

My name is Jo-Ellen (Joey) Morman, and together with my husband, Bob, we are the co-founders of The Fitness Connection, a personal training studio located in Killingworth, CT. The idea for developing a fitness training business came to us after spending most of our adult life making fitness and sports a priority life choice, second only to family and our mutual fondness for eating!

At the time our idea was forming, neither of us had a Personal Training Certification, but we both have been actively involved in fitness since our early twenties. We regularly invest time into continuing education courses and seminars as well as self-study courses in all areas of health and fitness and we diligently integrate principles of exercise and nutrition into our own lifestyle.

I decided to get certified in early 2003 and after extensive research on many, many certifying organizations; I finally decided to take the W.I.T.S. CPT course. I even went so far as to order the home study of another very high profile personal training organization and sent it back within 30 days because I was not impressed with the format or the course content.

The W.I.T.S. program appealed to me because I liked the idea of being in a classroom setting and having the opportunity to get questions answered one-on-one. I was even more excited that the W.I.T.S. format included 15 hours in a gym setting focusing on practical skill development. I found no other organization that offered such a comprehensive format.

I must admit that going through the course was not an easy 5 weeks. Anyone who has taken the W.I.T.S. CPT program is well aware of it' intensity. At any rate, I completed it, became certified and immediately began taking on clients in my spare time. Last August, we opened The Fitness Connection. The facility is geared specifically to women and has been profitable from the first month. I now train fulltime and Bob has just completed the W.I.T.S. CPT course. Starting February 1st, we will be offering our services to both men as well as women.

I truly believe that the W.I.T.S. program is what gave me the confidence to start training my own clients in my own facility without the structure of "working for" a gym or fitness center. One of those weekend crash courses or home study programs just wouldn't cut it for me. And, now that W.I.T.S. requires each student to complete an internship, in addition to passing the exam, I have an even higher regard for the W.I.T.S. program because of the thorough hands-on experience that each trainer gains.

Thank you W.I.T.S. for a job well done. With your help, Bob and I are living our dream. We are sharing our knowledge and passion for fitness with whoever will listen and making a good living at the same time. What more can one ask for but to get up each morning loving what you do?

Please visit our website at www.thefitnessconnectiononline.com

