



# Chalene

CHALENE JOHNSON  
MEDIA KIT

# ABOUT *Chalene*



Chalene Johnson is a world-renowned motivational speaker with more than 30 years as a health expert. She is a New York Times best-selling author, health and lifestyle expert, and top podcaster with over 30 million downloads of her shows. Tens of millions of people around the globe have transformed their bodies and their lives with her help, and her fitness programs have been featured in gyms and on TV for more than 12 years. She and Bret, her husband of over twenty years, are the founders of the SmartLife movement. Together, they have built and sold several multimillion-dollar lifestyle companies and helped countless people to do the same. Chalene has designed several number-one ranked fitness and diet programs for industry giants, including Beachbody, the creators of p90x, Insanity, **Turbo Jam**, **Piyo** and more. She has sold millions of fitness videos and holds The Guinness Book of World Record for having starred in the most fitness videos.

Chalene and Bret have also created a variety of personal and business development programs that help students improve their lives and businesses by building confidence, creating an organized and balanced life, and creating systems for passive income in their businesses. By applying the principles in their programs, many of Bret and Chalene's students have gone from broke to six and seven figure incomes and businesses.

Several years ago, Chalene began to suffer a steady decline in her health that included debilitating brain fog, mood swings, and chronic pain and injuries. This led her to question the diet and fitness industries' definition of health, and subsequently transitioned her focus from business to health and wellness. She taught herself to read scientific studies, as well as how to search for, find, question, and evaluate research.

What she discovered changed the course of her life and set her on a mission to help others to uncover truth the truth about weight loss, health, longevity and the secret to living a happier, fuller, healthier life with the **131 Method**: a revolutionary diet.

In addition to her passion for business and health, Chalene is a serial podcaster. Hosting two top ranked podcasts, **The Chalene Show** and **Build Your Tribe**, Huffington Post recognized Chalene as one of the "Top 50 Female Entrepreneurs to Watch in 2017." When listening to her shows, you'll feel as if you're sitting down with your best friend – someone who truly cares and wants the best for you. Her shows provide a combination of straight talk and humor while bringing light to important matters of health, business and happiness.

Today, with her husband, Chalene owns SmartLife and Team Johnson – two lifestyle businesses with a fun loving, collaborative team focused on helping others live a healthier, more simplified life through their online academies, nutrition program, membership sites, and liveseminars.

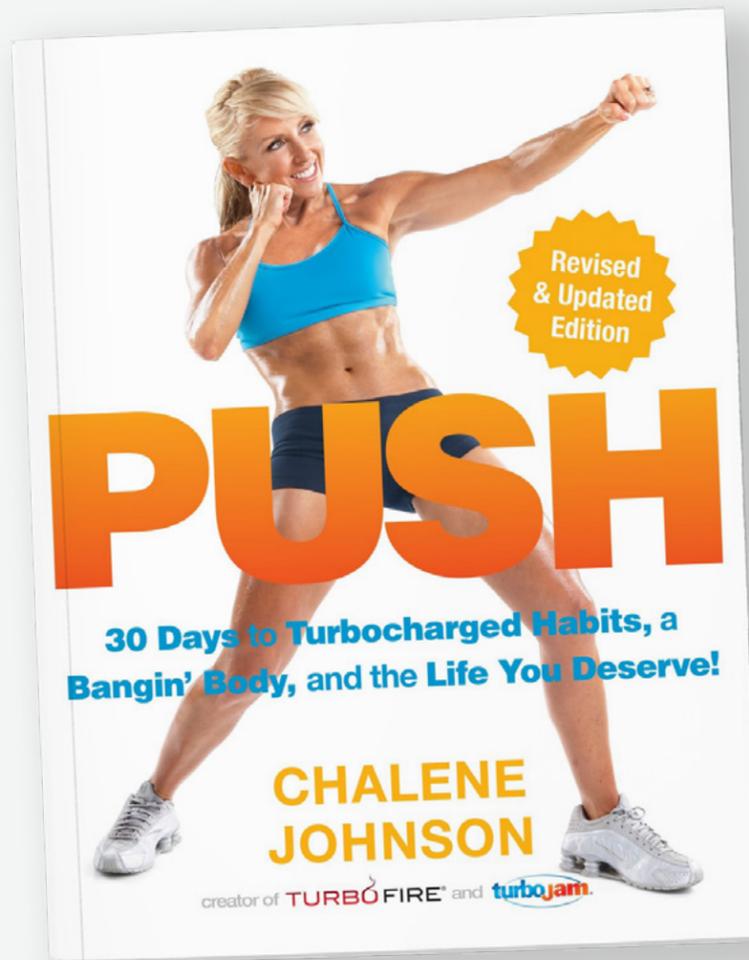
# NEW YORK TIMES BEST SELLING AUTHOR

## PUSH: 30 Days to Turbocharged Habits, a Bangin' Body, and the Life You Deserve!

PUSH outlines a transformational 30-day system that will help readers reset their priorities, get their lives together, and lose weight for good.

Readers get the life-changing tools they need to change their old, unhealthy habits with 30 days of practical steps that include pinpointing goals, reverse engineering a course of action to achieve them, and kicking the clutter—whether that means junk food, draining exercise regimens, or toxic relationships. In one month, readers will learn how to create layers of accountability and support so that success is their only option.

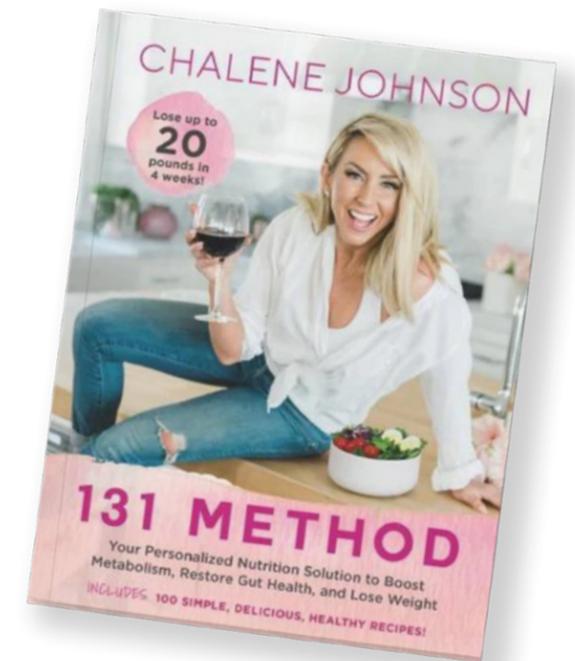
Chalene guides readers to find their soul mate workouts—the exercises they'll love for life and that will never feel like work.



# CHALENE IN PRINT

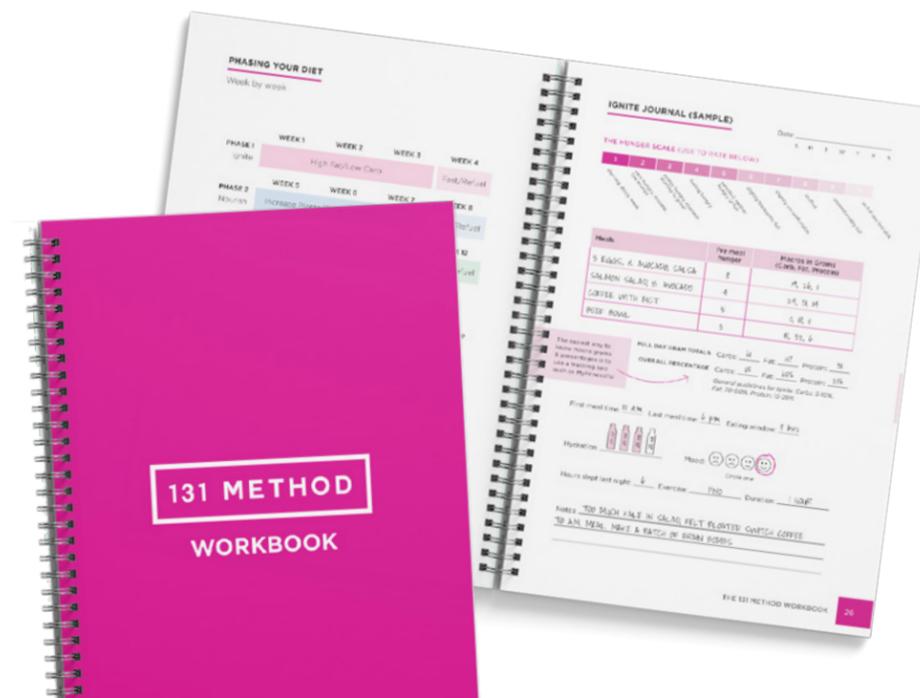
## 131 METHOD BOOK

The 131 Method Book is a companion to the online program and gives you the information you need for your personal nutrition solution. You'll be guided step-by-step through the process of customizing your personal eating plan. You'll design a plan that fits YOUR lifestyle. It's not a one-size-fits-all kind of program...that's called a diet (and as you know diets don't work). You'll learn about the three different phases (what they mean and how to go through each one). It'll become clear why certain foods affect you the way they do. Read how more than 25,000 people have discovered gut health, permanent weight loss and so much more! Over 100 new delicious recipes only available in the book. You won't eat less food, you'll be eating the right foods.



## 131 METHOD WORKBOOK

A workbook for documenting your 131 journey.



# CHALENE'S ONLINE ACADEMIES



## MARKETING IMPACT ACADEMY

is a 14-week online training program that takes you step-by-step through the process of establishing a magnetic online presence and a system that converts social media followers into customers... so you can love what you do, make a difference, and create a profitable online business that allows you the freedom to live the kind of life **you** want to live.

## SMART SUCCESS ACADEMY

is an 8-Module training program that teaches you MY SYSTEM to live your life by design starting TODAY! Learn how to create life balance, define success on your terms, and live according to **your** priorities. SMART Success is all about working less and living more, while making more and reaching your full potential according to definitions **you** set.

## VIRTUAL BUSINESS ACADEMY

Go virtual to save time and money and grow your business faster than ever! Whether you're a seasoned business owner, you have a physical business, or you're just getting started with a new online business that isn't making money yet, Virtual Business Academy is how you can create significant growth in less time...on a budget!

## COURAGEOUS CONFIDENCE CLUB

is a community of support for your newfound confidence! It's set up much like an exercise program with stages to help you get stronger, except these exercises in personal development will strengthen your confidence muscle. Learn how to improve your communication, body language and body confidence, understand and work with your personality style, surround yourself with positive people, adopt habits that instill confidence, and so much more!

# CHALENE'S PRODUCTS

## PUSH JOURNAL

With the PUSH Goal formula, you'll set one goal that puts all the others into motion. This is a no-distractions, neatly organized journal designed to increase productivity without compromising style. Stay the course using the daily tracker and to-do list features. Break big goals into easy, doable steps you can check off each day without ever losing motivation. Schedule your day around important must-do tasks and build in time to work toward your goals each day.



## HYDRATION SYSTEM

We've created this simple system that includes three, 25 oz stainless steel, double wall, vacuum insulated super stylish bottles to help you develop the habit of drinking more water, so that it becomes second nature. Staying hydrated and getting the amount of water your body needs each day results in glowing skin, a happy gut, and a healthy body!



# THE 131 METHOD



## 131 METHOD

**The 131 Method is a 12-week program**, with a special focus on helping the participant personalize the steps for their unique needs. In a carefully timed process, you will use macronutrient ratios to help your body shift into fat-burning mode and kickstart your metabolism, learn about intuitive eating, increase your metabolic flexibility with “phasing,” get rid of your food fears, learn about intermittent fasting, and discover what foods cause inflammation. You'll receive 100+ delicious and easy recipes for breakfast, lunch, dinner, and snacks, broken down into each phase of the program. Be inspired by testimonials and shocking before-and-after photos of clients who have succeeded using the 131 Method.

The 131 Method is all about changing your health, your mind, your habits, your mindset, and all of the things that have kept you stagnant—with Chalene Johnson as your personal guide!

PODCAST 🎙️

# THE CHALENE SHOW

*This podcast is rated*

## TOP 25

in Health Shows

### OVER 30 MILLION DOWNLOADS!

Top tips & practical steps for diet, fitness, organization, self improvement & more. Get healthy, balance your life, and improve relationships and productivity with New York Times best selling author, celebrity fitness trainer & diet debunker Chalene Johnson and guests. No BS. Chalene delivers straight talk and simple strategies (with a side of humor) so that every show delivers a return on your investment of time. The Chalene Show

is life coaching, personal development, nutrition, exercise, focus, faith, family & fun all rolled into one! Want to be happier, healthier and more organized? This is your podcast!



PODCAST 🎙️

# BUILD YOUR TRIBE

*This podcast is rated*

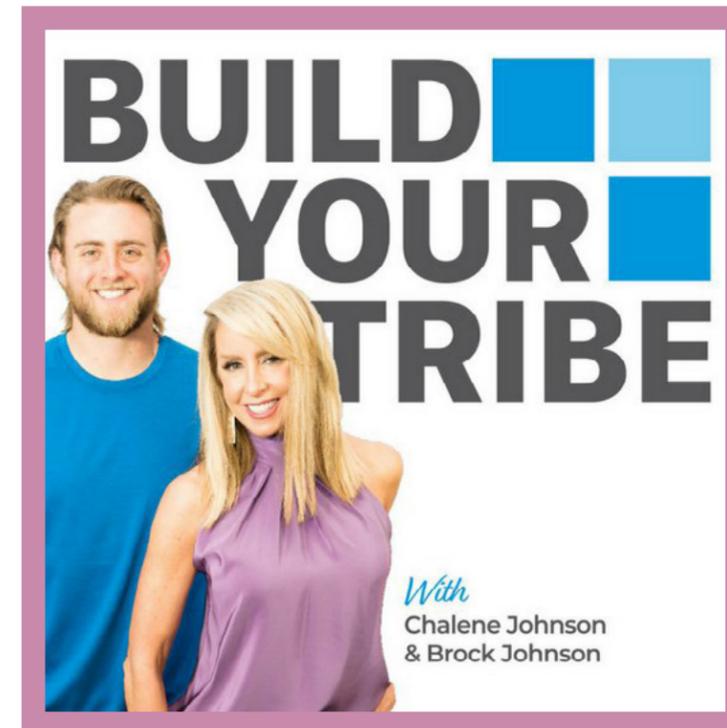
## TOP 100

in Business Podcasts

### OVER 10 MILLION DOWNLOADS!

Whether you're a seasoned entrepreneur or desperate to quit your day job, this show has you covered. Hosts Chalene and Brock Johnson bring both perspectives whether your goal is to earn extra income on the side, or take the growth of your online business to the next level. Get top tips to build social media, grow your email list, develop digital marketing strategies, boost automated sales and create additional streams of income

on a limited budget. Learn to share your story and convert followers into loyal customers with New York Times Best Selling Author, Business Coach & Serial Entrepreneur Chalene Johnson and her son Brock Johnson, Part-Time Entrepreneur, Speaker and Story-Telling Strategist. Enjoy expert guest interviews and quick episodes with actionable steps. Whether you're a business owner, aspiring entrepreneur or someone who just wants to make extra money on the side, this is your show!



# CHALENE'S TV, INFOMERCIALS AND DVD'S



## PIYO

A workout that carves an intensely defined physique—without jumps, without weights, and without straining your joints. Using your body weight, you'll perform fluid, low-impact, high-intensity movements inspired by Pilates and yoga. With PiYo, you'll work every single muscle to stabilize, stretch, and strengthen every inch of your body. 60-day program. Workouts 25-45 minutes.



## Turbo Fire

High Intensity Interval Training (HIIT) workouts ignite your metabolism and help your body burn calories for up to 48 hours after your workout. Cardio based program focused on burning up to 9x more fat and calories than with traditional cardio. 90-day program. Workouts 15-55 minutes.



## ChaLEAN Extreme

Circuit training program that develops lean, sexy muscle to help you burn body fat for an overall body transformation. By using weights or resistance bands, you'll build lean muscle and ramp up your metabolism. 90-day program. Workouts 30-45 minutes.



## Turbo Jam

Turbocharge your weight loss and have a blast kickboxing, dancing, and body sculpting to the hottest music. Workouts 20-45 minutes.





# CHALENE'S SOCIAL MEDIA AUDIENCE

**1.8M**  
*Total Audience*

*Facebook*



1,012,252 FANS

*Instagram*



527,826 FOLLOWERS

*Twitter*



103,582 FOLLOWERS

*YouTube*



107,712 SUBSCRIBERS

*Pinterest*



44,489 FOLLOWERS

*SnapChat*



8K+ FOLLOWERS

## GET IN TOUCH CONTACT INFO

**FOR INTERVIEWS AND  
PERSONAL APPEARANCES:**  
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WWW.131METHOD.COM**

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LAGUNA NIGUEL, CA 92677

A woman with blonde hair, wearing a white distressed tank top, blue jeans, and tan platform sandals, is smiling and leaning on a white balcony railing. The background shows a beach and ocean at sunset. The word "Chalene" is written in a large, black, cursive font across the lower part of the image.

*Chalene*