

# LEILANI'S X-TRAINERS



In 1995 Leilani Heno received her Bachelor of Science degree in Marketing and Management. A few years after in 1998 she completed her Physical Therapy hours as a volunteer at Ochsner Hospital and in 2000 she received her Master of Business Administration Degree from the University of New Orleans. Leilani has since been published in several fitness-related magazines and has given several health seminars and screenings. She also performed an exercise segment on a local cable television station for three years.

Since the age of five, Leilani has struggled with weight loss. She finally won this battle in 1989 when she lost 85 pounds. In 1990, Heno created X-Trainers, LLC, a professional personal training company. Since then the company has grown from one personal trainer into a team of three Physical Therapists, seven Certified Personal Trainers, a Cardiac Nurse, and an Exercise Physiologist.

Throughout the past ten years, X-Trainers, LLC has partnered with six of the top fitness centers in the city of New Orleans to provide personal training services. The success of Leilani's training service brought in over 200 new clients to each gym. Heno has also created a Healthy Meal Delivery Service with assistance from Whole Foods' Chef, Ruben Cruz.

In 2001 Leilani released her new book, *Smothering The Soul*. In this work Leilani shares the secret behind her 85-pound weight loss. The book stresses the mind-body-spirit connection and explains the missing element in fad diets and quick-fix weight loss formulas. Heno clearly outlines the necessary steps to follow through and reach your goals and she also explains how to maintain your goal once reached.

In 2003, along with experts such as Mackie Shilstone, Leilani was chosen for the Discovery Channel reality show, "Health Cops." On the show, four families were matched with a health professional. The goal was for each family to learn to incorporate a healthy lifestyle over the course of their lives. The show was filmed over a 12-week period and in that time Leilani's client lost 32 pounds and 6% body fat!

By 2005 X-Trainers had grown to five locations that were all unfortunately destroyed by Hurricane Katrina. Fortunately, Leilani's expertise in business development allowed her to re-create her company within one year after the devastation. Today, even in the current recession, X-Trainers is earning its highest profits per location.

## Company Profile:

X-Trainers, LLC is a professional personal training company with a 91% success rate. X-Trainers provides services such as personal training, weight loss, strength building, Sport-Specific training, Plyometric training, Youth Agility conditioning, Nutritional Monitoring, Body Fat and Metabolism analysis.

- Partnered with six of the top fitness centers in New Orleans including the YMCA and Central Fitness which resulted in a rise in the number of gym memberships by an average of 200 clients per gym.
- Complete set up of the first 24-hour fitness center in the GNO Area.
- Set up 17 corporate Fitness Programs.
- Partnered with Whole Foods to create X-Trainers' Healthy Meal Delivery Service.
- Chosen for 6-week National Discovery Channel Show – Health Cops New Orleans.

## Accomplishments:

Leilani Heno was named 2010's Co-Chair for the March of Dimes Spotlight on Success. Heno was named the Top Fundraiser for saving premature babies for the March of Dimes in June 2009 and she was chosen as one of the March of Dimes 2009 Outstanding Young Professionals. She was also selected as one of Gambit Weekly's 40 under 40 to watch in November 2009. Leilani Heno has authored her own book: Smothering the Soul: Weight Loss Made Simple.

## Featured Media Coverage:

**The Times Picayune**  
**Spotlight on Success**  
**New Orleans Magazine**  
**Kingfish Magazine**  
**Health Cops New Orleans**

## Events and Seminars:

Boot Camp X-Change  
X-Trainers' Fun Run  
Lose Weight, Earn More

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