|  |  |
| --- | --- |
| Home | The Business of Fitness is an independent Personal Training and Nutrition Coaching company that will work with you to achieve your goal.  For a free no obligation face to face meeting, skype call or phone call to discuss your health and fitness goal or goals leave your details below  After our meeting I will send you a short personalised report that:  Identifies where you want to be  Some take away training guidance that’s right for your goal  Some take away nutrition guidance that’s right for your goal  Some general supplement guidance on supplements you may be taking (and what you might be wasting your money on)  An outline of the options that I think are right for your goal |
|  |  |
| Services | Personal Training  Small Group Training  Nutrition Coaching |
|  |  |
| About Us | Who is the Business of Fitness?  Lee Jones has been in the Business of Fitness industry for over 25 years. Initially working in the UK as an educator at a large Sixth Form College in Southampton, he delivered Exercise and Fitness course to young adults who were undertaking further study after leaving mainstream education.  Around 2000 he made the move to New Zealand where he taught at a couple of Colleges before undertaking the role of setting up and operating of a community recreation centre in East Auckland.  Alongside the operation of the centre Lee was active in delivering Bootcamps, Small Group Training (SGT) and Personal Training (PT) as a freelance instructor. During these sessions Lee worked with a wide range of people from the local community through to time constrained executives of large corporations. Delivering challenging, progressive, effective and fun sessions has been the corner stone of his philosophy whether you’re just starting out or have been active for years; Lee will work with you to achieve your health and fitness goal.  As a Senior Assessor with Skills Active (the industry training organisation) Lee acts a mentor and assessor to those entering the fitness profession ensuring they are qualified and assessed to become registered exercise professionals.  Not only has Lee helped the trainers and assessors of tomorrow Lee has maintained he own education by attending industry conferences in Australia and New Zealand. Alongside these annual events Lee has undertaken Postgraduate Study and is currently completing a Master’s of Science in Clinical Exercise Physiology.  Qualifications combined with experience and up to date knowledge means you will be in safe hands with the Business of Fitness. |
|  |  |
| Testimonials | To come |
|  |  |
| Personal Training | How many times have you been in the gym working out on your own or with a friend and felt you weren’t getting the results you want? It’s a common thing in many gyms; members come in and get ‘fitter’ but then reach a plateau after a couple of weeks. Frustratingly the fat doesn’t come off, or the muscle mass doesn’t increase or the goal you set yourself doesn’t get any closer. Unsurprisingly some people give up and miss out on the benefits that regular exercise brings.  By working with the Business of Fitness you get expert instruction that’s designed for you with your goal at the centre of the programme.  We do this by using an **Assess** ●**Identify●** **Develop** approach or A.I.D for short:  **A**ssessing where you are now.  **I**dentifying where you want to be.  **D**eveloping a plan to get you there.  Regular One on One Personal training combined with an individualised fitness programme is the most effective way to reach your goal.  **Personal Training fee:** 30 minute session $40, 60 minute session $65, (per session)  **Monthly Programme:** Combine with your PT session (monthly fee applies) |
| Image: | Stock Photo **Man working out on rowing machine in health club** Image ID : 1888133 |
| Small Group Training | For a variety of reasons Personal Training is not for everyone, for some people training with others is more social, whilst other it’s about sharing the challenge with family or friends.  If this style of training works for you speak to us about booking a small group training session, it’s a great way to work out and share the cost  **Small Group Training Fee:** 60 minute session $80 (minimum of 2 maximum of 4 people, cost is per session not per person)  **Monthly Programme:** Combine with your Small group training (monthly fee applies) |
| Image: | **Cropped image of men lifting kettlebells at crossfit gym** Image ID : 1932027 |

Training

|  |  |
| --- | --- |
| Personal Training  [1888133 : Man working out on rowing machine in health club](https://www.stockunlimited.com/image/man-working-out-on-rowing-machine-in-health-club_1888133.html) | Small Group Training  [cropped image of men lifting kettlebells at crossfit gym stock photo](https://images.cdn1.stockunlimited.net/preview1300/cropped-image-of-men-lifting-kettlebells-at-crossfit-gym_1932027.jpg) |

|  |  |
| --- | --- |
| Nutrition Coaching | As time has progressed we have realised that to maximise our goals good nutrition is an important part of the process. Whether your goal is wanting to lose fat, gain muscle, become leaner, or make better food choices if we are not taking a holistic approach to the process we will eventually hit a plateau.  Have you been a gym member for years but   * Struggled to lose weight * Wanted more muscle * Felt your effort isn’t reflected by the results * Tried every diet you can find * Counted calories * Confused by the mixed messages from mainstream media?   If you can relate to any of the above then Nutrition Coaching is for you.  So what is Nutrition Coaching?  Unlike diet plans or counting calories Nutrition Coaching is about providing you with the tools and strategies to make better food choices so ultimately you can reach your goal, whatever that may be. As a coach my role is to identify your nutritional skills then work with you to build upon those skills and create help you habits that lead to the outcomes you want to achieve.  As a qualified Precision Nutrition Level 1 Coach my role is to work with you to create a personal plan that is individualised around your goals and lifestyle. Precision Nutrition have worked with over 45,000 of their own clients and their programme has been delivered to in excess of 200,000 people around the world. Unlike a diet, Precision Nutrition uses a nutritional progression model that builds habits intelligently and sustainably over time for long term success.  So how does it work?   * You complete a comprehensive lifestyle questionnaires * Body composition assessment meeting and review of questionnaires * Consultation meeting, explanation of results and coaching plan * Fortnightly review (by phone, skype or email) to identify progress, troubleshoot problems and plan the next stage.   A standard nutrition coaching cycle is 16 weeks from the first meeting but this may be less or more depending on your goals and current nutritional level.  **Please contact me for further information or to get started.** |
| Precision Nutrition logo for Nutrition page |  |
| images | **Man eating a bowl of salad** Image ID : 1680566 |
|  | **Mashed potatoes** Image ID : 1692793 |
|  | **Mashed tomatoes** Image ID : 1682116 |
| Updates/Blog | Facebook page  https://www.facebook.com/thebusinessoffitness |
| Mail Chimp newsletter sign up | <http://eepurl.com/c-cwx9> |
| Twitter | Not set up yet |
| Google my business | Not set up yet |