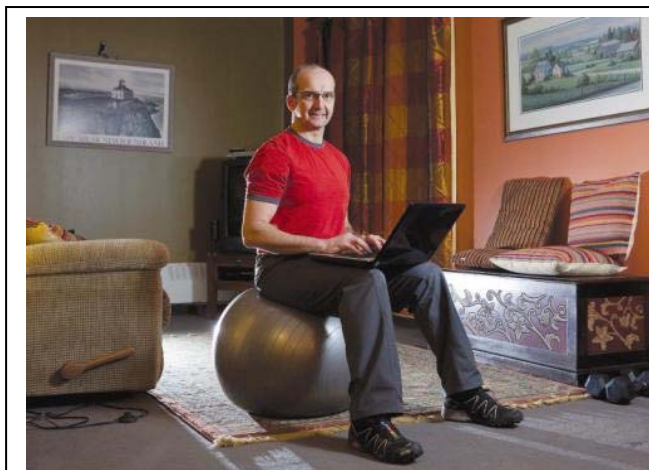


## Online coaches can help you get in shape

Published Thursday December 31st, 2009 - The Canadian Press (Globe and Mail)



Wendall Hughes has built his business on bringing fitness training and support to individuals in the comfort of their own homes.

Wendall Hughes, owner of [www.wendallsfitness.com](http://www.wendallsfitness.com), poses in his Ottawa living room where he runs his fitness training business.

But in recent years, the Ottawa-based owner of [wendallsfitness.com](http://wendallsfitness.com) has added another dynamic aimed at fostering a similar environment for another roster of clients -- those whom he'll likely never meet in person.

In addition to home training, Hughes offers online coaching, connecting with clients locally and abroad by phone, email or Skype, typically for half-hour sessions.

Individuals drawn to online coaching may not necessarily want someone coming to their homes or may not be in the financial position to afford the home service, Hughes said.

Online coaching is typically around \$45 for each half-hour session based on a three-month program, plus a \$50 setup fee. Clients also receive a manual which includes a journal where they record their efforts, as well as pictures and handouts relative to their goals and needs.

They're assigned homework falling into three categories: improving or changing eating habits, and completing a designated amount of cardio sessions and strength or weight training activities.

"People think people lack motivation in fitness. It's a big key, of course, but what they lack typically is the habits that create the motivation and they lack consistency long enough so they get results," Hughes said.

"That little check every week, that to-do list, that homework, sort of keeps them on track and accountability to themselves."

Hughes said he tends to do the exact same thing in his online coaching as he does with the home training -- except physically show up.

"I'm very much part of a person's lifestyle as opposed to just knowing their numbers of fitness and getting them to work out."

With getting in shape being top of mind for many heading into the new year, fitness buffs and workout wannabes will find a growing number of online resources from social networking sites to web-based content geared toward extending the boundaries of exercise and wellness beyond the gym.