



FitnessWork, LLC

FitnessWork is committed to improving lifestyle, quality of life and mentoring proactive health, fitness and holistic wellness behavior. Founder, Dr. George “Dr. Bud” Harris’, cWC, CPT, hands on approach includes working directly with employers on employee safety, wellness, and fitness. He is also a motivational speaker on topics in his field of health, fitness, wellness, weight loss and nutrition. FitnessWork also sponsors a number of activities in the state related to youth activities.

The Challenge

In 2006, it was determined that FitnessWork had a lot on its plate while lacking an effective business plan or a marketing strategy.

Dr. Bud’s desire was to direct clients to corporate wellness coaching and motivational speaking. He also felt that much of the work sponsored by FitnessWork went unrecognized. Though the FitnessWork website has a professional look, the large amount of information on the website was not hitting the right target audience.

Vidimation Services

- Business Plan consulting including Marketing Plan
- Website Design and Implementation
- SEO – Search Engine Optimization
- Logo Design
- Brochure Design
- T-Shirt graphics design for sponsored events
- Video Production including Demo DVD, website videos, Truckers to Triathletes Documentary
- Transcript writer
- DVD duplication

Delivering Results

A motivational speaking website was created containing a video bio and links to additional online videos. A demo DVD and motivational speaking brochure was created as part of a press kit. Sound SEO practices put the website on page one for Google searches in the area. Dr. Bud has since spoken at the National Association for Health & Fitness (NAHF) where he presented a video. Other notable speaking engagements include:

- REI
- Sears
- Oregon Governor’s Occupational Safety & Health Conference (GOSH)
- City of Portland



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- Clark County
- NW Lamination

In 2009, Dr. Bud started what turned out to be a “wildly successful” initiative called Truckers to Triathletes, which is still going strong. Documenting this program through video over a period of 2 ½ years was key to getting national recognition while motivating his Con-way Truckers. Recognition from www.wellcoaches.com, which certifies over 4,000 coaches nationally, celebrated their 10th anniversary 2010 first edition called “Success Stories” by recognizing Dr. Bud and his truckers including a link to the Truckers to Triathlete’s online video. Other publications include:

- Wellness Coaches USA in 2009 and 2011
- Con-way Freight publications in 2010 and three in 2011
- Oregon Truckers Association Journal in 2009 and 2010
- OregonLive.com
- Hillsboro Argus newspaper in August 2009
- Oregon State Parks linked to youth event video sponsored by FitnessWork
- Oregon State requested DVD as motivational tool

Why Vidimation?

Vidimation came recommended to FitnessWork as a company that could put together a really effective video. Even though Vidimation is a video production company, we are more than that. Sam Locklin started Vidimation with a desire to deliver results while utilizing his strong business background. Utilizing a hands on, personalized approach while looking at the big picture was the perfect fit for the FitnessWork/Vidimation Team.

“Since working with Vidimation, I have become “America’s Wellness Sergeant” and Sam Locklin should be known as “America’s Business Sergeant”. His business experience is invaluable and he is passionate about every aspect of his job including understanding my company and my vision. Finally, when the time was right, Vidimation produced some truly effective videos that were key in achieving many of my goals. Our relationship and my business continue to grow. His guidance and business expertise are second to none and is why I continue to be booked as a speaker!”

- - Dr. Bud; America’s Wellness Sergeant/FitnessWork Founder