



SHANI

THE JAMAICAN
CHATTERBOX

MCGRAHAM-SHIRLEY

ABOUT SHANI

**CEO of Yahsuh Fitness Ltd,
Lifestyle and Fitness Coach,
and Entrepreneur**

Shani McGraham-Shirley is a beacon of inspiration, a testament to the harmonious blend of determination, intellect, and physical wellness. Her journey from a dedicated Special Educator, who graduated with honours from MICO Teachers College, to a leading figure in the fitness and wellness industry, showcases her multifaceted talents and unwavering commitment to personal growth and societal contribution. With an illustrious tenure as Ms Jamaica Universe 1998, Shani has consistently demonstrated that beauty and brains are not mutually exclusive, but rather complementary forces.

Entering the fitness realm in 2010, Shani's passion for empowering others through physical wellness has seen her acquire an extensive array of accreditations over the years. Her belief in the power of knowledge has propelled her to become a highly respected Group Fitness, Spin, Zumba, and Yoga Instructor, Personal Trainer, Lifestyle Coach, and Motivational Speaker. As the CEO and visionary behind Yahsuh Fitness Ltd, Shani has cultivated a fitness environment that thrives on energy, innovation, and community. Yahsuh Fitness, also known as FitBox, stands as a testament to her philosophy of making fitness an enjoyable and integral part of daily life.

Under her leadership, Yahsuh Fitness has introduced the Caribbean to the dynamic Caribbean Fit Fiyah Soca series, a carnival-themed fitness extravaganza that combines the electrifying rhythms of soca and dancehall with vigorous workout sessions. This series, which has successfully run for three consecutive years, encapsulates Shani's innovative approach to fitness, focusing on the joy of movement and the communal spirit of the Caribbean culture.



Beyond her professional achievements, Shani embodies the essence of balance and purpose. As a devoted wife of over 20 years and a mother to three children, India, Thai, and Mali, she personifies the role of a 'Juggling Mom', seamlessly integrating her familial responsibilities with her entrepreneurial and fitness endeavors. Her journey resonates with countless women who strive to find harmony between their personal aspirations and their roles within their families.

Shani McGraham-Shirley's narrative is one of authenticity, resilience, and transformation. Through her work, she continues to impact and inspire women around the world, encouraging them to embrace self-care, pursue their passions, and live their best lives. Her legacy is not only in the vibrant energy of her fitness classes but also in the lives she touches, motivating individuals to step into their purpose with confidence and grace.

KEY HIGHLIGHTS

Yahsuh Fitness Ltd (FitBox)

CEO and Founder - Innovative fitness environment focused on energy, community, and making fitness enjoyable.



Caribbean Fit Fiyah Soca Series

Signature fitness event that blends soca and dancehall rhythms with vigorous and engaging workouts.



Inspirational Leader

Shani's journey inspires women worldwide to embrace wellness, self-care, and their passions.



SPEAKING TOPICS

Prioritizing You:

The Importance of Choosing To Put Yourself First

The Bounce Back:

How to Be Resilient in Life, Love and Health

Women Over 40:

Navigating Perimenopause and Wellness

Fit and Fabulous:

Fitness for Women in Midlife

Balancing Act:

Empowering 'Juggling Moms'

Building a Sustainable Fitness Community:

Empowerment Through Movement

Rebuilding Her:

One Piece at a Time

Her Come Back:

Reclaiming Confidence & Identity

CAR CHRONICLES

Welcome to the Car Chronicles Series, a sanctuary where Shani McGraham-Shirley shares **unfiltered thoughts, rants, and reflections** from her mobile "therapy room." In the cocoon-like solitude of her car, Shani finds a safe space to **recharge, introspect, and connect** with her followers. As she drives, she dives into topics that come to mind—offering snippets of her day, opinions, and life lessons that spark thoughtful conversations and build a vibrant community. **Authentic, raw, and always positive**, Car Chronicles feels like a chat with your best girlfriend, delivering organic, real-world insights amidst a landscape of "smoke and mirrors." Join Shani in this unique journey, where you're encouraged to **sit back, listen, and share in the wisdom of everyday life**.



RATE CARD & DEMOGRAPHICS

"I help broken people come back together"

Instagram

- 4-5 Stories - US \$1,000
- Reels up to 90 sec - US \$2,000
- Carousel (up to 5 images) - US \$2,000
- Reels (up to 3 mins) - US \$3,000

Payment Terms:

- Full Payment for one off activations
- 50% upfront, 25% middle of contract, and the 25% [6 months to a year]

Facebook and YouTube available upon request.

TikTok

- Up to 90 sec - US \$2,000
- Up to 5 mins - US \$3,500

Gender



Age



428K
Average
Followers

200K
Average Interactions
Monthly

3M
Average Views
Monthly

753K
TikTok
Likes

**Book Shani
for Speaking Engagements**

Email: bookshani@garrickcommunications.com

To request a quote visit: bit.ly/bookshani



SHANI MCGRAHAM -SHIRLEY

THE JAMAICAN
CHATTERBOX



FOR BOOKINGS AND INFORMATION:



Email: bookshani@garrickcommunications.com

Tel: 876-677-6378

To request a quote visit: bit.ly/bookshani



Instagram

@shani.fitness.lifestyle | @jamaican chatterbox



Facebook

Shani McGraham-Shirley



TikTok

@shani.fitness



YouTube

@Yahsuhfitness