

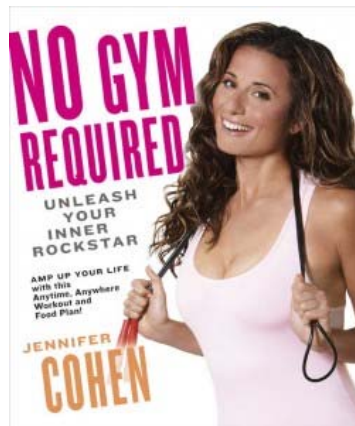
# Creativity Killed The Recession

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## Getting The Big O: No Gym Required

The power of an Oprah endorsement returns us to the classic chicken and the egg debate. Does she profit from a good idea or does she help a good idea profit? I'm sure that it's a little bit of both and certainly, due to the hyper-competitiveness to get her to endorse something, you've got to have something pretty good to begin with. Whatever the case, an incredible indication of her endorsement power is the credibility you inspire by just referring to something as an "Oprah Idea" as I'm doing now with **No Gym Required**.

No Gym Required (NGR) is lead by two dynamic entrepreneurs, Jennifer Cohen [Chief Lifestyle Officer] and Laurence Isaac [Lifestyle Operations Officer]. Their mission is to help people improve their lives through health and fitness by making it affordable and easy. As the name implies, Cohen and Isaac are ushering in the new world of exercise that's remarkably unique from our gym-trotting past because of its commitment to an **integrated lifestyle approach**. NGR's **trendy shoe line** perfectly embodies this paradigm as the optional weighted inserts [think heavy insoles] enable you to burn up to 50% more calories by simply doing everyday activities like walking. Their recent book "**No Gym Required: Unleash your Inner Rock Star**" is another good example of this as it provides a clear work plan on how to stay fit without having to leave your living room.



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Ideas

When I met Cohen and Isaac, it was like seeing a great movie where the main characters were perfectly cast. She's the face of the company and brings the experience and energy to establish their street credibility while he operates behind the scenes wearing different hats while always walking around with an extra shoe. These guys are total recession killers. Shoe sales have been steadily increasing although Isaac concedes that "selling shoes is not enough". His business strategy, which closely resembles NGR's integrated fitness strategy, is to reward their customers through several methods including vertically-integrated partnerships. For example, **this weekend book owners will receive 20% of their purchase at a Lululemon store in Montreal.** These are smart decisions and while Cohen is out there for everyone to see, it wouldn't surprise me to see Isaac as having a **Chris Hughes** like reputation and attention once the company blows up.

The best ideas are often the best because they are timely and there's little doubt that NGRs' focus on keeping you and your wallet healthy, is burgeoning at exactly the right time. The brand will keep growing because it saves our most precious resources – time and money – and it's really a foregone conclusion in my opinion before Oprah comes a knocking. In the meantime, I need some help getting out of a gym contract – anyone?

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