

FIT4MOM Launches New 'Lite Franchise' to Empower More Moms to Own Their Business and Lead Local Fitness Communities

Created for solo instructors, small markets, and busy moms craving flexibility, the Lite model is a streamlined, lower-cost path to entrepreneurship.

SAN DIEGO, CA, UNITED STATES, May 20, 2025 /EINPresswire.com/ -- FIT4MOM, the nation's

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Lisa Druxman, Founder and CEO of FIT4MOM

leading fitness program for moms, has launched its most accessible ownership opportunity yet: the FIT4MOM Lite Franchise. Created for solo instructors, small markets, and busy moms craving flexibility, the Lite model is a streamlined, lower-cost path to entrepreneurship—designed to turn passion into purpose and side hustle into serious impact.

With an initial investment of just \$1,995, the Lite Franchise opens the door to women who want to own their classes, build their brand, and serve their communities—on their terms.

“We created the Lite Franchise to break down the barriers to business ownership,” says Lisa Druxman, Founder and CEO of FIT4MOM. “It's built for moms who want to lead, earn, and uplift their local village—without having to go all-in on a traditional business model.

A Business That Moves With Motherhood

In a post-pandemic world where flexible work, micro-businesses, and mission-driven brands are thriving, FIT4MOM Lite is hitting the market at the perfect moment. The model caters to:

- Solo fitness instructors ready to stop renting and start owning
- Moms seeking a passion project with purpose and profit
- Fitness-minded leaders in smaller towns or suburbs
- Current FIT4MOM instructors wanting to level up with low risk.

Lite Franchisees receive everything they need to launch quickly and confidently: online training, licensing, GloFox tech, marketing tools, and national brand power. They can lead core programs like Stroller Strides®, Strides 360®, and Body Boost®, all while keeping overhead low and impact high.

Low Risk. High Reward. Total Empowerment.

Franchisees can build a sustainable, scalable business that grows with them. "This isn't just fitness. This is a movement." says Druxman. "FIT4MOM has always been about supporting every stage of motherhood. Now, we're also supporting every stage of the entrepreneurial journey."

To learn more about the Lite Franchise opportunity, visit <https://fit4mom.com/own-a-franchise>.



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About FIT4MOM

Founded in 2001, FIT4MOM is the leading wellness company for moms, offering fitness classes, community, and support for every stage of motherhood. With thousands of instructors and locations nationwide, FIT4MOM helps women find strength in motherhood—and now, strength in ownership.

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