MOMS IN MOTION OFFERS A NEW CAREER OPPORTUNITY FOR ACTIVE WOMEN THAT COMBINES FUN, FITNESS, AND SUPPORT TO EMPOWER MOMS.

About MOMS IN MOTION

The Moms In Motion Mission is expansive but simple! We move together to grow and to give.

• MOVE - More than fitness, we MOVE toward whatever is most important to us. (physical, emotional, mental & social)

• GROW - We step out of our comfort zone and challenge ourselves to GROW. (events, races, goals)

• GIVE - We GIVE to ourselves so that we may GIVE more to all that we love. (relationships, commitments, interests, values)

• TOGETHER - We can do far more TOGETHER than we could ever do alone. (support, encouragement, energy)
Moms looking for a place to focus on fitness, make new friends and feel a sense of belonging within their communities are flocking to a fitness trend called Moms In Motion. Founded in 1999 by teacher, triathlete and mom Jamie Allison, the company was designed to bring women together in a constructive, meaningful way.

“Women—especially moms—often find themselves exhausted by giving to everyone and everything else, and feeling overwhelmed with multiple roles, and limited time for themselves,” Allison explains. “What starts with fitness transcends into a recipe for encouragement, energy and empowerment in all areas of our lives. “As a new mom, with limited time and energy, I wanted a place where I could get all my needs met at once…I think our niche has taken off because women want to spend time doing something positive and meaningful together. We often feel guilty about taking time for ourselves, but when we all come together with a shared goal of ‘caring for me first’, we feel great! And not for selfish reasons. Because we understand that when we give to ourselves, we are capable of giving to everyone and everything that we love even more! And that ripples through our families, friends and communities!”

Since 1999, Moms In Motion has built over 100 national and 3 international Fitness Tribes, tapping into a much needed, unique niche! Currently, Moms In Motion Inc. is in an expansion phase! In early 2017, Moms In Motion Inc. received private equity funding to rebrand and launch an international campaign to recruit new Leaders of Fitness Tribes in communities around the world.

Moms In Motion has been featured in USA Today, Shape Magazine, Her Sports Magazine, LA Sports & Fitness Magazine, Competitor Magazine, Los Angeles Times and a variety of radio, TV and newspaper press. In 2015, Moms In Motion partnered with Johnson & Johnson Inc to pilot an Energy Program with 10 Local Tribes in cities across the country. And in 2016 Moms In Motion partnered with Bon Secours Hospital in Richmond Virginia to launch a Corporate Wellness & Community Outreach Program that built Tribes surrounding its 3 primary hospitals with members consisting of hospital employees, patients, and outside community members!
The Mission of Moms in Motion

We do this within every aspect of our Company, and with all our Tribe Leaders and all our Tribe Members. Moms in Motion creates a completely customizable business opportunity to transform your life, and the lives of moms, families and communities around you. We do this by building your business hand-in-hand with you (We Move Together) to your specifications, and giving you the training, tools and support you need (to GIVE) to create a work-life that matches your exact income, time and lifestyle goals (to GROW).

You can create a stable base income on your own schedule from leading a tribe of mothers in a fitness program of your choice. You can add extra income from Business Sponsors, Corporate Wellness, and offering Specialized Programs or Coaching on a group or individual basis. We help you choose exactly what, when and how you want to integrate our variety of revenue streams, because we believe that income should reflect what we want, and the overall value we provide, not just the number of hours we work!

And with Moms In Motion you can make a difference, not just an income! Because we believe in the value of doing meaningful, impactful and great work. And far more than fitness, you will challenge women to commit to caring for themselves, inspire them to move toward their potential, and so enable them to be the best woman and mother they can be! And that is wonderful work!
Is there a Tribe Leader Hiding Inside of You?

Leading a local fitness tribe is a unique business opportunity for Health & Fitness Professionals. Leaders consist of Certified Trainers & Group Instructors, all types of Health & Wellness Professionals, Nutritionists, work-from-home moms, and anyone with a passion for fitness and helping others. A prior Fitness Certification is not required.

Leaders choose their own hours and income goals. Moms In Motion provides the framework, technology, tools, but more importantly, we are a partner. Never alone, we build each business with each Leader to match exactly what they want! Leaders train women of all ages and abilities, moms and non-moms too! Women who have never been active before, women who are past athletes, women looking for a new challenge and bored with the gym, women who want to address weight issues, and women who just want to make new friends!

“And I am proud that we have created a way for our Local Leaders to build their own business, to contribute, to grow, and to earn an income that adds to their life, and fits their schedule! Because to me, work isn’t about exchanging my time for money. It’s about doing great work and giving tremendous value. And it must be meaningful and energizing. It can’t feel like it is taking me away from something, but rather giving me an opportunity for more!”

“Over the years, I’ve heard leaders say that they can’t believe they get paid to be fit, have fun, and create a lifestyle and a community that they love! That gets me fired up! And it’s super exciting when we see our leaders in nearby towns come together for a practice or an event, so members can meet each other and participate together. It’s like one big family.”
MIM “I CAN” STATEMENTS FOR LEADERS:

WE ASKED OUR LOCAL LEADERS WHAT THEY CAN DO BECAUSE OF THEIR MOMS IN MOTION BUSINESS:

“I BECAME A MOMS IN MOTION LEADER BECAUSE…”

“I can be a good example for my children!”

“I can be my own boss, work when I want, and how I want!”

“I can really make a difference, not only in my community, but around the world by mentoring new leaders, and all while earning income at the same time!”

“I can transform a woman’s life, and be part of a positive sisterhood!”

“I can provide for my family, without taking away from my family!”

“I can be proud of my achievements and feel really good about my work”

“I can rewrite the rules, and earn whatever I want without working harder and longer!”

“I can create my work-life to match my lifestyle, and be in charge of my own success”

“I can strive for extraordinary, transform my own and another woman’s life”

“I can just be ME, and share my passion and energy to empower women!”

“I can inspire myself, and others at one time!”

“I can align my work with my core values, and find passion, purpose and joy all at the same time”

“I can check off all the boxes at one time - work, play, health and love!”

“I can have a blast, do what I love, connect with others, and be active and fit all at one time!”

“It’s a complete no-brainer! I can make friends, get fit, give back and just be ME for a change!”