

**BEACH READY FITNESS TRAINER  
BIO  
WIL METCALFE**

I hope that my get in shape experience inspires anyone who is struggling with their health, their weight, their confidence, their image, or their motivation. If I can do it, so can you!

In the summer of 2007, when I looked in the mirror, I was not happy with who I saw looking back at me. In my mind I thought of myself as fit and in shape but when I looked in the mirror that is not who I saw at all. I was fat, tired, out of shape, and miserable with life after a two year struggle with a snowboarding injury that left me limping and wincing in pain at every step. Staring at my own reflection made me feel sick and upset – this was not the life I had imagined for myself.

This realization forced me to be brutally honest with myself, to stop hiding behind my clothes and the lame excuses AND TO GET OFF MY BUTT AND DO SOMETHING ABOUT IT! I knew that something HAD to change! Me. I had to change NOW. If I didn't immediately begin stripping away the debilitating LIES that I was telling myself then I would only become more out of shape, more unhappy and more out of context with who I was meant to be – an elite athlete and professional personal trainer.

Here are a few good examples of the lies or R.U.T.S. (Real Ugly Thinking Syndrome) I was stuck in:

- "I'm alright the way I am."
- "I don't have time to work out today!"

- "I am way too busy right now. I'll start fresh tomorrow."
- "I've tried before and failed so why will this time be different?"
- "I can always change my bad habits later on when it's more convenient."
- "Eating healthy and working out is expensive!"
- "I want to buy that big screen T.V. I saw the other day! I think that would be more fun than going for a run outside or lifting some weights anyways."

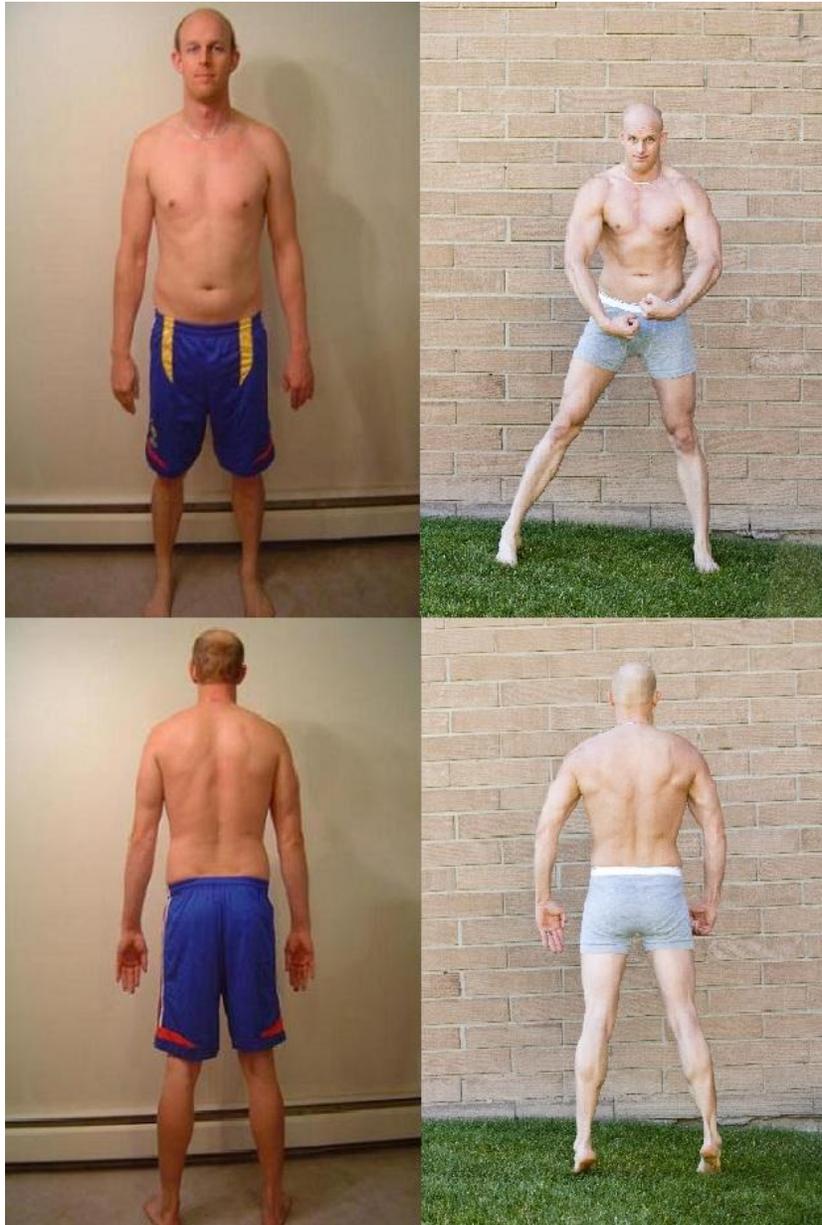
I made a decision to throw away my ugly old thought patterns and committed myself to change no matter how hard it was. From that point on I became like a man obsessed! I was going to do whatever it took to get the change - mind, soul, and body - that I wanted and needed!

A health and fitness lifestyle became my driving priority and I began to exercise in the gym 6 days a week for 1 to 2 hours. Sometimes I even got up at 3 a.m. to get my workouts in before I had to drive to work! I took "before pictures" and posted them EVERY Sunday morning as my Facebook profile picture for all my friends to see! I was results focussed and nothing else mattered to me! Not even when people who said they were my friends laughed and made fun of what I was doing! Their laughter was a small price to pay for achieving my goals.

I wasn't going to let anything stand in the way! I was going to achieve the results I was after no matter what other people said! I was going to pay the price! It didn't matter if people laughed or said that I was wasting my time or said that fitness wasn't an important enough goal. I was going to CHANGE!

So I threw out the depressing junk food that was sitting like gremlins around the house and in the fridge waiting for their moment to add another layer of fat to my body. Instead of binge eating like a hungry hungry hippo whenever I wanted, I began planning my meals (6 meals per day) and eating healthy wholesome foods in healthy wholesome portion sizes.

## WIL METCALFE'S BEACH READY 12 WEEK FITNESS CHALLENGE



**JUNE 17, 2007 – SEPTEMBER 2, 2007**

No one is laughing now! Instead they're tripping over themselves to ask me how I got in shape in 12 Weeks! If I knew that I could look and feel like this in 12 weeks I would have started my Beach Ready 12 Week Challenge years ago!

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