A Talk with Melyssa Allen, author of "Healthy Living Doesn't Have to SUCK."

As a part of our commitment to Together We Thrive in 2025, we will be interviewing several women throughout the year with connections to Go for the Greens. One of our first interviews was with Melyssa Allen, author of the book “Healthy Living Doesn’t Have to SUCK.”

Melyssa attended the Go for the Greens conference for the first time encouraged by Alexis Daly, Vice President of Operations at 317 Virtual Services and an active member of the Go for the Greens conference planning committee.

Melyssa is a double board-certified lifestyle medicine coach with a diverse background. She went from being an animal trainer (the dolphins at Sea World Orlando and the Navy’s Marine Mammal Program) to being a fitness instructor, and mental health professional for humans. With degrees in biology and psychology and a master’s in clinical psychology, Melyssa has focused her Mind-Body-Thrive program on helping people, corporations and communities reduce behavioral risk factors and attain healthy behaviors and well-being. She offers membership with goal setting and accountability in areas her clients want to work on. There are check-ins throughout the month to keep them on schedule.

A Winning Combination

We caught up with Melyssa right after she finished teaching a Crunch Fitness class and when she had a nice little endorphin rush. We asked Melyssa about her winning experience from attending the 2024 Go for the Greens Conference. She was able to win business with Orlando Airport from her attendance last year.

“I’m focused on bringing lifestyle medicine into the workplace,” said Melyssa. “At the Go for the Greens Conference I was able to listen to a phenomenal presentation given by Yovannie Rodriguez, Executive Vice President and Chief Administrative Officer for the Greater Orlando Aviation Authority. Her words really hit my heart as a new entrepreneur because I was scared, worried and uncertain I was on the right path for me. Everything she was sharing was so inspirational and validating.”

Melyssa got a chance to chat with Yovannie after her session. Yovannie shared information about an event that was coming up the next week called “MCO Means Business.” The event was focused on small local businesses to learn how to do business with the airport. Yovannie connected Melyssa with the airport’s CEO and Vice President of Human Resources. From there a fit (no pun intended) was made and a solution began to take shape.

Melyssa’s original project focused on the executives and C-Suite leaders with a program called Paving the Way to Wellness. The program was designed to take leaders through several different wellness initiative workshops. However, with changes in the leadership, the program has been delayed. But, in the meantime, Melyssa is partnering with them to do some pop-up fitness events including cooking demonstrations and flexible ongoing consulting packages. She describes

herself as a fractional chief wellness officer that brings educational content along with her history in previous corporate wellness roles to help them improve what they already have.

Why Go for the Greens Works

According to our discussion with Melyssa, she felt Go for the Greens provided her and her company with some real advantages.

- Go for the Greens helps optimize our women-owned business certification because it puts you in the room face-to-face with decision makers looking for your services.
- The small group breakout sessions (Concierge Connections) is a valuable segment in terms of seeking revenue generating opportunities.
- Being in the room and soaking up knowledge with this "big community" of other women, small business owners and women validated for Melyssa that she too was connected to this community and at that level.
- It is a wonderful way to interact with others who understand the trials and tribulations of being a woman in business and who might can even provide guidance.
- The conference can elevate your business and personal growth.

Rapid Fire Questions

We ended our interview with a couple of rapid-fire questions for Melyssa.

1. What advice would you give others thinking about attending Go for the Greens?
    a. Do not compare yourself to others in your space. Focus on doing what you love, setting yourself up for success by investing in opportunities like Go for the Greens.
    b. The ***FORTUNE IS IN THE FOLLOW UP***! Do not let imposter syndrome keep you from continually following up and popping in to seek those opportunities.
2. What can you say about women leaders and their fitness?
    a. Prioritize your own health and well-being because that is what is going to help you achieve high performance. Fill your own cup first or put on your mask first.
3. What are some of your LIKES?
    a. Cat or Dog? – Both!
    b. Morning Bird or Night Owl? – Morning Bird
    c. Sweet or Savory? – Sweet
    d. Strength or Cardio? - Cardio

Melyssa also has a podcast with the same name as her book. To learn about Melyssa and the services she offers visit **healthylivingdoesnthavetosuck.com.**

Take a Sneak Peek at Chapter 1 of Melyssa's book "Healthy Living Doesn't Have to SUCK." CLICK HERE.