

# Speaker Profile

## Anna Mason

**Weight loss, health and fitness expert and founder of Distance Dieters [www.distancedieters.co.uk](http://www.distancedieters.co.uk)**

Anna is a fitness and health coach with a practical and straightforward approach to helping people reach their desired weight and stay there. She is the founder of Distance Dieters — the easy, confidential way for busy people to lose weight online, by telephone and email. Since starting Distance Dieters in 2008, all her clients have lost the weight they wanted to lose.

She came up with the idea of Distance Dieters after a colleague of her husband's asked if she could coach him to lose weight even though he spent a lot of time away on business.

"I gave it some thought and realised I could combine my skills as a coach and my knowledge of fitness and healthy eating to put together a dieting programme using technology that could be accessed by anyone, wherever they happened to be."

Anna also works face-to-face with people locally at her studio near Stratford upon Avon, Warwickshire, runs regular workshops, and has a range of speaking topics to inform and entertain groups from the WI to deskbound businessmen. She brings her own passion and energy to each speaking and seminar engagement, making the sessions fun yet with an insightful and pertinent message.

The ethos behind Distance Dieters is that if you know and understand how your body works, if you know and understand how different foods work, and if you know and understand how exercise works .... then you are going to be able to successfully manage your own health, weight and fitness – for life.

After graduating with a BSc in Sports Science from Loughborough University, Anna became a fitness instructor and then one of the first personal trainers in the Midlands. She has now been helping clients with fitness and nutrition for more than 20 years.

Based in Warwickshire, near Stratford upon Avon, Anna is married and manages Distance Dieters alongside raising two school-aged children, six cats, two black Labradors, a Great Dane called Murphy, a crowd of broody hens and a colourful collection of ducks and ducklings.



"Clients benefit from Anna's no nonsense approach to weight loss. Her advice and knowledge is founded on common sense and practicalities. She has no time for faddy diets, and refreshingly believes that life is for living and enjoying rather than getting hung up on dieting."

Nicola Ménage,  
Motivation, Leadership &  
Progressive Team Development



Enquiries and bookings:  
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# Speaking Topics

Anna will tailor her performance specifically for your audience and your timescale – from a 30-minute laser talk to a two-hour interactive seminar. All sessions are highly interactive and participatory including a mix of questions and answers, quizzes and “hot” seat food diary coaching sessions.

## **Weight Loss Myths Exploded**

There are many assumptions made about dieting and weight loss. In “Weight Loss Myths Exploded” Anna takes a humorous look at some of the most often quoted misconceptions around diet, health and fitness. She tells the truth about low fat diet foods, why full fat is better and reveals the true culprit of piling on the pounds. You will come away with some practical light hearted instruction and tips that you can use right away to manage your weight and develop some healthy eating and easy exercise habits – for life.

## **Shape Up For Business**

If you're fit, you'll work more effectively and also have more confidence and verve in the workplace. Busy professional and business people easily neglect their health under the stresses and strains of work. Too much sitting at the desk or behind the wheel, snacking and a diet of sandwiches and coke can mean the scales creep up and we suffer slumps in energy during the day. In “Shape Up For Business” Anna shows how to get fitter to do effective business and how to eat for energy and vitality, using all the skills you use at work to manage your health, weight and wellbeing.

## **Weight Loss For Every Season**

What is the best time of the year to get to grips with your weight? Answer: Anytime! With this topic Anna selects the most pertinent tips and stories for the time of year. From coping with the annual family jaunt to Tenerife to surviving the onslaught of the in-laws at Christmas. Is the post New Year detox really such a good idea and is there such a thing as a slimming winter stew? What is the best type of summer fruit and the healthiest, most filling all-year-round snack? Packed with tips on choosing and buying seasonal foods, with this topic Anna makes sure your year will never be the same again. Champagne anyone?

**“Anna is a thoroughly professional and enthusiastic speaker, with a highly approachable and engaging personality. She has a great product to sell, which she sells with integrity and 'enjoyment', and I would highly recommend her for conferences, business meetings, networking events and any public engagement.”**

**Ron Aldridge, Communication and Performance Coach**

"Anna is a captivating and compelling speaker providing us with food for thought after a hearty lunch."  
Matt Katz, Creative Director, NoiseGate Media

**“I thought your presentation was just superb! And when questions were asked at the end, your knowledge and experience in nutrition and weight management shone through. I would have no hesitation in recommending you as a speaker for any event. Thanks again for your contribution in making the networking event last Thursday a great success!**

**Simon Tiwari, Owner and Organiser of Warwickshire Business Club**

“Anna talked on a slightly different topic than one normally gets at networking meetings – personal diet and how it can affect business performance. It certainly gave me food for thought! The talk was very well received and generated many more questions from the floor at the end than we normally experience. She is an excellent and impressive speaker whom I highly recommend.”

Phil Cullen, Organiser of Business Matters Banbury