

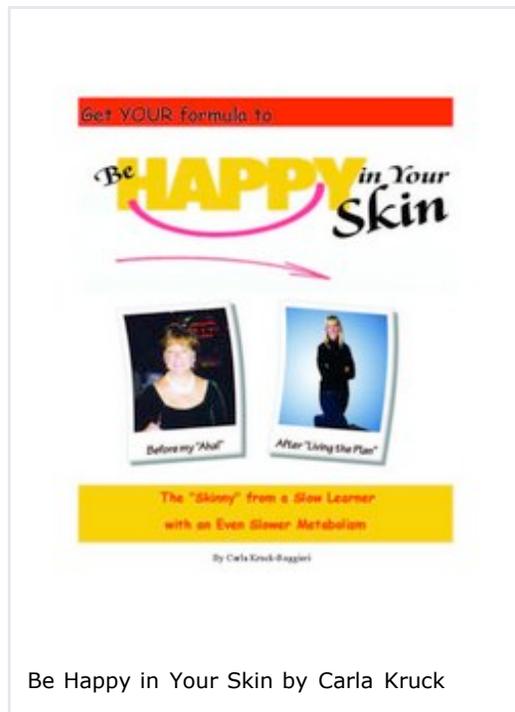


Everything Jersey

## Best Start-Up Pitch from the May 1 Entrepreneur Expose': Be Happy in Your Skin

By **Melissa Gasnick Cloeter** and **Linda Wellbr...**

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We'd like to introduce our followers to **Carla Kruck**, the founder of **Be Happy in Your Skin**, a weight-loss management program and the winner of *Best Start-Up Pitch* at the May 1<sup>st</sup> 2010 Entrepreneur Expose' event. We recently had a chance to chat with her about her business, which provides weight loss and healthy living advice to women via live web classes, private coaching, and in-person group coaching at your business or group location.

Carla's story about starting her business is not uncommon for female entrepreneurs, as it involves going with her passion after being down-sized from the corporate world. "I felt it was time to follow my passion and what I am good at and take control of my future. I had a weight loss center for women a few years back and helped so many. I saw how a fun, informative program for busy woman was received and needed," she says when describing how the business developed. "Most importantly I made it fun, something seldom found when dealing with weight. My members loved my analogies and stories and heard and believed for the first time how to take care of themselves and have it work."

When it comes to helping her clients achieve a healthier and happier lifestyle, Carla is dedicated to finding a workable and even pleasant solution that makes them feel better than any traditional diet plan ever

did. When asked what her business goals are, Carla's enthusiasm is obvious. "We want to help women EVERY day find their formula for maintaining and losing weight without ever having to diet. Teach them how to make small changes in their lives that make BIG positive differences. Get every woman to put herself on her "to-do" list."

Did we mention she's also writing a book to reach even more women with her message? Carla has truly found her mission in educating women to live healthier, better lives, as she reveals when asked about her five year plan. "I want to be doing live seminars to LARGE groups, with a support team to handle the "behind the scene" requirements, publish my book and have a TV show or segment for busy working woman to keep them motivated and on track to healthy living." After seeing her in action at Entrepreneur Expose, we have no doubt she'll do just that and more, helping countless women in the process.

To learn more about Carla and her weight-loss management system, go to **[www.behappyinyourskin.com](http://www.behappyinyourskin.com)**. To reach us, feel free to contact us here, or at our site: **[www.entrepreneurexpose.com](http://www.entrepreneurexpose.com)**.

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