

STRUGGLES = SUCCESS!



Dream, Invention and Reality!
Glamorous...not so glamorous
story on being an inventor.
With Natalie Heckert
Passion! Persistence! Payoff!
www.ClubEfit.com

Speaker at Inventors Network
Meeting August 15th @ 6:15pm
Eisenhower Com. Center, Hopkins

Inventor **Natalie Heckert**

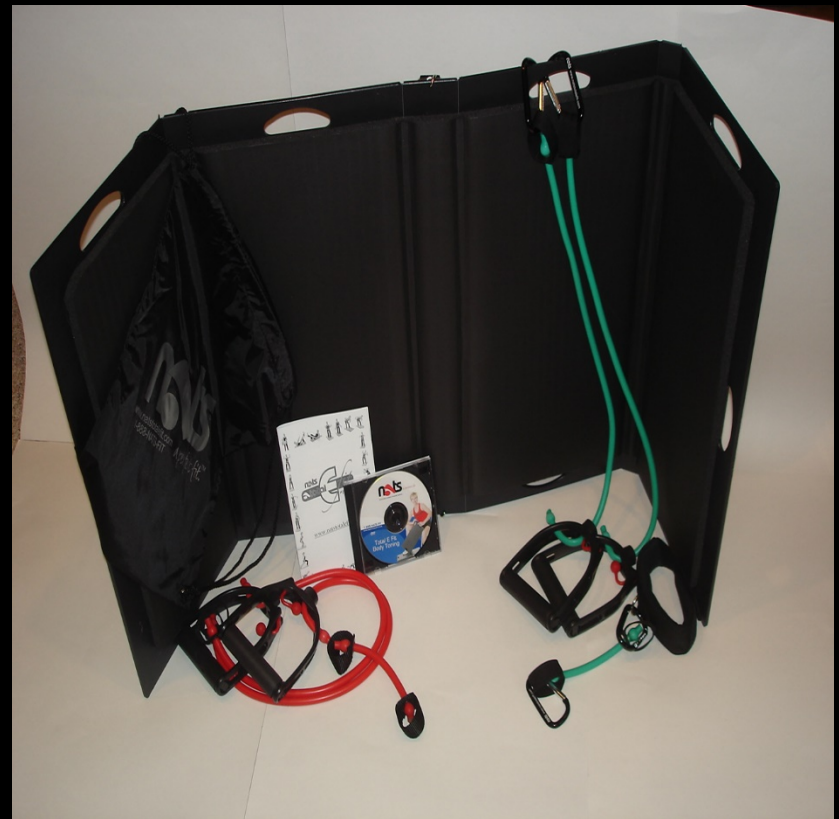
SEEDS PLANTED = HARVEST?



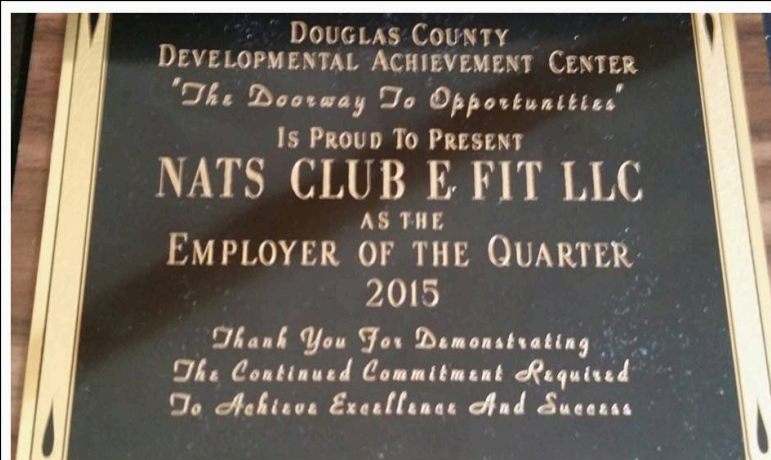
SEEDS PLANTED.... LET'S GROW!

- 1986 Cruised to LA
- 1990 Cruised back to MN
- 1992 Graduated 4 degree from SCSU
- 2002 Proposed ATCC Degree Program & Tastefully Simple Inc. 500
- 2002-2006 Designed and implemented programs for ATCC & TS
- **2005 Idea sparked an invention & production starts**
- 2006 Heckert quits jobs with a \$600,000 MN grant promised
- 2006 Trademarks, patent, conventions, tradeshow, demo's
- 2007 – 2010 National presenter and teamed with Achieve Fitness
- 2008 Mini E Fit manual co-written with NETA, CEC's approved
- 2009 Product selected for contestant while on NBC "Biggest Loser"
- **2011 Your product needs an infomercial**
- 2012- 2017 Dig in and work, build a sales team
- **2018 Going global heading to Brazil August 26th**

I HAD AN IDEA...



WHO CAN HELP YOU



Business

FRI., MAY 5, 2006 A13

Local Alexandria woman on a fitness mission

She invents a workout gym that folds up

Obesity is an epidemic in the U.S. Research shows that most Americans don't get enough exercise.

Natalie Heckert, a personal trainer who operates Nutrition Aerobic Training Service (NATS) in Alexandria, says she has invented an easy and effective way to get into shape.

Heckert's "Total E Fit" is a perfect-fit gym for a total body workout with a twist. She said it gives you all the cardio and strength-training benefits of a big machine at a fraction of the cost.

Plus, it will fold up small enough to take wherever you go, making it convenient to store almost anywhere.

The invention works for any kind of workout, Heckert said. Attach the included body bands to tone and work your arms, legs, abs and back. Fold the NATS Total E Fit and use it as a step for a challenging aerobic workout.

The NATS Total E Fit comes with adjustable resistant bands, so your workout can get more challenging as your fitness level increases, Heckert said.

The NATS Total E Fit is available for group fitness classes, along with videos to help you get the most effective workout alone or with a group, Heckert said.

For 20 years, Heckert has been coming up with creative solutions to help people set and reach their fitness goals. The NATS Total E Fit is her latest creation in a career that has included being a pioneer in the personal training industry. She also created the two-year health and fitness specialist degree at Alexandria Technical College and designed and developed a corporate wellness center and programs at the Tastefully Simple, Inc. headquarters

in Alexandria.

With her Nutrition Aerobic Training Service (NATS), Heckert has been helping thousands of individuals and groups set and reach fitness goals since 1986. She is a popular presenter and motivational speaker who has spread her message of health and fitness to groups of all ages throughout the country.

Heckert will not be seen on the hit TV show, *American Inventor*, but she will be presenting her NATS Total E Fit at Fitness Manias throughout the United States. This year, she will be making appearances at Orlando, Atlanta, Vegas, Dallas and Chicago. These conventions are held for fitness professionals and athletic club owners to introduce them to new fitness products and continuing fitness education credits.

For more information about becoming a NATS fitness consultant, services and products available, or other upcoming events, visit the Web site at www.natsalefit.com.



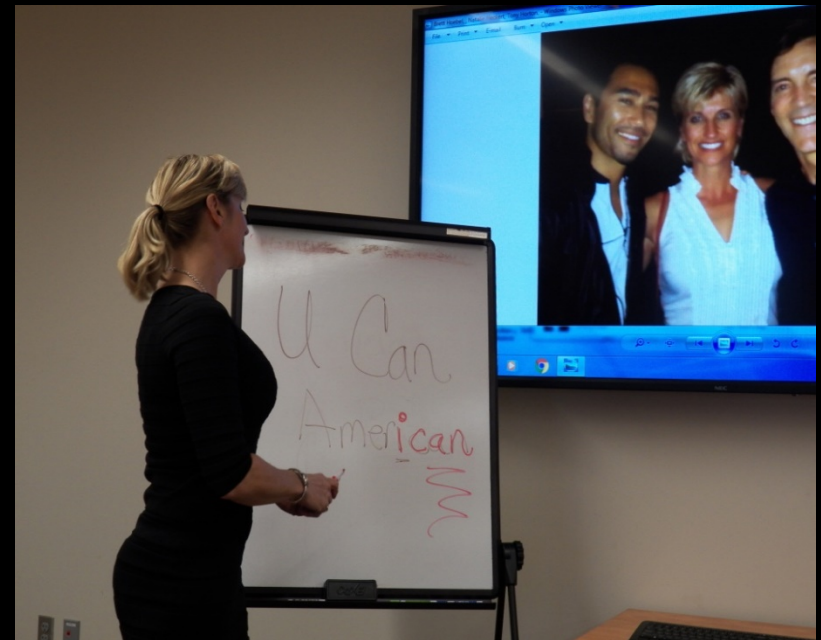
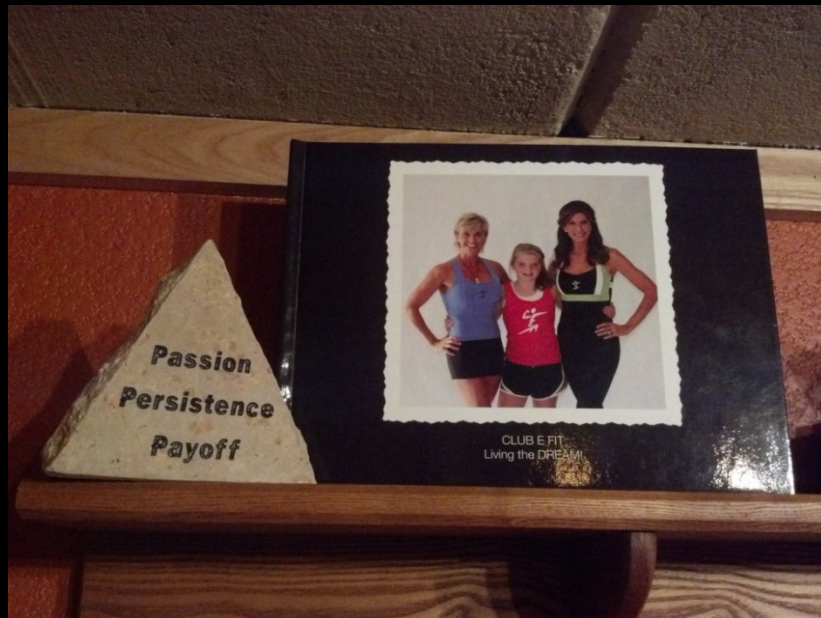
Natalie Heckert of Nutrition Aerobic Training Service (NATS) showed how portable her new "Total E Fit" workout invention is. She demonstrated the product at the Lifestyles Expo in Alexandria last Saturday and will be taking it to fitness conventions throughout the country.

Contributed photo

PASSION – PERSISTENCE - PAYOFF

Americ^{ican}

I Can



STRUGGLES TO STRENGTH

ECHO PRESS
Giving Information Life

WesMin grant applicants still waiting for answers

By EchoPress News on Jan 4, 2006 at 12:00 a.m.

Natalie Heckert has learned to make a really sweet apple pie. It wasn't by choice though; she had to.

After being duped by Sheila Barsness, the former director of WesMin Resource Conservation and Development who allegedly fabricated numerous organizations and grants in 2006, Heckert was left with many sour apples - debt, lost wages and time, no job.

What Barsness promised Heckert - a \$600,000 grant to develop a statewide fitness challenge - initially sounded sweet enough for Heckert to quit the full-time corporate job she loved and hire a part-time assistant.

"I don't do anything a little bit," she said during a recent interview. "It's my mission and passion in life to help more people. This was a great opportunity to help more people. It was a good, good project."

She invested her own money, time and energy into designing the challenge; she even reserved the Metrodome for its kickoff.

But when the grant money never came - funding was set to begin January 1, 2006 - she started to worry.

- "Barsness sentenced for fabricating grants... It's an offense with time in jail."
Alexandria Echo Press
- May 15, 2009 – Barsness (WesMin grant) promised Heckert \$600,000 to develop Statewide fitness challenge, Heckert quits full time job and working at the college, jobs she loved to follow her passion in life "to help more people to be healthier"

INFOMERCIAL FILMED

- To produce a quality infomercial costs between \$250,000 - \$500,000
- Total cost needed to launch the E Fit infomercial campaign was \$10,250,000. Yes I was told 10 million!
- Feb. 2012 I spent \$10,000 in media buys within 3 days

TAKE 1...TAKE 2...TAKE 3...



"I designed Club E Fit
to give YOU more fitness in less time!"



Natalie Heckert

Natalie Heckert
CEO and Creator of the
"Club E Fit" System

club **E** fit
everything exerciser®



**AS SEEN ON
TV**

Club E Fit System Includes the following fitness tools:



Club E Fit Platform



Club E Fit
2 Cushioned Handles with Resistance Tubes &
Soft Ankle Cuff with Resistance Tube



Club E Fit
1 DVD that includes 3 workouts &
3 BONUS Workouts



Club E Fit
Instruction Sheet



Club E Fit
Diet & Menu Guide

FREE BONUS GIFT!
CLUB E FIT Diet Guide
and Menu Planning
Available Online.
*Computer not included



Made in America



Club E Fit Platform® is made of Recycled Plastic

PAIN & PROGRESS



- Filmed Infomercial Sept. 2011
 - ready to launch 2012
- 2012 **Fire** burns my current manufacture RPI to the ground

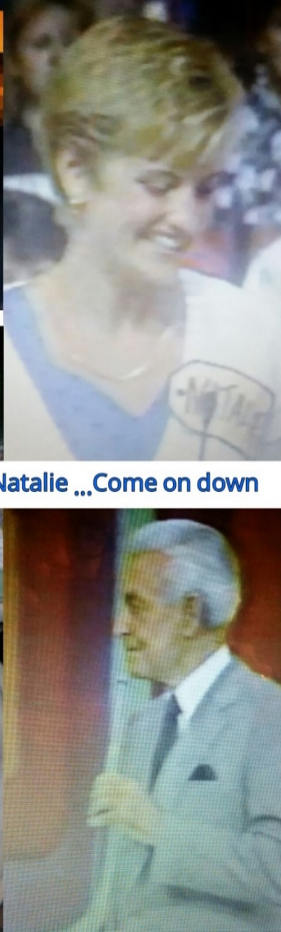
New Design



- \$84,825
- New Manufacture FWP- CAD Drawing
 - Four Cavity Mold
 - Four Nozzles

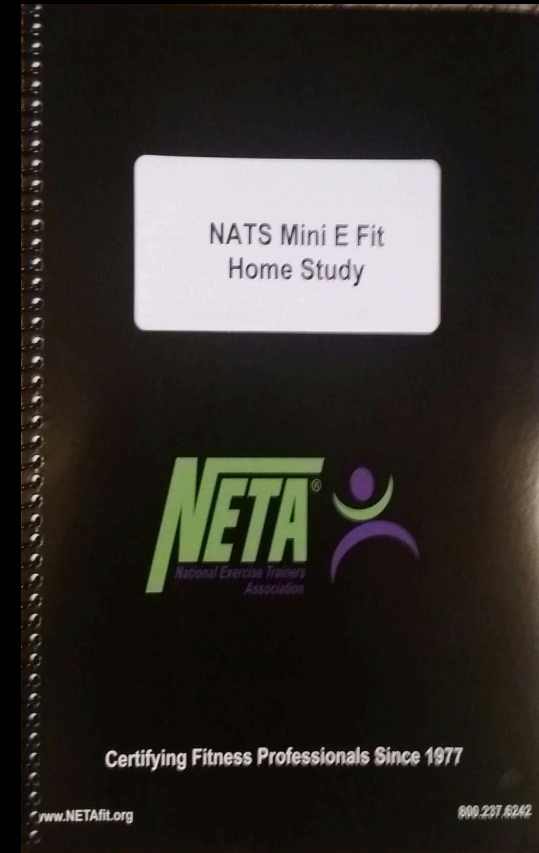
Cycle Time: 3:00 minutes

HOW TO GET EXPOSURE



HELP OTHERS SELL YOUR INVENTION

- 1st Show
- 1st Paycheck
 - \$1,200
- 8 Months Pregnant



SUCCESS WITHOUT WORK? SELL WITHOUT SELLING!



GO AFTER THE BEST!
GET YOUR PRODUCT ENDORSED.



NETWORK WITH THE BEST

E Fit Pilates

Join Leslee Bender in 3 short routines using the NATS Mini E Fit Gym. Sculpt and reshape your body down to the core. This complete workout will strengthen, lengthen and tone your body.

- Workout 1: (15 minutes) Standing Pilates is a controlled and precise routine that is designed to sculpt and reshape your entire body
- Workout 2: (17 minutes) Core E Fit Pilates can transform your body in a way that no other gym or equipment can match. Combine your favorite traditional pilates moves with the E Fit and resistance tubing to intensify and increase results.
- Workout 3: (16 minutes) E Fit Pilates is a well cued, gently paced routine that utilizes resistance tubing to target, sculpt and strengthen your legs & abs



E Fit Pilates with Leslee Bender

E Fit Pilates

with Leslee Bender



Standing E Fit Pilates

Core E Fit Pilates

Abs and Legs E Fit Pilates

Abs, Legs & Total E More

Sculpt your abs, legs and Total E More giving you the results that you want with the time that you have available. Pick one workout a day and alternate routines. The combination of these three short workouts will give you an extreme but easy to follow workout creating ultimate results.

- Workout 1: (22 minutes) Anti arm and ab jiggle! Work your arms and abs like you have never worked them before
- Workout 2: (19 minutes) Flat abs and toned thighs
- Workout 3: (19 minutes) Challenge your balance while you reshape your arms, abs, hips, buns and thighs while maximizing your weight loss potential to reveal a leaner, stronger, healthier E Fit Body! Why work out for an hour if you can get the same results in less than 20 minutes?



1-888-NATS-FIT

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Abs, Legs & Total E More with Mindy Nylrea

Abs, Legs & Total E More

with Mindy Nylrea



Arms & Abs

Abs & Legs

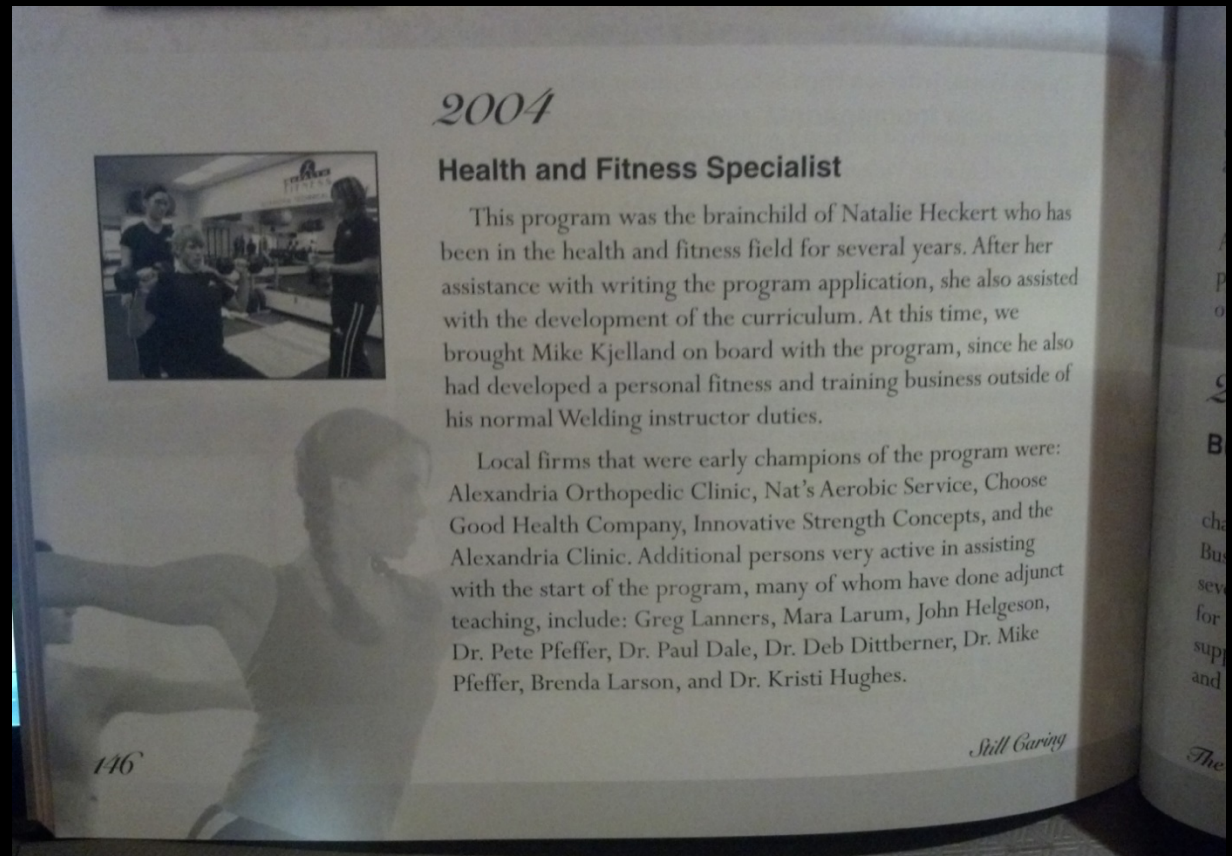
Multi Plane Total Body Blast

SURROUND YOURSELF WITH THE BEST!



“Brainchild”

- Alex Tech & Community
- 2 Year Degree
 - Health & Fitness
 - College teacher



Nationally Known **FITNESS**

Expert

Reach your
Personal Best with
Natalie Heckert



Learn how to
Balance Eating,
Exercise, and have a
Positive Attitude for the
Rest of Your Life!

STUDENT SUCCESS DAY

WEDNESDAY MARCH, 28TH

10:30 AM – 11:30 AM

Room 1-439

The First 200 students will receive a Free Lunch following the Presentation

If you need disability related accommodations to make these events accessible, please contact Judy Jacobson Berg, Counselor for Students with Disabilities, jjacobsonberg@sctcc.edu or call 320.308.5096. TTY users may call MN Relay Service at 711.

FITNESS SHOWS ACROSS AMERICA



Surround Yourself With Success



TASTEFULLY SIMPLE

- Small Shed
 - Alexandria, MN
- \$100 Million Plus Enterprise
 - Thousands of Consultants Nationwide

Branding



I. Product

II. Team

III. Consistency

READY TO E FIT AMERICA



... and the Rest of the World

Easy to store



Easy to use at home

Easy to use at the office



Easy to travel with



Fitness Made Easy!



club **E** fit

everything exerciser™

Exercises for your Mind

Exercises for your Upper Body

Exercises for your Core/Abs

Exercises for your Back

Exercises for your Legs and Calves

Exercises for your Butt and Thighs



WHATEVER YOUR DREAM IS ...DO IT!



www.EFitAmerica.com

SET YOURSELF UP FOR SUCCESS!

- Recap:
- Who can help you
- PPP
- Struggles to Strength
- Design/Manufacture
- Legal Protect
- Exposure
- Network with the best
- Questions



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