

Team Alpha Aesthetics – Ashlyn, Janine & Jodie

by Rachel Payne

Arising team on the bodybuilding scene, Team Alpha Aesthetics will be one to watch. All three of the ladies that are Team Alpha Aesthetics are top competitors and successful coaches. I interviewed Ashlyn, Janine, and Jodie in May to talk about their team, what makes their approach to coaching unique, and what their goals are. It's always exciting to see new business develop through the sport of bodybuilding. These three ladies are making an impact; read their story to find out what they are doing to make a difference.



ASHLYN LITTLE

IFBB Bikini Pro

Age: 32

Started competing in 2015

Earned pro status at 2018 NPC National Championships

4X Olympian, highest placing – 8th

JANINE HERRERA

IFBB Bikini Pro

Started competing in March 2021

Earned pro status at 2021 NPC North Americans

8X Masters Bikini Champion

2023 Bikini Masters Olympia, 2nd Place

JODIE YUNCKER

IFBB Bikini Pro

Started competing in 2019

Earned pro card at 2021 NPC Junior Nationals

2021 Pro debut

2022 qualified for Olympia

How did you girls meet?

(Ashlyn) We were all a part of another team with the same coach and met while we were competing. Once Janine and I discovered we lived near each other, we began training together. Training under the same coach, Jodie and I have known each other for a long time. We all traveled together to the shows and became good friends and teammates.

How did you decided to form your own team?

(Ashlyn) My vision was always to have my own team. I had already formed Team Ash, even before I became a part of

the team we all trained with. I was on my own for a year and learned a lot about the sport, the logistics of the shows, and sponsoring shows. During that time, I watched Janine and Jodie flourish and grow as both competitors and coaches. Hard working, and passionate about empowering their clients is the type of people that I wanted to represent my company. Seeing how well our ideas and personalities meshed was exciting and led me to approach them for collaboration. Once we started talking about it, we all saw so much potential. We officially began Team Alpha Aesthetics, LLC in January of this year.

What would you say your mission is?

(Jodie) What resonated with the three of us, is that we all want to support each other and support people. We can cheer for others whether you're a part of our team or not, because we just want to see you succeed. It's that desire to empower people, wanting to support them on their journey through health and fitness, wanting to educate them, and wanting to just be a part of the process that propels them forward. No woman should feel alone. They all have a voice in their story, they can all help each other and uplift one another. We always strive to see our clients make progress in their life. It's not about just getting them ready for the stage. We work with lifestyle and transformation clients as well. A lot of them just need help throughout their everyday life. As their coach, we can listen to the areas where they may feel they are struggling and give them feedback to help them realize that what they thought was the impossible is now possible.

What outside of just the online training or in person training are you doing for the lifestyle clients that maybe others aren't doing to support them?

(Janine) Obviously, with our competition clients we go to shows and sponsor the shows. For the lifestyle clients, we do a lot of mental check-ins. Competitive athletes usually have already determined their goal is to step on stage, so it keeps them in check. On the other hand, lifestyle transformation clients have the desire to get in shape but they don't necessarily know how to get there. The mental aspect really plays more heavily on them than it would on somebody who has made the conscious choice to step on stage. Providing reassurance and validation in understanding that they are worthy of feeling better, looking better, and holding yourself accountable. We do post our transformations for both lifestyle and competitive athletes on each of our different social medias.



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Any plans to hold events?

(Ashlyn) Our business is so new, we're still brainstorming, but we hope to host workout and posing events. It's a great way to meet and engage with prospective clients whether they are on the fence, or they may like the idea of having a coach, but they may be timid, or they don't really have that competitiveness. However, in a group setting, they may discover that fire. **(Janine)** We'd like to get involved with the community, maybe through 5k's or cancer awareness events, because we want our transformation clients to feel seen, heard and recognized. We're young and still discovering opportunities to be useful in the space outside of the prep and competition world. **(Ashlyn)** We are planning to host a social event for the team this summer at a gym in Miami. It will be a chance to get together and get to know one another. It's a great way to let them know they each have a good support system, plus when you meet the other teammates, it creates a better bond and camaraderie. We'll also do a Q & A, run through some posing as well as training tips so that whether you're a lifestyle or competition athlete there's something for you.



What is your business philosophy?

(Jodie) I will say ours is very individualized to the client. Every person has a different composition to their physique. We have to go in and detail each one of their programs to figure out what's going to work best for them, to help them either progress to the stage or just progress to look good on the beach. **(Janine)** I think what also makes us very different from the other teams is that we have decided that we're going to put the best on stage. What that means is we collaborate with each other tightly on various aspects of each of our athletes. As we are dialing in a client for the stage, we may look at their physique together, discuss their posing, or even talk about adjustments to their training plan, nutrition, or cardio. The beauty of an intimate approach is individualizing and tailoring everything to our clients.

Do you anticipate hiring more coaches under you?

(Ashlyn) My vision for Team Alpha Aesthetics is quality, not quantity. I don't ever want a client to feel like they aren't getting the attention that they should be. I want each coach to flourish and get as much business as they can while keeping the quality they give to each client. As we grow, as we get more clients, and it gets to a point where we all feel like we need to discuss adding somebody else on the team, then we'll go through interviews, and pick the best person that I feel matches what we want as a team. I also feel it's important that each coach collaborate and understand each other but still have different eyes because we're all going to see something different to the benefit of the client.

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Your team right now focuses on women only, correct?

(Janine) At this time we take on clients from teens all the way up to as high as masters go. We even have lifestyle women that are over 60. We each cover a decade with Jodie being in her 20's, Ashlyn in her 30's, and I'm in my 40's. What's important, is that we address the different things that people go through in different stages of their life. For example, women in their 40's, their kids are older, they have a little bit more time for themselves and typically they have the money to spend on themselves. However, these women are also beginning to deal with hormonal changes.

Do each of you have areas you specialize in?

(Ashlyn) Jodie's background and experience from her eating disorder is so important because of what she's overcome. It's such a huge part of what we do because so many people have their own challenges to overcome. Many of them struggle with eating disorders but some have other obstacles. I admire Jodie, she's a huge inspiration especially as she continues to grow into the athlete that she is. She is the epitome of empowerment. Janine is in the medical field. As a nurse, her education with hormonal changes and medical issues is invaluable.

Any kind of medical issue that people may experience can greatly affect their workouts and how they approach things. It's easy to get discouraged and there's so much conflicting and confusing information out there many people don't know what to believe and what they should follow to get the results they want. With such diverse backgrounds, we are able to offer ways to approach both the physical and mental issues we see women struggle with.



What made you decide to sponsor the Women's Masters divisions in bodybuilding shows?

(Ashlyn) Janine is the number two Masters Bikini athlete in the world. Sponsoring the Women's Master's divisions at the shows just made sense for us. We wanted to support and help bring attention to these women who work so hard to be their best on stage. It just felt right to do what we can to give back.

So how many shows are y'all sponsoring this year?

(Ashlyn) So far for 2024, we are sponsoring the Klash series. Joe Pishkula has been in my corner since day one and we are sponsoring the Southern Muscle Showdown. We've heard what those shows do and offer the athletes. As athletes, feeling appreciated is extremely important. I'm still learning the business side and I want to invest into people that align with our vision and are willing to work with us. There are a lot of factors to take into consideration and these are big decisions for us being so new.

Where do you guys see your team five years from now?

(Janine) I envision Team Alpha Aesthetics as a well-known team in the space that we're in with quality athletes and quality service. **(Jodie)** We'll continue to strive to keep that connection with clients, as well as coaches. We always want to communicate with one another and help each other with our clients.

(Ashlyn) I want to be sponsoring National shows, and ultimately the Olympia. A big bucket list item for me. I'm the person that, when I decide I want to do something, it's going to get done. If it ends up taking a little bit longer, I'm okay with that. I'm willing to put in the work and make sure that everything's done properly. I want to continue to give back to the sport and contribute to some of the big workshops. I have a lot of things that I aspire to do with the team even though it's important to maintain a close-knit group. I do want our brand and our name to be out there as much as possible.



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Are you looking at selling merchandise?

(Janine) We just launched our team gear on our website. Joggers and crop tops are available for purchase right now for our athletes and anybody that's a part of Team Alpha Aesthetics. We've gotten inquiries about the Yeti mugs and other items but, you know, baby steps. For right now, it's just going to be team gear, but we are going to be offering other merchandise in the future.

(Ashlyn) I'm in this for the long term. I'm 32. My goal is to win the Olympia. Ten years from now? I can't imagine retiring from competition, but at the same time I know that at some point, I may decide to focus more on the brand and business. At the same time, I have such a passion and love for coaching, and I have such big goals and dreams. I believe the idea of being a top Olympian coach, and no longer competing as a top Olympian, would still give me the same satisfaction I have today competing as a top Olympian athlete. Both really fuel me. When the time comes, I honestly think the transition to focusing on the business and putting everything I have into the people I'm coaching will be a smooth one.

I'm excited for you guys, I think that you the vision and the drive to achieve the things that you want to. With a good, honest approach, it's just a matter of how fast you want to make them happen. I'm cheering for you and all that the three you are doing.