

Client Testimonial



"In the nine months that I worked with Holly, I made major improvements in strength, endurance, flexibility, and balance.

I reached my goal weight in July 2002 and have kept the weight off so far. My overall health has improved and I'm in the best shape I've ever been as an adult.

I don't think that it's an exaggeration to say that Holly helped save my life."

- John Buscaglia



About Holly Kouvo

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.

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 a change that doesn't involve surgery.
- Men and women who hate traditional gym and fitness center settings.
- Weight Watcher clients.



Fitting Fitness In

Holly Kouvo, personal trainer

One in 4 American adults doesn't exercise regularly.

Do you need someone to help you carve out time for exercise?

Do you need someone to motivate you?

Do you need someone who will help you lose INCHES???

I'm that someone!

Holly Kouvo

AFAA Certified
Personal Trainer
And
Fitness Instructor

What is personal training?

It's a one-on-one fitness program designed by a certified personal trainer.

Okay, but what does that *really* mean?

It means you'll have a personal 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.

For example, do you hate jogging? No problem. I'll find some other form of cardio you do like.

Why use a personal trainer?

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 work out 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.

Why use Holly Kouvo's Fitting Fitness In?

I've been passionate about fitness and exercise since I was a kid.

But that doesn't mean I always enjoy doing it.

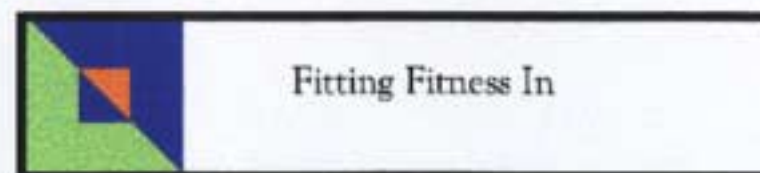
And it doesn't mean I haven't had my share of struggles:

- I gained 40 pounds during my second pregnancy.
- I'm uncomfortable in the stereotypical "macho gym." The places where regular people are intimidated and stop going.
- 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.



Holly Kouvo
172 West Acton Road
Stow, MA 01775

Phone: 978-502-8781
Fax: 978-897-6288
Email: kouvo@earthlink.net

I'm not Madonna. How can I afford a personal trainer?

We hear about personal trainers all the time.

Hollywood stars have them. Athletes have them. So it's easy to understand why "the rest of us" think we can't afford them.

My goal is to make fitness affordable and accessible.

Sessions can be purchased as a package or purchased by the hour. Special pricing is available for prepaid packages.

FAQ

Q. Do I need to purchase all sorts of equipment?

A. No! I design programs that use items found in your home—from soup cans to couches.

Q. Do you help me with what I eat?

A. Yes. All my clients keep a food log. That way we can monitor problem areas.

Q. How long do the sessions last?

A. One hour.

Q. How often do we meet?

A. It depends on the person, but on average, I meet with clients once a week.

Q. Do I need to work out 2-3 hours a day to see results?

A. No! And you don't even have to do your regimen all at once. Do 20 minutes in the morning and 20 minutes at night, take the weekends off — whatever it takes to fit fitness into your life!

Q. How do you measure progress?

A. The same way you do—lost inches!