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Exercise is the *Real* Fountain of Youth

Training Improves Your Lifestyle, not Controls It

You want to lose weight, but are not motivated to do so.

You want to gain muscle, but the **hours** in the gym and a **strict** diet is not doing the trick.

Do you **give up** or **assess** what you are doing **wrong**?

You need to analyze your fitness and diet regimen to discover how you can make things **right** for you.

With a proper fitness and diet regime specially designed for you, you will remove the label of a skinny guy or a chubby girl.

Will your drive to lose weight and build muscle make you go **over the edge**?

Yes and **no**, as it depends on whom you talk to and who advises you on your “get fit” routine.

By going to the wrong person or taking it upon yourself to shed the pounds and gain muscle, you risk having your routine **consume** you!

Why do we go **overboard** with our decisions? — Being either **extreme** left or **extreme** right!

Is it impossible for us to stay in the **middle** of the spectrum?

Or is it an innate human error?

Our drastic decision-making skills take a turn for the **worst** when we realize the negative impacts our actions are having on our health.

What type of decisions I am referring to here?

I am talking about our **approach** to living a healthy and active lifestyle.

We either are too **lazy** to do anything, and when we do become physically active, we **kill** our social lives by becoming obsessed with fitness and prioritizing it above all else.

Our lives either revolve around the sofa or the gym — neither of those two **extremes** is healthy for you.

Motivate yourself to head to the gym, work out, and eat right, but do not let your lifestyle **control** you.

Do not visit the gym with a mindset of spending several hours there every day, come in with a mindset to improve your life with training.

Enjoy Parties, Go on Dates, Meet Up with Your Friends, and Just Have Fun!

People view exercise as a death sentence — a do or die type of situation.

I view exercise as a life sentence — it **improves** health and **promotes** longevity.

You should not become too absorbed into it either, as it can turn you into a robot.

All I am asking you to do is maintain a healthy balance between the two parts of your life — your social life and your time at the gym.

Through my online coaching program and personal training sessions, I can provide you with the knowledge and tools you need to assume a healthy and active lifestyle without subtracting your social life from the quotient.

“If I do not commit myself to working out several hours in the gym, wouldn’t I lose my physique?”

I am not only going to show you how to build a muscular physique, but also show you how to retain it 365 days of the year, without having to live at the gym.

What do I need from you in return?

Commitment | Dedication | Conviction

What will I give you in return?

Personalized Fitness Experience | Tailored Meal Plans | Science-based Techniques

I Have Great Plans for You

I have developed three different programs for you to choose, online coaching, personal training, and ‘on your own’ training program.

Let’s learn more about them:

1. Online Coaching Program

Do you want to decide where and when you want to train? In this program, I hand over the reins to you. I provide you with tailored meal plans and training programs to help you accomplish your fitness goals. Throughout the program, we stay connected. I stay in touch with you to offer you advice, encouragement, and oversee your progress.

2. Personal Training Program

Do you live in Stockholm, Sweden? If you do, why don't you visit me for one-on-one personal training sessions? In our session, I will examine your current training technique and provide you with pointers on how to improve it.

I will combine your current techniques with my own, modify them, or exchange them for newer and more effective ones. When you are feeling unmotivated, I will be the voice in your head, telling you to do one more rep because I want to see you become a healthier and stronger version of yourself.

3. 'On Your Own' Training Program

My on-your-own training program is a one-time offer for people who do not need me to tell them to stay on track, as they already feel confident and motivated to work out and train hard. Their only problem is being unaware of what exercise routine works for them and what hurts them.

That is where I come in. I design meal plans and training programs based on the information you provide me. Once I give the information, it is over to you on how you want to use it. Since you are already determined to get in the best shape of your life, I know you will put the information to good use.

Will You Join Me in the Gym or Online?

I want to give you the freedom to decide and plan your fitness routine. Whether you come see me in-person or seek my help virtually, just know I will do my best to provide you with meal plans and exercise routines —*based on pure science*— to help you lose weight and gain muscle mass.

I have developed programs for both weight loss and muscle gain! You can take advantage of both of these programs. Always remember, do not engross yourself in your workouts because if you do, you are letting them control your life.

Your Personal Life Matters Too!

Workout for Improvement, Not Perfection!

Who Am I?

My name is [Full Name] and I was born in [City], [State], which is where I live. I am a personal trainer by profession. How did I decide that is what I wanted to become? When I was young, I was forced to retire from a sport I loved due to having an extra vertebra and chronic lower back problems.

My chiropractor instructed me to visit the gym to strengthen my back and it worked! Exercising changed my life and now, I want to change yours! The idea behind [Fitness Brand] is to help people establish a healthy and active lifestyle to **improve their lifestyle, not control it.**

This led me to develop three simple guidelines for people to follow — **simplicity, freedom, and system.**

Simplicity leads to confidence, consistency, discipline, and results.

Freedom provides people with a balanced lifestyle, consisting of a healthy physical life and a healthy social life.

System gives the power to the people to modify their lifestyle, without losing sight of their goal.

Improvement Starts and Ends with You!

Sign Up Today to Get Back in Shape, Build Muscles, and Have Fun with the New You!