



Lois Manzella Marchitto Managing Director



*I own the business Fitness Knocking
and manage employees.*

How long have you been in business?

8 years in business and 20+ years in the fitness industry

Where do you currently work?

I own and manage Fitness Knocking, a mobile and online personal training service. Fitness Knocking also offers corporate group fitness classes and health seminars.

How do you spend most of your time at work?

- 1) Managing a team of personal trainers
- 2) Business development and sales
- 3) Technology operations and business operations

Why did you choose this career?

I chose this career because I want to make a difference in the health of the next generation. I learned early on that children learn by what they see, not by what they hear. I saw a generally unhealthy adult population that needed motivation, support and guidance. I chose to start my own business to leverage time and inspire faster change. I was inspired by other successful female business owners, but also my father owned a business.

What did you do to prepare for this career?

I have two degrees and over a dozen certifications, in addition to work experience and student teaching.

What do you enjoy most about your job?

Inspiring others to be healthier so they make good choices. I also enjoy networking and sharing my contacts with others. It is like matchmaking for businesses.

What do you find most challenging about your job?

The technology, social media and learning what works to get new business.

What was one of your first jobs and how did that experience influence your career path?

I worked in my parents business (they owned a hair salon) from 11 years old doing simple jobs like sweeping the floor, re-stocking shelves, folding towels/capes. It helped me to realize a lot of what I wanted as an entrepreneur. It also helped me realize a lot of the things that I didn't want. In addition at 11 years old I worked in a dance studio as assistant teacher. This helped me to understand that I had leadership qualities and also enjoyed sharing skills I know with other people.

What is one piece of advice you would give to a young person who is interested in your profession?

Make sure you are going into the field because you love helping and inspiring others and enjoy working when others are not (early mornings and late evenings). Loving exercise is not enough.

LOIS'S FUN FACTS

My favorite books are The E-Myth by Michael E. Gerber and The 7 Habits of Highly Effective People by Steven R. Covey.



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