

# Elle Ross

FITNESS | BRANDING | LIFESTYLE

AUTHOR | SPEAKER | COACH



*We should SWEAT Daily:*

*"Success With Every Action Taken"*

AS FEATURED BY



VoyageATL



Elle Ross is a passionate and motivated Holistic Fitness Branding & Lifestyle Coach, Author & Speaker. She specializes in NLP as well as in Strength Training and Nutrition. She herself has went through her own transformation journey. From being unhealthy physically, emotional and spiritually. In toxic relationships, alcoholism, depression, suicidal, lacked self-love, pre-diabetic and jobless. To making the choice to shift her mindset and commit to a 90-Day SELF cleanse and focus on committing to change her habits and transform her life holistically. Through the process, she lost over 30 pounds, became sober and healthier in every sense of the word.

This inspired her to share her journey and help others. Leading to her best-selling book, "The Blueprint: The 90-Day Breakthrough to Shift Your Mindset & Transform Your Life." Start her fitness brand, "B-FIT with Elle" as well as launch her branding and business company, "6-Figure Brand Blueprint." Now she is a successful entrepreneur doing what she loves most. Helping others create lasting positive changes from the inside out, and helping entrepreneurs increase their impact, income and influence through creating their online personal brand.

Since her transformation it has been her mission to inspire and create a positive impact on all those she encounters. Both in physical and mental fitness. She believes that it all begins with a desire and commitment to decide to change. Once you do, then you must become fully invested to transform into your best self.

First we must shift our mindset and focus, accompanied with healthier lifestyle habits and a solid daily routine. When your mind is strong, your habits are in place and your day is organized according to goal, you can think clearer and work more efficiently on your dreams. Combined you have the capability to achieve your ambitions and optimum results.

Elle has spoken at multiple women empowerment events nationwide. She has been featured on ABC, VoyageATL, The Atlanta Chronicles, sponsored and hosted fitness events with Lululemon, and on numerous podcasts and radio outlets.

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ELLE ROSS  
FITNESS-BRANDING-LIFESTYLE



# SPEAKING TOPICS

Including but not limited to...

## **Fitness & Nutrition**

Discuss the benefits and importance of leading a healthier lifestyle through proper nutrition and exercise.

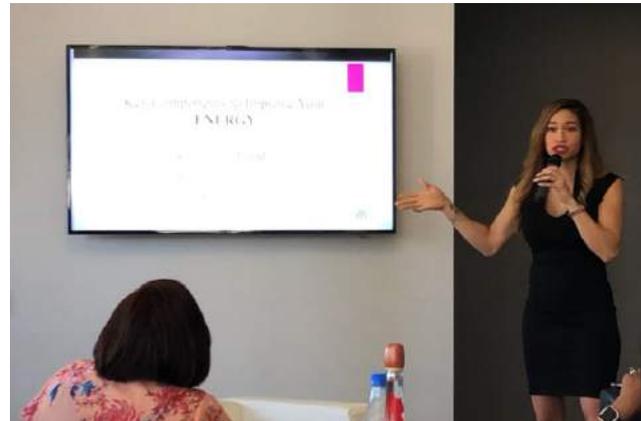
## **SWEAT 4 GREATNESS**

A personal growth and professional development session focused on mindset mastery, time management, productivity, goal setting, tracking & achievement.

## **Personal Branding 101**

A professional and leadership development session focused on: social media marketing strategies, building a personal brand and content development

\*\*Detailed descriptions and outlines available upon request.





# THE BLUEPRINT

## THE CONCEPT & LIFE PRACTICE

The Goal of "The Blueprint" is to teach you how to create a dynamic change and shift in your life through improving your perception of self holistically, mind, body & soul. Through reevaluating your habits, learning the strategies, practicing the action steps & self-reflection exercises you will gain clarity on your purpose and fine-tune your Big Why, PASSION. You will learn how to take initiative, set smarter goals and successfully execute. Improving not only your mental & physical strength, but also the health of your personal lifestyle & business.

Her best-seller, THE BLUEPRINT has paved the way for her life mantra and practice of making sure to SWEAT each day. Whatever goal or dream you have in life, you must make sure to work toward it consistently. Each small action compounded over time leads to real results & wins. Hence her motto:  
Success With Every Action Taken (S.W.E.A.T)



*"Progress is the Ultimate Motivation"*

*-Elle Ross*

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# WHAT THEY ARE SAYING



Elle Ross is a “one-size fits all” speaker, yet she is tailor made for every audience. She is a highly effective communicator and is a dynamic fit for everything from corporate structure, to youth & collegiate, to non-profit organizations alike. She emphasizes how to fully embrace the process of growing and improving as a person, and investing in every, area of life: work, family, business, relationships, physical, mental and emotional health.

**Phylencia Taylor**  
**Evolving Beauty**



Over the years I’ve had the pleasure of listening to a lot of people speak. However, listening to Elle Ross will be one that sticks forever. Not only was her message phenomenal in regards to my journey, but her delivery was exceptional. Elle was energetic, articulate and very relatable. I would certainly listen to her, and invite friends if she were speaking near me again.”

**Jae Nash**  
**Girl Power Hour**



We had Elle Ross speak for our annual Health & Beauty Expo at Clark Atlanta University. I was engaged from start to finish. What’s most amazing is that she was able to keep the attention of a group of women ranging from 20-65. Elle had energy that could be felt by her sheer presence, and a message to match. She's a wonderful motivational speaker, and she has a way of allowing you to take a new look on life just through her words. She's fantastic, and I’d love to book her anytime we can.”

**Brianna Wright**  
**Chair of Alpha Kappa Alpha Sorority**

# BRAND RELATIONSHIPS

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