



# Inspiring *Vitality*

Never Too Early, Never Too Late

# About Inspiring Vitality

## Cathy Richards

M.A. Exercise Physiology

Author, Wellness Coach

Speaker for Conferences and Events

Program Consultant and Strategist

**Corporate** Wellness for Marriott +

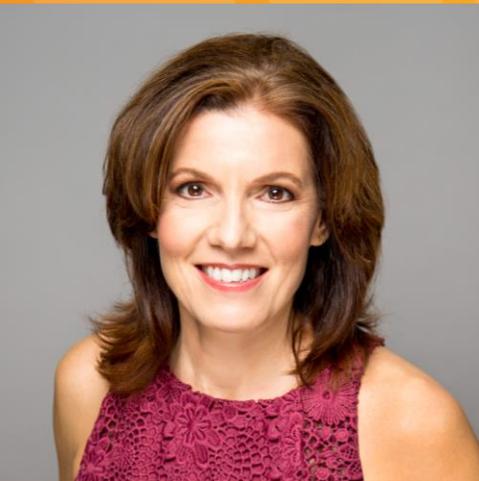
**Senior** Wellness for Asbury Communities +

**Student** Wellness for Montgomery College +

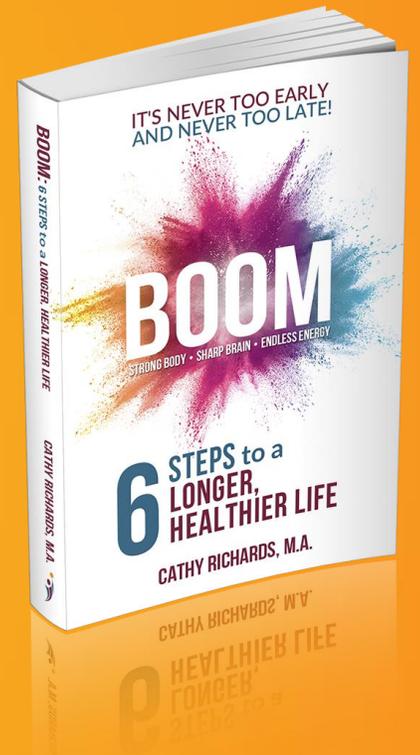
**Entrepreneurial** History

= **Inspiring Vitality** and **BOOM**

**Never Too Early, Never Too Late**



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**Inspiring** *Vitality*  
Never Too Early, Never Too Late

# Core Themes



## Strong Body

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## Sharp Brain



## Endless Energy





# Inspiring *Vitality*

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Focus areas that have overlapping benefits for the body, brain, and energy level

- Physical Activity
- Healthy Eating
- Back Care
- Falls Prevention
- Healthy Hearing
- Stress Management/Mental Health
- Brain Fitness
- Mindset



What type of 85-year-old do you want to be?

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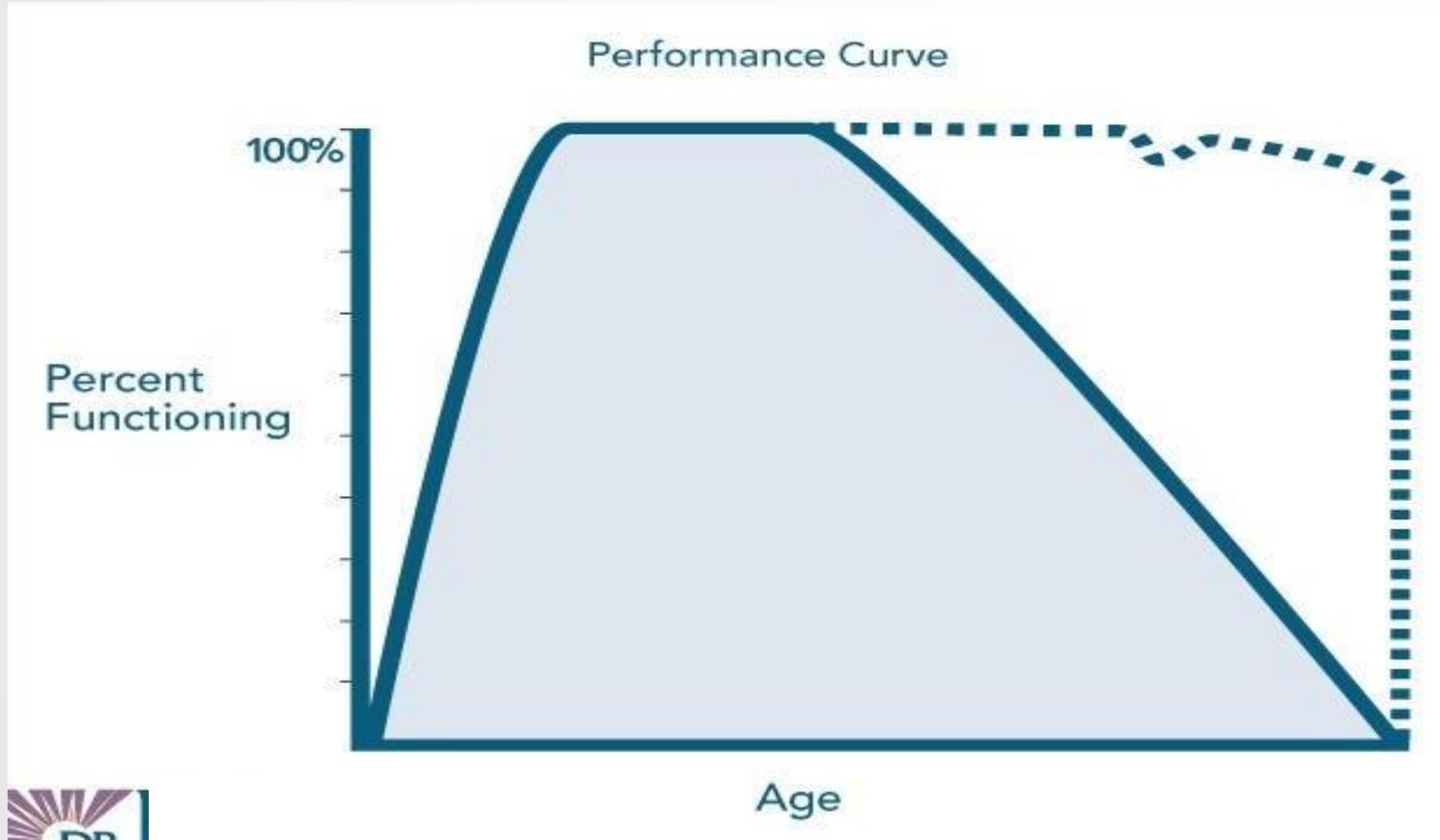




# Active Aging



# Successful Aging: The MacArthur Foundation Study



Up to **70%** of the differences in how people age is determined by...

***LIFESTYLE!***



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# Loss of Muscle and Strength as We Age



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# *Inspiring Vitality's Key Messages*

**Much of what we attribute to aging is often due to *the inactivity that comes with aging* – both physical and mental.**

**Exercise has more far-reaching benefits in more categories of your life than any other single thing you can do.**

**It's never too early or too late and there are meaningful benefits from even modest lifestyle changes.**

**Habit is more important than content. Once the habit is established, the content can grow and evolve over time.**

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# *Never Too Early, Never Too Late*

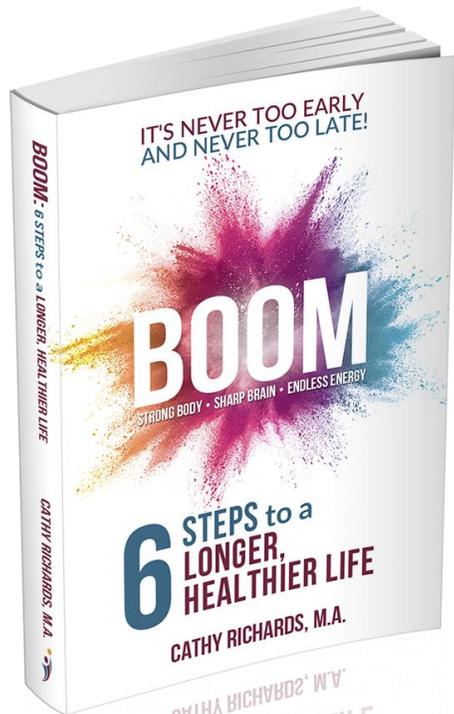
**Families and communities flourish when they work on their well being *together*.**

**Senior Living Residents – Adult Children –  
Caregivers - Staff**

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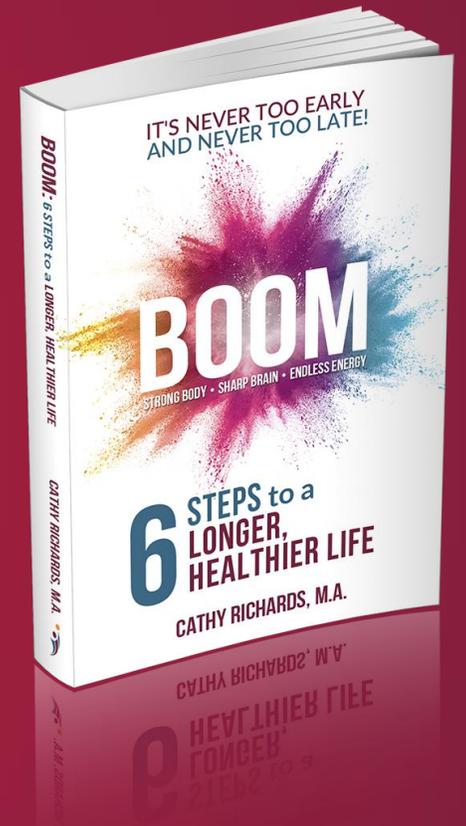
# Fitness Component: The BOOM Fitness Framework: Dial it up or down with tracks for “NTE” and “NTL”



**THE BOOM FITNESS FRAMEWORK**

# BOOM: 6 Steps to a Longer, Healthier Life

- Published October 2019
- Amazon Bestseller and #1 New Release in 8 categories
- Downloaded/purchased 3,000 times in the first week
- *Bulk pricing and customization available (foreword and logo)*



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# The BOOM Box

## Customizable with:

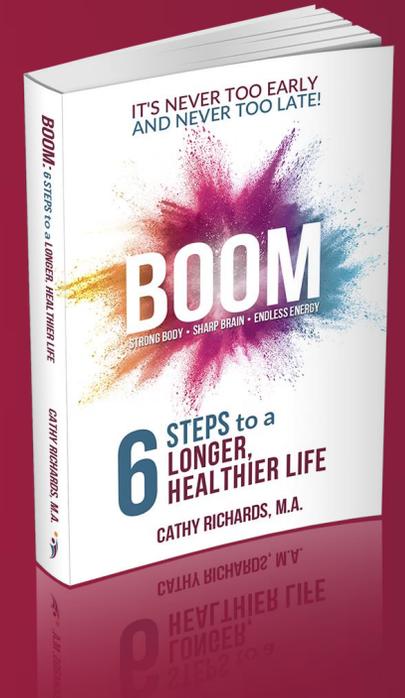
- Branding/logo
- Welcome message
- Custom items
- A copy of BOOM
- Action Guide
- Exercise poster
- Exercise tubing/bands
- Goal Setting Forms
- And much more...

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# Partnership Opportunities

- “6 Steps to a Longer, Healthier Life” keynote for marketing or community events (live/virtual)
- Assessments (pre/post)
- Topical training/motivational modules (live/virtual)
- **BOOM** Bulk pricing, branding, and customization (foreword and logo)
- **BOOM Box** branding, customization
- Strategic Consulting
- Year-Long Strategic/Programming Support

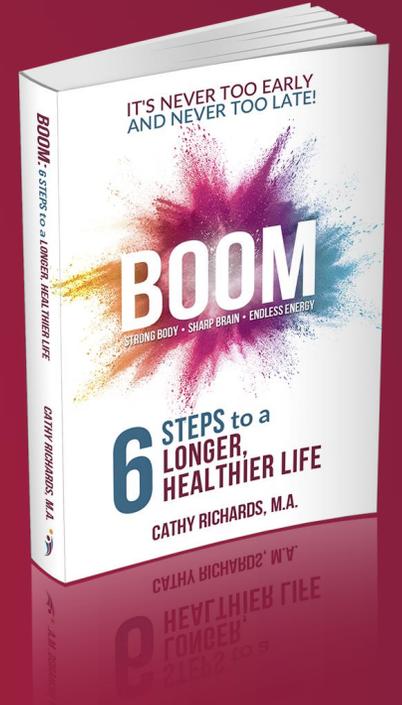


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# Sample Strategic Programming

- Monthly or quarterly workshops and webinars for community segments
- “BOOM for Life” 8-week program
- Partner campaigns
- Monthly themed campaigns
- Group coaching
- Online programs
- Online resource library
- Articles, blog posts, social media

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# The *Inspiring Vitality* Difference

- ✓ Custom solutions for your unique needs
- ✓ Equal emphasis on content and motivation
- ✓ Expertise with both varying age populations
- ✓ Leverages the connection between each demographic
- ✓ Strategic-minded vs. simply programmatic
- ✓ Focus on culture and long-term success

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