

Interview with Jon Michael

Do you have any inside secrets to weight loss and fitness?

How simple weight loss can be when you approach it properly. It's a mixture of good thinking patterns combined with the right applied information about nutrition and fitness.

What advice do you have for someone interested in hiring a personal trainer?

Look at their results. Only talk to people who are getting the results you want. Talk to the people they've helped and know that these people were very doubtful at first too.

What are the most common programs you have for clients?

Guided workouts, teaching fitness techniques, phone/email nutrition/fitness coaching, instructional videos, food preparation.

What important information should clients think through before seeking personal training?

Are they willing to receive a helping hand? Are they mentally prepared for the change in physical appearance and abundance of energy that will come from working together?

What questions should a client ask to be placed with the right trainer?

Can I see your body of work? Can I talk to your past clients?

Describe three recent people you've worked with:

All three clients in the following videos wanted to feel better and they followed simple small steps that I outlined for them.

http://youtu.be/_Oim2XJgwnA

<http://youtu.be/yHpeKACjL0k>

<http://youtu.be/B0syjnyfaqY>

What is your greatest strength?

- Expertise about fitness techniques that are applied at the Olympic Training Center and Air Force Academy
- Incredible sensitivity to the deep needs of the client.
- Gentle approach.

- Expertise about organic natural superfoods and hydration from Olympic Training Center nutritionists and Raw Food gurus.

What are your rates?

Basic pricing is \$15 for a 15 minute block of time. Discounts of up to 25% are given if you use more than 3 hours per week.

Why does your work stand out from other personal trainers?

Most want to retain clients. My goal is for you to have such a phenomenal result in a very short period of time, you don't need my help ever again.

What do you like most about your job?

I do believe that the highest level would be so happy with life that you are unaware of your appearance, but since most people aren't at that level, it is a very simple thing to change your appearance without suffering and using discipline forever. It's an enjoyable choice because you want to feel better.

What effects your clients' results most?

Your results will depend on how important it is that you achieve your goals. This will make you follow my guidance. If someone paid you \$1 Million to get in shape, most people could do it very easily. You have to find your own motivation inside yourself, a motivation that can not be postponed.

Do you have a favorite story from your work?

The most emotional story is of a client who said she could finally enjoy summer with her son and go swimming with him. More on that story here:

<http://youtu.be/Oim2XJgwnA>

The most exciting stories are when people have very rapid results and can't believe it. Then watching them set new goals for themselves.

What do you wish people knew about your services?

I wish they knew that they are guaranteed to achieve their goals if they follow my guidance. I'm willing to back that up.

How did you decide to get into personal training?

After my time at the Olympic Training Center and the US Air Force Academy, I started an organic superfoods business. That took a lot of money to get that off the ground so I started personal training as a way to help pay for it. From day one it was effortless and rewarding for me to help people in this way. Maybe because I spent my whole life working with athletes and soldiers teaching judo, wrestling and conditioning.

Tell me about a recent client you worked with who you are particularly proud of:

I worked with this client primarily through email:

http://www.youtube.com/watch?v=B0syjnyfaqY&feature=share&list=UUAGXMTj8RuFAPztC7_Ik54g

Do you do any sort of continuing education to stay up on the latest developments in fitness/nutrition?

I'm always experimenting with the latest trends such as cross fit, TRX, MMA, and yoga. But, when it comes to health, simplicity and balance work best.

What are the latest developments in the health/fitness field?

The internet is opening the door for many unique fitness and nutrition experts to show what they have discovered. This will have a great effect as everyone starts to absorb these lessons and they become the norm.

Describe your most recent client, what it involved, how much it cost, and how long it took for him to receive the results he wanted.

Eric was ready for a big shift, he followed the steps and felt great from day 1. This took 6 weeks and cost him \$70/week for that time.

http://www.youtube.com/watch?v=B0syjnyfaqY&feature=share&list=UUAGXMTj8RuFAPztC7_Ik54g

If you were advising someone who was interested in becoming a personal trainer, what would you suggest?

Make sure you love helping people.

Experiment a lot on yourself to see what really works. Test everything.

What are you currently working on improving?

I'm going to put out an audio CD that people can listen to when they are straying from the path. I've found that just hearing someone talk from the right place can quickly remind you about your priorities. It is so easy to drift down the path of poor health.

Write your own question and answer it:

What if I have no money, could you help me?

Yes, let's have a consultation and I'll put you on a good program for free. The only thing I ask is you keep good records of your results and submit those records (pictures, video) when you reach your goal.

Write your own question and answer it:

What if a few hours per week isn't enough for me?

I have a program where I move in and make all of your food and control all of your workouts, get you organized and thinking clearly. These usually last between 7-28 days. I can come to your location or you can come to mine.

Write your own question and answer it:

What if I just need to talk to you or have a question at an odd hour?

I'm always available. Send me a text, email, phone call or skype and I'll either be available at that moment or get back to asap.