

Living His Best Life

Jesse Dale

IFBB Pro

Age: 46

Occupation: Real Estate Owner, Professional Smoke Owner, Macro Millionaire Owner, Executive Coaching and NPC Promoter

Division: Men's Bodybuilding & Classic Physique

Sponsors: Liquid Sun Rayz and Life Vantage



Competition Highlights:

- 2018 NPC Nicole Wilkins Classic - Men's Bodybuilding, Open Light Heavyweight, 1st place & Overall Winner; Men's Bodybuilding, Masters, 1st place; Men's Classic Physique, Open Class A, 1st place & Overall Winner
- 2018 NPC Midwestern States Championships - Men's Bodybuilding, Open Light Heavyweight, 2nd place; Men's Bodybuilding, Masters, 1st place; Men's Classic Physique, Open Class A, 1st place & Overall Winner
- 2024 NPC John Simmons Bodybuilding Championships - Men's Bodybuilding, Open Light Heavyweight, 1st place; Men's Bodybuilding, Masters 45+, 1st place; Men's Classic Physique, Open Class B, 1st place & Overall Winner; Men's Classic Physique, Masters 45+, 1st place, Men's Classic Physique, Masters 40+, 1st place
- 2024 NPC Michigan State Championships - Men's Bodybuilding, Open Light Heavyweight, 1st place & Overall Winner; Men's Bodybuilding, Masters 40+, 1st place; Men's Classic Physique, Open Class B, 1st place & Overall Winner; Men's Classic Physique, Masters 45+, 1st place, Men's Classic Physique, Masters 40+, 1st place
- 2024 NPC Teen Collegiate and Masters National Championships - Men's Classic Physique, Masters 45+, Class B, 1st place & Earned Pro Card

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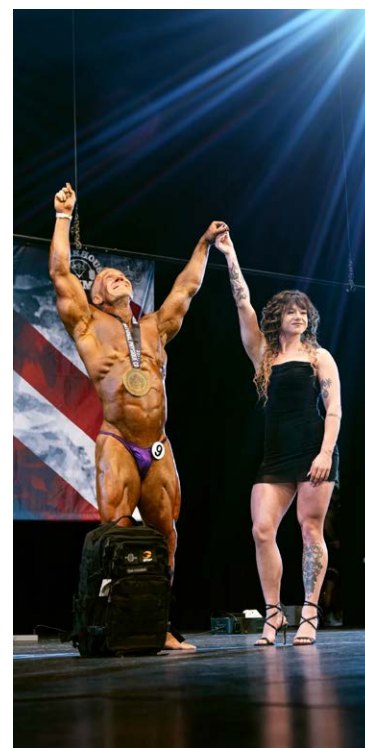
Jesse shared his experience of winning the overall division at a national competition and becoming an IFBB Pro. His journey into bodybuilding began at a young age, driven by a desire to avoid being picked on by wealthier classmates, and his subsequent success in various NPC competitions. He emphasizes the importance of patience and support in the sport. His passion for the sport led him to eventually become a promoter of NPC Natural shows in Indiana and Indianapolis for 15 years. Future goal is to possibly compete as pros together with his wife. Jesse and his wife highlight their faith and fitness along the way and are exploring ways of integrating these aspects of life.

THE PAST

Athletics did not come naturally. Growing up I got as far as T-ball, then as a freshman in high school I tried football, however, at that point I was really behind and ended my football career after a season of JV play. I ran a little track but found that I really liked lifting weights. At 11 years old, I started lifting weights with my older brother, who made me weight train three times a week as a way for us to bond. We had some really old school equipment in our basement including sandbags! Motivated by a desire to not be picked on or bullied at school, as I came from a poorer family than my classmates, I focused on developing muscle mass. I read everything I could in the magazines like Flex and Muscle & Fitness. Even though I knew I was never going to be as big as the guys in the magazines, I could be strong and knowledgeable. Later, we moved from training in the basement to Powerhouse Gym, where a bodybuilder befriended me and my brother. At this point, I had earned the respect of the others in high school; some of them even came to me quietly in the locker room to get exercise advice.



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THE PRESENT

In 1997, I competed in my first bodybuilding competition in Michigan, placing 1st in the Novice Teenage Division, despite having poor posing and being very young. I remember that day like it was yesterday. There were nine others in my class, but I came in super shredded. From that moment, my goal was to become Mr. Michigan. To be the state champion was really something people took seriously and I wanted that title. A couple of good strong overall wins and I felt I had a good shot. I didn't even crack top three. I did another state show in 2018 and for the 2nd time I placed fourth. This year, I hired a coach and said I don't want to live in regret. Giving it one last try, I had planned to do the Mr. Indiana because that's where we live now. However, as an NPC promoter, you can't compete in the state that you live in. So, I accelerated my prep to go for the Mr. Michigan. My dream finally happened this year winning Overall in both Men's Bodybuilding & Classic Physique. Over the years I had qualified for national level shows many, many times but I wanted to make sure I was ready to step on the national stage. The 2024 NPC Teen, Collegiate, and Masters National Championships were beyond my expectations. I won Classic Physique Masters 45+ 1st place and Overall to become an IFBB Pro. It was crazy!



You also own a number of businesses; can you tell us about them?

My wife and I own short term real estate with several Airbnb's in South Florida, Myrtle Beach and Indianapolis. In addition, we own a company called Macro Millionaire, a macronutrient-based nutrition certification company that's connected to the Indiana University School of Medicine. Executive Coaching compliments the certification. At the other end of the spectrum, we own a couple of cigar lounges called Professional Smoke located in Indiana. I've been very fortunate that the success in these businesses have afforded us the opportunity to pursue our personal, business and family goals.

THE FUTURE

Now that you made your state championship dream come true and earned your pro card, what's next on your plate?

My wife and I have talked about doing a pro show together. However, in the midst of this last competition, we had our first son through IVF. My wife has just been insanely supportive. We feel the direction God wants to take our family is to try for a second child through IVF and make my pro debut in 2026. Supporting the sport is definitely something that is a priority for us and we are really excited to see what the future holds.



You mentioned you are a promoter, what shows do you promote?

We've been promoting the NPC Natural Indianapolis and NPC Natural Indiana for about 15 years.

Do you have plans to add additional shows? Or is there a different goal that you have within the NPC for yourself down the road?

The NPC's emphasis on NPC Natural shows, reinvigorated our enthusiasm as promoters for the shows. We upgraded our awards, did special awards packages, and provided paid entry to the 2024 NPC Ben Wieder National Natural Championships. We're excited about making our shows an even better experience for the athlete. The future holds a lot of opportunities for NPC Natural shows with IFBB Pro Natural shows on the horizon and a real path to the Olympia stage for these athletes. Plus, I believe athletes love the exposure of NPC newsonline, and consistency and professionalism that the NPC gives.

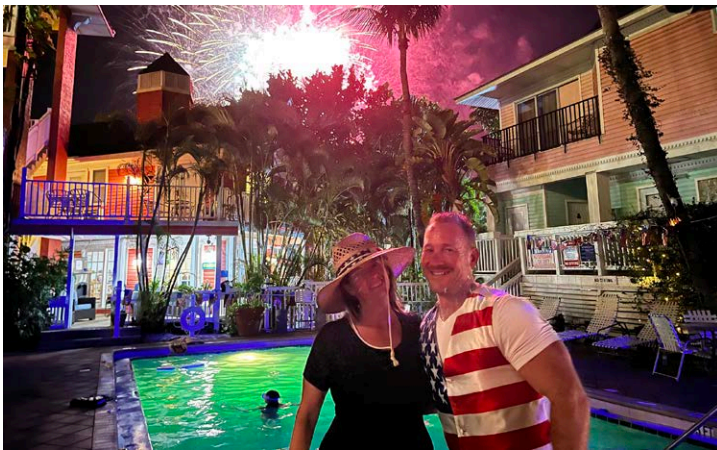
How do you see using bodybuilding as a platform?

That's something that my wife and I have been talking about through this last prep. Our faith plays a very big role in our lives; we lead several small groups for our church, have a very solid relationship with Jesus, and we love to share that with anyone that might be open.



We run an executive coaching business, helping other people realize their goal whether it's just getting in the best shape of their life, or maximizing their potential and even stepping on stage. The main thing is providing an opportunity to open the door for allowing people to explore their potential. We want others to see that at any age, you can be healthy, full of energy, and vitality for years to come. People see that we live our life full of joy and happiness and they want to feel that too, but they don't know how to get there.

I like to lay out for people that the sport doesn't have to be your entire identity. It doesn't have to be disruptive to family or create an aura of negativity and complaining attitude that nobody wants to be around. You can absolutely do this sport and do it well, while having a great family, managing your finances, your business and other aspects of life. This is our choice and attitude is a choice. You can choose to dwell on the negative like COVID, inflation, or diet or you can put positivity out there. Fitness can help you feel better and look better. If you feel good, it spills over to other aspects of your life and can change and improve your entire outlook. Do you want to feel like your life is stuck in a rut at home, in your job, or with your spouse? Or would you rather learn how you can change that?



Do you offer seminars?

We do a little guest speaking here and there, but it's our individual coaching platform, Macro Millionaire, where we coach people through what we call the five apps of life: faith, fitness, family, fun, fulfillment and finances. We believe it's so important to help you get fit, but not at the expense of those other areas in your life. Helping our youth discover healthy habits and establishing a healthy & fit lifestyle is something that's particularly been put on our hearts. Learning to put time and effort into achieving your goals is a great lesson for everyone to hear.

I'm happy to be able to share your story as you lay the foundation for others to benefit from all the knowledge you have to share. Yours is a story of inspiration, the importance of balancing fitness and family, and encourages the importance of positivity and fitness, by sharing your personal journey and how it has impacted your life. I can't wait to see how you continue to share the "five apps of life" (faith, fitness, family, fun, and fulfillment).

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