



LEWIS PARIS FITNESS

YOUR NAME:
Lewis Paris

QUALIFICATIONS:
BTEC National Diploma in Sport, Group Exercise Circuits & Lvl 2 Fitness Instructor and Lvl 3 REPS Qualified PT.

YEARS AS A QUALIFIED PT:
2½

WHERE YOU WORK (TOWN/CITY):
London

WEB:
www.lewisparisfitness.co.uk

FACEBOOK:
Lewis Paris Fitness

TWITTER:
[lparisfitness](https://twitter.com/lparisfitness)

YOUTUBE:
Lewis Paris

INSTAGRAM:
[lewisparisfitness](https://www.instagram.com/lewisparisfitness)



How did you become a PT?

First studying sport at college. I pretty much went off track to pursue two dreams. My first ambition was to become an airline pilot and in pursuit of this I learnt quickly that it was going to be an expensive goal to attain.

Quickly putting that on the back burner to save up for a medical, I fell into DJ-ing which was my second ambition after being taught by my dad who was an underground DJ in the '90s.

The idea then was to see how far I could take it whilst saving up for the ultimate dream of becoming a commercial airline pilot. After my second season abroad DJ-ing in Kos, Greece, I felt I no longer wanted to work for the sake of working, but to do something meaningful, with the added bonus of doing something I had a passion for. It was where the love of sport combined with the studying of fitness came into play, which

lead me to personal training.

What was your experience of the training/qualification process?

To be honest it had its ups and downs. I took a distant learning course with the expectation of being fully qualified within 9-12 months. With the matter of "life" being a roller coaster, coupled with the disorganisation of my tutor, it took much longer. The company I was studying with quickly redeemed itself when I got given another tutor who mentored me very well, after which I really enjoyed the process of understanding what it took to become a personal trainer. It wasn't easy, but with a lot of support it eased the pressure as I can be quite the perfectionist.



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Do you (or do you intend to) specialise in a particular type of fitness?

Yes. I specialise in Calisthenics (body weight training), Functional Training, Strength and Conditioning, Toning and Weight Loss, Flexibility and Mobility, Posture Analysis and Development, Rehabilitation and Sports Performance.

What's it like working with gym owners?

I think it's beautiful! I was very fortunate enough to start my career within a start-up personal training studio which gave me the opportunity to learn everything it takes to run a business, be it through solo efforts where you rely on yourself to grow and develop a personal training business, or to build a brand, an ecosystem and a team in the direction of the owners vision.

With an already extensive background in customer service and management, I naturally grew within the company and under the wing of the owner.

Starting as a receptionist through to FOH manager, class instructor and PT, and Head of Operations, it was during this time I gained so much knowledge learning the ropes from all aspects of the business. I recommend anyone who wants to become a PT to join a start-up, get a mentor, or at least work through the trenches of a commercial gym (as a receptionist or fitness instructor) as this will give you the opportunity to understand not only the environment you'll potentially be working in, but also gain invaluable experience in which you can apply yourself when the time comes.

What is your opinion of CPD?

Studying your level 2 and 3 is definitely not enough, I highly recommend it. Continuous development is key! Knowledge is power and to be able to become the best at what you do you need to spend as much time as possible researching and studying your field, otherwise you'll be left behind. It's very important to have passion within this industry coupled with the thirst for learning. Work on your weaknesses, study what

you like most and the rest will fall into place.

You spend your working hours motivating others, how do you motivate yourself?

Good question. Visualisation is the strongest tool for motivation! Before I think about pursuing something, I visualise it in my mind. I picture it as if it was in front of me and it had already happened, I then use this image to refer back to what I originally intended it to be and what else would come from it when I bring it into reality.

With this in mind I set BIG goals and refer back to why I'm doing what I'm doing. This then provides the motivation to attain what I want to achieve and once achieved, I then look at ways to improve on what I've built or gained.

It feels like a habit now the amount of times I've done it! Don't get me wrong, there's been days where I've almost given up, as we are only human, but it's at that moment you should dig even deeper and embrace the challenge as the sense of achievement you gain once completed is almost indescribable. Live with no regrets and enjoy your life!

What advice would you give to other PTs just starting out in the business?

Be prepared to work hard! Personal Training is one of the hardest jobs in this climate especially with it being so glamorised through social media along with the affordability of a PT.

To be a successful PT you need to be prepared to make sacrifices to get to the level you want to be; early mornings, late nights and working weekends isn't fun when you first start out and are looking to grow a business. Play to your strengths and work on your weaknesses along the way, be a sponge and learn from experienced personal trainers and managers, learn how to communicate with people, focus on being organised, learn your trade and most of all, leave time for yourself as burning the candle at both ends would soon take its toll.



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What are the biggest challenges facing your business today?

A very saturated market; there's so many of us in the industry you constantly have to find ways to be different, but I love the challenge.

What significant changes have you seen within the industry over the past three years?

The scope of health and fitness within social media has been massive! I see many individuals and corporations who advocate different brands alongside beneficial workout routines, which is increasingly growing health and fitness, and wellness, communities. This is great as it inspires and encourages people to be active.

How do you engage with your clients (active and inactive)?

I engage with my clients on many levels; I believe the word "personal" is key when you mention personal training. This should be the main focus as everyone is different, and rightly so! The approach to communicate and motivate should change relative to the clients needs and reception of your personality. Actively, I focus on what they respond well to as it'll enable them to get the most of their training, whether it's the difficulty level of the exercise or the coaching techniques I use. Inactively, I set all my clients with goals and objectives I'd like them to focus on within the month - this would include eating habits, nutrition and exercise goals.

How do you promote your services?

In club with classes and gym floor interactions alongside corporate classes, networking and festival events, all social media sites, my website, a YouTube channel and I'm currently working on a blog, newsletter and a podcast with a fellow PT which is called @bts_thepodcast (Behind The Scenes - talking about life, fitness and the in between) so I'm very active.



How often do you train yourself?

In a good week, I train myself four times working on different body parts which incorporates strength, cardio, mobility and circuit/HIIT training.

If there was one thing you could radically change within the industry, what is it?

To make the certification more difficult to pass with mandatory work experience. This would weed out people with the wrong intentions within the industry and elevate those who are really dedicated and want to make a positive and lasting change to someone's life.

Do you see yourself still working as a PT in 10 years time?

Full-time, no. Everything is geared towards an empire! I'd love to have my own studio and academy under my belt, which will benefit the world, from professionals and athletes to newbies and average gym goers.

What is your biggest success story?

From starting and growing my own business to mentoring, coaching and developing individuals to become a better version of themselves, would be up there. I find it hard to pinpoint one single bit of success, as I believe I've achieved a lot in such a short space of time. Bringing my brand to life through myself, clients and first pieces of merchandise (water bottles which sold out within two weeks) is something I'm most proud of along with being able to adapt to any environment.



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