

Holly Kouvo, Personal Trainer

After an 18-year career in the software industry, I needed a change. "Fitting Fitness In" is my way of taking my passion for exercise, combining it with my desire to help people, and forming a small business that allows me the flexibility to work my "other" full-time job as "Mommy."

I live in Stow with my husband Steve and my two young daughters, Merisa and Jessica. I know what it's like trying to fit fitness into a busy life.

I've been passionate about fitness and exercise since I was a kid. But that doesn't mean I always enjoy doing it. And it doesn't mean I haven't had my share of struggles:

- I gained 40 pounds during my second pregnancy.
- I'm uncomfortable in the stereotypical "macho gym."
- Between two kids, a husband, house, and my own business, I have a busy life—it's hard to fit fitness in.

Sound familiar?

I'm just like you! That's what makes me different. *I get it.* **AND I COME TO YOU!**

Plus, I received my **personal training certification** through the **Aerobics and Fitness Association of America (AFAA)**, and I'm an AFAA certified Aerobics instructor.

As a Personal Trainer, I work with all types of people including:

- People always "on the go" - because of family, work, or both.
- Men and women who travel constantly for business—I'll show you how to keep fit in a hotel.
- Postpartum women who want to get back in shape after having children.
- Overweight men and women who want to make changes that don't involve surgery.
- Men and women who hate traditional gym and fitness center settings.
- **Weight Watcher** clients.

My Philosophy...

I care about the whole person. I want more for you than the "look" of toned muscles and a buff body. I want people to experience the "inside benefits."

Exercising and eating healthy improve not only your physical well-being but also your mental well-being. People who exercise tend to be happier, can handle stress better, and have a good outlook on life. Your energy level increases when you're in shape.

But what *is* personal training? Well, it's a one-on-one fitness program designed by a

certified personal trainer. What does this *really* mean?

- It means you'll have a personal training "coach" to keep you on track and hold you accountable.
- It means you'll have a personal cheerleader to congratulate you when you reach your goals (and you will reach them).
- It means you'll have a personal exercise regimen designed to meet *your* needs and *your* likes and dislikes.

According to a report from the [American Heart Association](#),

"The intensity of physical activity needed to reduce the risk of heart disease depends on individual fitness levels."

Unless you have an educational background in health and fitness, you may not know whether your workout is too tough, or tough enough.

Either scenario can cause health problems.

You can avoid these risks by working with a personal trainer. And studies show that people working with personal trainers achieve faster, safer, and better results than people working out on their own.

*Holly Kouvo
Fitting Fitness In
Your MetroWest Personal Trainer
Serving Stow, Hudson, Marlboro, Framingham,
Sudbury, and surrounding towns in Massachusetts*

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