

Hate to exercise?

Like millions of other women, Vicki Sorensen did . . . Until she figured out how to make slimming down fun!

"Turning exercise into a game was the boost I needed to finally lose all those extra pounds!" Vicki says.



You know those people who get up at 5 a.m. to go running? Who make going to the gym a priority? Who actually *like* to exercise? Vicki Sorensen—like most of us—*wasn't* one of them. But she wished she were. Because dieting alone just didn't take off the pounds.

For the 35-year-old Carver, Minnesota, software saleswoman, working out was a chore and a bore—until she discovered a fun and easy way to turn getting fit into a game!

For years, Vicki had struggled with an extra 10 to 15 pounds. But to her horror, after her second pregnancy, her scale read 200 pounds!

Vicki knew exercise—along with a sensible diet—would help. But she was so busy and tired, sticking with an exercise regime seemed impossible.

Then, she remembered . . . Six years earlier, she and her husband, Scott, had turned getting in shape for their wedding into a friendly competition. And it worked! On their wedding day, Vicki was down to a size six while Scott had lost 20 pounds!

Maybe it could work again, Vicki thought to herself.

And her mom, recovering from a broken leg, needed to get moving, too. "I'll be your partner," she volunteered.

"I lost 62 pounds!"

First, they set an exercise goal—half an hour, three times a week, for eight weeks. Then, they agreed on a prize: The loser—whoever didn't meet her goal—would treat the winner to a massage at a local spa.

It still wasn't easy—at first. After being up all night with a colicky baby, Vicki didn't feel like exercising. But then her mom would report, "I just finished my exercises." And that was all Vicki needed to get going.

"What if we both meet our goals?" Vicki mused a few weeks later.

"We both win!" her mom laughed.

And at the end of the eight weeks, that's exactly what happened. All those exercise sessions had Vicki's mom moving better than ever. And Vicki had lost 16 pounds—without depriving herself!

"It really works!" Vicki raved. Six months later, after playing the exercise game three more times, every ounce of her baby weight (62 pounds total!) had melted away!

"I'm down to one hundred thirty-eight pounds!" Vicki beamed with pride.

And so many people wanted to know her secret that she had an idea.

"What if I turned it into a real game anyone could play?"

With her mom's help, Vicki designed a board, found a manufacturer and created a website, www.fitnesschallenge.com, where today, The Fitness Challenge is being sold!

"I love knowing that the game is helping other people," Vicki says. "When you make getting fit fun—everybody is a winner!"

—Deborah Bebb

Did you know? Even cleaning the house for an hour a day is a great workout!

How to sell your great idea online

● **Sell in someone else's store.**

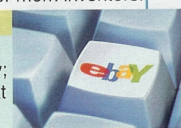
www.peakuniques.com is for women inventors, and www.mominventors.com is for mom inventors.

● **Use eBay.**

Single ads can run as little as \$1 a day; "storefronts" start at \$15.95 per month.

● **Get your own website.**

"Godaddy.com and Yahoo.com (click 'get a website') start at about \$30 for your own store," says entrepreneur Margot Tohn, of www.parkitguides.com.



Want to play Vicki's weight-loss game? Here's how!

✔ **Pick a partner** who wants to get into shape, too.

✔ **Choose your exercise.** "At the beginner level, the game recommends twenty minutes of activity, three times a week," says Vicki. Some to try: aerobics, walking or cycling.

✔ **Use her point system.** Exercise twice a week, and you get two points. But when you exercise a third day, you get *three* more! "That's to keep you motivated," says Vicki.

✔ **Decide on the prizes.** Dreaming of a spa day? Wishing for someone else to clean the house? Pick your reward—and if you get the most points at the end of eight weeks, the other player gives you that wish!



Photos: Tim Roster; K-Photos/Alamy; Image Zoo/Media Bakery.