**Natural Body Coaching**

**Business Brief**

**About**

Natural Body Coaching was set up in 2015 by Alex Reid. The business provides personal training services to all individuals from all backgrounds. The focus of the business is on adapting exercise to each clients individual body structure, and enabling clients to effectively contract muscle. This approach provides a unique exercise experience and promotes fat loss as well as muscle building.

**Mission**

To deliver a unique exercise experience to every client, helping them to achieve their fitness goals.

**Vision**

To change the way people train.

**Differentiating Factors**

There is a gap in the personal training market, whereby few trainers focus on adapting exercise to each individuals unique structure. Examples include having clients squat to full depth, or perform full range bench presses. This often leads to injury and poor results.

Natural Body Coaching differentiates itself from the competition by:

* Ensuring exercise is adapted to fit each individual.
* Focusing on contracting muscle within active ranges of motion.
* Delivering body transformation programs.
* Changing peoples perspectives on exercise.