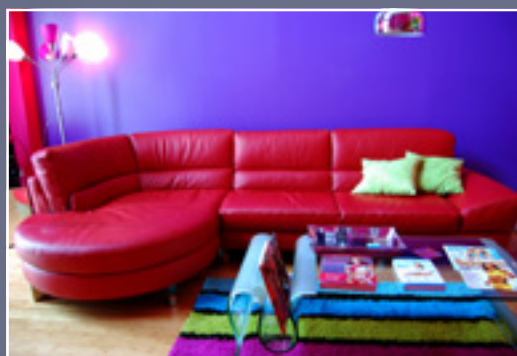
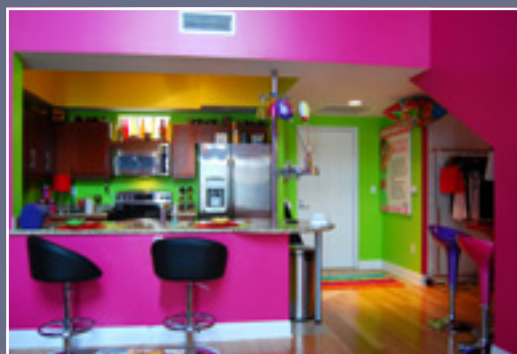


INSIDE JNL'S FITNESS MODEL FACTORY

By WBFF Diva Bikini Model Alexandra Wilson

IF YOU'VE SEEN THE NEWS about the opening of international fitness celebrity (and two-time WBFF Diva Bikini Model World Champion) Jennifer Nicole-Lee's Fitness Model Factory in Miami, you're sure to have been curious about just what goes on there. In this exclusive insider's story, I'm able to give you a peek behind the scenes to find out what it's really like to be part of JNL's elite team.



"SHE REALLY KNOWS HOW TO MAKE A LIVING IN THE INDUSTRY, CONNECT WITH HER FOLLOWERS, AND MARKET HERSELF."

Stepping inside the Fitness Model Factory (FMF) you feel as if you've been transported into Jennifer's mind. Like her, it's welcoming, creative, inspiring, fun, and definitely high octane. There's music pumping from the loudspeakers, big, bright, bold colours on the walls, and the sound of laughter and conversation all around. And of course being the fantastic brand-builder that she is, the place has her footprint all over it. There are huge blown-up covershoot photos on the walls, there's Jennifer Nicole-Lee (or 'JNL' as she likes to be called) merchandise at every turn, and magazines featuring the woman herself scattered all around the place. It's exactly as you'd expect it would be, and it's the perfect space to start to shape your own fitness model dreams and career.

I travelled to Miami from London UK, wondering exactly what was ahead of me. I'd followed JNL for some time, had read her books, and more recently spoken to her a few times on the phone – but this was a real coup for me. I'd been selected to join the FMF as one of only a small number out of all of those who apply.

It all started last year, when I first became aware of JNL through the WBFF. I was drawn to her because she's more than just a 'pretty face and a hot body' (as she terms it)! I'm really interested in the business of fitness – because modeling is only a small part of what I want to do with my life. I could see that she really knows how to make a living in the industry, connect with her followers, and market herself. I contacted her to ask if I could have a one-to-one coaching session, and we finally spoke in January of this year. Two months later she launched her Fitness Model Factory and I knew I wanted to be part of it. ▶

ABOUT THE FITNESS MODEL FACTORY

Where: Miami, Florida

When: Launched March 2011

What: A fitness model 'production studio' where 'new fitness stars are born'. Services on offer include photography, videography, hair, makeup and styling, coaching on marketing and branding from a range of experts including JNL. Who: Fitness, nutrition and multi-media experts including JNL (President and Founder), 'Diet Diva' Unni Greene, coach 'Wicked Willie', plus JNL-approved photographers.

FitnessModelFactory.com





I completed the application process and the next thing I knew, I was in: and I started to make arrangements to visit the Factory for my first day with JNL and her team. It's a long way to travel from London to Miami for just a day, so I blanked out a week in my diary and took the opportunity to set up photoshoots with Eva Simon and PictureGroove Photography, who I'd wanted to shoot with ever since I competed in Fitness America a couple of years ago.

In the meantime, JNL and I were in touch by email, phone and Facebook, she interviewed me on her podcast (see jennifernicolelee.podomatic.com May 14th podcast) and provided a great quote about me for a press release that I was sending out (which you can see below). Once you're in JNL's 'fitness family' as she calls it, she really is routing for you every step of the way.

Fast forward a few months, and here I was, sitting in JNL's office at the start of our day together. There are various ways that you can use your time at the FMF – getting nutrition advice from 'Diet Diva' Unni Greene, having JNL's own coach, 'Wicked Willie', put you through your paces, or getting coaching from JNL herself in areas such as online marketing and brand building. I wanted to focus on getting some fresh photography and videography for my website, and learning a bit more about the art of modelling, so we planned our day around photography

coaching, with some time for me to talk to JNL about my business plans.

We began in JNL's office – a bright, sunny space with lots of personal nick-nacks displayed on shelves and surfaces, and sun streaming in through the window. 'Sunny' is definitely the feeling I got from JNL, her pad, and her team. It's such a positive atmosphere there. We chatted about what I wanted to get out of the day, the looks I wanted, and what areas of my business or my 'brand' I wanted to focus on during our time together. Then it was straight into hair and make-up – and to my surprise and delight, JNL had decided to do my make-up herself – which gave me more time to pick her brains and generally get to know her.

One of the things that struck me about JNL is that she really is multi-talented. Not only does she have an ability to make everyone around her feel comforted and great, but she really knows her craft inside and out – from getting the best out of all aspects of a photoshoot (poses, clothes, make-up, hair) to building a fitness brand and business. I guess what encapsulates it all is that she's a great communicator – on camera, behind the camera, one-to-one and in the wider fitness and media industry. And even spending a day with her, I felt that some of that rubbed off on me because she's so open, and willing to share her knowledge and insights.

"THERE ARE VARIOUS WAYS THAT YOU CAN USE YOUR TIME AT THE FMF – GETTING NUTRITION ADVICE FROM 'DIET DIVA' UNNI GREENE, HAVING 'WICKED WILLIE', PUT YOU THROUGH YOUR PACES, OR GETTING COACHING FROM JNL HERSELF."



So, after hair and make-up it was into one of her many studios for my photoshoot. The 'Factory' is a two-storey complex including a mezzanine floor, in a large building in central Miami. Along with the studios there's a reception area, a kitchen, an office, and several dressing rooms with showers. One of the dressing rooms is cram-packed with clothes – I've never seen so many bikinis, shorts, crop-tops, and t-shirts in my life – most of them branded with JNL's characteristic slogans, like 'I love muscle', 'Strong is the new skinny', 'Too much fabric' and 'Glutes that salute'.

JNL certainly knows how to turn catchy straplines into money-making products that will also help spread her motivational messages and build her brand. Check out her website and you'll see that this woman knows how to work her intellectual assets, not just her physical ones. You can buy (take a deep breath): the JNL sportswear collection by Rogiani; JNL-branded clothing; a raft of digital e-books (including The Fitness Model Programme, Get Fit with JNL 4 week Fat Loss Training and Nutrition Programme, The Bikini Model Programme, 101 Things Not To Do If You Want to Lose Weight, Crack the Code – Unlock Your Fat Burning and Weight Loss Potential); hard copy books (The Mind, Body and Soul programme, The Jennifer Nicole Lee Fitness Model Diet); posters; photos; videos; DVDs (including 'Fabulously Fit Moms'); magazines featuring JNL; audio downloads; consultation sessions and even a JNL bobble head! When does this woman sleep?

Once in the studio I met photographer Mike Brochu, a great guy who immediately put me at my ease, chatting to me as we tried different poses, coaching me to move my body to get the right shapes that would work well on camera – I learned a lot from him. I found out how to lock my eyes on the camera in a way that would make me almost 'block out' the fact that I was looking at a

photographer; how to get the perfect 'S' curve for that 'curvaceous' shape; how to angle my face (top tip – keep your chin down slightly and breathe through your mouth) and lots of other tricks of the trade.

Neyda, JNL's assistant was there throughout, helping me to get dressed and acting as 'runner', on and around the set; and from time to time we were joined by another photographer, Claude, who seems to be a big backbone to the whole operation.

As the day went on (and boy, we packed a lot into the day with only a quick break for lunch), I could feel that I was getting better at posing for the camera, and becoming a lot more comfortable and natural in front of the lense. I can see that in the shots too. It was a really creative process, very fluid and artistic: trying different positions, different backdrops, all to get those killer shots. JNL was there most of the time too, guiding me and talking to Mike, which really helped.

I finally finished at around 7pm, exhausted but having learned a ton of stuff about photography, fitness, business and marketing – everything a fitness model needs to know. My brain was full! It wasn't the end of my 'JNL experience' though. It happened to be JNL's birthday party the next day, so she invited me to her birthday celebration at the Factory – another opportunity to get to know her better and to meet her friends and colleagues. Sadly I had to leave before the party ended as I had an early morning ahead of me on Miami beach, in time for a photoshoot at sunrise. And as I left, JNL was still hard at it, meeting and greeting, introducing people, encouraging people to share her limelight in front of the cameras and generally making everyone feel part of her fitness family. This woman knows business - but she also genuinely loves people and wants to understand and get the best out of them – and that for me was what really made the experience worthwhile. **F&F**

ABOUT ALEXANDRA WILSON

"Being a leader in the fitness industry, and only working the best, I was thrilled to see Alex apply at FitnessModelFactory.com. I was impressed with her amazing physique, smile, and camera presence – as well as how passionate she was to work with Team JNL. She is JNL-Approved, and by coaching her, she will go further in her career, faster. Be on the lookout for Alex. She is a future international fitness celebrity in the making."

— Jennifer Nicole-Lee.

Alexandra is a personal trainer, fitness and nutrition expert, fitness model and bikini athlete. She's been featured in numerous UK and international magazines; and is a Gaspari UK-sponsored athlete. More recently, she's become the face of the new competition bikini range by Biondi Couture. For more information about Alex, please visit alexandrawilson.com.

