



JOYFUL LIVING

YOGA, FITNESS & MASSAGE
 KALAMAZOO, MI
 OWNER: SIM

Sim is one of a kind. He has vitality bursting out of his seams, and his mission in life is to inspire people to feel more alive, vital and joyful in their bodies, their work, and their families.

Sim has been on a journey to clearly define his passion and turn it into meaningful, profitable enterprises. As a yoga and fitness coach, his options were plentiful, but choosing a path that felt authentic to him has been a journey that's both personal and professional.

Jay & Oak has been with Sim on his journey for the last year, providing a variety of services in branding & marketing, business coaching, and curriculum development support for his online courses. We helped launch his professional brand with jyfliving.com, and have coached him through finding his market niches, developing a steady massage practice, and launching his successful "Fun Fit Fathers" program (inspired by his own fatherhood journey). In Summer 2022, Sim got a big break to develop a laughter yoga course, and Jay & Oak supported him in developing a robust, 48-session curriculum that he could be proud of.

We've been proud to be one of Sim's anchors as he has gone down the winding path of mixing his work with his passion. Along the way he's showed us how we can infuse our work with more joy, and bring this joy to our clients.



WHAT SIM HAS TO SAY ABOUT US

As a team, this dynamic duo has supported me to bring out my most authentic professional expression up until this point in my life. Without them, I'm certain I would've continued to be spinning my wheels, not creating value at such a high professional level. They're both brilliant in their guidance and solid in their planning and execution. I highly recommend this team to any small business owner wanting to bring their gifts out into the world in a professional way.

HOW WE SUPPORT SIM

BUSINESS STRATEGY	GRAPHIC DESIGN
LOGO & BRANDING	ONLINE COURSE DEVELOPMENT COACHING
WEBSITE	SOCIAL MEDIA COACHING



JAY & OAK
 SOLUTIONS

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