



Calgary Personal Trainer Launches New Global Online Business

Adrienne Oyewole Aims To Transform The Fitness Industry

CALGARY, ALBERTA, CANADA, June 29, 2016 /EINPresswire.com/ -- (June, 2016 – Calgary, Alberta, Canada) Calgary-based personal fitness coach Adrienne Oyewole, creator of the UFiiT (Ultimate Fitness Interval and Intensity Training) method, has successfully reinvented his UFiiT by Adrienne business to reach a global market which includes the launch of an innovative online fitness program, 10-Week Lean.

Launched in May 2016, 10-Week Lean provides anyone, anywhere in the world the opportunity to kick-start a healthier lifestyle through an online and virtual personal trainer experience. With personalized diet and exercise advice, as well as a dynamic online global community to support, encourage and share challenges and successes during the program, participants are presented with solutions that are unique to their specific body, mind, lifestyle and wellness goals.

The launch of this new product has already brought transformative results for the UFiiT by Adrienne business. In the first month since the 10-Week Lean program went live, there has been an increase in online sales accounting for roughly 15% of his previous client base. Adrienne's new website UFiiT.com has been visited by roughly 1130 unique users, an increase of 270% from his previous website for the same amount of time.

A Launch enabled by a Global Partnership.

This product launch and business reinvention was developed in cooperation with business transformers at This is Milk, a company based in Glasgow, Scotland. To more successfully reach out to clients all over the world, Adrienne contacted This is Milk. First, they helped define UFiiT's customer base, and then, optimally redesign the website and visual identity of the business. This is Milk developed a model for UFiiT's customers that delivers unique packages - making sure that the final program reflected Adrienne's ambitions of combining a personalized approach to each and every customer alongside global accessibility. The 10-Week Lean is the first of the products to come out of this collaboration.

"Adrienne has a very unique and personal relationship with his customers," said Stuart Henderson from the digital design agency Massive Fusion, who worked with This is Milk on the project. "His challenge was converting that into something digital that he could scale."

A partnership sustainable by shared vision of customized solutions.

Working across the Atlantic in a virtual partnership, UFiiT and This is Milk collaborated closely to ensure that all efforts were being made for a common purpose. Adrienne felt that UFiiT and This is Milk were a good fit, as both businesses have an eye for change and transformation – This is Milk transforms businesses, while UFiiT transforms bodies and lives. This partnership to transform UFiiT became an example of how the digital age makes a geographical gap of an ocean irrelevant for business cooperation.

Adrienne hopes to encourage healthier and happier lives in all four corners of the world, and is certain that the reinvention of UFiiT that came to fruition with the transatlantic efforts of This is Milk will enable him to do so.

About UFiiT by Adrienne

Adrienne Oyewole is a certified personal trainer, bodybuilding and fitness professional who founded UFiiT after 14 years of observing the fitness industry rolling out the same exercises and false claims

about health year after year. UFiit's fitness format combines unique exercises with practical nutrition and lifestyle advice to help customers learn exactly what works for them to lead healthier more positive lives. He aims to instill the self-confidence and positive outlook that is needed to make a true lifestyle change with lasting results. Find out more at www.ufiit.com

About This is Milk

This is Milk helps businesses keep up with change in a digital world, taking a holistic approach to analysing and improving your business, while also focusing on the customer every step of the way. This is Milk is based in Glasgow, Scotland but takes on projects globally. Find out more at www.thisismilk.co.uk

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