

GET RIPPED WITH OBI

THE MOST RIPPED FITNESS MODEL IN THE WORLD.

We're ecstatic to have Obi join our regular writing team to contribute his talents (and physique) to our covers. In coming issues through his new column "Get Ripped with Obi" he will be sharing his knowledge with you on how to chisel your physique and self promote in the fitness industry.

Before you ask about Obi's program to get those killer abs, (refer his article "Ten Tips to Washboard Abs" on pg 72-73) here's the key highlights from his career....

Obi is an international fitness model and Personal Trainer that is also a talented motivational speaker. Voted The Most Ripped Fitness Model in the World in 2009, he is currently one of the top three male cover fitness models in the world and one of the most interviewed fitness models on the web.

I AM A BUSINESS AND I AM SELLING A PRODUCT AND THAT PRODUCT IS ME.

Obi initially found his love for fitness by being personally involved in sports. As a college sprinter, during his collegiate career he trained and competed against some of the fastest and the best athletes in the world. Now with over a decade of sports modelling experience, Obi's resume includes 12 national commercials and more than 15 national print ad campaigns.

After attaining the success as a sports model, he decided it was time to break into the fitness industry. He broke into the fitness industry in early 2008 and took the industry by storm by his quick rise to success. In only two years in the industry he has established himself as one of the top male fitness models in the world. "So many amazing things have happened to my career the last 2 years that I never even thought would even be possible and I know it is because of how I've promoted myself" Obi recently said on his blog.

YOU HAVE TO SELL YOURSELF ALL THE TIME EVEN IF YOU'VE DONE A THOUSAND COVERS.

YOU STILL HAVE TO SELL YOURSELF BECAUSE YOU CAN'T ASSUME THAT EVERYBODY KNOWS WHO YOU ARE OR WHAT YOU'VE DONE IN YOUR CAREER.

Although he is known for being in great shape he has also proved to be a great writer. He also has an online personal training business that strives to inspire people all over the world to be as healthy as they can be. He hopes he can help reduce the obesity rate all over the world by his articles and his knowledge and love of health and fitness.

A world renowned Certified Personal Trainer, he is one of the most educated fitness professionals in the industry with two bachelor's degrees and a Masters Degree, B.A. B.S. M.S., CFT, more details can be found at www.obiodadike.com, or just Google "Worlds most ripped man"! **ufm**

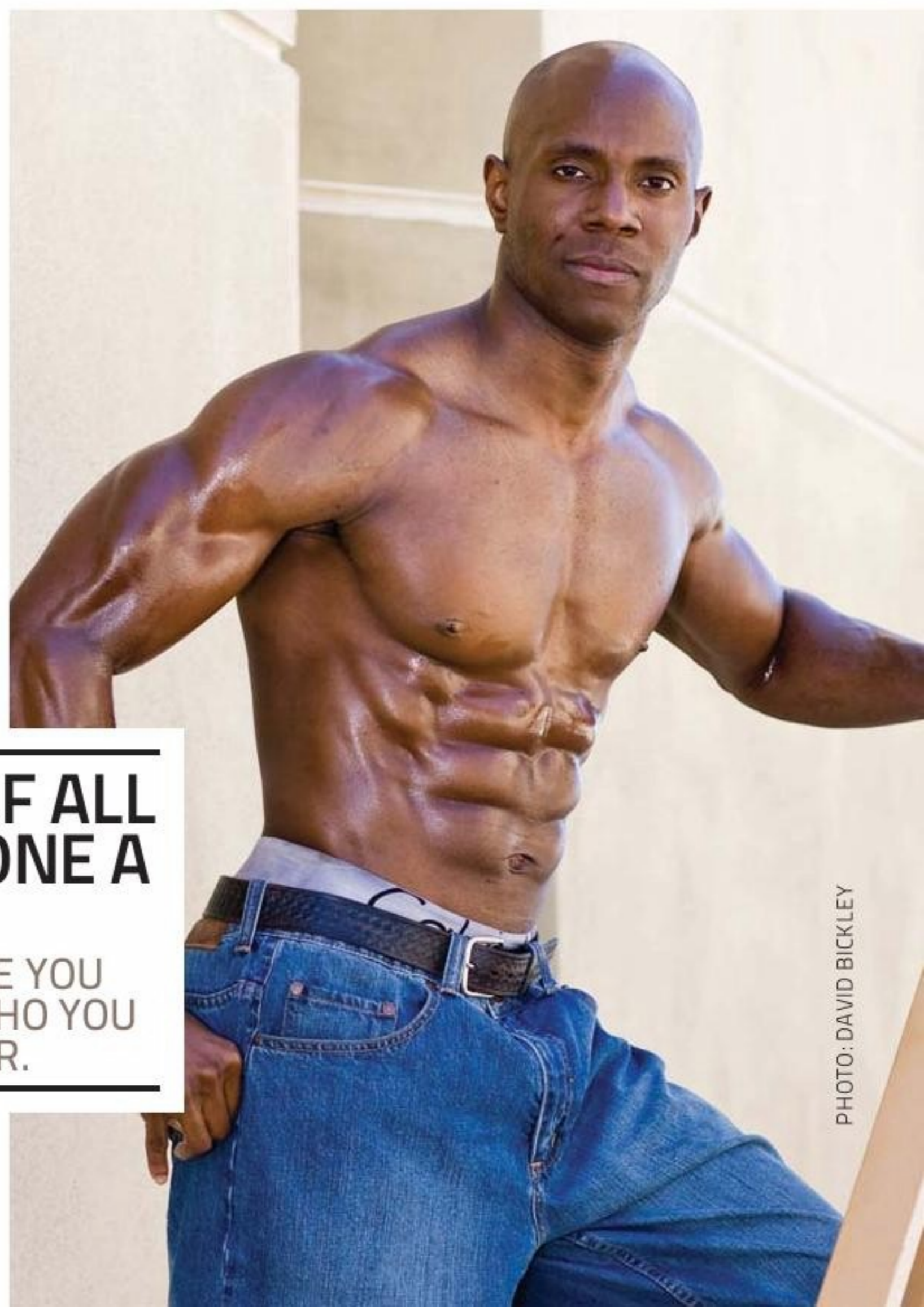


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