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SOUTH SHORE ENTREPRENEUR: STACEY SHIPMAN - Trainer takes holistic approach to wellness

By KAITLIN KEANE The Patriot Ledger

When she got involved with personal fitness training 10 years ago, Stacey Shipman figured she'd take the usual route: spend several years as a personal trainer and eventually open a gym of her own. But after working as a trainer for several months, Shipman realized that her unique approach to wellness was probably not suited for a gym.



Fitness entrepreneur Stacey Shipman of Weymouth works out of her house, but often makes "house calls" to corporate clients, like this one on Libby Industrial Parkway in Weymouth. (GREG DERR/The Patriot Ledger)

After working as a trainer part time for several years, the 33-year-old Weymouth resident left her full-time marketing job in March to start Let It Flow, a personal fitness firm with a holistic approach.

Shipman, who runs the business from her house, focuses on the physical, emotional and spiritual wellness of her clients. In addition to cardiovascular and weight training, she offers yoga instruction and Reiki, a Japanese hand-healing technique.

"I try to teach people you don't need to look like a supermodel," Shipman said. "You have to feel good."

There are times Shipman shows up to lead a cardiovascular workout and instead winds up doing yoga or Reiki with a client who has had a difficult day, she said.

"If your head is swimming with all of the things that happened that week, you need to calm your insides before you can start a physical workout," Shipman said.

She said she checks in at least once a week after sessions with clients as they adjust to doing the program on their own.

"A lot of people don't want to start an exercise program on their own, and I don't blame them," she said. "If they are committed to



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it and want to be there, I want to make sure they can do it.”



Because she hasn't always been a fitness guru, Shipman understands how difficult it can be starting out. After gaining “the typical freshman 15” while in college, she started exercising for the first time. When she started to see results, fitness quickly became a passion, she said.

“I was going to the gym and I was doing it all wrong because I didn't have the knowledge,” she said, “but after a lot of learning I started to see results.”

When friends began asking for help, Shipman said, she realized she had a knack for helping others meet their fitness goals as well.

“It is great to work with someone and have them feel really good at the end of an hour,” said Shipman, who also teaches yoga at local businesses during lunch hours and at several local yoga studios.

Group classes and one-on-one training take up most of Shipman's time right now, but she hopes to spend more time giving lectures on stress management.

Last month, Shipman was a guest speaker at a London business convention, where she spoke to more than 200 people. A monthly newsletter on her Web site, letitflowfitness.com, offers clients ideas and techniques to simplify their daily lives.

“People are so busy that you don't want to overwhelm them and add more to their plate,” she said. “I give very simple techniques to manage stress that help people gain some clarity for their situation.”

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