

Healthy life makes the business fit



Local Author, Director of Focuss Fitness and Personal Trainer, Rocco Sorace

Most of us are aware of the benefits of living a healthy lifestyle but find it difficult to manage the fine balance between our work lives and our personal lives.

Rocco Sorace, director of Focuss Fitness and a qualified personal trainer, is set to make the transition to a healthier lifestyle much simpler.

"A lifestyle choice is about the way you think, eat, shop and treat your mind and body. It's about getting the connection between all aspects of your life right. Shift your mind set and you'll see results," says Rocco.

His new fitness and recipe book, *Good Food, Good Life*, aims to make the process of a lifestyle change uncomplicated. The book presents nutritious recipes with the message that food preparation is about quality ingredients and enjoying the

experience of food. The book also has helpful fitness tips and positive affirmation routines to improve your wellbeing.

"Sometimes the hardest thing to do is embark on and maintain a healthy lifestyle. Most of us are overwhelmed by the thought of a lifestyle change and struggle to stay motivated. The change really begins in the mind," says Rocco.

"Invest in your body and see the results in a happier and healthier self."

And Rocco should know. He is the director of a successful personal training business, an author, a keynote speaker and he recently released a Pilates DVD. Being busy is a constant.

Rocco understands running a small business in South Australia is hard work and attributes his success to his strong passion and ability to

surround himself with like-minded successful and supportive people.

"It is more than a business to me, it is a lifestyle" says Rocco.

He believes the loyal attitude of Adelaide's business community has helped expand his business.

"There is a perception of small town mentality in Adelaide but you can create a successful business from Adelaide – you just have to think outside the square box and never give up."

Giving up is definitely not in Rocco's vocabulary and thinking outside the square is what sets his business and message apart from others. Rocco has managed to combine his passion for a healthy life with business.

He recently launched a Pilates DVD and has secured a national distribution deal in association with Tanita fitness products to be sold at retail giant, Harvey Norman.

Rocco will also appear as a key note presenter and chef at the upcoming Australian Fitness Expo, the largest fitness and healthy lifestyle expo in the Asia Pacific region, which will be attended by more than 15,000 fitness professionals and consumers from around the world.

"Starting a small business is hard and if I had listened to all the no's I have had, I would have failed by now," Rocco says,

"but to be successful you must firstly be healthy and happy and be prepared for a lot of hard work."

Good Food Good Life and Fitness Pilates DVD are available from 'in-business' BOOKS.



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