



# Wendy IDA

*America's #1 Expert on  
Living Fit, Fierce & Fabulous After 40*

**67 Years Young  
Best Selling Author,  
Speaker, TV Host  
Life Reinvention Strategist  
& Fitness Expert**

## MEDIA KIT

*Connect to the*

Queen of inspiration and mentor to millions

2-Time Guinness World Record Holder

8-Time National Bodybuilding/  
Fitness Champion

[www.wendyida.com](http://www.wendyida.com)



## Meet Wendy Ida

*From Devastation to Dynamite!*



**Wendy Ida (pronounced ee'da)** also known as **"America's #1 Expert on Living Fit, Fierce & Fabulous after 40"** is a 67 year young internationally recognized **Best Selling Author, Speaker, TV Host, Life Transformation Coach and Fitness Expert.**

She is also a two-time **Guinness World Records Holder** and 8-time award winning **National Fitness Champion.** She won the Indie literary award for her book, *Take Back Your Life: My No Nonsense Approach to Health Fitness and Looking Good Naked!* – Foreword by Les Brown, Motivational Speaker

Wendy has made dozens of appearances on TV, talk radio and other media such as **Essence Magazine, The Dr. OZ show, Inside Edition, CNN, Fox Sports Net, NBC, ABC, B.E.T., commercials, exercise videos and more.**

She is also a "Strive to Thrive" fitness expert for actors/producers Boris Kodjoe and Nicole Ari Parker, as well as the former Assistant Strength and Conditioning Coach for the LA Avengers football team and Director of the Obesity Prevention Initiative Program in association with USC Norris

Comprehensive Cancer Center, Kaiser Permanente, American Bio-Clinical Laboratories and the RMCF.

Twice nominated for Who's Who Among Women in business, Wendy Ida also received the Award of Recognition for Outstanding Educational Community Service from Dr. Charles Adams, Founder and President of the Educational Outreach Community Program.

Wendy was born and raised in New Jersey, has two children and is a domestic violence survivor. She re-invented her life and now she is on a mission to transform the lives and rebuild the bodies of women (and men) around the world. That is why every day you will hear Wendy say: **"It's never too late to Take Back Your Life!"**



ESSENCE



SEE VIDEO TO LEARN MORE... <https://www.youtube.com/watch?v=MaYMnrQDcK4>



## Press Links

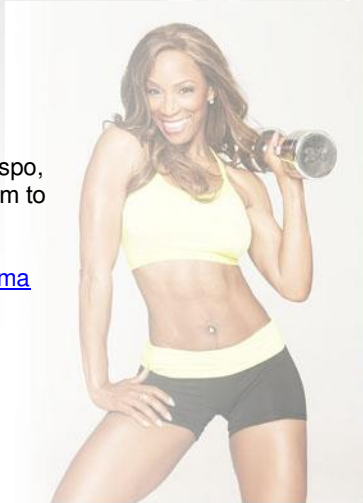
**YAHOO - 13 million viewers**

### **Amazing Granny is Our New Fitness Inspiration**

**Amazing Granny is Our New Fitness Inspiration**

This a recent snapshot of 64-year-old grandmother and fitspo, Wendy Ida (pronounced ee'da). The grandmother and mum to 41-year-old, Sky, credits her youthful look...

[https://www.yahoo.com/beauty/fitspo-granny-proves-that-looking-1425719748075574.html?soc\\_src=mail&soc\\_trk=ma](https://www.yahoo.com/beauty/fitspo-granny-proves-that-looking-1425719748075574.html?soc_src=mail&soc_trk=ma)



**Metro - 87.1 million shares**

### **This woman is actually a 64-year-old gran and it's blowing people's minds...**

<http://metro.co.uk/2016/05/09/this-woman-is-actually-a-64-year-old-gran-and-its-blowing-peoples-minds-5870226/#ixzz4B92bGZwL>

**China -**

她从43岁开始健身，在64岁美成了24岁的模样！

### **She started fitness at age 43, now age 64 looks like 24 in the United States...**

<http://bit.ly/1szYMyf>

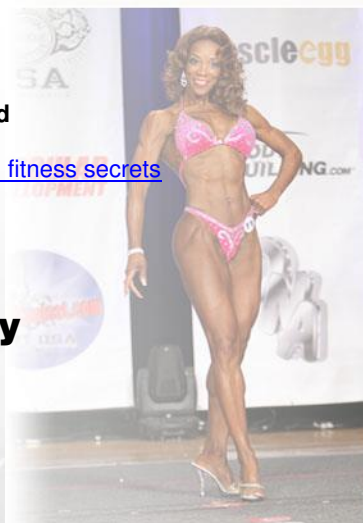


**Daily Star -**

### **Sexy 64-year-old reveals her biggest age-defying diet and fitness secrets**

A GORGEOUS grandma reveals how she got the toned body of a woman half her age...

[Sexy 64-year-old reveals her biggest age-defying diet and fitness secrets](http://www.dailystar.com/news/64-year-old-reveals-her-biggest-age-defying-diet-and-fitness-secrets)



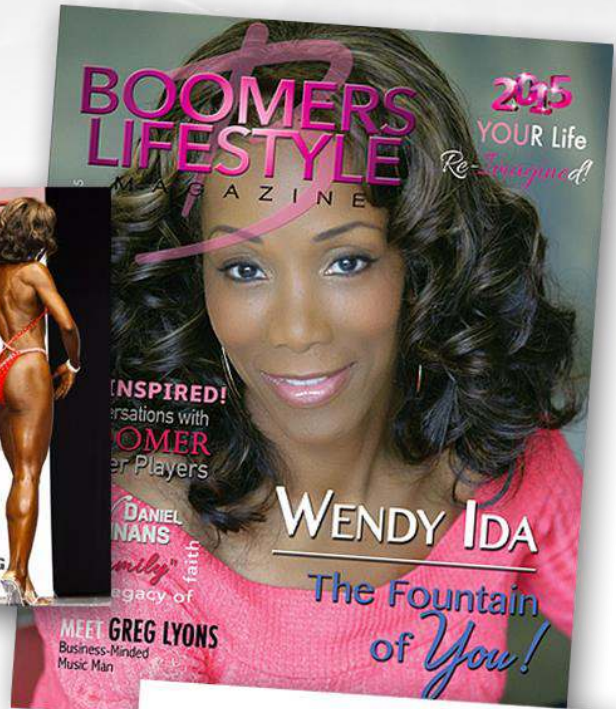
**Huffington Post - 95 million viewers**

### **WATCH: One Woman's Journey From An Abusive Marriage To Wellness Coach...**

<http://www.huffingtonpost.com/news/wendy-ida>

## Magazines

### ESSENCE





## Videos / TV

### Wendy in the News



[https://www.youtube.com/watch?v=ZUEyk\\_NuYrw](https://www.youtube.com/watch?v=ZUEyk_NuYrw)

### TV Hosting



<https://www.youtube.com/watch?v=omErcaYTm50>

### Inside Edition



<http://www.insideedition.com/headlines/14509-meet-the-ageless-grannies-with-jaw-dropping-bikini-bodies>

### Dr. Oz



<https://vimeo.com/170690690/7a5309df0b>

### Girl Talk w/ Serrita Jakes



<https://youtu.be/DO95p1HF6nM>

### Gala Event

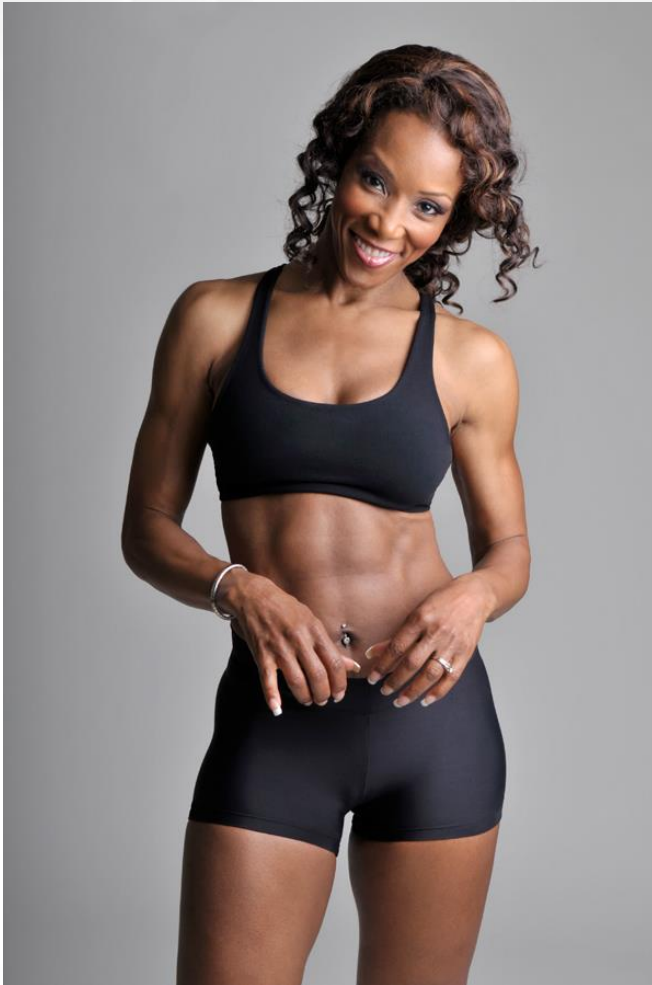


<https://youtu.be/afjmAC52zAM>

For more press info: <https://wendyida.com/media/>

## Coaching & Mentorship

**“Take Back Your Life!” Private Mentorship & Coaching Programs**



**Experience  
full-spectrum  
mind-body  
support!**

**Discover a cutting-edge  
fitness program for  
women over 40 that  
REALLY WORKS...  
from a grandmother!**

**“Why believe me? Because I can help you **look good naked**. I lost 80lbs and my results speak for themselves.”**

See REAL results that last!

*"I have two words for my HOT BODY! Wendy Ida!"*  
~Tara Kirkland, Client

**Take Back Your Life – Take Back Your Body – Take Back Your Sexy!**



Coaching Program - <http://wendyida.com/mentoring-coaching/>



# Phenomenal Speaker

**Wendy is Dynamic & Contagious with a powerful presence!  
Her message impacts audiences around the world!**

## Wendy promises

- Your audience will have a blast while being educated and entertained.
- To provide practical & proven solutions so audiences are not only engaged, but completely transformed.
- When it comes to empowerment, motivation, education and inspiration, she delivers every time!



***“Wendy Ida is the real deal – a dynamic & powerful speaker! She can effectively inspire a crowd to action and sometimes tears. Wendy’s knowledge and expertise set her well above others in her profession. I would hire her again and again any day!”***

~ Michelle Patterson, President and CEO of Women’s Network & California Women’s Conference



**VIDEO:**

[See Wendy in Action!](#)



**VIDEO:** [See what happens after an event - shocking!](#)

## Speaking Topics Include, but not limited to the following:

- Take Back Your Life and Look Good Naked
- Rock –hard Mind, Body, and Sexy: How to Get & Keep Yours
- Rock Your Power, Recapture Your Youth and Restore Your Health
- Finally Focus to look Fit Fierce and Fabulous After Forty
- Domestic Violence
- If looks could kill: What domestic violence really looks like

**Wendy shows you how Your BIGGEST DREAMS are in REACH!**

## Events / Media Tours

**Our Platform Has Grown to over 197 Million with Extended Reach**

### **We Awaken Your Senses...**

You Experience Culture, Relaxation, Fitness & Fun beyond Your Dreams With Mind-blowing destinations like Bali, Cuba, Sedona & China

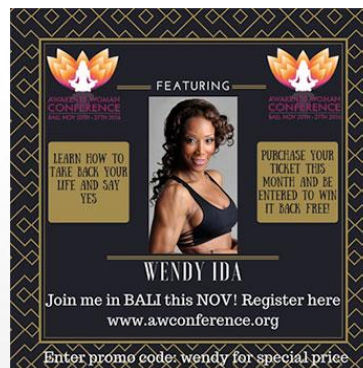
We are growing rapidly and creating opportunities that empower women over 40 to take charge of their lives, regardless of age!

### **Take Back Your Life Summit**

- It doesn't matter your age, or where you come from, or what you've been through; you leave this summit with a heightened dose of inspiration, motivation and healthy change.
- You experience true-life transformations, increased energy and direction.
- The Take Back Your Life Breakthrough System teaches you how to feel sexy, alive and empowered again!
- Through our experiential techniques you learn how to rebuild your body, recapture your youth and re-invent your life!



<http://wendyida.com/gala2012/>



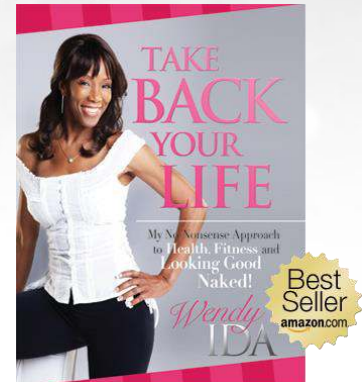


## Books / DVD's

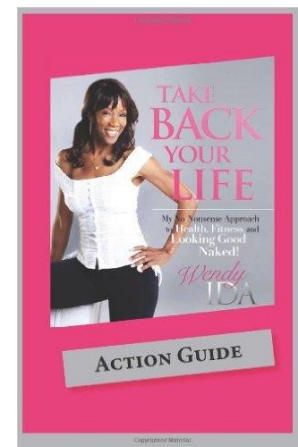
### Wendy Ida's "Take Back Your Life:" No Nonsense Approach to Health Fitness & Looking Good Naked!

...is a woman's 90-day guide to regaining control of her **life, body** and her **SEXY!**

Wendy speaks to the needs of women over age 40 & talks candidly about the issues that complicate women's health, stymie weight loss, decrease sex drive and sabotage self-esteem for women in midlife who feel unattractive and powerless.



**The Take Back Your Life Action Guide...** was designed to nudge you to action, hold you accountable and personalize the Take Back Your Life book to create the spectacular results you want.



**Wendy's Fountain of You DVD...** is the perfect companion to get Fat burning, Muscle Building Motivating Workouts for that HOT body you desire!

- Conquer belly fat
- Increase libido and sex drive
- Stay motivated – Increase Energy
- Make mid-life work in your favor!

### "Age is not a Factor"

Watch the Video: <https://wendyida.com/book/index.html>



## Celebrity Testimonials

*What People are Saying About Wendy Ida!*



**“You are the epitome of sexy, healthy & a beautiful inner peace.”**

**“When you told me you were 60 something I was floored. You look amazing! Congrats on your book, *Take Back Your Life!* THIS BOOK IS IT! YOU ARE THE EPITOME OF SEXY, HEALTHY & A BEAUTIFUL INNER PEACE.”**

*~ Sherri E. Shepherd*

*Comedian, Actress and co-host of daytime talk show “The View”*



**“Wendy is the real deal.”**

**“Wendy is the real deal. Just worked out with Wendy Ida...LMAO at Google dancing gangnam style CRACKED ME UP! Hope your birthday weekend is as amazing as you are! **Continue to inspire us all! True beauty.**”**

*~ Nicole Ari Parker, Actress*



**“Wendy will help you get out of your unhealthy comfort zone.”**

**“Wendy will help you get out of your unhealthy comfort zone. Wendy made the connection between good health and achieving one’s dreams. Her *Take Back Your Life* program will require that you make the decision that you want to live!”**

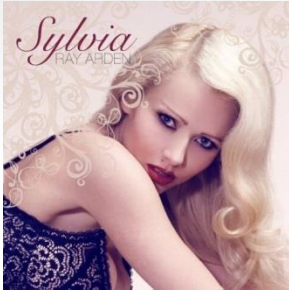
*~ Les Brown, Motivational Speaker & Best Selling Author*

[Video] [https://www.youtube.com/watch?v=jWLxsysjf\\_Y](https://www.youtube.com/watch?v=jWLxsysjf_Y)



## Testimonials

### *What People are Saying About Wendy Ida*



"Wendy, I am so impressed by YOU! You are huge and such an inspiration I wish my Mom was working with you, she would so need a Coach and a Role Model like you! We all need you. I started to share your Video on my pages...

Blessings, Love and all the best to you!"

Your Fan,

~ Sylvia Ray Arden



"I am reminded of this scripture as it relates to you: Matthew 9:37-38 Then He said to His disciples, 'The harvest is plentiful, but the workers are few. Therefore beseech the Lord of the harvest to send out workers into His harvest.'

In my heart I know that He chose you for this specific assignment. I am thankful that He connected Boomers Lifestyle Magazine to you. Our community needs to hear your story if they haven't already."

~ Tiecha Keiffer

*Creative Director, Boomers Lifestyle Magazine, New Orleans, LA*



"THANK YOU for being my role model! I feel blessed to have found you.

I thought it might be too late for me to really get into fitness at my age. But I found you, just by coincidence! This is amazing, because I live in Germany. So your fans are all over the world!

I have purchased your book and I love all the motivation and tips you are giving."

Kisses from Germany, Europe

~ Sophie Ingrid Mattscheck

*Germany, Europe*

# Testimonials

## *What People are Saying About Wendy Ida*



"Hi Wendy Ida, got the impressive news about your story fighting for a change. Really set a good sample for the women on the earth."

~ Hera Wong



"I have two words for my HOT BODY - Wendy Ida!"

~ Tara Kirkland



**Before      After**

**"Wendy is absolutely one of the most dynamic,** insightful, and as you most likely already know, beautiful women I have ever had the privilege of meeting! Wendy, I absolutely adore you and look forward to working with you again when the time is right. You've set the foundation for the rest of my life! And these other trainers can't hold a candle to you...STRAIGHT UP!"

~ With Love, Jamessa Jones founder/VP Talent Acquisition- ImagineIT INC.



**Before      After**

**"I've lost 40 lbs...After just two weeks I couldn't believe my energy!"**

It has been a great pleasure to work with Wendy Ida. When I met her, I KNEW she was the one that could help me. Thank you Wendy for the impact you've had on my life."

~ Carol Dorey Trickett, Ontario, Canada – Financial Consultant



## Contact

### Media Relations

**CONTACT:** WIF Enterprises LLC. (323) 522-4432

### Book Wendy for Speaking Engagements

<https://wendyida.com/speaker/wendy-can-speak-for-you/>

### Wendy Ida Enterprises, LLC.

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[www.WendyIda.com](http://www.WendyIda.com)

**OUR PLATFORM HAS GROWN TO OVER  
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### As Seen On

