

Popularity Boost (Rough Draft)

By: Firingwall

Commission for [Leah-Wolf-DeviantArt](#)

“And to be honest, it’s been worrying me for a while,” Jenna explained nervously, looking off to the side, “D-do you... do you understand?”

“I suppose I do, but to be honest, popularity isn’t really everything,” the witch replied with a simple nod, “Usually, it just exposes what people are on the inside and, sometimes, it isn’t particularly pretty.”

“I know, but Leah isn’t bad! She could just be more open, happy, ya know?” The short-haired girl with glasses stated firmly, looking intensely at the witch. “Is there anything you can do to help her?”

College student Jenna was on the hunt for something special. The holidays were coming up and she wanted to get her best friend, Leah, an early present. Something that would really give her the confidence boost she always needed. Or, at least, what she thought she needed.

After a bit of searching and wandering, Jenna stumbled upon a magical shop run by witches. Manning the counter was a long-haired, bright green skinned lady called Beatrice, who mostly nodded and offered little commentary as the human spoke. It almost seemed like she wasn’t paying attention half the time.

But with that last question, there was a certain twinkle in the green woman’s eyes. A slight smile followed with her saying, “Hmmm, perhaps I can help. I think I have something that will certainly make her far more open and popular with people.”

“R-really? Nothing that would hurt her or anything either?” Jenna asked excitedly, but with a little bit of concern.

“Oh silly!” chimed Beatrice, giving the lady a smile, “I would absolutely love to help you out with this and don’t you worry, what I have in mind is nothing that would harm her. It’s a simple powder, one that has to be mixed with your friend’s drink in order to get the right effects to work. Think you could manage that?”

Jenna nodded, an idea instantly springing to mind. “Yes, I’m sure I have an idea for this.”

“Ready to get fit and into shape?” cheered Jenna, pumping her fist into the air.

Leah giggled softly, blushing a little bit. “S-sure, but really, where is this coming from, Jen? I didn’t think you would be into working out.”

“Oh... well, with it getting colder out and honestly, I was starting to worry about gaining a bit too much weight. So, I thought it would be fun to do a little exercising to stay in shape. I’m sorry... this is a problem, isn’t it?”

“OH! N-n-no! Not at all! I’m just surprised. Thank you so much for inviting me.” Jenna and Leah stood in the gym located not too far from campus, one of them blissfully unaware of the true purpose of the visit.

“Alright then! Here you go, got you some water!” Jenna held up a red water bottle, handing it over to her friend. The young woman had already spiked the bottle with the mysterious powder the witch had given her. Being at the gym in simple workout attire, she would be able to see the results up close as they happened.

“Thank you,” replied her friend, happily taking the bottle of water. She popped its lid and took a small sip from it to begin with. She licked her lips, giving Jenna a puzzled, curious look.

“Huh,” she mumbled, putting the cap back on, “That was odd... tasted a little off.”

Jenna quickly answered, leading her friend towards the treadmills, “Oh, sorry. I got some flavored vitamin water. Maybe I should’ve stuck with something normal.”

“It’s fine; just surprised.” Leah sighed, stepping onto an open treadmill. As she did, Jenna couldn’t help but notice that her friend seemed a little... taller than before. Her black gym shorts and white tee seemed to be a touch smaller on her now.

Jenna stepped onto one of the treadmills too and hit a button on it, starting to walk at a nice, slow, steady pace. Leah did the same, letting out a small sigh and moving at a slightly slower rate than her friend. “Still so tired,” she mumbled, “That paper last night took forever to finish...”

“Sorry to hear that, but you really should’ve started it sooner,” replied Jenna casually, watching her friend closely.

“I know, but I’ve just been so distracted lately with everything with life, work, and coming to the gym to work out more often...”

The glasses-wearing lady giggled, saying, “What? Since when do you go to the gym without...” She trailed off as she looked a little closer at Leah. Leah was always kind of a scrawny girl. Perfectly in shape, but always thin. Now, there seemed to be some muscle definition on her. Her limbs looked thicker and Jenna could make out the outline of a rather toned stomach on her. Her shoulders even seemed a touch wider as well.

“I go to the gym all the time,” Leah huffed, “It’s just the first time you ever came with me, silly. Gees, all those long nights getting to you as well?” She hit a button on the treadmill, her pace starting to pick up.

“Oh... my mistake,” Jenna mumbled, stroking the tip of her chin, “I guess they are. Just been tired a lot with my workload.”

“Well, maybe you should pop some energy drinks every so often. That’ll help with the workload and keep ya going at night, even if you crash a bit later.” Leah yawned, stretching and shaking her shoulders a little, getting the knots out of them.

She did the same to her neck, twisting it from side to side. Curiously, as her long, brown hair flopped back and forth with each twist, it seemed to change with it. Its rich coloring darkened to a midnight black, its tone glossier. Her hair that cascaded down past her chest shrunk, pulling up to just about her collarbone. There also seemed to be some thicker hair growth along the back of her neck, giving it almost a mane-like quality to it.

“I’m not really all that into energy drinks though. I just never like the taste of them...” replied Jenna, still entranced by her friend’s subtle changes. The hair seemed a little odd, but whatever made her popular.

“Well, it’s your **loss, broette~**” Jenna flinched at that, nearly slipping and losing her feet as she trotted along. Leah’s voice had suddenly dropped several levels to a bass-y baritone, one far more deeper than her original one.

“**Something wrong, man?**” She asked again, confirming that indeed her voice had taken on a masculine pitch to it. She also casually hit a button on the treadmill, putting the speed off just above Jenna’s pace.

“Ummmm, it’s just... your voice. It’s just, just...”

“**What’s wrong with my voice?**” huffed Leah, “**It’s always sounded like this. Is it suddenly a problem for you now?**” She looked rather annoyed, staring harshly at her. Jenna suddenly had a feeling the voice tied into something she had no knowledge or memory of.

“S-sorry, it’s just me being all sleepy and tired again. I-I just need to wake up and stuff...” Jenna quickly dialed the speed on her treadmill up a little, making her move and work a lot more than before.

Leah’s eyebrow arched, growing a touch thicker and blacker with it. However, she merely shrugged and returned to focusing on her brisk jogging.

Though as she rushed and hurried along, Jenna spotted something off about her again. Leah’s arms and legs seemed a bit... hairier than before. There were thicker patches of chestnut brown hairs on her upper arms and around the knees. However, closer to her hands and feet, the hairs turned whiter like snow.

Okay, this is seriously not right, Jenna huffed, biting her bottom lip, that was powder was supposed to help make her popular... but it’s... it’s...

Leah yawned again, looking annoyedly down at her treadmill. She hit the speed button again, her pace moving up to a brisk jog now. She surprisingly kept pace, not even breaking a sweat as she moved along. Moving as she did, her body seemed to grow longer and taller, pushing up past six and a half feet tall.

She rotated her shoulders a little during her jog, which seemed to react to the motion. They expanded more, losing their curved down shape and broadening to a linebacker’s form. Her chest

expanded to match her widening shoulders, her breasts stretching and shrinking with it. They grew smaller and smaller until her soft mounds were flat upon her chest.

Even then, it did not stop there for her at all. The oddly colored hairs on her limbs seemed to thicken, easier to see with her smaller clothes on her bigger body. It grew and grew, looking more like a pelt of fine fur than anything. Her forearms and forelegs were completely covered in a creamy white fur, the rest of the limbs a deep brown.

Leah fidgeted a little in her pace, her brow furrowing. Her movement became sluggish and off for a bit, wiggling her flatter hips and tighter rear. Something was bunch up in the back of her shorts, thick hairs poking out the top of it.

Eventually, she got fed up and grabbed her shorts, slipping them down a little. Out came a long, striking tail. It was cloaked in long, elegant black fur that looked ever so fine on it. Freed from its confines, it swung happily from side to side.

Leah sighed blissfully, returning to her normal pace... for about a moment. She started to stumble again, nearly losing her footing and grabbing onto the handles on the side. She panted heavily, her eyes widening and a few things flew off her.

It was her shoes and socks. They had completely slipped off her feet, which had changed as well. They had transformed into thick, black hooves.

Jenna looked between the hooves, the tail, and Leah's hands, which had her fingernails turning black and growing, covering up her fingertips. It was more than apparent what was happening. Her friend was going full on equestrian.

Leah sighed, returning to her normal pace and movement. She eyed Jenna, who was casually staring at her and chuckled, "**I'm fine, thanks for asking.**"

"OH! Eh... sorry... I was... I was just distracted..."

Leah gave off a little smirk, adding, "**Oh? Like what you see?**"

Jenna was then the one to almost stumble and off her treadmill. Her face went red, her heart racing.

Leah chuckled, shaking her head. Her ears grew brown fur over them and stretched to the top of her head as she quickly added, "**Whoa, easy there, broette! Just joking around.**"

"...**though, you have been checking me out this entire time.**" Jenna heartbeat increased at that line. She tried to look away for a second, but really could. She could see Leah's body expand again, her t-shirt tightening on her muscular, rather buff body.

"N-n-no! Th-that's not what I've b-been trying t-to--"

Leah smiles and nods gently, looking forward and saying, **“It’s okay. Lots of girls, and even some guys, having been checking me out. Some people can’t keep their eyes off a big, handsome stud!~”**

She let out a hearty laugh, her voice and tone going fuzzy and off for a moment as her face wobbled. Her jaws shifted and cracked, pushing out away from her face slowly. Her nostrils flared, fur blooming over the entirety of her head as it was pulled forward with her jaws. Eventually, they stretched out into a full, strong equine muzzle.

Jenna’s jaw dropped. This wasn’t remotely what she wanted for her friend at all. She wanted Leah to be popular or at least more self-confident. She didn’t want her to be some big, buff horse jock!

Leah gave her an odd look, her head tilting to the side. More and more bloomed across her entire body until not a trace of skin was visible. She was fully coated in a lovely, chestnut brown pelt.

Leah sighed, stating, **“Sorry broette... I know we’ve been friends forever and you wanna keep it that away, but... I get it. You like me a lot lil’ lady. You should just be straight with me on this.”**

And as those words left her muzzle, one final change struck her then. It was right in the crotch, the flat area bulging out. It swelled little by little it was a very distinct, masculine package within his gym shorts.

From top to bottom, Leah had fully transformed into a male, buff anthro horse man. One that Jenna couldn’t help but look at and feel a little... funny about.

This is too much, she thought, sweat dripping down her forehead. *I gotta... I gotta go find that witch and figure out what the hell is going on...*

She cleared her throat and tried her best to be casual. “Umm, listen, this is... interesting and all but I gotta... I gotta get going now Leah...”

“Leah? Who’s that?” The horse asked, looking more confused.

“Oh... ummm, that’s ah...” She bit the bottom of her lip. *Crap, did that even change?! This is so getting out of...*

“Oooh, heya hunk!” The two of them looked to the left, seeing a few ladies, one of which was a dog girl. They waved and winked.

The horse smiled and winked, flashing a pearly smile with his big molars. **“Hey ladies, James is happy ta meet ya’ll. Stop by a little later after I’m all pumped to say hi and maybe we get catch a bit to eat.”**

The girls giggled and swooned, hurrying off. “James” chuckled, shaking his head, “Hey, it’s like I can’t turn it off... though, maybe I should. All those dates and parties I keep going to is starting to mess with my classes...”

This is just too much... “Okay, well, ah, I’m gonna get going then...” Jenna stammered, her heart racing more. This was simply overwhelming.

James’ eyebrow arched for a moment, but the anthro merely shrugged. **“Well alright, broette. We can talk about this later. I’ll be here a while, working on my legs. Gotta keep my best features lookin’ swole.”**

“Y-you do th-that an-OH!” Her hand slipped towards her bottle of water that she had placed in one of the cupholders of the treadmill. She started taking it out when it suddenly slipped from her hand. It hit the tread and flew between her feet, hitting the ground a few feet away and breaking open.

“Goddamnit,” she mumbled, quickly turning off the treadmill and hopping off of it, “Just... damn it...”

“Now there’s a mess!” James remarked, turning off his treadmill and getting off it. He walked over to her, his hooves clomping as he looked between her and the bottle. **“That’s a shame. Here, you can have some of mine if you need a quick chug...”**

“Oh, thanks...” she mumbled, taking his water bottle and taking a swig from it. *Dang, needed that... I just feel so tired and-*

Her eyes widened. The world moved in slow-motion. The bottle moved away from her face, but yet, it was too late. Water had already passed over her tongue and flowed down her throat.

“Something wrong, bro?” asked James.

“Y-y-yes!” Jenna stammered, her body trembling, “I sh-shouldn’t have drunk your water. I made a mistake! I did-”

She paused for a moment, her shaking stopping. Her head tilted to the side, her attention on the bottle for a moment. She stared at it for a little bit before looking back up at the curious horse.

She handed the bottle back and said, **“You know, bro, I think I could stick around a little while longer. I am feeling little scrawny and stuff. I think I can work on my core and legs for a bit with you if you like.”**

THE END...?