

## GLOW

[www.glowwomensfitnessonline.com.au](http://www.glowwomensfitnessonline.com.au)



**Who:** Michelle Hext, 4th degree Blackbelt in taekwondo, has certificates III & IV in fitness and is a registered Fitness Instructor and Personal Trainer with Fitness Australia. Accredited Punchfit instructor and Bootcamp and Outdoor Fitness Trainer.

### Why did you decide to go online?

My children are older now and are very active in after-school activities and I want to be around for all of that. When my kids were young and at home I could be home with them during the day and they would have a sitter at home (I was a single mum) when I went to teach classes and train people at night. Now they are at school all day and I want to be with them when they get home from school and online training allows me to do this. I'm also really passionate about the doors online training opens up for people; I have women from remote areas who don't have access to a gym.

I have mums at home with young kids who can't get out to train. I have people who work nightshift and their schedules are all over the place. Normally this would make regular personal training or exercise really challenging but having an online trainer brings what you need right to your desktop. I also love the fact that my clients can access me anytime so they have that constant accountability and support.

### What makes your website stand out from others?

Probably the biggest point of difference you will notice is a distinct lack of 'before and after' photos on my site. Instead, you will see that I rely on my client testimonials for promotional purposes. For me, a true indication of success is that my women have now implemented sustainable change along with the results they gained along the way.

Often the 'before and after' shot can be more for the trainer

than it can be for the client; the client is primed for the 'after' shot and because of the intensity required to get the right shot can completely blow out after it is taken and they find themselves back to square one. I do encourage my girls to take 'before and after' shots for their own benefit and for me to get a good idea of what I am working with in regards to body composition.

### What sort of features does your program offer?

I offer a range of programs from programs with full support to Ready to Go programs which means there is something there for any budget and any fitness requirement.

12 Week programs with support come with the following:

- A new individualised program every month to keep things fresh.
- Access to my interactive online journal.
- Eating plans to complement the clients specific goals.
- Access to our Glow Women site where each woman has her own home page and can blog and upload photos and chat with other Glow women.
- Unlimited access to me via phone and email.
- Weekly progress reporting.
- Weekly emails that include recipes and tips and strategies for staying in shape.
- Access to the Glow Women networking site.

### What type of security measures are taken when making purchases via your web site?

I have a secured payment gateway through the Bendigo Bank that is very safe.

### Do you offer an after program support or follow up service?

Absolutely. Once the women have finished their initial program I offer a range of packages so if they want to remain with me for longer it is at a reduced cost.

I have some women who are still with me from day one because they like the programs I write for them, they don't need to think about what to do next and they like me looking over their shoulder to help keep them honest.

### What makes your business stand out?

You will not find anything radical or faddish about my programs. I have been doing what I do for almost 20 years now in one form or another and I know one thing for sure – common sense and simplicity never go out of style! Simple, easy to follow, clearly spelled out and no fads!

## GET STARTED

If you're looking for a new way to stay motivated, online training could be for you. Not only does online training keep you honest about your training, but in many cases it's a much more affordable option that signing up with a personal trainer.

The trainers featured in this guide would be more than happy to provide you with testimonials from past clients to help you decide which one is the right option for you. Over the years, many of the *Women's Health & Fitness* BodyBlitz winners have enlisted the help of an online PT to help them achieve their ideal body. For some great transformation stories visit the BodyBlitz website: [www.bodyblitz.net.au](http://www.bodyblitz.net.au)