

# YOU MEAN SOMETHING TO ME!

by: Nadia Bender



**Y**ou are not just a client that has paid me to provide a service. What is important to me, about whoever walks through my studio doors, is that you are not just a number or a dollar sign. You have a name and maybe a goal in your head of what you want to see different for yourself and for your life. Usually you have challenges too that you want to share.

It is not my job to listen to you - instead it is my pleasure to hear what you have to say, the reason you came to the Fitness that Fits studio. Sometimes it surprises me why: "The balloons," you say; or "I was on my way to the animal hospital and I saw a bunch of people in your studio having fun"; or "I live in the neighbourhood and have been meaning to find out what you are all about"; or "I've read your articles in the SNAP paper and felt that I could relate to you." Whatever your reason - congratulations! You did it! You took a chance to come in to the studio for a visit. Sometimes taking a step in a direction different from your usual is all that it takes to create a new, healthy lifestyle for yourself.

What I notice next is that often you may feel apprehensive about the next steps. That is when I use my gift - I am able to help you make a strong commitment to helping yourself. Although I can honestly say, I am more committed to your success than you are. I want you to put your heart and soul into what you do, especially when you are working out in my studio. So I throw that into your face as an opportunity for you to take.

And for me:

- You are another challenge for me to work with, to improve your lifestyle or create a healthy one.
- You are an inspiration for me to work with - I find meaning in helping you with little wins in every session
- You are someone who I can push and challenge physically, getting you to do things that are initially uncomfortable for you but that take you to the next level when you succeed
- You are number one, you just need to look in the mirror and see that too!

So, what are you waiting for, someone to come knocking on your door? Be in control and take charge of your destiny by taking steps now to change your lifestyle into a healthy one. Please give us a call and stop waiting for the phone to ring or the flyer to come to you!

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