

Wendy IDA

**“America’s
#1 Expert
on Living Fit,
Fierce & Fabulous
After 40”**

Best-Selling Author, Speaker, Fitness Expert & TV Host

As seen on:



At 60+ years young, Wendy Ida reinvents lives around the world and is a phenomenal speaker with a powerful message! She shares how she went from being an abused, 180 pound, overweight, fast-food junkie to a rock-solid size 4, winning eight body building championships and setting two Guinness World Records at age 60! Wendy personally guides you through her secret mind map that will inspire you to action and show you how to win!

Speaking Topics Include

- Take Back Your Life and Look Good Naked
- How you do ANYTHING is EVERYTHING!
- Rock Your Power, Recapture Your Youth and Re-invent Your Life
- How to Live Fit Fierce and *Fabulous After Forty*
- If looks could kill: What domestic violence really looks like
- Secrets to FINALLY Positioning Yourself to Get EVERYTHING You Desire
- Living Free of Financial & Physical Pain

Escape to Victory

When Wendy began her fitness career at 43, she felt sick, fat, tired and stuck. With low self-esteem she was at the point of giving up. Instead, she crossed the country to escape a violent and abusive marriage. Depressed and uncertain about her future, Wendy shares, “I had to face myself before I could create a new life.” It’s Wendy’s mission to share her self-taught approach to people around the world on how to create a mind-body connection to increase energy, improve motivation and conquer your greatest fears.

Wendy set two Guinness World Records by achieving the most “burpees” (a calisthenics exercise) in 1 minute and is the “oldest fitness instructor/trainer who actively teaches classes in multiple fitness disciplines.”

The 90-Day Plan

Wendy’s best selling book, *Take Back Your Life: My No Nonsense Approach to Health, Fitness and Looking Good Naked!* helps women of *any age* to feel strong and sexy. Women also learn how to cheat the clock ... And get their bodies back! Wendy’s 90-day plan effectively neutralizes the most common reasons people avoid eating well and exercising from divorce and career changes to burgers and fries.



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Awards and Nominations

- 2-Time Guinness World Record Holder
- 8-Time Award-Winning National Champion in the NPC Bodybuilding and Figure Championships
- 2-time Nominee - Who's Who among Women in Business
- 2012 Indie Book Award Winner
- Outstanding Educational Community Services Award of Recognition – KTYM 1460 AM Radio

Other Credentials

- Director, Obesity Prevention Initiative Program
- Nationally Certified Master Personal Trainer & Nutrition Specialist

- Former Assist Strength & Conditioning Coach for LA Avengers Football Team
- Advice Columnist and Frequent Guest on TV and Talk Radio

Partial Client List

1. Google Inc.
2. California Women's Conference
3. Megafest-TD Jakes, Potters House of Dallas
4. Power Networking Conference (PNC)
5. CEO Space International
6. AT&T
7. Long Beach Memorial Hospital
8. Smart Meetings
9. City of Torrance, CA



What Audiences are Saying

Because of her courage and hunger to change her life Wendy has overcome negativity and tragedy and has now found a way to empower other people.

Les Brown, Motivational Speaker
and Bestselling Author

Wendy is motivating and gets straight to the point. I had so many "ah-ha" moments that now I'm confident I can make positive changes too!

Cindy Popp, Producer/Director,
"The Bold and The Beautiful"

Motivating, driven, powerful and inspiring, Wendy tackles real changes with easy solutions. I loved it!

Dr. Zari Alipour, Ph.D.

*I have two words for my **hot body** – **Wendy Ida!***

Tara Kirkland ~ Client

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