



July 1, 2010

## Z-Box Fitness healthy for body and mind

Observer: Tell us about your business, including the types of services and/or products you feature.

Lim: This is our motto: We pride ourselves in offering a program that caters to all fitness levels — classes are taught at various levels at the same time, so beginners will not be intimidated, yet challenging enough for the advanced. We offer (free of charge) our services to non-profit organizations: Demos, Fitness Presentations, Kick-offs, Fitness Workshops, Guest Instructors, Fund-raisers, to name a few things.

Just a few weeks ago we offered four Harrison High School 2010 seniors a \$615 college scholarship each in honor of one of our friends/instructor's son who was in a fatal accident October 2008. We also were involved in the Livonia Relay for Life. In January 2010 we were asked to do a pre-game performance for the Detroit Pistons. They loved it so much that they asked us to come back and do a Z-Box half time performance at their next season!

Observer: What makes your business unique?

Lim: People have said our classes are entertaining. Our teams are made up of everyday ladies, who have families, professional jobs, and teach because we love the community. We wanted to do something fun, effective, and give the best workout to our students. Z-Box FitnessÆ is just that! It is the blend of dance, cardio boxing, strength training, and ZEN (Basic Tai Chi).

There is also a personal side to why we are unique. People have said that "the Lim twins should write a book." Donna and I strive to stay positive and move forward in everything we do. Since we have lived on our own since the age of 15-1/2 years old, giving up was not something you could do... so, we never gave up, worked very hard all of our lives, and we always stayed focused.

Observer: How did you first decide to open your own business?

Lim: Speaking of Z-Box FitnessÆ, we offered cardio boxing for over 15 years and a few dance/aerobic classes longer than cardio boxing. We also had a few strength training classes. My grandfather did Tai Chi when I was a child (I am Chinese). I wanted to blend these classes together and the name of the class used to be called Dance Fusion. Since I wanted to focus on boxing and something unique, I decided it would be "cool" to have this class called Z-Box AKA Zen Boxer! I am happy to say that the Z-Box FitnessÆ name is now a legal trademark of mine! That in itself is a success for me!

Observer: How did you decide to locate in the Farmington/Farmington Hills community?

Lim: I have lived here for over 24 years. I worked very hard to make a good life here with my family. I love my community and wanted to keep active in my community! I also have a local cable show that has been on air for almost 15 years. My show is called "Fitness Motivators" and viewers could see us doing Z-Box FitnessÆ and other programs on "Local on Demand" and regularly on certain days/hours.

Observer: Do you have a funny tidbit or story to share with our readers about your experience so far as a small business owner?

Lim: As a small business owner, I find that treating people like you would your family is the most important thing... I tell everyone... find laughter in the silly things or your mistakes. When you walk through those doors to any room - no matter if it is your house, office, classroom, "leave it at the door," meaning leave the attitudes, stress, and bad mood at the door! Take a deep breath and let it go!

I do know what I am talking about. Donna and I lived on the streets of Detroit, traveled with the carnival because we did not have a place to call home. We kept laughter and faith within us and never gave up on hope. We continued to work hard, and still do, and strive for success. Success does not mean money to me... it means "Are you happy where you are at in your life?" I like to say.... yes I am.

## Additional Facts

### Z-Box Fitness

Business name: Z-Box FitnessÆ - the Z is short for Zen, blends the hippest dance moves with resistance training techniques and basic boxing moves. It also includes ZEN - basic Tai Chi moves for the mind.

Business address: We are a Michigan-born traveling fitness company, Fitness Motivators, that offers classes throughout Wayne and Oakland County. Z-Box classes are offered in Westland, Milford, Farmington Hills, Ypsilanti, and Shelby Township - It will soon be offered in Ann Arbor and other areas.

Your name and title: Debbie Lim - Creator and presenter of Z-Box FitnessÆ and co-director of Fitness Motivators. My twin sister is the Director of Fitness Motivators and the main presenter for Z-Box FitnessÆ - her name is Donna Lim-Truss.

Your hometown: Farmington Hills

Business opened: Fitness Motivators in 1988, but teaching fitness for over 30 years.

Number of employees: Because of our excellent reputation, our lowest prices for our classes, and the success of our students/clients, our company has grown. We now have a total of 16 Instructors as part of our team.

Your business specialty: We specialize in Z-Box FitnessÆ and we also have a huge following for ZumbaÆ classes, as well as Yoga, Ultimate Fitness, and Dance Fusion, to name a few.

Hours of operation: We call ourselves the "traveling fitness company." We offer classes throughout different cities and schools.

Business phone and/or web site: (248) 910-4605 and websites: [www.fitnessmotivators.com](http://www.fitnessmotivators.com) [wwwz-boxfitness.com](http://wwwz-boxfitness.com), and my personal site is very important to our clients: [www.debbielim.com](http://www.debbielim.com)

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