

The left side of the slide features a series of vertical stripes in various shades of purple and magenta. Overlaid on these stripes are several solid-colored circles of different sizes, also in shades of purple and magenta, creating a modern, abstract design.

HOW TO CREATE SOMETHING FROM NOTHING

The story of my Life (... So far)

By

Veronica Deac

About myself:

- Born in Romania, 45 years old, single, 2 kids;
- Education: University degree in International Economic Relations and also accounting; Group exercise licence, Kangoo Jumps trainer and Freestyler trainer;
- In March 2016 I opened my company Jump Fit in Turku.



CHALLENGES ALONG MY WAY:

At age 38, my life had a total turn of events: after a disastrous relationship, I had to become independent and to start something: a job or a business.

What made a difference between these 2 photos and 8 years ?

At 37 years old



At 45 years old



ANSWER: A STRONGER MINDSET



What was against it?

The overweight and lack of self-esteem induced by an emotional abuser which was my life partner.

Not having control of my own life, losing my own identity for too many years

Lack of money: no possibility to get hired.

Cultural barrier, no Finnish language knowledge.

No help. No friends or family members near.

.. And yet: HOW DID I DO IT?



STEP 1: FIND YOUR STRENGTHS AND/OR MOTIVATION

Fast learner.

Curious and open- minded

Persistent

Sociable with a positive energy

Intuitive

Good speaker

Motivation behind it: 2 small kids who depended on me.
Regaining my independency.



STEP 2: HAVE AN IDEA AND START WORKING

Ideas are great only when you start working on them.

First learn everything necessary.

Gather as much information possible about that subject.

Do not stop if you find dead ends.

NO means MAYBE.

Make BIG plans, BIG goals, but do SMALL steps every day.

Make yourself known in social media. You, as the brand, not your products as main subject.



STEP 3: MAKE A PLAN FOR YOUR SUCCESS IN STAGES

Time management: as a mother I needed to divide it between my kids, my work and my body. Priority – my body (training, eating healthy, sleeping well)

Expenses: cut, be minimalistic, be modest, travel less and find good offers. Invest in you and your health, because that is key to success.

Expend your business only when you can, negotiate always any contracts, products, places.

My plan was for 5 years with BIG dreams (WRITE THEM DOWN):

- 1) Kangoo jumps shoes (exclusive distribution and being a trainer)
- 2) Indi-Go style fitness clothes (exclusive distribution)
- 3) to become Forever Business owner
- 4) Freestyler boards (exclusive distribution and being a trainer)
- 5) to have my own studio.
- 6) To be on TV

It was a huge plan: 2 new sports, 1 new clothing brand and supplements that are considered expensive. I did it and the last one happened exactly in my 5th year celebration (Talent show)



2 NEW SPORTS –BOTH FOR REHABILITATION

Kangoo jumps shoes



Freestyler board



NEW FITNESS CLOTHING BRAND & ALOE VERA PRODUCTS – AMAZING QUALITY

Indi-Go Style fitness clothes

Forever Living Products





APILAKATU 2, TURKU

JUMP FIT STUDIO

This is not just a club, but a FAMILY!

I created a community, a FRIENDSHIP.

I know everything about their lives.

I keep always the contact individually.

We stay connected through social media.



ANOTHER DREAM CAME TRUE: BEING ON TV IN TALENT SUOMI TILL THE BIG FINAL



NEW CHAPTERS IN LIFE: HOW TO HANDLE CRISIS

When you start a business, take into consideration also **CRISIS**.

First reaction is **PANIC**. Let the panic conquer your mind just for 1 day, no more than that, or even better, just for few hours.

Then just clear your mind, try to breath deeply, listen to a relaxing music, watch a motivational speech, get into the mood of "**restarting your mind**".

Think without putting the worse first, find the reasons why you cannot lose, then build your ideas on those reasons.

My solution is simple: **do not put everything on one product or service**, expand by choosing something else as well, **a plan B**.

I work with 4 brands: 2 of them are in fitness, 1 in clothing, the forth in personal care products and wellbeing .



STRONG PEOPLE DOESN'T NEED HELP, THEY NEED GOOD COLLABORATORS

Surround yourself with people that brings positive energy, good ideas, information you can use.


Help others whenever you can without expecting in return. Be altruist. It will come back to you.

Select the people who has potential in your field and help them grow, you will grow with them.

Always put people before money, when you will be in a crisis, people will be around you.

If you wait for the crisis to stop or for the state to help you, you will definitely lose. Find what others are doing or done in a similar situation. Search globally not locally, it gives you ideas.

Don't act as a **victim**, but as a **fighter**, and for that you need to be healthy and with a very positive mind.



CONCLUSION: A STRONG MIND INSIDE OF A STRONG BODY GETS YOU TOWARDS YOUR GOALS

During Corona crisis, **I HAVE DOUBLED MY SALES**, and I created **NEW CONTACTS**, new ways of doing my business with **ONLINE CLASSES ALL OVER FINLAND**.
I also included more **REHABILITATION** classes for people with joint problems.

FB: Kangoo Club FitSuomi
Kangoo Power Team Finland

www.kangooclubturku.fi



MY THEME FOR FINAL WAS: WE BRING LIGHT INTO
THE DARKNESS AND DESPITE THE CURRENT
SITUATION, SHOW MUST GO ON!

