



FITNESS TOGETHER'S RICK COE ON GETTING IN SHAPE WITH A PERSONAL TRAINER

Background: Rick Coe is owner/manager of the *Bethesda & Rockville Fitness Together* studios. As a graduate of the United States Military Academy at West Point and former Army officer, Rick understands the value of teamwork, commitment, and perseverance in delivering results. Years of experience in private industry have also provided Rick a deep understanding of the service quality necessary to build customer loyalty. Rick brings these lessons together at Fitness Together in order to create a successful environment for anyone serious about living a healthy and active lifestyle. The Fitness Together program is guaranteed to make a difference in the way you look and feel.

INTERVIEW

Q: Rick what are some of the reasons clients come to Fitness Together?

A: Clients come to Fitness Together because they get individualized, personalized attention they can't get at any other training facility. Private training rooms, customized meal plans, and a certified training staff combine into a comprehensive fitness program that delivers results for our clients. There are thousands of reasons why people choose to work with a personal trainer, but clients choose Fitness Together because we are the premier personal training company.

Q: What's the process with a new client of creating a program for them?

A: All clients will conduct an assessment upfront that will gauge all aspects of fitness from strength and cardiovascular conditioning to body fat percentage and flexibility. We also ask our clients to answer our goals questionnaire as well as a nutritional questionnaire so we can better understand how their current habits will need to change in order to meet their goals.

Q: What are some of the advantages you can offer that someone wouldn't find at a health club?

A: First, our facilities offer the convenience of privacy. Working out in a dedicated room that's fully equipped makes for a more effective and efficient workout. We eliminate the distractions found at other clubs so our trainers can focus only on their client and his or her goals. Second, we are the only personal training company that creates a customized, comprehensive program of exercise, nutrition, and accountability. Finally, and most importantly, we have the most qualified group of professional trainers in the area.

Q: What is typical workout at Fitness Together?

A: All our programs incorporate strength training as well as cardiovascular conditioning. A typical workout consists of 45 minutes of resistance training followed by 30 minutes of cardio training. For the best results, clients train at least 3 times a week.

Q: Do clients normally come to jump start a fitness program or for long term fitness?

A: The short answer is both. The one thing all clients have in common is they want help to achieve their fitness goals. We work with all ages and all fitness levels. Clients who train with us for 4 to 6 months see great results. Our programs focus on sustainable, life-long habits and if Fitness Together is the catalyst for change, we are happy to see clients continue exercising on their own at a gym or in some other form.

For some, working with a trainer is their preferred fitness program. We have many clients who have trained with us for 4 years or longer. Clients who stay with us to maintain good health do so because they know we are the premier personal training service.

Q: Would you say clients are usually more interested in working out to look better or for health reasons or both?

A: Again, it's both. There is nothing wrong with looking your best and getting the reflection in the mirror to match your mind's eye. But, most of our clients understand the importance of strength and cardiovascular training in meeting their long term health needs whether its fat loss, bone strengthening, balanced muscle conditioning, reduction in cholesterol, etc.

It's tough at times to break through the emotional desire for immediate results when we are bombarded with promises of quick gains with little to no effort whether it's a diet, a pill, some fad exercise, or surgery. The biggest problem with all of those options is that it doesn't address the root cause of most people's health problems – bad habits. If you don't change your eating and exercise habits, you will continue to experience health problems and may exacerbate them depending on the course of action.

Q: Have you seen some dramatic changes in clients?

We see dramatic change all the time. We've had clients lose over 100 lbs in a year in extreme cases, to the standard 2-3% body fat reduction in as little as 2 months. We continually assess our clients' progress so we can chart the changes and provide feedback on our programs. If we are not getting the desired results, then we change the program. What I know for certain is that if clients come to us motivated to work hard and follow the plan we create for them, they will get results. For more info go to www.ftcustomfitness.com



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