



## Lesa Burgess

"I have always had a passion for health."

Though she'd been on every diet, Sandy had always been able to maintain what she considered a "normal" size. She had an active life hiking, biking and just living. But life happens, and in her early 50's Sandy found herself in a new role-complete caregiver to her disabled husband, and supporting her daughter and autistic grandson, and her frail 90 year-old mother. All her relationships had shifted, and her life began to pile up as she made her way through it as best she could.

Over time, Sandy became twice as big as she had been, weighing in at 245 pounds. She started a non-profit organization to help autistic kids learn soft skills. She was turning down networking opportunities and speaking engagements with depression and disappointment. She was hiding under layers and layers of clothes. At 245 pounds, Sandy was looking at a picture of herself but she couldn't recognize that woman or even identify with her. "I see a sad, uncomfortable woman," she thought. "That's not me."

Then it began to sink in. She is that woman in the photo. Sandy says she thought to herself, "My joints hurt. My activity is restricted. I can't play on the floor with the grandkids. I have headaches and reflux. I have been retreating and withdrawing. I have been hiding." Sandy realized that she hadn't really "seen" herself in years, and this sad woman she saw in the photo really was what she'd become. And then she was diagnosed with cancer, a type in which obesity is a prominent risk factor. That was a wake up call.

"My brother forwarded me a newsletter from his doctor that had Dr. A's Habits of Health in it. I picked up the phone and called. Eleven months from that time, I had lost 120 pounds\*. I call it the 'half-me project.' "

What made the difference? Sandy says the one-on-one Coach support and the healthy lifestyle made all the difference. "This is so much more than a diet; it's learning how your body works and teaches you to stay a step ahead of your body's cravings."

The plans provide a structure to get comfort eating and emotional eating under control. It's this message that Sandy wants to take to others as an OPTAVIA Coach.

"I love this program so much and I want other people to feel that hope. I want them to know that no matter how high you think your wall is, you can climb it with this program."

*\*Average weight loss on the Optimal Weight 5 & 1 Plan® is 12 pounds. Clients are in weight loss, on average, for 12 weeks.*

<sup>†</sup>The stories shared reflect the unique experience of a small percentage of independent OPTAVIA Coaches and should not be relied upon by prospective or current OPTAVIA Coaches as an indication of what they should expect to earn, nor do they take into account any expenses that may have been incurred by the Coach. OPTAVIA makes no guarantee of financial success. Success with OPTAVIA results from successful sales efforts, which require hard work, diligence, skill, persistence, competence, and leadership. Please see the [OPTAVIA Income Disclosure Statement](#) for statistics on actual earnings of Coaches.



Lesa



Jody

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OPTAVIA recommends that you contact your healthcare provider before starting and throughout your weight loss journey.



## Jody Genessy

"I realized I could improve my health, help others, and have an additional source of income. In fact, we've been able to get our lives back."

Storytelling has always come naturally to Jody, a career sportswriter for a local paper who has been covering his city's professional basketball team for over 20 years. But a short encounter on a small regional plane was the turning point of lasting change. He remembers walking down the aisle of the plane, seeing the looks of people hoping "the fat guy" wasn't going to sit down next to them.

When he did finally sit down, at 373 pounds, his 5'8" frame leaning away from his neighbor to not invade his space, part of his body spilling into the aisle, the armrest digging into his side, his back and neck hurting... he began to type into his phone what it was like to be the fat guy on the plane. As he continued to write, he realized everything was lousy, miserable, uncomfortable and painful. Not just on this plane, but everywhere in his life.

"My profession is to sit on the sidelines and observe athletes play their sport. But I was also on the sidelines of life, stuck in a state of woe and misery, says Jody. "I had a lot to live for, but I didn't feel alive. This program is like somebody showed me the 'on' button for my body and my soul, honestly."

Jody became a Coach about a month into his own journey. He had watched a video posted by a Coach in his support group about the great income a Coach can make all while helping other people†. With 11 credit cards maxed out and a foreclosure notice sitting on the kitchen table, Jody began to consider the opportunity.

"I realized I could improve my health, help others, and have an additional source of income. In fact, we've been able to get our lives back," Jody says. He has so far lost 165 pounds\*, and with the help of his coaching income, paid off the 6th credit card and regained control of their mortgage†.

Having learned and incorporated the Habits of Health™ into his life, Jody is now focusing on learning how to coach other Coaches and open the doors of opportunity for them. "Every dollar we earn as Coaches is a dollar that helped someone else get healthy," Jody says.

Jody works with Coaches who have many different definitions of success. He embraces all of them. "Earning an extra \$200 a month is life-changing for some of my Coaches," he says. "As for me, I'm super excited for the future."

Jody's new goals include losing a few more pounds for the healthiest body weight he can achieve, and gaining a healthy financial position in his life in order to serve his family and others.

Jody says, "My business is just starting to blossom. I'm turning my mess into a message."

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