

In the Business of Helping Others...

Lisa Howard was a registered nurse with a background in psychology. She had thoroughly enjoyed her nursing career but yearned for something different. Instead of a job filled with tasks, she wanted a career that focused more on working one-on-one with people. Howard left nursing temporarily to have her two children and when she went back, she realized it was no longer the right career for her. She started searching for a business to own and discovered, The Hungry Heart. With her background in health and nutrition and the positive influence she felt she could have on her clients, she knew it was the right business for her.

Her Own Lifelong Struggle...

"I struggled with a distorted body image for most of my life. When I was pregnant and found out I was having a daughter, I realized I had to change my thinking so that I could be a good example for her. I developed healthier habits with food, exercise, and stress relief. I learned to enjoy life! Balance, planning, not being self critical, and enjoying the life you have are really the components of The Hungry Heart program and I felt I already understood them from a personal perspective," explained Howard.

Howard explained that many women struggle with self image problems and food addictions throughout their lives. "Personally, I had always thought I'd outgrow my issues but one doesn't outgrow such a problem. I'm grateful every day that I'm now over my problem." Howard has clients that range in age from 14 to 74 years old. These clients have struggled with their issues for all of their lives. The services of The Hungry Heart enable these women to enjoy and embrace their lives.

A Proven Turnkey Business

When exploring franchises to own, it's critical to choose a concept with a franchisor that is supportive and experienced. For Howard, the personal guidance and support provided by The Hungry Heart's Founder, Lauren Grant, has been invaluable. She explained, "Lauren is very knowledgeable. She's always available and tends to answer questions within the same business day. When it comes to training, The Hungry Heart is really a turnkey business system. Lauren walked us through the whole program and I received very thorough and thoughtful guidance in terms of where and when to do advertising and marketing."

A Rewarding Business to Own

"It's amazing to see people relax and feel happier. Their demeanors and self concepts change right in front of you. Weight loss is really a bi-product of enjoying life right now. So many women believe that if they get to a certain weight, they will be happier, their finances will be better, all their problems will be solved. It simply doesn't work that way. When they realize this, they yo-yo back up to their previous weight," explained Howard who finds her work to be incredibly rewarding and fulfilling.

A Widespread Demand

So far, Howard has only advertised in one magazine and from that one magazine, she has gained all the clients she can handle on her own. She plans to grow her business to help meet the massive market demand for her business's services. "I hope to have my first employee by January. With another employee, my business can help more women that need the services of The Hungry Heart. I'm very pleased with The Hungry Heart and with the support and guidance that Lauren has provided to me."

Want to learn more about this exceptionally rewarding franchise? Please fill out the form to receive additional information on The Hungry Heart.