

Client Spotlight: Build Life Balance

Angie Erickson found her calling to health and wellness by channeling her frustration into positive action. Every time she turned on a television, she couldn't avoid advertisements for recalled prescription drugs that oftentimes had concerning side effects. Angie found that many of these drugs simply masked symptoms, and she knew there had to be a more holistic way to find and cure the root cause of an individual's issues.

Angie is the founder of Build Life Balance, a health and wellness coaching company in western Michigan that helps people who feel stuck in life to adopt holistic solutions that will support them in attaining optimal physical, mental, emotional, and spiritual health. She works one-on-one with individuals to support them in building life balance in five different areas of their lives, including relationships, career, spirituality, physical activity, and nutrition. She helps individuals achieve balance through developing healthy, sustainable habits, and she also serves as an accountability partner by meeting with her clients frequently.

When Angie first explored the idea of starting her own business, she didn't know where to begin. She stumbled across the services of the Muskegon Innovation Hub and has since become an affiliate member of the [hub's business incubation program](#). Angie is also a member of the [hub's coworking community, CoLaunch](#).

As a member of CoLaunch, Angie is physically located in the hub's coworking community. CoLaunch provides entrepreneurs, innovators, and creative thinkers with a flexible workspace with access like-minded small business owners—an environment that Angie uses for exchanging ideas with peers.

“The Muskegon Innovation Hub has been a complete game changer. They have helped me develop a business model, identify target customers, and understand my business's value proposition,” said Angie. “An added benefit of being part of CoLaunch is the collaborative environment. I'm able to bounce ideas off other entrepreneurs and learn from the experiences of successful start-up businesses.”

Angie works diligently to practice what she preaches. She teaches yoga and meditation and is currently a student at the Institute for Integrative Nutrition. When asked how she conquers moments of self-doubt, Angie channels her favorite superhero—Wonder Woman.

“The Wonder Woman power pose consists of putting your hands on your hips, feet wide apart, shoulders back, chest held high, and confidently looking forward,” said Angie. “A strong posture can boost self-confidence and communicate to others that you're serious and in control.”

Over the next year, Angie will continue to work with the hub to grow her business. She plans to explore opportunities to offer niche online services and investigate mobile application development. She will also stay true to her vision for Build Life Balance by growing community connections and empowering individuals to live their best possible life.