



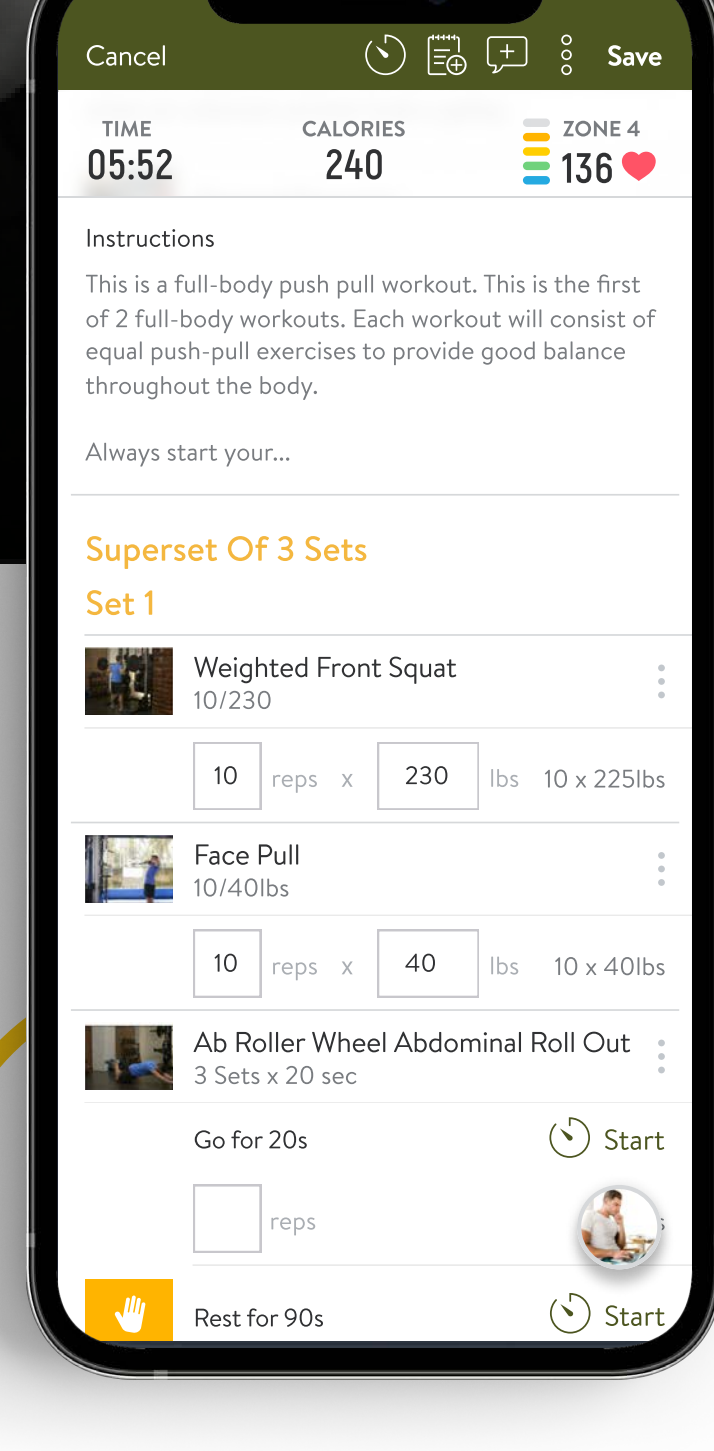
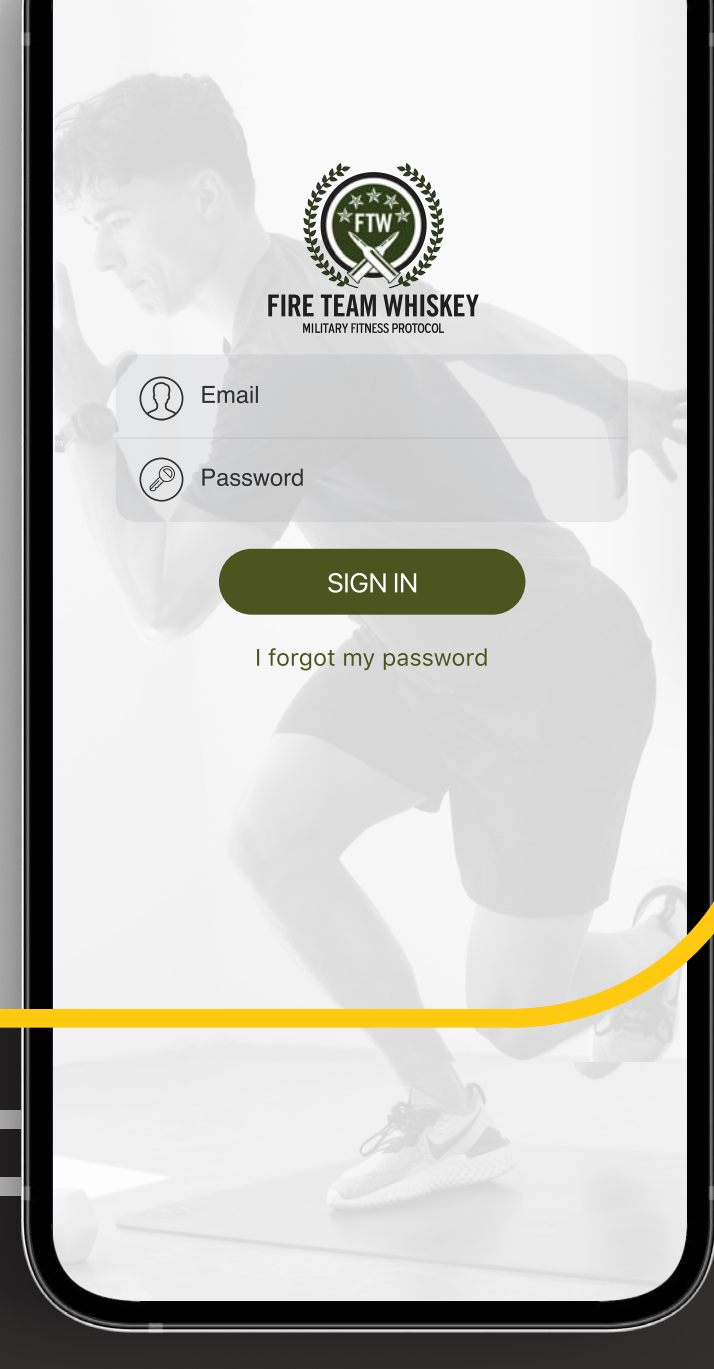
A Healthy Body Starts With a Healthy Mind:

How Fire Team Whiskey Keeps Clients in the Headspace for Success Using ABC Trainerize

Stephanie Lincoln has dedicated her life to the service of others, as an army veteran, a certified personal trainer, a licensed mental health counselor, and now as the founder of Fire Team Whiskey.

Her career began with 10 years of service in the US army, following by an additional 10 years as an embedded Military Mental Health Practitioner, a role where it was her responsibility to provide a high level of care to returning soldiers suffering from a wide range of mental and emotional issues, as well as new enlistees having trouble adjusting to military life.

To say the role is not an easy one is both obvious and an understatement, and it was during her time as a Military Mental Health Practitioner that Stephanie had the opportunity to view first-hand the way the military approached wellness. It was there that she found the inspiration for her business, and in 2018, stepped outside the structure of the military system and forged her own path.



IDENTIFYING A GAP

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The inspiration for Fire Team Whiskey was definitely my work as a contractor in the military mental health side of things. It was just a glaringly obvious problem to me, you know, seeing 40-50 soldiers a day and looking over their medical charts. These are people who are supposed to be in the prime of their life. Guys who are 22 years old that are 60 pounds overweight, they've got high blood pressure, they're on two mental health medications—and they have back pain, neck pain, knee pain. They've got all sorts of physical limitations and this is the prime of their life! I was like 'am I the only one seeing this



For Stephanie, it felt like a failure in the system—a gap she felt compelled to fill.

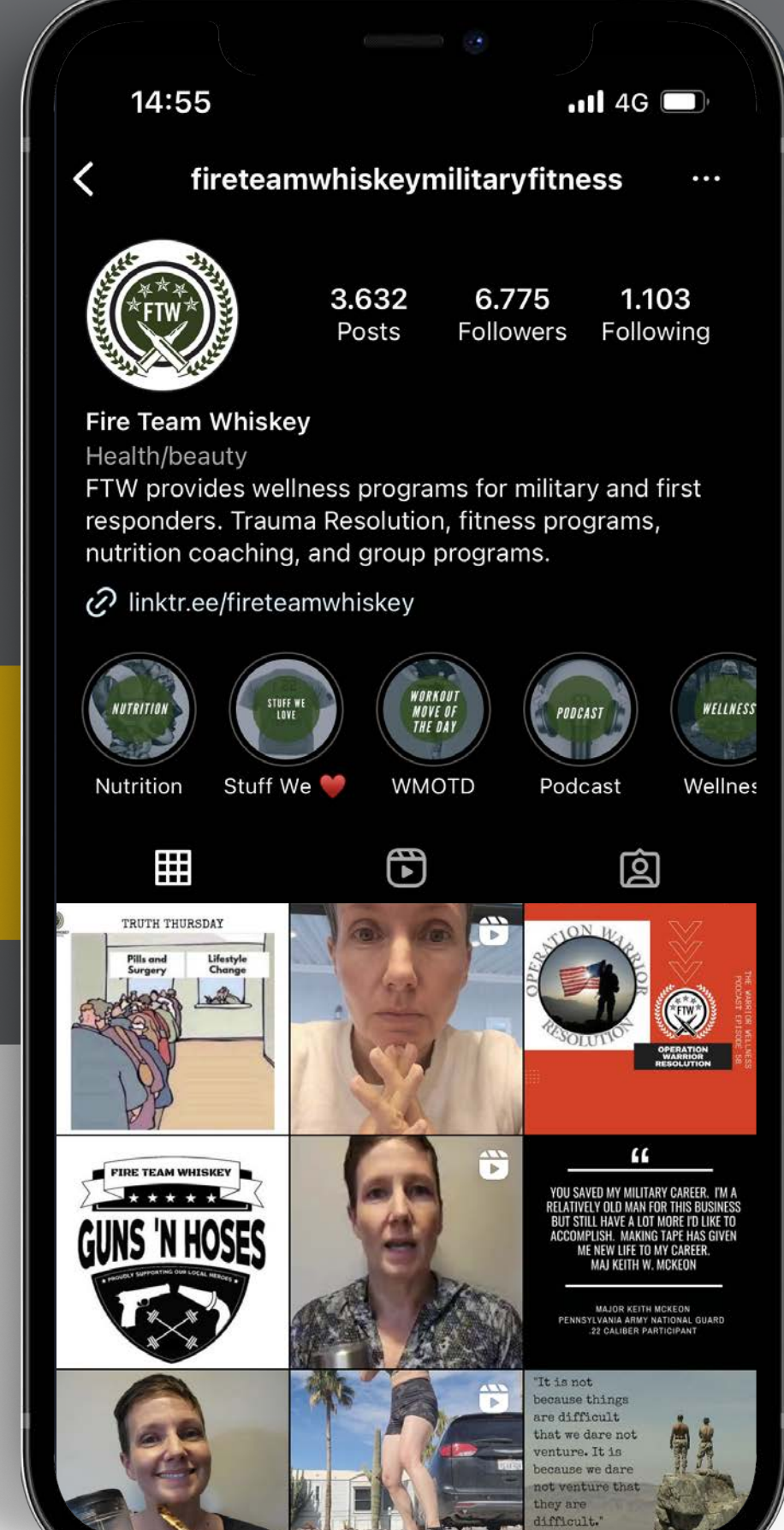
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There was absolutely no attention being paid to the holistic wellness approach. It's just like okay, you need to make weight, you need to pass your fitness test and that was it. There was no consideration of a holistic approach.

A HOLISTIC SOLUTION

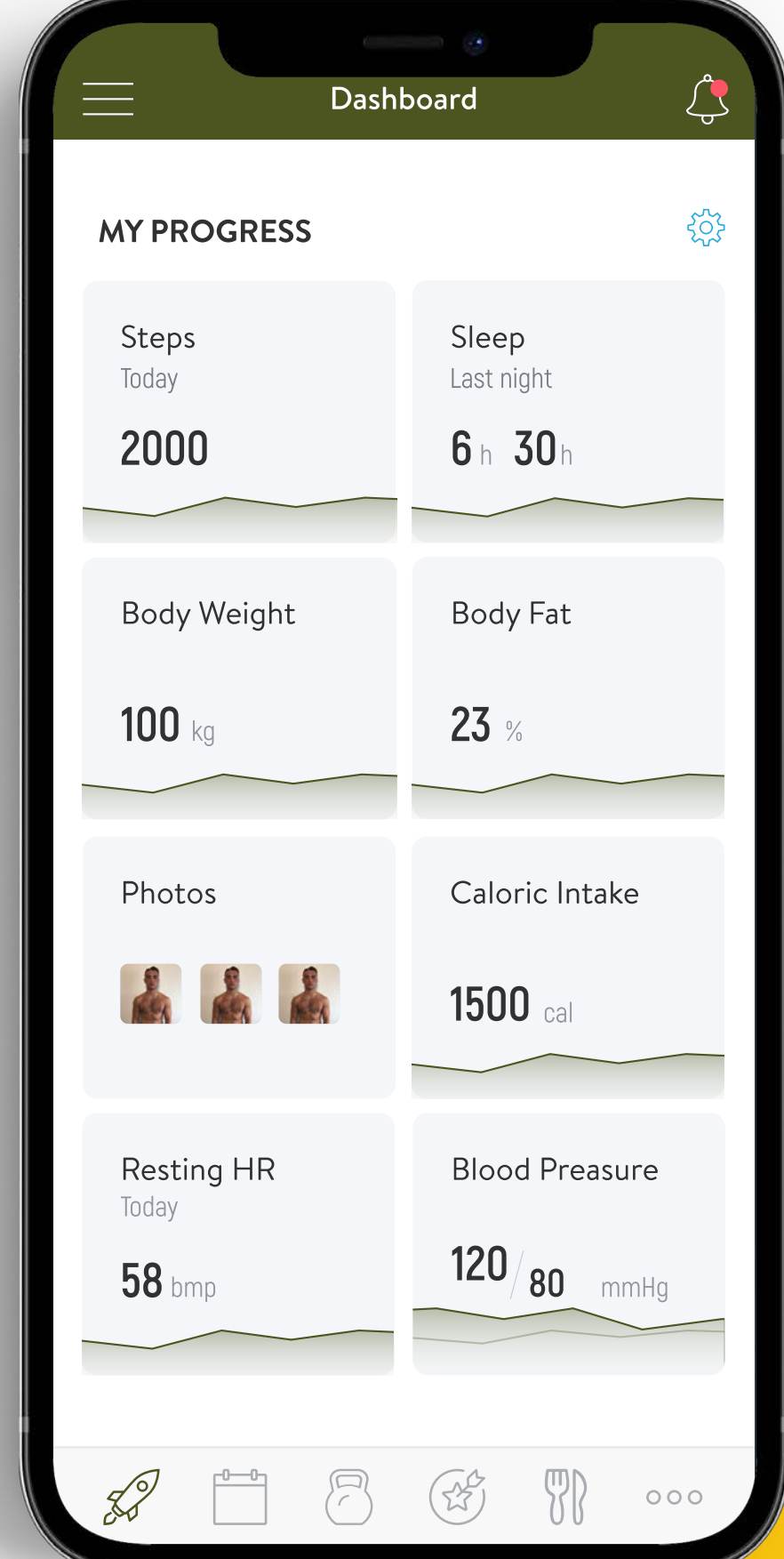
The Fire Team Whiskey we see today is the result of Stephanie's desire to create a holistic health solution. The business was created as a “one stop shop” solution for the military and first responder health and mental health crisis. The services Stephanie provides are based on supporting clients under three key pillars: trauma resolution and coaching, nutrition programs, and fitness programs.

Follow Fire Team Whiskey on Instagram: @fireteamwhiskymilitaryfitness



STREAMLINE AND SCALE

As the business started to take off and Stephanie started to build up a client base, she realized she needed help streamlining her operations and a better way of communicating with her growing clientele. This is when a fellow veteran and fitness business owner recommended ABC Trainerize.



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I had a business contact who had a gym in South Florida. We partnered together on a couple of projects and ABC Trainerize was the app that they were using. I was looking for options to manage new clients so I checked you guys out. They're big into tech, so I trust that they knew which services out there were the best. Fire Team Whiskey initially launched their online presence with an on-demand content model, offering a membership with access to a library of digital content, but Stephanie quickly decided she wanted something more—something with a sense of community and connection. “We were kind of online first. Just like a library and online login kind of membership. And yeah, you get the fitness content but there's nobody to talk to on there, there's nobody to connect with...moving to the ABC Trainerize platform helped provide that one-on-one experience.

We worked with ABC Trainerize to create our custom Fire Team Whiskey app. Moving to the ABC Trainerize platform was really helpful because it provides that one-on-one connection. I can get messages anytime from clients. It feels so much more personal when you're doing virtual services.

Today, Stephanie can easily run Fire Team Whiskey's trauma resolution and coaching programs, nutrition programs and fitness programs — both in-person and online. She also runs challenges in the community throughout the year to spark motivation and build connections.

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The groups on the app have really augmented what we do, because it has created a community of support. So when we do our challenges, you don't just have your trainer encouraging you, but you have like 70 other people who are doing the same thing you're doing and know your suffering. And you're celebrating each other and encouraging each other and they're people just like you right?

PRIORITIZING MENTAL HEALTH

THE FIRE TEAM WHISKEY COMMUNITY IS ALL ABOUT MENTAL SUPPORT.

Stephanie is passionate about creating changes that will stick and focusing on more than just the physical aspects of wellness.

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“Anything people do in the gym, it's not going to stick unless they make that mental shift and heal their mental wounds, right? Because then none of the physical changes are going to be permanent — and I'm not interested in temporary changes.”



Stephanie believes that trainers play a critical role in their clients lives and mental wellbeing—far beyond helping with proper exercise form or reminding them about an upcoming session.

You are that kind of mental support for that person in a lot of circumstances, it's just so important to make sure that they're taking care of these things as well.

TURNING SMALL CHANGES INTO LIFE-LONG RESULTS

At the top of Stephanie's favorite feature list is ABC Trainerize's habit coaching, which allows Stephanie to truly empower her clients to take care of their bodies and their minds.

I use habits a lot with personal training clients. It's very helpful, especially for daily reminders for those specific habits that you're working on that week with the client...they know they need to do it.

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I'm not interested in temporary changes. I tell people that all the time when they sign up for us. If you're just here for a crash diet, go somewhere else. It's a focus on long-term success...we're asking you to make a commitment, but the commitment is to yourself, because we don't do short-term.

As Stephanie begins to plan the future of Fire Team Whiskey, mental health will continue being the focal point of her coaching. She hopes to soon provide opportunities for clients to embark on wellness and fitness retreats. Some day Fire Team Whiskey's may even have its own physical space for glamping retreats where members will be invited on a yearly basis.

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If you're struggling with anxiety, depression, or PTSD, all the other things are gonna be a struggle too. You're not going to be motivated to work out. You're not gonna be motivated to eat well and so these things go hand in hand.

— Stephanie Lincoln, Founder & CEO, Fire Team Whiskey

Learn more about what makes Fire Team Whiskey unique on their website!

