



Entrepreneur: Corey Wesley
Business: Corey Wesley Personal Training
Industry: Personal Training



Corey is from Constance Lake First Nation and has turned his passion for strength training into an entrepreneurial expertise when he established Corey Wesley Personal Training one year ago. Corey first had the idea for his business after completing his Master's Degree in Kinesiology and Exercise Physiology at Lakehead University. The knowledge he acquired allowed him to obtain unique credentials to service a lucrative market in personal training. Corey is continually motivated by his children and the drive to be self-sufficient.

In order to help others solve their problems Corey began financing his business on his own with a portion of his monthly income going towards overhead costs. To assist in the branding process, Corey hired a communications agency and sought consultation from a family member who is a professional accountant for spreadsheet resources. Through the process of starting his business Corey learned from failure by evaluating the situation and making adjustments along the way. He understands that failure is part of entrepreneurship and points out the importance of not taking failures personally.

Corey believes the best way to achieve long-term success is to turn your weaknesses into strengths; he did this by being organized and keeping track of his finances. His advice to entrepreneurs starting out is to go all in, and don't look back. Initially, it will be difficult financially, but if you work hard and make your business your sole priority the income will gradually increase.



Anishinabek Employment
and Training Services

