

WOMEN IN FRANCHISING

Achieving Long-held Goals While Helping Others Do the Same

From all appearances, it would seem Emily Barton had always been athletic. But childhood asthma had prevented her from participating in exercise and sports. Her interest in fitness grew out of a desire to reach goals she had long desired to accomplish.

"I wanted to be more active. I was envious of the other more athletic people I had grown up with," she said. Today, Barton co-owns MADabolic in Raleigh, North Carolina, with her husband, Rob. She loves being able to help others in challenging themselves to become stronger and reach their own fitness goals.

What drew her to MADabolic was its approach to fitness training. Barton said, "MADabolic focuses on building strength. You can come in without any prior background in exercise or weight-training. We scale the workout to fit you. You train to do well but you don't need to be good at everything in the beginning. Over time your strength will increase."



MADABOLIC



"The work-to-rest ratio helps you focus on that. You don't count the number of reps you do. You focus on doing one movement well and with the proper technique," she said.

MADabolic is thriving in an expanding market for boutique fitness. Its unique approach and low start-up costs distinguish the brand in a competitive market.

"It takes time to understand the ups and downs of owning your own business. There is risk involved, but it is very rewarding. If you have a passion for fitness, just go for it," Barton said. "And if you are drawn to strength-based training, this is the perfect franchise for you. The franchise as a whole is spreading to more cities, and it is the best program like it on the market."

If you would like to learn more about starting your own MADabolic franchise, call 760-855-7525 or go to madsabolic.com/franchise/why-us.

— Elice Morgenson