

Executive Summary

Elite Fit Identity™: 100-Day Executive Health & Identity Transformation for High-Performers

Elite Fit Identity is a private, 100-day mentorship for elite men ready to forge an elite body, mind, and identity.

Created by Executive Health & Fitness mentor Ingrid Heyerdahl, this transformation is designed for executives and leaders whose body, discipline, and physical presence no longer match the life they lead.

This is not a diet. Not a training plan. Not a motivational challenge.

It is a body-first transformation — engineered to hardwire elite discipline and presence into your life, your body, and your identity. Built on habit, it addresses the five most critical needs of high-performing men: status, convenience, privacy, exclusivity, and ROI.

Participation is limited, highly personalized, and by private application only.

The full investment is €12,000.



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The Problem

Power Without a Body to Carry It

Modern elite men operate in high-pressure environments: back-to-back meetings, global travel, late nights, alcohol, stress, poor sleep, and physical decline.

Their minds run empires. Their bodies run on empty.

- Cardiovascular disease is the #1 killer of executives over 40.
- Lifestyle-related cancers (like colon and prostate) are rising rapidly in men aged 35–55.
- Sleep disorders, burnout, weight gain, and muscle loss are normalized—until they aren't.

These men invest millions in assets, businesses, real estate, and luxuries. But the most critical asset—their body—is ignored. Until it's too late.

Elite Fit Identity™ is the insurance policy that turns the trajectory around.



The Solution

Identity-Based Body & Health Transformation

Elite Fit Identity™ is not just a training or diet plan. It is an identity recalibration executed through:

- **Daily execution:** Morning workouts tracked in real time.
- **Mental rewiring:** Coaching to transform how you think about health and power.
- **Behavioral automation:** Healthy decisions become second nature.
- **White-Glove Structure:** Travel, meals, routines, and mindset built around *your* life.

Clear actions. No fluff. Fast results.

This is not scalable. It is handcrafted, private mentorship at the highest level.



Who It's For

- Men in positions of leadership or influence.
- Business owners, executives, investors, and founders.
- Men who fly often, operate under high stress, and have neglected their health.
- Men who are used to high performance—and want a body that matches it.
- Men who are ready to be led, challenged, and held accountable at the highest level.

Elite Fit Identity isn't for the masses. It is by invitation only.



About Ingrid

“You can be healthy and successful at the same time — you don’t have to make a tradeoff.”

Ingrid Heyerdahl is an Executive Health & Identity Mentor and founder of Elite Fit Identity and 100Days.io. With a background spanning corporate leadership, personal training, yoga, and executive coaching, Ingrid helps elite men permanently elevate their health, discipline, and physical presence through bespoke transformations.

Her mission is rooted in personal experience: after losing her father — a high-level executive — to colon cancer, Ingrid became committed to helping driven men avoid sacrificing their health for success.

She has lived and worked globally, understands the demands of leadership and high-performance travel, and now partners with men worldwide to forge bodies that match their power.





Program Structure

- **100 Days** of private transformation.
- **1:1 Weekly Coaching Calls** with Ingrid Heyerdahl
- **Daily Check-ins & Real-Time Accountability** via shared tracker and private communication.
- **Concierge Support** for travel, meals, gym setup, and schedule integration.
- **Real-time Accountability** and mindset coaching.
- **Highly Confidential** – All client information is confidential and never shared.



Investment

Option 1 — Full Commitment

€12,000 EUR — Paid Upfront*

- One-time payment
- Priority onboarding
- €1,500 discount compared to monthly payments

Option 2 — Executive Flex Plan

€4,500/month — 3 Monthly Payments*

- Total Investment: €13,500 EUR
- Payment auto-renews monthly

**Due to the intensive nature of this program and limited spots, all sales are final. This is a commitment, not a trial.*

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ROI

- Noticeable fat loss and improved muscle tone
- Increased energy, stamina, and mental clarity
- Better sleep, faster recovery, stronger resilience
- Elevated daily habits that sustain high performance
- A recalibrated identity — with a body built for leadership

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Process

- **Application** – Initial form completion.
- **Interview** – Private interview to assess fit.
- **Onboarding** – Immediate start upon acceptance.
- **Execution** – 100-day transformation.

How to apply

Elite Fit Identity is by private application only.

Spots are strictly limited to ensure full focus and support. Once accepted, you'll receive instructions to complete your payment and begin onboarding immediately.

[Apply Now →](#)



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