

# YBA GUEST

# LIFESTYLE ATHLETICS

Marc Coronel



# INTRODUCTION

“ My name is Marc Coronel and I am 29 years old.

“ I work for Lifestyle Athletics

Our mission “ It’s not just Fitness, It’s a LIFESTYLE”

“ My role at Lifestyle Athletics is President

“ My role at Lifestyle Athletics is a Personal trainer, well-regarded as enthusiastic advocate of healthy lifestyle as well as very successful physical-fitness trainer; encouraging personality growth for clients to succeed in all aspects of life.



# The Early Years...

I was born in California and raised in Los Angeles



This is a picture of me at age 2



This is a picture of me at age 4

# More Early Years...

A little about my family...



This is a picture of me and my older sister Nadia and Marie. (Before)



This is a picture of me and my older sister Nadia and Marie. (After)

# HIGH SCHOOL

“ I attended Hollywood HS in Hollywood, CA





# HIGH SCHOOL

- “ As a HS student I was involved in the school newspaper, conflict mediation, boxing, and inner city youth programs to promote a safe and learning environment so students can both physically and academically perform.
- “ As a HS student I was very outgoing, kids/ teacher's would usually call me the high school charmer.
- “ FUN FACT: I was nominated least likely to succeed.



Here is a shot of me in HS at Grad night at Magic Mountain.



Me as a 2nd grade student

# HIGH SCHOOL

## Things I enjoyed in HS

### “ **Some Classes**

- Health science
- Business
- Social science

### “ **Sports**

- Boxing

### “ **In-school Activities**

- School Newspaper

## Things I did not enjoy in HS

### “ **Some classes and Teachers**

- Math
- Chemistry

### “ **Detention**

- I was in detention at least half the school year

### “ **Schools “cliques”**

- I hung out with the “cool” kids, till half started having kids.



# HIGH SCHOOL

## Activities/Athletics in HS

- “ 90% of the the time I was committed to keeping my grades C or Higher in order to compete in the USA Amateur Boxing team  
As long as I got good grades, I was able to compete. 😊

## Jobs I worked while in HS

- “ Foot Locker
- “ T-Mobile
- “ Scrub boxing matts in gym.



# HIGH SCHOOL

## Fondest memories from HS

- “ Playing sports and participating in school activities.
- “ Loved the school newspaper.
- “ Hanging out with friends, still friends today

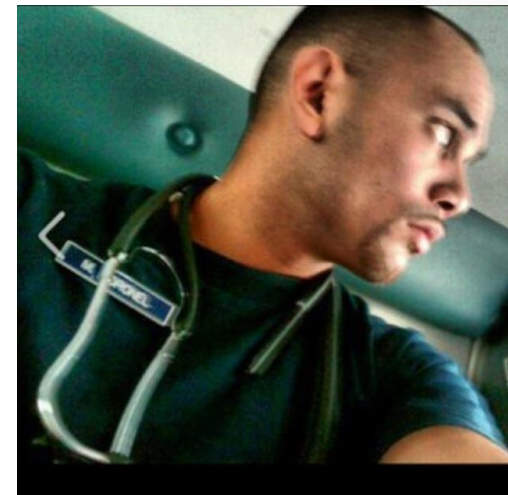
## Obstacles/Adversity you had to overcome in HS

- “ Nominated Least likely to succeed.
- “ Gang infested school system
- “ Peer pressure
- “ Turning negative remarks to positive out looks.



# College

“ I attended EAST LA college in East LA, CA



My 2<sup>st</sup> year of college and on the job.

# College or Graduate School

## Activities/Athletics in College

- ” Boxing
- ” USA amateur team
- ” Weight lifting

## Jobs I worked while in College

- ” Personal trainer



# College or Graduate School

## Favorite classes

- " Speech
- " Marketing
- " EMT

## Least favorite classes

- " Math
- " History



# College or Graduate School

## Fondest memories

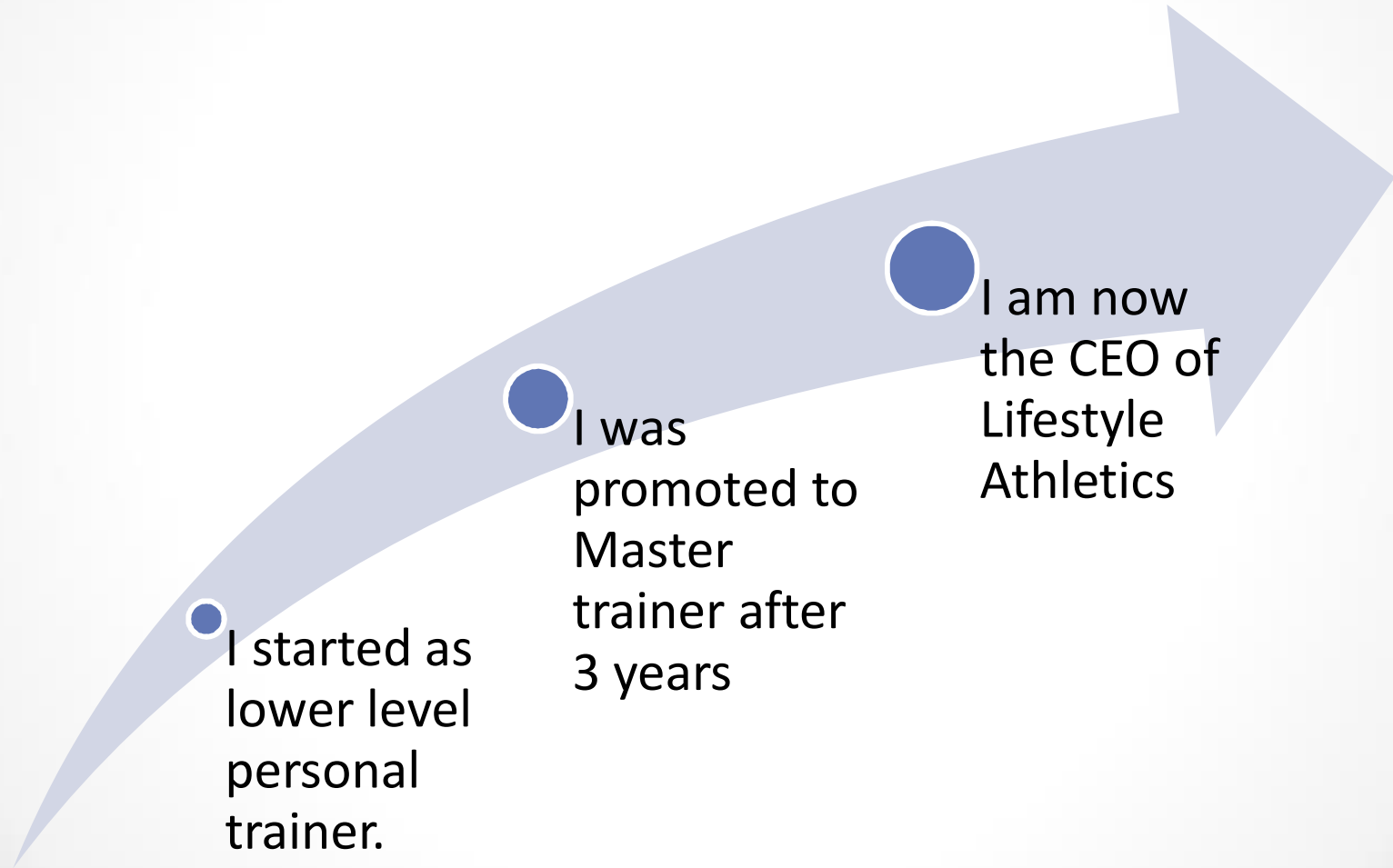
- “ Making new friends
- “ Loved doing my ride along on 911 calls
- “ Been to Psychiatric centers, L.a.p.d offices, Hospitals, County Jails, dialysis centers

## Obstacles or adversity that you had to overcome

- “ Picking my career between EMT or Personal trainer.
- “ Stressful situations: 911 calls were rough, death, overdose, suicide.



# Career Path





# Career



**LIFESTYLE  
ATHLETICS**



FOX studio wellness Program



Celebrity Personal Training

# Career

## My first Job

“ I started my first job at FOOTLOCKER, which was really cool because I had just turned 16 and joined the work skill program from my high school. I learned a lot about a fit for a shoe and customer service.

## My worst Job

“ LONGS drug store. i felt at the tender age of 18, I was not going to bag grocery's for very long. Plus I was focusing on my amateur career boxing.



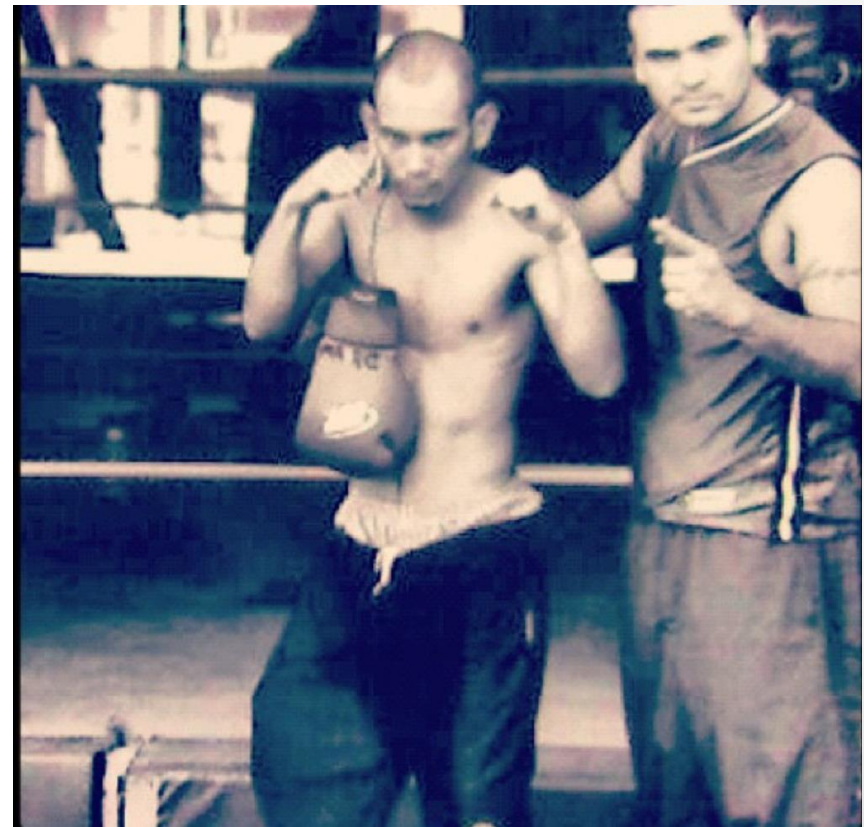
# Career

How I formed Lifestyle  
Athleics

- “ Some challenges I had to overcome in my career.
- “ KIDNEY FAILURE!!!!



17 years old



# CURRENT ROLE

## History

- Lifestyle Athletics was founded in 2011
- We provide personal training services throughout the US

## Size

- Lifestyle Athletics has approximately 25 Independent Contractors

## Location

- Lifestyle Athletics head quarters is in Los Angeles, CA
- Lifestyle Athletics traveling trainers travel all over the world depending on clients needs

## Products

- Apparel : t-shirts, hats, shoes, workout equipment.

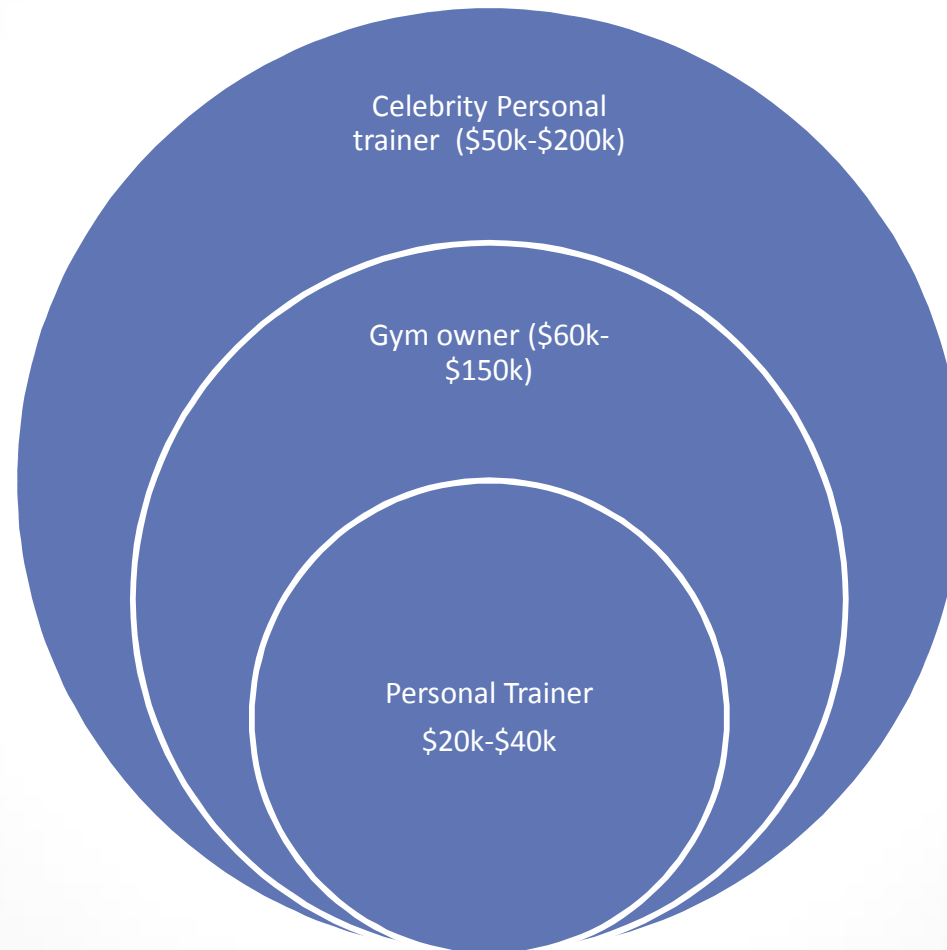
## Services

- Lifestyle Athletics provides personal trainers in the surrounding LA areas.

# Current Role 3H's



# Career Compensation





# Lifestyle Athletics Influencers program/Associations

- “ Daphne’s Greek food
- “ Samsung
- “ Spotify
- “ Pro boxing equipment
- “ Huffington post
- “ Filamtv news
- “ Sochi health institute
- “ Da Vinci BodyBoard
- “ Big Back Grips



# ACADEMIC EXERCISE

“ We will now spend several minutes discussing the day’s academic module and how it is relevant in the ‘real world’

# QUESTION AND ANSWER

