

Health Coach versus a Personal Trainer

Health coaches provide **MOTIVATION** through integrative wellness approaches that help individuals find solutions and answers that lie inside of them. They provide guidance how to maintain fitness as a way of life and not a temporary condition.

Personal trainers provide **TECHNICAL EXPERTISE** and guidance through workouts, training and facilitating fitness through weight loss, weight gain, performance, and nutrition, usually with an end result or event in mind.

To be **MOST** effective in facilitating health and wellness, body mind and soul, you want to be **BOTH**.

MOTIVATION MATRIX

	Healthy Eating	Physical Activity	Weight Control	Sleep	Stress Reduction
Childlike					
<i>Adventurous</i>					
<i>Spontaneous</i>					
<i>Creative/Fun</i>					
Noble					
<i>Self-worth</i>					
<i>Purpose and Meaning</i>					
<i>Autonomy</i>					
Character					
<i>Integrity</i>					
<i>Honesty</i>					
<i>Peace</i>					
Ecological					
<i>Family/Friends</i>					
<i>Nature/Sounds/Music</i>					
<i>Animals</i>					
Universal					
<i>Energy</i>					
<i>Higher Power</i>					
Intellectual					
<i>Planning/thinking/deciding</i>					
<i>Knowledge</i>					

