

From creator to founder: Camilla Lorentzen on building a brand beyond social media

For 10 years Camilla Lorentzen has been encouraging her 2.8 million followers to find confidence in their bodies and approach fitness in a way that feels right to them.

Temps de lecture : minute

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But, as Camilla's vision grew beyond just posting content, she knew it was time to build something that would outlast a scroll. She wanted a way to connect with her audience on a deeper level.

The result? Mila. An award-winning fitness app that gives users exercise suggestions based on their mood.

6 months after the launch, Camilla shares Mila's journey from an idea to an inclusive space, her transition from creator to founder, and the lessons she's learned along the way.

Why did you decide to build an app?

It got to a point where social media could only do so much. I was looking for a way to help my community and create a space that the fitness industry really needed.

My app Mila was a chance to do just that, creating a place to go beyond the usual fitness stuff and make something more meaningful.

Investing in an app can feel like a big commitment. How did you make sure it made financial sense?

My golden rule is to only invest what I'm comfortable losing. So I had a budget, but I also needed real proof that people wanted Mila.

About a month before launch, we offered my followers an annual subscription to become founding members. Two thousand people jumped in, which gave us confidence. We broke even before going live. That was a big deal!

Did you have any worries about what your community would think?

I've been talking to my community for so long that I trusted we'd make something they'd love. So honestly, my biggest fear wasn't whether the app would work or attract downloads—we got 200,000 in the first two weeks.

I was worried the app's content might not live up to what people expected. But with input from my community, including feedback from over 40,000 followers in 7 countries, I knew we were on the right track. We learned that most of the audience cared more about joy and connection than weight loss, so we focused on creating content that really resonated with them.

How did you figure out how much of your personal brand to bring into Mila?

It's tricky! I wanted Mila to feel like an extension of me, but I didn't want it

to be entirely tied to my face and voice. The key is honesty with your audience and crafting a brand that still resonates with who you are. That's not easy, and it took some help from *Planes* to strike that balance.

Ultimately, creating a new brand, slightly separate from myself, has opened up so many new opportunities beyond social media. It's allowed me to build a team and evolve my personal brand into a business.

What advice would you give to other founders wanting to launch a digital product?

Don't fear failure. Sure, I could say "Start with data" or "Bring in the experts"—and that's all true. But if you're too afraid to fail, you'll never take the plunge. The best insights come from trying, messing up, and learning as you go.

Now Mila is live, what do you hope it'll bring to the fitness industry?

I want Mila to be a place where everyone feels welcome. Healthy and happy looks different for everyone, and Mila's about embracing that. It's more than just an app; it's about building a community that makes people feel like they have a place to show up.

Camilla Lorentzen