

Lightning Fit has two successful locations in Orange County, and is looking to expand to Hermosa Beach!

Lightning Fit is an electrifying, high-powered experience - 25 min workout, 3 Hour results! We are committed to building the elite! Through our cutting edge style of EMS training, we create the optimal path for anyone to achieve your fitness goals

Sparks ignite the moment you step through our doors, embrace our energetic atmosphere, and take your place under our blue spotlights. We are the place where you come to crush your goals, transform your body, and find the best version of yourself. We take pride in building the elite and you will leave every session feeling strong, energized, and empowered.

Mission statement:

Lightning Fit consistently strives to revolutionize the fitness industry through advanced technology and personalized programs. Our targeted fitness experience is enhanced with modern-day technology and is expertly designed to promote targeted benefits, build muscle, and improve performance. Built on a deep understanding of human physiology, athletic training and a belief that we can all achieve our fitness goals, Lightning Fit is dedicated to building the elite and creating an optimal path for all our clients to train smarter and elevate their lives.

Brand Promise:

Our team of professional trainers not only are all Certified Personal Trainers, but also go through an intense and extensive training process completely unique to Lightning Fit. During our 4-8 week training program, each trainer develops a deep knowledge of EMS technology and studies to pass a comprehensive exam outlining safety, best practices, and overall proprietary way in which we utilize the machine. They spend weeks learning and receiving individualized hands-on experience to ensure the ultimate Lightning Fit experience. They are experts at designing personalized fitness plans for optimal health and wellness, no matter your current fitness level. Our training yields results; we build the elite.

About the Founder:

Colleen founded Lightning Fit on the core belief that she should use her unique experiences and access to the best in wellness technologies to help other people achieve their fitness goals. An Orange County local, Colleen joined a big 4 accounting firm after graduating from Columbia University, where she played NCAA Division 1 volleyball. Driven to excel in the fast-paced business world as well as maintain her elite athleticism, Colleen experienced what many of us feel in our day to day lives: there is always so much to do and that staying fit is a struggle.

In the spring of 2012, crisis struck. Colleen began to feel extremely fatigued constantly and gain weight at an unexpected pace. She sought the help of doctors and specialists in Southern California, but her health continued to deteriorate.

Determined to find a solution to the mysterious illness that afflicted her, Colleen expanded her search for treatment. She sought out advice from specialized doctors around the globe, underwent treatment at revolutionary clinics in Europe, and even received stem cell therapy. After years of searching, Colleen found a cutting edge facility in Utah where she was finally diagnosed with a rare mitochondrial dysfunction that was triggered by an allergic reaction to a very strong antibiotic. Her treatment at the clinic contributed to her full recovery and with her health restored, Colleen returned to work in accounting. More cognizant of her energy levels, Colleen began to put together the optimized fitness strategy that forms the basis of Lightning Fit's offering. Colleen was determined to return to the elite level of fitness that she had experienced before her illness, but did not have 3 hours a day to exercise like she had when in college. This

drove Colleen to craft a regimen that would provide her with a world class workout supported by advanced recovery and wellness technologies, without taking up all of her time.

After thoughtful experimentation, Colleen found a combination of diet and exercise that massively improved her fitness, increased her energy, and fit well within her busy lifestyle. Having been introduced to EMS devices and a variety of powerful supplements by wellness experts, Colleen started to use these technologies to help her regain her fitness. Working with experts and undergoing one of the most rigorous fitness training certifications available in the US, Colleen began to formulate a recipe for success that would eventually drive her to the best fitness level of her life, all in less than 3 hours per week.

In early 2016, Colleen decided to leave accounting and open a personal training studio in Costa Mesa so that she could help other people achieve their fitness goals through personalized, technology-enabled training programs. She gained a certification from the National Academy of Sports Medicine, a robust personal training program in the US, and received direct training and certification from the top EMS experts in the US and Europe. Thus, Lightning Fit was born out of Colleen's desire to help others feel as healthy as they can so that they can enjoy the happiness they deserve!

Benefits of EMS, What Makes Us Different

Burn roughly 700 Calories

EMS technology helps to maintain your heart rate within the key fat burning level, and increases cell oxygen consumption, maximizing caloric burn.

Our innovative style of EMS training maximizes caloric expenditure, and burns roughly between 400 - 1,000 calories in a 25 minute session.

Increase Fat Burning and Elevate Metabolism for 48 Hours

EMS is designed to quickly and efficiently build muscle. As your muscles work and grow, your metabolism increases, making your cells demand energy. The result? Increased fat burning for up to 48 hours after your session.

Build Muscle & Stimulate 85-95% of Your Muscle Fibers

Like traditional weightlifting, our EMS workout is targeted towards developing muscles by forcing key muscle groups to exert significant force. Compared to traditional weightlifting though which only activates 65% of the body's muscle fibers, our innovative EMS technology stimulates up to 95% of the body's muscle fibers, reaching areas that conventional workouts rarely affect. No wonder the world's top athletes, including Cristiano Ronaldo, consistently train with EMS.

Protect Your Joints

Our workouts do not rely on heavy weights or high impact activities to build muscles; with EMS, muscles can be strengthened and fat lost without requiring intensive impacts on your joints, so it is a great way for older people or people with joint issues to maintain their health.

The Experience

Prepping: Before you come in for your first EMS workout, we recommend that you hydrate with at least 20 ounces of water, confirm your session, and most importantly, get ready for an amazing, one-of-a-kind workout.

Arrival: Upon arrival, your trainer will conduct a 15 minute consultation with you where they further discuss our workout and technology, explore your personal fitness goals, health history, and finally have you sign our waiver.

Suit Up: Here comes the fun part - our trainers begin the suit up process! We start with watering down the electrodes found on the vest, bottoms, and arm bands to ensure optimal connection. We tighten and fit the suit to you and once complete, you're ready to go.

The Workout: Each 25 minute session is completely customizable to you and your needs. Whether you are looking for a full body workout or would like to target certain muscles more than others, our expert trainers create a routine that best matches your goals.

Post Workout: Recovery is key with EMS training. We recommend that after your first session you double the amount of water you intake, refrain from heavy weight lifting for 24-48 hours, eat high-protein meals, and avoid any deep tissue massages for 24 hours.

FAQ

Is it possible I will be shocked during the EMS workout?

No, there is no possibility of receiving an electric shock during the workout as the equipment operates at low voltage, using an external power source or battery. The maximum intensity of the pulses is 0.05 Watt RMS.

What should I bring with me to my EMS session?

All you need is a pair of socks and athletic shoes. We provide the rest!

Can I train at Lightning Fit more than 2 times per week?

At Lightning Fit, we put health and safety first. We do not recommend training with EMS more than two times per week because the workout is very intense and the body needs more time to recover than after a traditional workout. It is very important to have a sufficient resting period to avoid symptoms of overexertion. It is best to rest for two to three days between sessions.

Will training on the EMS device cause me to get sore?

Yes, soreness is most prominent after the first EMS session because it works the deep muscle tissues and activates up to 95% of your muscle fibers, normally impossible to target with traditional training. Muscle soreness can last from two to five days after training.

How will training at Lightning Fit affect my skin?

Aside from the fitness results, EMS tightens skin and can effectively reduce the appearance of cellulite.

Can I use E-fit if I am pregnant or breastfeeding?

No, EMS training cannot be used during pregnancy and during breastfeeding.

When will I see visible results?

Following Lightning Fit's protocol of two quick 25-minute workouts a week, most clients notice a significant decrease in cellulite and an increase in muscle tone within 10 sessions.

How much weight will I lose?

Our goal at Lightning Fit is to change your body composition. We want to reduce fat, eliminate cellulite and tighten your skin all while we work on your 6-pack and lifting your buttocks. Many of our clients have reported significant weight loss while following our protocol. However, it is

important to note that each individual's body composition is unique and therefore, individuals respond to the protocol in different ways.

Who is prohibited from the use of EMS?

The equipment must not be used on pregnant women, people under the age of 16, people with heart disease, pacemakers or other electronic medical devices. It is also not recommended for those with a predisposition to epileptic seizures or convulsions, infectious diseases, high fever, blood pressure-related illnesses, skin disease (dry skin) or those with metal body implants.

What is the history of EMS?

Emerging in the 1960s, EMS technology was first used by doctors and physical therapists to rehabilitate muscles after surgery or injury. In the 1970's, Europe and Russia began to use this technology to train their world-class athletes, thus paving the way for how it is used today. Cleared by the U.S. Food and Drug Administration for use in non-medical exercise settings, Lightning Fit combines this cutting-edge technology with expert training programs to provide a customizable, one-of-a-kind workout experience suitable for all ages and fitness levels.

Company Structure

Lightning Fit is an LLC solely owned by Colleen McNutt

Marketing Plan

Lightning Fit currently uses two marketing companies for its Orange County locations: Loud Rumor and Agility Digital. We will continue to use both for the Hermosa Beach location as well.

Pricing

Our classes range from \$73 - \$150 dollars depending on the package and amount of sessions you buy.

Target Market

Lightning Fit caters to the busy professional, the stay at home mom, and athletes. We use completely unique technology, and all our clients are people who want quick results, in a short amount of time. The maximum time a client can do our workout, is twice per week.

Business Impact

The business impact and footprint will be noninvasive to the surrounding business residents. The studio atmosphere is in harmony with the city and surrounding businesses standards and expectations. There will be no loud music or TV, no yelling or loud coaching and no high impact exercises causing loud thumping, clanging or piercing sounds. The additional layered flooring and rubber mats will further dampen the already minimal sounds made within the studio. Additionally, we will be adding an HVAC system so we will not have to open the door. This will minimize sound as well.

Like our other two studios in Orange County, we will be offering personalized workouts using EMS technology. Workouts are by appointment only, and M-F we are open 5:00 am - 9:00pm, S - S, we are open 7:30 am - 4:00 pm. We will maintain a comfortable, clean professional environment and the studio will be very similar to the one in the attached video. Additionally, you can see other images of our company on our website: lightning-fit.com



Beach Pier

828 Hermosa Avenue

2nd St

828 Hermosa Ave

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Zoom In - +

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NO
PARKING
TUESDAY
8am - 9am

310-372-6729

ASHLEY'S DELI & MARKET

CATERING

MEXICAN FOOD

SOFT ICE CREAM
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TACOS
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& TORTAS

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PIZZA
BURRITOS
TACOS
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& TORTAS

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TACOS
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FOR
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