

SHERRY GOGGIN: My life in a Bikini

Athlete, Champion, Top Model, TV Host, Businesswoman

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Sherry Goggin maximizing her genetics and metabolism by hard, consistent training in the gym.

You frequently see glamorous, attractive women who claim they weren't that special looking when they were teens in high school and only bloomed later. But that was not the case with Ms. Fitness America Sherry Goggin. From her teens to the present, Sherry seems not to have changed much at all, but is just as beautiful, with a body every bit as fit and fabulous.

"I think I've proved you can continue to be great and stay in shape as you get older – in your thirties, forties and beyond," says Sherry. "It's a matter of taking care of yourself, being disciplined, and maintaining a fitness lifestyle. Everybody ages, but how fast and how much you age is largely under your control."

A lot of this is just plain work and physical training, Sherry says. "But I have also been blessed with a terrific metabolism. It is comparatively easy for me to get lean and in shape." Having sat down to meals with Sherry several times, I can report that she almost always ate more than I did. She just seems to be able to burn off all those calories relatively easily.



Sherry Goggin winning Ms. Fitness America in the early 1990s. The hairstyle has obviously aged but not Sherry. Photo courtesy: Sherry Goggin.

In High School in Chattanooga, TN, Sherry was on the twirling team, track team, softball team and played the drums in the band. In College, at the University of Tennessee at Chattanooga, she was an honor student and a varsity cheerleader, played intramural basketball, volleyball, and powder puff football.



Sherry tried bodybuilding competition but realized she had better genetics for fitness.

Her inspiration for taking up weight training was Rachel McLish and Cory Everson, like so many others. After spending some time in the gym and liking what weight training did to her already



Sherry admits this is not a safe way to ride a Harley. She should be wearing a helmet!

shapely body, she started taking her workout very seriously. As a result, Sherry became Fitness America National Champion in the early 1990s.

This victory and her other successes, and all the resulting promotion and publicity, lead to her becoming what many feel is one of the most frequently photographed fitness personality in the industry.

If we tried to include the full range of magazine covers featuring Sherry in this article there simply would not be space. Perhaps hundreds all together. These includes Ironman Magazine, Muscle & Fitness, Oxygen, Muscular Development, Planet Muscle, Natural Muscle, Swimsuit International, Physical, X-ercise Files, World Physique, FitnessX.com, Reality and others as well. She has also been featured in numerous print and video ads, is highly visible in social media and all over YouTube as well.

“I moved to California after college,” Sherry explains, “and after seven hard months of training, I came in third at the California Coast Championships. Then, I won the Serge Nubret Bodybuilding Championships. I realized I didn’t have the necessary genetics to go very far in bodybuilding, so I started competing in fitness shows and I found they were practically designed for somebody like me. I loved to perform and with my background of dance, twirling and

gymnastics and I was very comfortable on stage. I won the Ms. National Fitness, and Fitness America National Championship”



A recent photo. Not bad for a woman almost old enough for social security. Photo courtesy: Sherry Goggin

At the Galaxy competition, with a difficult athletic round, I placed forth – although I was 1st runner-up in the swimsuit round.

Being famous for fitness and good looks are only part of Sherry's success. She has hosted American Muscle and Celebrity Workout on ESPN, was the host of Legends of Fitness, Co-Host on Kiana's Flex Appeal, Cindy Margolis' Workout Video and Planet Muscle on the E! Channel.

With more infomercials than even Arnold can shake a barbell at, it's not surprising that she is the has been considered the official Infomercial Queen – appearing in more than 30 infomercials, including Total Gym with Chuck Norris, Total Tiger, Ab Dolly and Ovation with Body By Jake.



There is also the matter of her 14 national commercials including Wendy's, Jack in the Box, Kraft Free Dressing, Pizza Hut, Diet Pepsi, Bally's and MCI. Sherry has also appeared in numerous television and movie spots including co-starring in Acapulco Heat, Days of Our Lives, Land's End, and American Gladiators.

Sherry is also an experienced producer, producing the "Pinnacle Pro Xtreme Team" for Bodyonics/Pinnacle, for which she was the International Spokesperson for 11 years. She also helped produce the "Miss Fitness Rio," Ocean Watch & Ocean Quest 'for Inside Edition and Surfing on the River for ESPN.



Sherry's fit body and beautiful looks have made her a very popular model.



From grade school on, Sherry has been an all-around athlete.



Even with a fast metabolism, cardio helps you to stay fit and slim.



Sherry advises models to become expert at doing their make-up and hair. You'll never know what crew any photographer will provide.

Sherry is also a business entrepreneur, owned a Gold's Gym in CA, Western Trading Post Store, Alternative Motorsports, Max Muscle Health Food Store, Sports Nutrition Depot, and Dynasty Women's Fitness Center in Las Vegas.

“After winning the Ms. Fitness America, I saw an opportunity of a lifetime. I used my success to acquire 10 sponsors, which included Benchwarmer cards, Bodyonics/Pinnacle, Kemistry, Cytodyne, EAS, Power Bar, Revo, Yamaha watercraft, Body Alive Sportswear, Otomix, Hot Skins, Bodyblade, Caruska, Total Gym and Bottom Line.

2010, Sherry founded Fit Girl Wear, featuring clothing she designed herself. (“Where Fitness meets Fashion”) “I want Fit Girl Wear to inspire and motivate you, to give you self-confidence and self-esteem,” she explains. Her mission is to offer the highest quality with the most unique designs.

I created a video to help Sherry promote her fashion designs. You can see this video by going to YouTube and searching for *Sherry Goggin Fit Girl by Bill Dobbins*.



“My genetics means I get lean and shapely doing weight training, not big and muscular,” Sherry explains.

Sherry is trying to get a message across to everyone: Be Fit 4 Life. "I want to educate people about Health and Fitness and encourage them to reach their goals. I am spreading the word of Fitness. Fitness is not only a goal; it should be a way of life. I want people to learn how to be fit for life by changing their lifestyle." Sherry's goal is to continue to be inspiring, motivating, a role model, and help others achieve a healthy lifestyle.

Sherry has been with her better half, Freddy George, “The Detroit Diesel” since 2010 and they are a real Power Couple. Freddy was the Fitness Editor for MMA Worldwide, Tapout and Grappling Magazine. He was a Pro Mixed Martial Arts Fighter with no losses and studied 21 Martial Arts under Erik Paulson, Rigan Machado, and Todd Medina. Fred is a strength & Conditioning Specialist for Hockey, Football, MMA, and Bodybuilding. As the co-owner of CSW

Training Center with Erik Paulson, Fred is a World-Renowned Fight Coach for UFC, PRIDE, K-1, BELLATOR AND BAMMA.

Sherry Goggin is a believer of applying the same energy and discipline to the rest of your life as you do to being fit and fitness competition. In the gym and outside, make the most of your abilities, capitalize on your gifts and talents. **Success if not the key to happiness, she believes. Instead, happiness is the key to success.**



Photos courtesy Sherry Goggin.



A veteran of hundreds of photo shoots, Sherry is one of the most experienced models in the industry.



Shooting in the desert you need to stay hydrated. In that heat, it is impossible for you to retain water.



Sherry has spent so much time fitness modeling that we did a video for YouTube called "My Life In A Bikini."

Go to <http://www.fitgirl4life.com/> for Lifestyle Coaching, Training and Nutrition Programs by Sherry Goggin