

Case Study: From Corporate Management to Health & Wellness Ambassador and Entrepreneur

Executive Summary

With over three decades in health & wellness and more than two decades in corporate marketing and business leadership, Nicole brings rare depth, clarity, and conviction to her role as a Creative Kids Movement Network franchise owner in Northern Florida. Her journey with Creative Kids Movement Network (CKMN) is rooted not only in experience but in purpose.

Background

When Nicole realized her corporate career left her feeling empty, she moved into business ownership, founding Niyama Yoga Shala, which caters to adult wellness. Nicole stayed in corporate for many years before transitioning to a full-time business owner, opening her first brick-and-mortar studio in 2019. She transformed her life when she and her husband decided to move from New Jersey to Northern Florida.

Nicole's experience was mainly in teaching adults, occasionally teaching children. When she came across CKMN in the spring of 2025, she knew right away that yoga, exercise, and movement were exactly what children need today, and that running classes on-site in daycares, schools, and wellness centers would give her the freedom she was looking for.



Nicole Zornitzer:
Jacksonville Territory Owner



Nicole's Matra: "Slow and Steady"

Every "no" is part of the process. Long-term success requires time, consistency, perseverance, and, most importantly, showing up. "I financially exceeded my expectations in month one, and by the end of Q1 2026, expect to exceed my target **for all of 2026.**"

"Being an instructor with CKMN has reactivated my maternal instincts." As an empty nester, Nicole found something unexpectedly profound in teaching children again. "I had no idea that I was missing this part of my essence until I began teaching children again."

Key Success Factors

“After owning my own adult wellness business, Niyama Yoga Shala, I know what goes into owning and operating a successful business, and I was eager to partner with people of a similar background.”

Nicole was drawn to the high level of training tools, marketing platforms, and business expertise behind CKMN. CKMN provided her with all the resources she needed to launch her business without the added overhead and constraints of a brick-and-mortar location. Her success is also attributed to a mindset of not failing, commitment, passion for the wellness industry, and “a strong belief that what we do MATTERS.”

1. Alignment with Mission and Values

When Nicole discovered CKMN, the alignment was immediate. The mission resonated deeply—not just the programs themselves, but the intentional focus on children’s physical, emotional, and mental well-being. What stood out most was the opportunity to partner with an organization that had already spent decades specializing in this population, guided by leaders who share her passion and purpose.

2. Support and Community

“Having others to bounce ideas off and speak with about creating successful programming is key in my mind. I have always said that numbers matter, and when launching a new business in a new geographic location, it is essential and very powerful to present to new schools our record of 27 years of continual growth and success.”

She also believes there is **power in numbers**, and having a supportive community is a critical part of growth and development.

3. Networking and Relationship Building

“Joining CKMN gave me the opportunity to explore a new city that is multi-faceted with different economic structures and populations.”

What she finds most rewarding and heartwarming is the commitment of her schools and their teachers and Directors who are embracing the value of health, regardless of economic status. She has been greatly supported by all, and it has helped her truly know and understand all the dynamics of her new community.

4. Commitment to Goals

Nicole believes each obstacle offers an opportunity to grow. Progress compounds when commitment never wavers.



"My biggest challenge was my territory, because I had only moved to Northern Florida six months prior to purchasing the business."

Nicole entered CKMN with extensive business experience—but a brand-new geographic challenge. Launching in a diverse and large geographic region required adaptability. In a very economically diverse area, she found that she had to adjust her program offerings and model depending on what part of her territory she was in.

Sustainable growth requires time, consistency, and perseverance. It requires showing up even when the answer is "no," trusting that each challenge carries a lesson, and believing that every "no" eventually becomes a "yes."

Impact as an Instructor

"Children are our future. To help shape that future through movement, confidence, and care is an honor I carry with gratitude."

Being a positive, caring role model for young children reignited a core part of her identity. Watching their excitement, curiosity, and growth—seeing them truly engage with movement and mindfulness—has been profoundly rewarding for her.

Advice for Aspiring Franchisees

"Take a DEEP BREATH and know 100% you made the right choice." Nicole encourages new owners to release artificial timelines. "Do not get caught up in numbers, statistics, or where you believe you 'should be.' As long as you continue to work very hard and do not give up, you will be successful."

Conclusion

Nicole Zornitzer's journey is a testament to the fact that, with passion, persistence, and determination, you can reinvent your career at any stage in life.

With a positive mindset and the mantra "slow and steady," she has methodically developed her territory, teaching many classes herself, preparing to hire instructors, and is on her way to undoubtedly becoming **one of CKMN's top territories in 2026**.

CKMN is a franchise built on a mission to positively impact children through movement and mindfulness, driven by a community of passionate, supportive business owners.

This opportunity is perfect for someone who is:

- Passionate about kids, movement, and mindfulness
 - Craving more freedom and flexibility
 - Tired of feeling unfulfilled in corporate, education, or healthcare
 - Ready to step into the role of mompreneur or purpose-driven entrepreneur?
- ** You should have experience in 2 of our 3 programs (Dance, Yoga and/or Fitness).
Other useful traits: heart, hustle, and a desire to build something beautiful.



To learn more about our franchise and territory availability, click on the QR code or visit our website at www.ckmovementnetwork.com/franchise

