

Good Muscle: Not Just a Fitness Brand, a Better Way of Living

In 2021, Alex Benjamin, certified fitness professional and owner of Good Muscle in Emporia, Kansas, was ready to elevate his personal training business by moving out of the local gym he was independently training in and opening his own facility. As someone with years of experience working in gyms, Alex has always enjoyed leading one-on-one workout sessions. It was this passion for personalization that ultimately inspired him to start his own private training facility in the heart of downtown Emporia.

After finding the perfect location for the Good Muscle Headquarters, a 2,800 sq. ft. converted auto mechanic shop, the next step was securing a business loan to purchase equipment needed to open the gym. Alex's lender at Lyon County State Bank encouraged him to reach out to the SBDC for assistance. That is when Alex connected with SBDC Advisor, Allyson Walker, who assisted him with writing a business plan and developing financial projections for his business. Together, Allyson and Alex walked through the legal requirements, start-up costs, and market potential of Good Muscle. With that support, Alex returned to his bank where he was approved for a loan. "Working with the SBDC was so immensely helpful. Going into this project I had a rough draft idea of what I needed to do, but I would have never gotten there without Allyson's help. Having a road map to follow allowed me to give my project life." Alex shared.

The Good Muscle Head Quarters opened its doors in early October 2021. Since opening, Alex has brought in two additional personal trainers. Along with each trainer's one-on-one clients, the gym now boasts 37 regular memberships and counting. On top of continuing his full-time training schedule, Alex now finds much of his time is spent acting as a team leader for the other trainers and building the Good Muscle brand. "One word of advice I would give someone starting out is understand that starting is easy," Alex shared, "but continuing to grow and improve and survive either in brick and mortar or online business requires reflection and self evaluation. Don't be afraid to jump. Don't be afraid to switch lanes. Do not care what others think about you. And most importantly, don't be afraid to put in the work."

Alex defines Good Muscle as a fitness and wellness community that is all about self-love and treating your body the way it deserves. Good Muscle works with the general population as well as athletes on a wide range of goals, from exercising pain-free to losing weight or putting on lean tissue. Goals can be achieved through personal training (in-person and virtual), independent gym use, and classes, all offered at the Good Muscle Head Quarters. To learn more, check out <https://www.thegoodmuscle.com/>