

MURRIETA PIVOTS

All businesses in the City of Murrieta have felt the effects of COVID-19 and the stay-at-home orders. Murrieta Pivots offers a question and answer to discuss how they have met the challenges that the pandemic has presented to their businesses.



Moxie Strength and Nutrition is a small home-based business operating in Murrieta since 2009.

How deeply has the COVID-19 pandemic affected your business?

The COVID-19 pandemic meant I lost approximately 50% of my income immediately, as businesses that I had contracts with shut down. It definitely left me scrambling to ensure that I was able to pay bills and keep my business afloat.

Have you applied for and/ or received funding from any of the Federal or State programs such as the SBA's Payroll Protection Program (PPP) or Economic Injury Disaster Loan (EIDL)?

I applied for both but received no funding. I was just recently notified that I was awarded a grant from the City of Murrieta and am beyond grateful. This will help me pivot my business and move forward in re-structuring to not just survive, but grow, in today's uncertain times.

What changes or improvements have you made to your business model since the beginning of the COVID-19 pandemic?

The same day I lost my contracts, I went home and began making videos to keep my clients sane, safe, and healthy. As soon as it became apparent that we were in this for the long-haul, I re-formulated my business model to be able to offer the same high quality content I'd been delivering in person, in a video and live remote setting. I'm utilizing a HIPPA-compliant and secure website to do my nutritional consulting, and jumped on the Zoom bandwagon to conduct real-time personal and group training, as well as life and health coaching. With the grant, I'm planning on purchasing the technology and equipment necessary to provide more professional content and extend my reach to help as many people whether this crisis, by getting as healthy as they can! I have a small, home-based gym that I do one-on-one training, once it was allowed. For those who prefer to train in person, I am following all city-mandated and suggested plans for safe re-opening: myself and clients are masked at all times, my gym is sanitized before and after every client, and I will be scheduling to ensure absolutely no overlap of clients before and after their sessions.

Do you anticipate that these changes will make it easier to do business with the public going forward?

Absolutely! I've already discovered that offering content and services online allows me to reach more people at times that are most convenient for them. I have a client in North Carolina - something that has never happened before! As I'm reinventing Moxie Strength and Nutrition, I am doing it with an eye toward maintaining the online and remote offerings, even when things get 'back to normal' - whenever and however that is!



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What investments will you need to make going forward to ensure the survival and growth of your business?

I need to invest in a website and a platform to let me offer consistent, professional, and high-quality content and services to my clients. Towards the same end, I need to purchase equipment to create content, as well as the equipment I need to have a fully-functioning home gym for my clients. With so many bigger gyms being forced to close their doors for good, I want to focus on offering clients the same variety they enjoyed at those gyms, in a more personal and comfortable setting.

Briefly describe the immediate impact that the COVID-19 pandemic had on your business?

After the shock of losing so much work, so quickly, subsided, I recognized what an opportunity this was to review, re-think, and re-create my business model and practices. I'm being afforded the opportunity to retire concepts that have suddenly become stagnant or extinct and introduce new ideas and practices that will ensure that I'm able to support my clients in any way possible so that we all can ride out this storm together, as healthy and happy as possible.

What is the most important way the citizens of Murrieta and Southwest Riverside County can support your business?

Call me! Having lost 200 pounds on my own and maintained it for over a decade, then devoted so much time to school - I'm in a unique position to help my clients wherever their sticking points are. I'm a certified nutritionist, personal trainer, kettlebell coach, and health coach; as well as a 'retired' personal chef. From weight loss to supporting your health, from managing stress to learning how to cook healthy meals - I can help. My number is 951-852-7781 and I look forward to hearing from them!

For more information on Moxie Strength and Nutrition, visit their Facebook page [here](#).