

A fitness alternative

MY BUSINESS

KRISTIN LEWIS

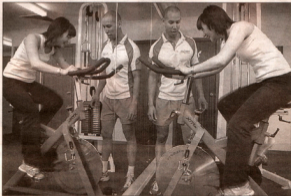
AFTER nearly six years in my business, I keep hearing why people don't exercise: everything from time-poor to lacking motivation, self-consciousness and finding gymnasiums intimidating.

This is why many people have discovered the time-efficient, stimulating and challenging option that personal training offers to gyms, health clubs and weight-loss centres.

I decided to start my business after spending several years as a professional athlete, establishing Life Personal Trainers with a passion to build a career around what I love doing and in an attempt to combat the growing epidemics of obesity and other lifestyle diseases.

Life Personal Trainers is now one of Adelaide's leading providers of personal fitness training services, with studios in the city and Unley.

The emphasis is on the word personal. Our point of difference - and it's



PEDAL POWER: Kristin Lewis watches Phillipa Henning burning off some calories in the city studio.
Picture: DAVID CRONIN

proven a winning formula - is our ability to create a nurturing and friendly environment where people feel comfortable and supported as they work towards their fitness goals. Our clients are typically managers, business owners and other professionals who have little free time and require a high level of personal service.

The business has succeeded because we focus

on working with clients to help them develop healthy, sustainable lifestyle change rather than looking to "quick fix" measures that don't produce permanent change.

We are also a "people" business. Our staff are selected as much for their warmth and personality as for their fitness and training ability. This enables our team to build real rapport with busy professionals who want

someone to take an understanding approach to their fitness needs.

Life Personal Trainers is not a "muscle man" gym. As a result, professionals of both sexes and of varying fitness level feel comfortable in what they can trust is a nurturing environment.

Much of our work comes from referral, great clients recommending us to other great people

KEY POINTS

- **Formed:** July, 2001.
- **STAFF:** Two working directors, five full-time employees, two consulting dietitians and a consulting massage therapist.
- **LOCATION:** Level 1, 224 Hutt Street, Adelaide, and 115-117 Unley Rd, Unley.
- **OPERATION:** Personal training, dietary consulting and remedial massage services in a private studio environment.
- **WEBSITE:** www.lifept.com.au

they know who need help.

Unlike typical gym memberships, clients only pay for their personal training sessions, with no joining fees or monthly fees. This is a key winning point with many of our clients who have previously experienced the trap of expensive gym membership fees.

□ Kristin Lewis is group director of Life Personal Trainers