



Name: April O'Leary

Member ID: 10727284

Tshirt size (unisex): XS

Start Date: 1/31/17

End Date: 5/23/17

Height: 5' 6.5"

Start Weight: 125

End Weight: 121

Weight Loss/Gain: -4
(End Weight – Start Weight)

Notes: Please include this cover sheet as part of your essay (in one document), not as two separate documents. Essay must be saved as a .doc, .docx, .pdf, or .txt file and be under 2MB. Essay should be between 250-500 words and must be uploaded at the same time as your 4 'after' photos.

Write Essay Here: Athletic Mom Faces Her Biggest Rival: Herself

Until 1996 losing wasn't in my vocabulary. I was a collegiate runner and die hard competitor. However, at age 18 everything changed when my 45 year old father was diagnosed with cancer and I lost him three years later. I partied hard to numb the brain and ran hard to ease the pain. Those coping skills stayed with me for the next 20 years.

I met my husband just 8 weeks after my dad's passing in 1999. Soon after, I graduated college, relocated to Florida, got married and had my first daughter. By 29 I had three girls under 6 and was trying to keep my head above water. I had no time for exercise or good nutrition and slowly I started losing my identity.

What happened to that winning competitor? Somewhere along the way I had unconsciously put everyone else's needs first and I felt so lost and resentful. I felt like a loser.

After a rock bottom moment in my marriage, I somehow mustered up the strength and motivation to get back in shape and train for a half marathon and I also ended up in a therapy office where I learned that in order to take care of others I first had to take care of myself.

Gratefully my marriage and health were back on track and I had birthed a new vision to help moms learn it was OK (dare I say healthy) to prioritize their own needs first, so I enrolled in a Master Life Coach program in 2009. I was back in the game!

My practice opened in 2010 and I have since published three books, developed online courses and hosted two conferences. Always a mom first, I continually sought that magic income vehicle that could help me leverage my time because if I wasn't working, I wasn't making any money.

Through a series of divine coincidences I was introduced to Isagenix and loved my product experience. After attending NYKO in 2016 I knew I had found what I was looking for. Isagenix was a way to use my coaching skills to help moms reclaim their identity, their energy and their bodies. I also loved that I could help them create extra income for their families from home.

Despite my success, this nagging thorn of alcohol would surface from time to time. Frequently girl's night out, school fundraisers, even a simple book club would turn into a black out. I never thought much about it back in college, but now in my late thirties I decided to take a more serious look and began attending a 12-step program.

At the completion of this IsaBody challenge I am fourteen months sober and I am in better shape now at almost forty than I was back in college. The IsaBody challenge has given me a positive vehicle to supercharge my competitive spirit once again. My vision to help moms hasn't changed. It's expanded. Now I have a way to help them live their lives to the fullest...emotionally, physically and financially. That is truly my biggest WIN!

2 Minute Video Message from April- <https://youtu.be/npB4uw0EmoQ>

TEAM WRITTEN TESTIMONIALS:

LISA DEMAYO- I am honored and proud to be working alongside April O'leary. She is the epitome of a selfless leader and a massive contribution to our team! She listens generously, contributes endlessly and is a walking Isa testimonial. She exudes power and determination and her physical results are just one example of how deep her commitment is. She is willing to give so very much to our Isa community. ❤️ 🌸 🥰

ELIZABETH VALDEZ- April attracted me to Isagenix through the value she added to my life. Almost daily, my Facebook wall had a video she made that would help me to grow in my personal development. I watched her from the sidelines for a year before I met her in person. She didn't even know the impact she had had on my life up to that point, and I was ready to go to the ends of the Earth to be on her team. I'm so thankful to grow under her direct tutelage in this incredible company! And April is more than a business partner and mentor - she's a friend for life.

TEAM VIDEO TESTIMONIALS:

SHEMANE NUGENT- <https://youtu.be/nHeYkZAUoe8>

DANIELLE RUSSO-SLUGH- <https://youtu.be/s1HORvtrNgw>

APARNA MOOLA- <https://youtu.be/XNJxoiJcPMI>

CHRISTINA NGUYEN- <https://youtu.be/ytjdFHbHo2M>

ELIZABETH BURKE-BEATY- <https://youtu.be/3rMvrfymDLc>

THOMAS LUKOMA- https://youtu.be/Pt_QmO5IKb8

HEIDI BURKEMPER AND JOE LAUBER- <https://youtu.be/dPsXMk35iYc>