

# [ SPOTLIGHT ] BRIAN BOYLE



## CERTIFICATIONS & EDUCATION

ACE Personal Trainer; Bachelor of Arts, Studio Art, St. Mary's College of Maryland.

## LIVING BY EXAMPLE

I still have got a lot to learn. I feel experience comes from different kinds of people. I've been a very healthy person, and that's the way my life has been centered. That's why I've become a personal trainer in the first place.

My background of being in the shock trauma unit because of a horrifying car accident, going through physical therapy myself with all of that tragic negativity as well as competing in Ironman triathlons allows me to deal with a wide variety of clients and give them inspiration to achieve their goals. I really try to put myself in their shoes. The ability to relate to what they're doing and doing the exercise with them, making them laugh and using a disciplinary approach makes them comfortable. I try to be very real — not a know-it-all — and understanding of their situation to help them achieve their wanted fitness level.

## HIS ADVICE: BE HAPPY!

The best advice I can give is to always be a happy trainer — clients always want to see positive energy, and that's why they're coming to you and why they'll be willing to continually train with you to help them succeed in their goals, especially for clients coming in to train for the first time.

I've noticed from the few months I've been in personal training that a lot of trainers just don't have the enthusiasm, and I'd like to have my fellow trainers be more enthusiastic. I enjoy what I do, but I think some trainers are just doing it for the money rather than helping the clients. You should have a passion in personal training — it strengthens the relationship between the trainer and the client.

There are going to be certain times during the day and life in general when things get tough. If the situation becomes so bad that you can't even stand on your own two feet, all you can do is keep a positive attitude.

## BRIAN'S THOUGHTS AND GOALS

In the next three months, I will be finishing up my final exams. After that, I want to continue with my personal training career, and I hope to qualify for the world championship for the Half Ironman in Clearwater, Florida.

I'd like to have my own personal training business, my own studio or even my own gym with my own theme — to have just a regular-sized gym with a quiet, peaceful atmosphere. I have noticed that a lot of my clients are uncomfortable being in a gym with a whole lot of people, so it would be good having a studio that trains small groups of clients periodically throughout the day. Overall, I want to be a friend and a person that clients can really rely on for help.

