franchisor. This document provides a detailed breakdown of all associated costs and potential liabilities. Seek professional financial advice to determine your financial capacity and assess the feasibility of the investment.

Finding the Right Health and Wellness Franchise for You

Finding the perfect fit requires thorough research and self-assessment. Consider the following:

Your Interests and Skills: Choose a franchise that aligns with your passions and expertise. Your enthusiasm will be crucial for long-term success.

Market Research: Analyze the local market to identify unmet needs and potential demand for your chosen franchise.

Franchisor Reputation: Research the franchisor's track record, financial stability, and support system. Look for reviews and testimonials from existing franchisees.

Financial Projections: Carefully review the franchisor's financial projections and understand the potential return on your investment.

Legal Considerations: Consult with legal counsel to review the franchise agreement and ensure you understand all terms and conditions.

Conclusion

Investing in a health and wellness franchise opportunity can be a rewarding and profitable venture. The industry's consistent growth, coupled with the support and structure provided by franchising, offers a compelling alternative to starting a business from scratch. By carefully researching your options, understanding the financial implications, and selecting a franchise that aligns with your skills and passions, you can increase your chances of building a thriving and impactful business. Remember to always seek professional advice from financial and legal experts before making any investment decisions.

FAQs

1. What is the average startup cost for a health and wellness franchise? Startup costs vary significantly depending on the franchise, location, and size of the business. It's essential to review the FDD for specific cost breakdowns. Expect to invest anywhere from tens of thousands to hundreds of thousands of dollars.
1. How much ongoing support can I expect from the franchisor? The level of support varies between franchisors, but generally includes initial training, ongoing marketing assistance, operational guidance, and access to a support network of fellow franchisees.
1. What are the potential risks involved in owning a health and wellness franchise? While reduced compared to starting independently, risks still exist, including economic downturns, competition, and the potential for the franchisor's failure.
1. How do I find reputable health and wellness franchise opportunities? Start by researching industry publications, attending franchise expos, and utilizing online resources that list franchise opportunities. Thoroughly vet each potential franchisor before making a commitment.
1. Can I get financing to start a health and wellness franchise? Many lenders offer financing options for franchise businesses. Consult with banks, credit unions, and Small Business Administration (SBA) loan programs to explore your financing options. Remember to prepare a comprehensive business plan.

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This is a directory of companies that grant franchises with detailed information for each listed franchise.

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health and wellness franchise opportunities: Health and Wellness Tourism Marta

Peris-Ortiz, José Álvarez-García, 2014-11-18 This book aims to contribute to the literature and aid in developing a theoretical and practical framework in the area of health and wellness tourism. With contributions and research from different countries using a practical approach, this book is an essential source for students, researchers and managers in the health and wellness tourism industry. Recently, there has been an increased interest in health and wellness due to greater life expectancy, aging populations, increasing levels of stress among others. In this context, the concepts of health, wellness, beauty, relaxation, and tourism can be combined to satisfy the needs of people seeking better quality-of-life. This has given rise to health and wellness tourism, a new market segment that contributes to employment and economic growth in the new economy. Health and wellness tourism involves two aspects: therapeutics, which seeks to cure certain diseases; and relaxation and leisure. As an alternative to traditional tourism, health and wellness tourism provides a new means of achieving regional and local development from a demographic, social, environmental and economic point-of-view. It contributes to tourist destinations' economic growth, acting as a pillar to support other complementary activities. In short, health and wellness tourism contributes to employment growth and regional wealth, contributes to tourism seasonality, promotes quality in tourism destinations, helps create new tourist services with high value, promotes establishment of international cooperation networks, and yields a number of additional benefits. Featuring a variety of programs and initiatives from different regions, with an emphasis on thermal and thalassotherapy establishments, this volume sheds light on this emerging market segment and its implications for economic and policy development.

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process, internationalization strategies, place branding, and digital places, among others. This book is an excellent resource for academics and professionals looking to understand the strategic role of brands and their origin in international market entry, helping readers make informed decisions on market entry strategies and branding that will ultimately improve their performance and success in global markets.

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opportunities to practice and apply what you are learning. - Case studies offer practice with clinical reasoning and prepare you to address conditions commonly encountered in professional practice. - Coverage of body mechanics helps you to create an ergonomically effective massage environment and to determine appropriate pressure, drag, and duration application while applying massage methods. - Coverage of multiple charting methods helps you develop record-keeping and documentation skills, including SOAP and computer charting with simulation on Evolve. - Learning features include chapter outlines, objectives, summaries, key terms, practical applications, activities and exercises, and workbook-type practice. - Review tools include matching exercises, short answer questions, fill-in-the-blank questions, drawing exercises, and critical thinking questions, all available on Evolve. - Research Literacy and Evidence-Based Practice chapter includes new research findings and explains how research is done, and how to read and understand it. - Adaptive Massage chapter explains how to address the needs of specific populations, from pregnant women and infants to hospice patients and people with physical impairments. - Massage Career Tracks and Practice Settings chapter covers massage therapy services offered at spas, and looks at the spa as a possible massage career. - In-depth coverage of HIPAA shows how to store records in a HIPAA-compliant manner and explains HIPAA requirements and training. - Foot in the Door boxes outline the professional skills expected by prospective employers. - Updated Basic Pharmacology for the Massage Therapist appendix provides up-to-date information on common medications.

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Management Lisa Pike Masteralexis, Carol A. Barr, Mary A. Hums, 2009 Updated and expanded, Principles and Practice of Sport Management, Third Edition offers a comprehensive introduction to the sport management industry. From the basic knowledge and skill sets of a sport manager to the current trends and issues of the sport management industry, this text provides the foundation for students as they study and prepare for a variety of sport management careers. Many well-known sport industry professionals contribute chapters that show students how to apply their new knowledge and skills. These experts provide firsthand advice on sport industry segments ranging from high school to the international arena. Students gain a solid understanding of sport management structures and learn to apply principles such as sport ethics to the many segments and support systems of the industry.--Book Jacket.

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Wellness, and Productivity Alan Hedge, 2016-08-05 Even with today's mobile technology, most work is still undertaken in a physical workplace. Today's workplaces need to be healthy environments that minimize the risks of illnesses or injuries to occupants to compete in the marketplace. This necessitates the application of good ergonomics design principles to the creation of effective workplaces, and this is the focus of this book. This book will: · Focus on ergonomic design for better health and ergonomic design for better productivity · Presents environments that support new ways of working and alternative workplace strategies, as well as the impacts of new technologies · Covers the role of ergonomics design in creating sustainable workplaces · Includes ergonomics design for a wide variety of workplaces, from offices to hospitals, to hotels to vehicles, etc... · Shows the design principles on how to design and create a healthy and productive workplace The market lacks an ergonomics design book that covers the topics that this book will cover. This book summarizes design principles for practitioners, and applies them to the variety of workplace settings described in the book. No other book currently on the market does that.

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Sarah Rawlinson, Tim Heap, 2017-02-28 a sound and though guide for all future spa managers looking at all aspects on the successful running of a spa facility. Divided into four parts it discusses the following: • The spa industry • The spa consumer • The business of spas • Future directions

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Mark Schnurman, 2022-03-27 The Perfect Franchise is the one book you need to read if you are considering franchising. Mark Schnurman is one of America's top franchise consultants, and the founder of Franchising Force. Mark outlines a clear process for finding the perfect franchise. In

straightforward language, he explains how to: • decide whether franchising is right for you; • determine which franchise will optimize your chances of success; • conduct due diligence; • fund your franchise investment; • live the life you dream about. To have a great career and a great life you must choose great over good enough. Change takes intention, effort and overcoming fear. If you want to be your own boss, this is the book for you!

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health and wellness franchise opportunities: Health Fitness Management Mike Bates, Mike Spezzano, Guy Danhoff, 2019-01-31 Health Fitness Management, Third Edition, provides an in-depth picture of the challenging and rewarding role of the health and fitness club manager. Leading experts in the fitness industry share their insights in a practical manner, making this text the most authoritative and field-tested guide to fitness management success. Whether they are providing service to members, ensuring club safety and profitability, or motivating staff to perform at their best, health and fitness club managers need the right mix of skills and flexibility to support the success and continued growth of their clubs. This third edition addresses recently emerging topics and offers practical tools that will help health club managers succeed: Opening chapter scenarios set the stage and put readers in the shoes of a club manager. New case studies emphasize the importance of thoroughly understanding legal responsibilities and obligations. Best practices and tips for managing social media pages give the reader practical ways to maximize marketing efforts and grow the business. Reproducible forms save time in creating templates for common agreements and records, such as a membership agreement, an equipment maintenance form, and a guest registration and exercise liability waiver. To further support its applied approach, Health Fitness Management, Third Edition, incorporates updated research and industry trends as it leads readers through key managerial development areas. It starts with organizational fundamentals and the payoffs of thoughtful staff recruitment, training, development, and retention. It then shifts to methods for attracting and retaining members while also increasing profitability with the right mix of products and services. Finally, it reviews operational and facility management functions, covering everything from reading financial statements and maintaining equipment to understanding and

managing risk. To aid with retention and for easy reference, The Bottom Line segments sum up the key points to emphasize the most important topics in the text. Learning objectives, key terms, and a list of references round out each chapter to foster a better learning experience. Instructors will have access to an instructor guide, which contains additional practical assignments, and a test package for gauging student comprehension. Written by industry experts, *Health Fitness Management, Third Edition*, is the fundamental resource for the management and operation of health and fitness facilities and programs. Enhanced with practical scenarios and applied knowledge, it provides a solid foundation for students preparing for a management career in the health and fitness industry, and it serves as an essential reference for professionals already enjoying the challenges and opportunities of club management.

health and wellness franchise opportunities: Mosby's® Massage Therapy Exam Review - E-Book Sandy Fritz, Luke Allen Fritz, 2023-09-11 Written by massage therapy experts Sandy Fritz and Luke Fritz, this unique review resource uses a variety of methods to help you prepare for the MBLEx (Massage and Bodywork Licensing Exam) and the Board Certification in Therapeutic Massage and Bodywork (BCTMB). The comprehensive review features updated content and questions based on the most current exam blueprints! The practice exams are written in a five-part process — not just as sample questions. Plus, a companion Evolve website comes loaded with practice exams and a variety of review activities such as labeling exercises, flashcards, electronic coloring book, games, and much more. No other massage review gives you such well-rounded exam preparation! Focused content review including 125 full-color illustrations showing various massage techniques as well as anatomy & physiology 1800 practice questions (500 new questions) in the text that provide students the opportunity to assess readiness for exams 5 practice exams with 100 questions each will be available in text as well as on Evolve Over 40 labeling exercises to help kinesthetic learners retain information. Rationales for all correct and incorrect responses - NEW! More than 1,400 questions in a mock exam are based on the MBLEx blueprint. - EXPANDED and UPDATED! Content matches the current MBLEx blueprint to prepare you for success. - NEW! Scenario-based, multiple-choice questions are based on the MBLEx content blueprint. - NEW! 100 questions in a graded practice exam.

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current exams. - NEW! Companion website offers 8 practice exams, numerous review activities such as labeling exercises, crossword puzzles, Body Spectrum electronic coloring book, online flashcards, med term games, animations and more. - NEW! Mobile app with practice test questions offers increased flexibility to study on the go and in shorter intervals.

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interviews with over one hundred and fifty executives in leading health systems such as Cleveland Clinic, Partners, Mayo, Kaiser, and Intermountain as well as numerous technology and retail providers. The authors explore the important role of technology and that of EHR systems, digital health innovators, and big tech firms in the ongoing digital transformation of healthcare. Importantly, the book draws on the accelerated learnings of the healthcare sector during the COVID-19 pandemic in their digital transformation efforts to adopt telehealth and virtual care models. Features of this book: Provides an understanding of the current state of digital transformation and the factors influencing the ongoing transformation of the healthcare sector. Includes interviews with executives from leading health systems. Describes the important role of emerging technologies; EHR systems, digital health innovators, and more. Includes case studies from innovative health organizations. Provides a set of templates and frameworks for developing and implementing a digital roadmap. Based on best practices from real-life examples, the book is a guidebook that provides a set of templates and frameworks for digital transformation practitioners in healthcare.

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health and wellness franchise opportunities: Getting Physical Shelly McKenzie, 2016-02-29

From Charles Atlas to Jane Fonda, the fitness movement has been a driving force in American culture for more than half a century. What started as a means of Cold War preparedness now sees 45 million Americans spend more than \$20 billion a year on gym memberships, running shoes, and other fitness-related products. In this first book on the modern history of exercise in America, Shelly McKenzie chronicles the governmental, scientific, commercial, and cultural forces that united-sometimes unintentionally--to make exercise an all-American habit. She tracks the development of a new industry that gentrified exercise and made the pursuit of fitness the hallmark of a middle-class lifestyle. Along the way she scrutinizes a number of widely held beliefs about Americans and their exercise routines, such as the link between diet and exercise and the importance of workplace fitness programs. While Americans have always been keen on cultivating health and fitness, before the 1950s people who were preoccupied with their health or physique were often suspected of being homosexual or simply odd. As McKenzie reveals, it took a national panic about children's health to galvanize the populace and launch President Eisenhower's Council on Youth Fitness. She traces this newborn era through TV trailblazer Jack La Lanne's popularization of fitness in the '60s, the jogging craze of the '70s, and the transformation of the fitness movement in the '80s, when the emphasis shifted from the individual act of running to the shared health-club experience. She also considers the new popularity of yoga and Pilates, reflecting today's emphasis on leanness and flexibility in body image. In providing the first real cultural history of the fitness movement, McKenzie goes beyond simply recounting exercise trends to reveal what these choices say about the people who embrace them. Her examination also encompasses battles over food politics, nutrition problems like our current obesity epidemic, and people left behind by the fitness movement because they are too poor to afford gym memberships or basic equipment. In a country where most of us claim to be regular exercisers, McKenzie's study challenges us to look at why we exercise-or at least why we think we should-and shows how fitness has become a vitally important part of our American identity.

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Hacker, 2010 A comprehensive primer on the business skills essential for physicians.- Kirkus ReviewsA doctors' guide to entrepreneurship...- Kirkus ReviewsThis is the new third edition (2015-2016) of the most popular business and practice management book for physicians, medical students and medical residents. Thousands of doctors and entrepreneurs have bought this book before joining a group or starting their own practice or entrepreneurial venture. The brand new third edition contains NEW FORMATTING AND NEW MATERIAL for the same low price as past

editions. This third edition includes a bonus section to help entrepreneurs and doctors source out specific vendors' and their products and services to get a jumpstart on your business or medical practice. **WARNING AND ADVICE for Doctors & Medical students and entrepreneurs: BEFORE JOINING A GROUP PRACTICE OR STARTING A NEW BUSINESS, DO NOT SIGN ANY CONTRACTS UNTIL YOU HAVE FINISHED READING THIS BOOK.** This book is written to help doctors, medical residents, medical students, and physicians in private practice and academia avoid costly business mistakes in their post medical school career. It is uniquely written from the perspective of a successful physician entrepreneur. Busy doctors with little time can quickly access critical cost saving information when joining or starting a private practice. Topics include everything from how to set up a practice, sign a contract with another group, hire another doctor, contract with insurance companies, understand health regulations including the HITECH stimulus act, how to qualify to receive stimulus funds, billing in the office, hiring and firing personnel, picking a location, obtaining hospital privileges, applying for the required licenses, electronic health records, practice management software, health technology in the office, how to protect your estate, liability issues, marketing and public relations, design of the medical office and more. Also written for the physician entrepreneur, the book explains how to raise capital, term sheets, understanding venture capital, board of directors, incorporation election issues, how to understand financials, balance sheets, negotiations, hiring the management team, how to take an idea and turn it into an operating business, how to protect your intellectual property, copyrights, trademarks, patents, customer acquisition and how to deal with a business when things go wrong. The book covers much more and includes expert stat consults or opinions from corporate attorneys, intellectual property attorneys, board certified health care attorneys and estate attorneys.

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health and wellness franchise opportunities: *Don't Let Your Dream Business Turn Into a Nightmare* Alan Stransman, 2011-03 Do you think you have a good idea for a business? A really good idea - something that has never been done before? Do you imagine that, if you could just get that idea of yours off the ground, it would really take off? And you just might become the next Bill Gates, Founder of Microsoft, or Michael Dell of Dell Computers or Howard Schultz, the driving force behind Starbucks? If you think you have a really good idea for a business - but you don't have enough money of your own to get it off the ground -and you think you are going to launch it with someone else's money- you are in exactly the same situation that Alan Stransman was in back in the summer of 2004. Before you do anything - read *Don't Let Your Dream Business Turn Into A Nightmare* - a heartbreaking and hilarious account of one man's pursuit of a dream. *Don't let Your Dream Business Turn Into A Nightmare: Second Edition* is a rarity - a business book that actually tells you what it is really like to start a business - if you don't have enough money of your own, have no idea how to write a business plan and have no experience running a business. In an era of Just Do It, this book tells you what not to do - unless you want to see your dream business -and your life - turn into a nightmare.

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health and wellness franchise opportunities: A Migrant's Guide to Indian Cities (Vol 1)

Aditya Basu, 2024-07-11 About the Book: In a global landscape increasingly defined by mobility and interconnectedness, the phenomenon of migration to new urban centres has emerged as a defining characteristic of contemporary society. For individuals seeking a vibrant and enriching experience, the top cities of India offer a myriad of opportunities, challenges, and rewards. This comprehensive guidebook is meticulously crafted to serve as a trusted companion as you embark on this transformative journey. Within the pages of this guide, you will discover a wealth of practical information and insights tailored to the unique needs of migrants. From essential details regarding employment sectors and prominent companies to invaluable advice on settling into a new environment, this book encompasses all aspects of life in India's most dynamic urban centres. Whether you are a professional seeking career advancement, a student pursuing higher education, or an entrepreneur yearning for a fresh start, this guidebook provides the tools and knowledge necessary for success. Amidst the diverse tapestry of India's landscapes, these cities stand out for their cultural opulence, historical grandeur, and economic vitality. Each city presents a harmonious symphony of tradition and modernity, from the bustling metropolis of Mumbai to the regal heritage of Jaipur. Venture into the local communities and immerse yourself in a captivating mosaic of vibrant festivals, tantalizing cuisines, and limitless opportunities for personal growth and discovery. Relocating to a new city can be both exhilarating and daunting, and this guidebook is designed to facilitate a smooth and seamless transition. With detailed city profiles, neighbourhood guides, and practical tips on housing, transportation, and healthcare, you will have at your disposal all the resources necessary to establish a comfortable and fulfilling life for yourself and your family. Therefore, whether you are a seasoned traveller or embarking on your first migration journey, this guidebook is an indispensable companion. Let it serve as your trusted advisor, confidant, and source of inspiration as you embrace the adventure of a lifetime. Welcome to the top ten cities of India—a place where dreams are realized, and possibilities are unbounded. About the Series: A Migrant's Guide to Indian Cities is a comprehensive guidebook series for migratory professionals, career aspirants, students, entrepreneurs and expats relocating to India's top 50 urban centres. Spanning five volumes, each book features ten cities, providing practical information, insights, and advice tailored to the unique needs of migrants. The guide covers various aspects of life in these cities, including employment sectors, prominent companies, settling into the environment, housing, transportation, healthcare, and more. It also explores the cultural opulence, historical grandeur, and economic vitality of each city, offering a glimpse into their vibrant festivals, cuisines, and opportunities for personal growth and discovery. Whether you're a seasoned migrant or embarking on your first migration journey, this series is an indispensable companion, offering valuable resources and inspiration to help you embrace the adventure of a lifetime in India's most dynamic urban centres.

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health and wellness franchise opportunities: The Gospel of Wellness Rina Raphael, 2022-09-20 "Next-level revelatory. —Sarah Knight, New York Times bestselling author of *The Life-Changing Magic of Not Giving a F*ck* "Excellent...Rina really knows her shit...I'm so thankful for this book." —Jameela Jamil, actress and host of *I Weigh* Journalist Rina Raphael looks at the explosion of the wellness industry: how it stems from legitimate complaints, how seductive marketing targets hopeful consumers—and why women are opening up their wallets like never before. Wellness promises women the one thing they desperately desire: control. Women are pursuing their health like never before. Whether it's juicing, biohacking, clutching crystals, or sipping collagen, today there is something for everyone, as the wellness industry has grown from modest roots into a \$4.4 trillion entity and a full-blown movement promising health and vitality in the most fashionable package. But why suddenly are we all feeling so unwell? The truth is that deep within the underbelly of self-care—hidden beneath layers of clever marketing—wellness beckons

with a far stronger, more seductive message than health alone. It promises women the one thing they desperately desire: control. Vividly told and deeply reported, *The Gospel of Wellness* reveals how this obsession is a direct result of women feeling dismissed, mistreated, and overburdened. Women are told they can manage the chaos ruling their life by following a laid-out plan: eat right, exercise, meditate, then buy or do all this stuff. And while wellness may have sprung from good intentions, we are now relentlessly flooded with exploitative offerings, questionable ideas, and a mounting pressure to stay devoted to the divine doctrine of wellness. What happens when the cure becomes as bad as the disease? With a critical eye, humor, and empathy, wellness industry journalist Rina Raphael examines how women have been led down a kale-covered path promising nothing short of salvation. She knows: Raphael was once a disciple herself—trying everything from “clean eating” to electric shock workouts—until her own awakening to the troubling consequences. Balancing the good with the bad, *The Gospel of Wellness* is a clear-eyed exploration of what wellness can actually offer us, knocking down the false idols and commandments that have taken hold and ultimately showing how we might shape a better future for the movement—and for our well-being.

health and wellness franchise opportunities: *Love Work* Chuck Runyon, David Mortensen, 2017-09 Do your employees jump out of bed in the morning and look forward to going to work, or do they have to hit the snooze button five times and chug a 20-ounce latte just to face the day? The sad truth is, most people live in the second category. When it comes to work, 70 percent of Americans are disengaged, and this scourge of nonproductive “downtime” is dragging down everybody’s performance. Chuck Runyon and Dave Mortensen have made it their life’s mission to change this. Successful entrepreneurs who could have cashed out after seven years at the fitness franchise they co-founded, they instead decided to roll the dice, roll up their sleeves, and reinvent the culture of work. For two blue-collar guys with high school educations, it was a bold move and a huge financial risk. But it has paid off in multiple ways—not only for them but also for their employees, franchisees, and members. Anytime Fitness is now the world’s largest co-ed fitness club franchise, arguably reaching a bigger international market penetration more quickly than any franchise in history. More impressively, the Anytime Fitness logo has been tattooed on the bodies of more than 3,000 employees, franchisees, and gym members—a passion most brands can only dream of. By shooting high, working hard, and trusting their gut, Chuck and Dave have inspired individuals, families, and entire communities to become healthier, happier, and more successful. Now they share their secrets for the first time. Their hope is that leaders of all stripes can follow the roadmap outlined in this book to create more purposeful, profitable, and playful work environments—and to inspire others to love work as much as they do.

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