

Web Copy for Gerald Smith

Website URL: www.slimmerfitterstronger.com/

Mr. Smith came to me to provide copy to update two of the pages on his website. He is a personal trainer in London, England who specializes in bringing fitness training to you. He wanted content that would engage his readers, and would move them to answer a call to action by booking an appointment with him for a consultation.

Here is the content I provided for the two pages:

Homepage:

Gerald Smith – London’s Premier Mobile Personal Trainer

Whether you are just starting your personal fitness journey, or are ready to take your current regimen to the next level, you need to work with someone who understands what it will take to get you there; someone whose love for the program communicates itself to you and inspires you to keep going.

Further, given today’s busy schedules, you need someone who can bring the workout to you. Rather than working out in a traditional gym, I will meet you wherever it is convenient for you to work out, be it your home, your office, or the park.

What I Do

I create a personal program for you, based on my years of experience in the ring at the Battersea Boxing Club, and as a running and swimming instructor. This program brings results because it is based on real experience and proven techniques. I also have written extensively about exercise, which is my passion as well as my profession, in magazines like *Triathlon Plus*, *Body Fit*, and *Men’s Running*.

Why Book Your Exercise Sessions with Me?

- I bring you unparalleled personal attention
- I have extensive experience in several fields:
 - Boxing
 - Swimming
 - Running
- I make your workouts fun
- I help you stay motivated

Most importantly, though, I get results. If you commit to my program, I will help you push yourself to your goal. Some of the results you will produce from training with me are:

- Losing weight
- Gaining muscle tone
- Improving stamina
- Improving your general fitness level
- Creating that sculpted physique
- Getting your figure back

About Me

I took up boxing at age 17, and discovered that I had natural talent and a passion for the sport. From there, it was natural to make fitness my career, so I obtained a degree in sports science, focusing on sports performance, followed by internationally-recognized certifications in strength training.

When You Should Book with Me

- When you feel lazy and unmotivated
- When you wish to train for a special athletic event
- When you have trouble fitting getting to the gym into your schedule
- When you wish to shed a few pounds to be ready for summer and swimwear
- When you are too tired after work to work out
- When you want to kick your current regimen to the next level
- When you have tried every diet there is with little or no results
- When you have regained weight you lost previously
- When you are sick and tired of phony offers that promise you the moon

Fill out the form below to book a consultation that will begin your journey to the next level of fitness!

[“Personal Training at Home” Page:](#)

Personal Training at Home

Personal Training at Home Suits Your Schedule:

If you're like me, you are busy. Time is your most precious asset. Your schedule doesn't allow you to head to the gym on a regular basis, yet you want to be fit and healthy. Your health and appearance are important assets, and you want to maintain

them. Personal training at home offers the benefits of a fully certified, world-class personal trainer who will accommodate your schedule.

Personal Training at Home Suits Your Lifestyle:

Whether you are a mum with children, a successful freelancer, or an overburdened executive, you place great value on health. Personal training at home is your key to success in achieving your health and fitness goals,

Personal Training at Home will Change Your Life:

You can achieve your goals. My programs are personalized to meet you “where you are” physically, and move you to where you want to be. Further, I will hold your sessions wherever you consider useful: Your home, your office, the local park. This enables you to vary your personal training environment. I will create a personal program for you that will keep you motivated, have achievable milestones, and help you

- Regain your figure
- Gain strength
- Build muscle tone
- Improve stamina
- Lose weight
- Improve your nutrition

My Personal Training at Home Program is Different Because:

I guarantee that, you will burn at least 700 calories an hour. I guarantee that you will work hard and have fun. And I guarantee that you will achieve the results you want faster than you believe possible. My fitness articles have been written about in magazines such as *BodyFit*, *H2Open*, *Trail Running*, *Cycling Fitness*, and *Triathlon Plus*.

Take the first step to transform your life! Contact me now to start making the changes you’ve always wanted!

Notes:

Mr. Smith booked the second page after being pleased with the job I did on the first page. His feedback was, “This is a writer on top of her game. Great job!”

His webpage is still being updated.