



Melissa Cohoe



Jean Shaw here, and today, I'm chatting to Melissa Cohoe; otherwise known as the "Go-to Queen" for GVO and the 7MinuteWorkout.

I met Melissa about seven months ago and instantly took a liking to this friendly, approachable and helpful young mother, who now has what many would consider one of the most enviable jobs on the internet.

Apart for working closely with two very fit men, and I do mean that in the literal sense, Melissa gets paid to spend hours on the social networking sites. It wasn't always like that though. So let's have a chat and see how Melissa's life has changed over the past year. Hi Melissa!

Melissa: Hello!

Jean: How are you?

Melissa: I am good, and thank you for that introduction.

Jean: Well, I'm so glad that you could fit me in because I know now that you're a very, very busy one way and another. When I first met you, you weren't quite in this kind of position and I remember you kind of standing in the shadows, not being at the forefront of the activity. But now, you're definitely the person people go to when they want something done, aren't you?

Melissa: Yeah, actually, that seminar was definitely a pivotal turning point in my life here in San Antonio, Texas and my position in GVO. So, yeah, I mean, yes I was kind of standing in the background but I was there and I was learning an awful lot.

And I had already kind of started doing a little bit of social networking and being at that seminar and meeting many affiliates, such as yourself and people

in networking, it really kind of brought out more of me, which showed more to Joel and started my whole new position in GVO.

Jean: So, for the listeners who aren't aware of your background, let's just fill them in a bit. You are married to Blake who is a member of the GVO crew as well, isn't it? What does he do? What is his position?

Melissa: Yes. He works at the customer service and support and he handles a lot of the quality assurance, making sure that everything is running smoothly.

Jean: And, did you move from Canada?

Melissa: Yes we did.

Jean: Okay. So, that must have been quite an upheaval for you?

Melissa: Yes, it sure was and quite a decision for me to make that decision to leave Canada and come here.

Jean: Because you're background is actually - you were an educational assistant working with children with special needs, weren't you?

Melissa: Yes I was. I did that for ten years working as an educational assistant in the education system in Canada for 10 years and I really enjoyed it and it was hard to say goodbye to such a job that I enjoyed doing. I definitely enjoy being a part of something that makes you feel good at the end of the day and that job was very fulfilling for me.

Jean: Yes. It must be very rewarding. I mean, I know that my son, obviously has got autism so, I've been around a lot with children with special needs and when you see what they achieve, small milestones, it is just incredible, isn't it?

Melissa: Yes, for sure. Yes. Every little milestone that they achieve throughout the school year is great. There were days you just left the school thinking, "Oh, they did so well", you know, and there were times that obviously were frustrating days but the good days always outweigh the bad days.

Jean: So you must be incredibly patient and that must come in very handy at the moment because with being the "go-to" person for GVO and 7MinuteWorkout. There's a lot of people must be vying for your attention?

Melissa: Yes, patience is definitely a great quality trait to have because, yeah, I mean, I am very busy but I am enjoying every moment of it. I'm getting back that same satisfaction that I had with my job working with special needs children because I am making a difference in others' lives. So, I still get that at the end of day, a feeling of satisfaction and feeling like I did something good. So, it's great. I'm enjoying it.

Jean: So, you have a position with GVO, where you are the social -- how would you call yourself social manager, is it?

Melissa: The specific title is social media manager.

Jean: So what does that involve? Is that maintaining the online reputation of the companies and the people you represent?

Melissa: Yes, exactly. It's just making sure, you know -- Social media, obviously, is very huge right now. It's a very big niche but requires an awful lot of time, and big companies and people with an online presence, they just don't have the time required to ensure that their social media is out there and is showing positive and good rapport for them, which means for business and personally. So, yes, social media manager, it's your job to ensure that the person or the company you're representing is being represented in a positive way.

Jean: So actually, that could be a very lucrative business for stay-at-home moms, really, couldn't it? -- People who like to network and socialize but can't necessarily go out for job?

Melissa: Oh yes. Definitely, definitely, and right now is definitely the time to be jumping in on that, with the social media being so big and Facebook. But yeah, if you have a computer and you have time and you enjoy social networking and talking with people; then, it's an ideal job for you.

Jean: I think you hit the nail on the head though, it's if you have time, I mean, I rarely do much with Facebook, I know I should, I know that's a business opportunity there but it can be incredibly time consuming, can't it?

When you read somebody's message and then they send you a link to a video or something like that. You could spend hours, couldn't you? I think the average is supposed to be -- I think they say most people spend about 50 minutes a day on Facebook but I'm sure, you spend more like five or six hours or more, do you?

Melissa: Yes. That's correct. Yeah, the statistics is about 15 minutes and that -- or 50 minutes sorry, and that is for the 5 million users from Facebook. So the potential is obviously huge. But yes, being a social media manager, I'm obviously on there an awful lot more in a day. So yeah, it is a time consuming kind of job but if you enjoy the social networking and you enjoy interacting with people, and having that type of interaction, then it's an ideal job.

Jean: So you -- did you get the job with GVO after you committed to working out and losing some weight, or was it the other way around?

Melissa: Actually, I had actually been working with GVO in the customer support end, and starting to learn things prior to the seminar prior to taking on the position of social media manager. I was working in the support end of things and learning just how the internet works and what webhosting is and that sort of thing and all about the backend of the things.

Since coming from a background of working with special needs children, I had an understanding of computers but definitely didn't know really how the webhosting worked or all the behind things of internet was. So I've been spending months learning that prior to becoming part of Social Media Manager in GVO.

So, taking on that position I had already built up some knowledge of how this business works, what our tools are with GVO and how they all work. I need to be knowledgeable in that when I'm doing the social media as well because I need to know when looking at a blog how to look at comments or how it all runs and that sort of thing, to understand if there are any problems as well.

So, yeah, I had built up that knowledge for months before I started, and it was just after the seminar that I took on the position of social media manager and I had just started working out with Joel, probably, a few weeks prior to when the seminar started.

Jean: Because you have a blog up don't you. Is it called My 100 Pound Weight Loss?

Melissa: It's My100PoundMeltdown.

Jean: Oh well, meltdown. Oh right.

Melissa: Yes.

Jean: And you're doing very well aren't you? Have you lost 40 pounds; did I hear the other day?

Melissa: Yes, just over 40 pounds, getting closer to my halfway mark but yes, I mean, I had started that blog when I was learning more about GVO tools and GVO webhosting. I had started my weight loss journey already and prior to

starting to workout with Joel. And when he saw that I was really committed to wanting to lose weight and learning about fitness and nutrition, is when he decided to take me on and to become my trainer and mentor and show me how to properly exercise and nutrient my body as well.

Jean: So prior to that, you'd had a weight problem all your life, is that right?

Melissa: Yes. I started gaining weight around when I was about 15 years old in high school. I had a very serious leg surgery when I was 14 years old. And that was very painful in a year of recovery. I went down in my weight very drastically and then because of the pain in my legs and not moving as much anymore, you know, being in pain, I started turning to food and not exercising as much.

So definitely, as the years went on starting from 15 and on, I just kept gaining and gaining and gaining. And I've tried so many different fad diets and things to lose weight then just gain it back. So, yes, I pretty much had a weight problem all of my adult life.

Jean: And your husband, he is very supportive. Has he always been supportive of your diets? I know now he's your buddy and your training partner with the 7MinuteWorkout, but when you had previous diets, was he supportive?

Melissa: He was supportive. He was. He's always been the most supportive person in my life. Whenever I'd have criticism from any type of other family or friends, he was always the one that would never criticize and always be supportive of any decision I made.

So, when he'd have -- I mentioned on the webcast that night when he had said, "I don't believe you", I think that was kind of his last straw of saying to me, this needs to be it. This is where you need to make the final decision to head on the path of health now. So, it was a good wake up call, but yes, he's always been my biggest supporter.

Jean: So, did he -- he exercises now as well, but did he exercise prior to you starting? I mean did he get in first and then you joined or did you get in first and then he joined?

Melissa: Actually, he was doing it first. He was starting to go to the gym months before with Joel before I started.

Jean: And how did you feel when you first worked out with them, because I know a lot of people, when they go to the gym, especially if they are overweight or unfit; they feel somewhat embarrassed looking at the other people, many of whom really enjoy exercise; and are very toned already. How did you feel? Did you feel uncomfortable or --?

Melissa: I would say honestly, yes I did feel uncomfortable because there is that perception that fit people are the ones that go to they gym and those that are overweight, they don't go to the gym.

But the great thing is that the gym that I went to is very family orientated. So there were people of all sizes and all ages, which was encouraging. But yes, the first couple of weeks, first month, it was intimidating.

But now it's just empowering. I go in there and I feel confident, I feel great and I don't have that feeling of being an outcast or not really belonging there, but I can totally understand that it is intimidating to make that first step to walk through the door.

But once you make that step and kind of what Joel would say, step out of your comfort zone, is when you're going to achieve the greatest results.

Jean: That's the same with everything, isn't it? The hardest step is always the first one, isn't it?

Melissa: Definitely, definitely.

Jean: So both you and Blake are exercising now and on obviously healthy nutritional diets, what about your children? Are they keen on exercise now that you're setting them a really good example?

Melissa: Yes they are, especially my daughter, because she's 11. So she has definitely caught onto it a lot more. My son is five. I mean, he is aware that I'm exercising and getting healthier, but his understanding is a little bit different from what my daughter's is at eleven. She really understands and is making better and healthier food choices.

And we have a lot of different foods on our grocery list now. We don't quite get the same things that they always wanted and their treats are a lot more limited now but it's been great. My daughter has embraced it a lot more than my son. He's a little bit more resistant but we're getting in there.

Jean: That's one of the nice things about GVO. My understanding is that it's pretty family orientated, isn't it. You've got husbands and wives working together and I imagine, do you get together socially?

Melissa: Oh yes, yes. There are always events going on on the weekends and thing, yes. We've definitely have become quite close in the office. It is all very family oriented. In the summertime, you will see the kids running around the office as they're no longer in school.

So it is definitely family oriented and is great that you spend a lot of time together on the weekends because a lot of us are away from our families? Most of them are in Canada.

Jean: That's nice. Sometimes it can get difficult though, can't it, when you live, breathe and sleep the same job? I know, years ago, when I first got married; my husband was in the Navy and we lived in married quarters. And it was always difficult because the people that you lived with or we're surrounded by, worked at the same place; and so, we actually moved away.

Not that we didn't like the people, but we just didn't want to live, breathe, and sleep Navy if you know what I mean.

Melissa: I know what you mean. I mean, yes, we kind of live, breathe, and sleep GVO, but I think what's exciting about it is that we all have a common goal of wanting to see it all be successful and to making a difference in others' lives. So, I think it's complimentary because we do spend a lot of time talking about it, outside of the office, and inside of the office. But I can understand where you need that break.

And I think when we need the break or you just want to spend more time with just your family on the weekends or when others were to have visitors in, we kind of step away from that person and let them have their visit with their family as well.

Jean: But also the nice thing about your job and the GVO tools and the GVO and 7MinuteWorkout is that you can mix and network with people from all over the world, can't you? And In fact, you can form relationships where you actually feel if you know the person even though you've never met them.

Melissa: Yes for sure, for sure. I mean, I've been networking with many GVO affiliates such as yourself, and definitely getting to know them, especially those who were at the seminar and go to meet in person.

And then, yeah with 7MinuteWorkout and that -- the founding members, I feel like I'm really getting to know people and part of their lives. And it's a great feeling and it opens up more, broader area of friends and family in there.

Jean: It's a wonderful community, isn't it? And it's amazing when you do read the blogs and the comments in there; how the different age groups and the different people with the different health problems, how much they've all improved, and how much better they feel having just exercised for a few minutes a day, three times a week, and changing their diet. It's really inspiring.

Melissa: Yes, I agree. It's very inspiring and it inspires and motivates me every day just seeing what a difference it's making in other lives? And I'm seeing the improvement they're having and how much better they're feeling, and how much confidence their having.

And I know how they're feeling because I've been there, and I've built up that confidence and all over time. And it's great to be able to make a difference in their lives.

Jean: But you certainly have built up your confidence anyway and that's very evident.

Melissa: Yes, I would say that probably when we met seven months ago, you wouldn't have heard me doing a webcast, that's for sure.

Jean: No. So, has Blake noticed the difference in you would you say?

Melissa: Oh yes definitely. He always tells me how I stand up so much straighter and also not just physically straighter, but with much more confidence in myself and feeling much more proud about myself and what I am accomplishing and he notices a big difference.

Jean: So, it's not just an external thing it's an internal feeling as well then?

Melissa: Oh for sure, for sure, I mean, when you are overweight for most of your life, you have some internal issues as well that there are reasons why you kind of over eating all of the time.

So, getting to the core of it and finding that confidence and building that up is empowering and it makes you feel so much better.

Jean: Well that's absolutely great and when you say empowering, do you find that it's easier now to control all of those men in the office there?

Melissa: Yes, I'm kind of a -- I feel like I'm the power woman of the group.

Jean: Well, you do say that you kick butt in the gym, is that right?

Melissa: Yes, I do, I'm doing pretty good. I'm pretty proud of myself, and continually even surprised myself, and how much I can keep continuing to grow my strength in the gym.

And it is empowering. I have wrote a few blog post on "My 100-pound Meltdown", about mixed experiences I've had in the gym with people like trainers in the gym noticing or other females who are in their training noticing difference in my strength. And it's great. I am the woman walking in with the boys in the gym and it's an empowering moment.

Jean: Well that's absolutely fantastic. Well, I really enjoyed listening to your webinars every week. Admittedly, I listen to the recordings because they are bit early for me. But, that's absolutely fantastic.

Anyway, I appreciate your time and it's been great chatting to you, but I'd better let you go now, as I suspect you probably have some social networking to do, do you?

Melissa: Yes I do, always on a social networking but I do appreciate you taking the time and having this lovely chat with me.

Jean: Well, that's fantastic. Anyway I'll let you go so you can have your daily fix, and we'll speak again. Thank you for everything. Bye.

Melissa: Bye. Thank you, Jean.

Note From Jean - As well as being known as the [7MinuteWorkout Queen](#), Melissa does a wonderful job as the social media manager for [GVO](#)



and [GVOConference](#)



As well as with [PURE LEVERAGE](#) - Joel's **unique new business opportunity**.

She's a busy lady!



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