

## About The Author

Just Jump

is written by Marjorie Geiser, President and CEO of MEG Enterprises, Inc.

Quick bio:

- Registered Dietitian
- Certified Personal Trainer
- Life Coach
- MBA in Entrepreneurship

### Details

Marjorie realized that many people would never want personal coaching to create their dreams, but wanted a tool they could use to work through the process by themselves. She also realized that there was a missing link in the other books and workshops that are available to service professionals.

Marjorie's background and experience in health and fitness is extensive. She is a registered dietitian, certified personal trainer and life coach. She enjoys a moderately strong reputation among RD's around the country. She has presented at the national American Dietetic Association conference several times and has written multiple articles published in professional magazines. She networks regularly among several dietetics practice groups (DGPs), and is the past-Chair of one of the DPG sub-specialty groups, NE Coaches and is the Chair-elect of the DPG Nutrition Entrepreneurs.

Marjorie also enjoys moderate visibility among fitness professionals. She is a past Secretary of the Personal Trainers Special Interest Group (SIG) in the National Strength & Conditioning Association (NSCA), is an active member of their Nutrition SIG, has presented at this organization's Personal Trainer Summit and networks regularly with other NSCA members. She is also an active workgroup member for the American Council on Exercise, responsible for updating and creating exams for one of their advanced personal training certifications.

In 1982, Marjorie began teaching exercise- to- music classes and in 1983 became the manager of a health club until she returned to school in 1985. In 1990, she graduated from Loma Linda University with a BS in Nutrition & Dietetics. For six years she worked as a clinical dietitian for Riverside General Hospital.

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In June, 1996, Marjorie began MEG Fitness as a sole proprietor, providing in-home personal training to previously unfit

adults and sports nutrition counseling to amateur athletes. During the peak period for the company, revenues were booming, but because Marjorie had no background or education in business, she did not know how to further grow the business.

When she expanded into life coaching in 2003, she started offering business start-up coaching services to other health professionals, due to the ongoing requests. This led her to return to school for her MBA in order to provide better services to her clients. In 2006, Marjorie incorporated as MEG Enterprises.

In 2007, while in one of her Entrepreneur classes, Marjorie realized she needed to solidify her coaching process that she had successfully developed through the years. Her coach at the time pointed out that the best way to do this was to put it down on paper and write a book. As a result, Just Jump was born.

To determine how Just Jump can help you create YOUR business of your dreams, visit the [What's Inside](#) page.

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