

The job: Produce fitness-related hooks to be used in social media campaign and merchandise marketing.



Kickboxing

Skipping lunch to pack a punch.

Take a stance.

No glutes no glory.

No punches pulled.

Get Hooked.

Giving excuses a one-two punch.

Kicking butt daily.

I'd rather jab than gab.

Aint fitness a kick in the head?

Sweep the leg. The floor can wait.

A knock out work out.

Crossfit

Box jump or go home.

Double unders all day.

Muscle up to greatness.

Filthy fifty freak.

Murph called. He wants to have a WOD with you.

Good Mornings = Great Days.

Raising Men Not Sissies

Grow a man, not a marigold.

Raise a winner, not a whiner.

Raising studs not duds.

Building champions from cream puffs.

Momma's boy no more. Man up.