

## **Passion For Fitness**

### **It's a Lifestyle, Not a Program**

By Julia Krumenacker

A year ago Bob Coulter was celebrating his fortieth birthday. There wasn't much to celebrate, however, because he was on the verge of high blood pressure, diabetes and a heart-attack. "I weighed 390 pounds and my health was snowballing," he says. "I knew I had to do something, but I just didn't know what to do." A year later, he is 152 pounds lighter and an entirely new, healthier, happier person, thanks to Joe Ransom and his team at Passion For Fitness.

"My wife had called several different trainers, some of whom did not even want to talk to me because of my weight," Bob recalls. "She contacted Joe, and he immediately told her to bring me in. I reluctantly agreed, but as soon as I met him, I knew he was the guy who could help me. About two weeks into my training, he called me on a Friday night, just to tell me he was proud of me, and to keep up the good work. That's the difference here at Passion For Fitness...you really feel like there's someone in your corner."

Joe Ransom's introduction to fitness began in childhood, with a health-conscious father as his role model. "I grew up watching him take care of himself. We would wake up in the morning to the sound of the juicer," laughs Joe. "He always had us eating healthy and involved in sports." Joe continued to do weight training throughout his twenties. "My training kept me on point," he explains. "It kept me mentally focused, positive, and gave me stamina. I realized that fitness can empower you to conquer anything in your life. It is a key element for building esteem, creating personal discipline and momentum. I wanted to help other people realize this." He decided to make fitness the focus of his life and career, and became certified in Personal Training and Sports Plyometrics through the National Exercise and Sports Trainers Association.

"I started out doing in-home sessions," explains Joe. "I would go into people's homes and not only train them, but I would clean out their pantries and teach them how to eat right. My goal was always to help clients understand that nutrition needs to be a priority in their lives in addition to exercise. I realized I could personally reach more people by opening up my own studio and having clients come to me."

Joe, along with his staff, Norm, Andrea, Rob and Brittany, take a hands-on, personalized approach to helping every client reach their fitness goals, no matter how big or small. "We give clients a structured plan," explains Joe. "This shows them that their goals are tangible and attainable. Clients feel secure, knowing they can be successful. The plan is always a combination of three components: strength training, cardio, and nutrition, with equal emphasis on all three.

When clients start to follow the plan, they realize their goals are achievable. We are right behind them with positive encouragement every step of the way.”

Every client receives a free, initial consultation, where they discuss their fitness goals with Joe. He performs a fitness assessment and creates a detailed, individualized plan. For example, a 140 pound woman who wishes to lose 20 pounds will have a plan that tells her she needs to burn 400 calories, four times a week, through exercise, and take in 1800 calories a day in order to lose 1.1 pounds a week, with the goal of losing 20 pounds in four and a half months (every plan varies, according to individual goals, of course). “This eliminates the guesswork and shows them the best way to statistically reach their goals,” says Joe.

With an abundance of energy, enthusiasm, and a true *passion for fitness*, Joe is a natural inspiration. So, how does he keep his clients motivated? “We follow them closely,” he explains. “Every two to three months we reevaluate with a fitness assessment. We see if they are on point and meeting their goals, and if they’re not, we reevaluate their plan. Our trainers are at work right along with each client, making absolute sure they are using proper form. All of my trainers are highly qualified, genuinely caring people who have a passion for what they do. Clients know they have someone here to coach and push them, yet it’s a very comfortable and positive environment.”

While it can be very rewarding to help clients lose 50, 100, or 150 pounds and completely change one’s lifestyle, every client has different challenges and different goals. Joe reports, “One of my clients lost 90 pounds in four and a half months, and I am very proud of him. Yet, I also have another client who is a mother of four and wanted to lose that last ten, hard pounds. She went from weighing 128 pounds to 116, and has achieved a 16 percent body fat. Whatever your specific goals, we can help you meet them, whether it’s weight loss, wanting to get fit, or simply wanting to be healthy.”

Get healthy in 2011. Call today for a free assessment.

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