



Michelle Houston
Her Healthy Habits
San Luis Obispo, CA

Company Info: Create balance in work and wellness with Her Healthy Habits. Her Healthy Habits' mission is to give clients the wellness education, tools, and resources that clients need to feel happy, healthy, and capable of managing life's pressures.

Shifting the paradigm of 'traditional fitness' in American culture may seem like a daunting task, but not for Michelle Houston. With a degree in Philosophy and proactive involvement in female-empowerment, Michelle has a fiery passion to make an impact.

As the daughter of an entrepreneur, Michelle's journey was not a straight line. She has worked in fitness, childcare, marketing and sales. Michelle rose to the top of the ladder in a position of leadership at a local pizza establishment, but something was missing. Michelle felt like she wasn't making the impact she wanted. Ironically, although it was the perfect position for her, the products were the antithesis of her health and wellness philosophy.

This realization led her to reassess her life. She discovered that her true passion was women's health, being proactive and passionate about gender equity, and creating a healthy body image. Michelle's career path led her to the head of her entrepreneurial journey.

In 2017 Her Healthy Habits was created. In its beginning years as Michelle grew her clientele, she began to notice that an unhealthy lifestyle was usually the product of something much deeper, an internal roadblock that kept many of her clients from being motivated enough to commit to lasting change. As her understanding of her clients' needs shifted, her focus started gravitating heavily toward the psychology of habit formation.

It took much trial and error before Her Healthy Habits was successful and the biggest challenge Michelle faced was knowing where to start with her holistic offer. In addition to fitness, Michelle offers a cutting-edge, mold breaking solution to her clients. She not only focuses on physical fitness but emotional fitness as well which sets her apart from most. Michelle empowers women through self-discovery and the rebuilding of self-esteem, helping her clients understand that self-worth is a huge part of the solution to long lasting change.

Gaining this foresight from experience, Michelle began to refocus and reshape her program. At the start of COVID she was pushed into her business full-time and with the help of WBC Consultant, Diana Hathaway, her business is thriving from focus and exposure in POPSUGAR Fitness, SparkPeople and more. This year, Her Healthy Habits has doubled in income and Michelle has begun hiring part-time contractors to carry out operations.

Michelle's dream continues to grow. She has ambitions of impacting young women and changing American media culture through her holistic program. The most valuable lesson she wants to share with emerging entrepreneurs is to, "Start now, even if you're not ready. The sooner you can build a loyal following surrounding your passion the better. But stay focused on one avenue of monetizing your interest from the start. You can always evolve over time!" Way to go Michelle, we are excited to partner with your business.



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