

# Joanne Blackerby, Nationally Certified Fitness Expert

*"World's Top Personal Trainer" challenges the fitness industry*

## What is it?

During her 20-plus year career, personal trainer Joanne “Jo” Blackerby has watched the multi-billion dollar fitness industry promise to change bodies and lives with the latest-and-greatest program—and fail, repeatedly.

Why? Because there is no “one-size-fits-all” training program or method. Behind every goal, challenge and obstacle there is a person with a unique web of personal experiences striving to accomplish what they desire.

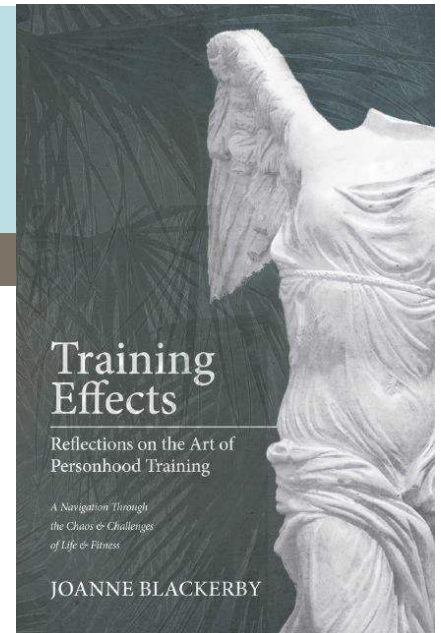
Joanne, who was named “World's Top Personal Trainer” by LifeFitness, says that when clients walk into Spirit Fitness, her gym in Austin, Texas, they end up trusting her with more than just their bodies—they reveal emotional issues, family dysfunction, and other challenges in their personal lives. Joanne uses the tenets of a fitness program—Overload, Specificity, Endurance, Flexibility, Strength, Power and Balance—to take training beyond physical fitness and impact her clients’ attitudes, health and spiritual wellness. As Joanne says, “I train bodies for a living. I train bodies for life.”

In her memoir, *Training Effects: Reflections on the Art of Personhood Training* (June 2014), Joanne interweaves the principles of fitness with stories of how training has helped her clients to contend with life’s obstacles. She also shares her story of how exercise and her career as a personal trainer has helped her overcome her own challenges: fleeing her home country of Jamaica for Canada then the United States, managing ADHD and depression, and balancing life as a wife, mother, and female fitness professional.

Joanne teaches her clients and personal trainers to “recognize that training the body for fitness comes through acknowledging and working with each person's entire self.” In their quest to be physically healthy and strong, her clients find their fitness training impacting every aspect of their lives. The trainer’s role in that relationship is to guide, educate and support their clients in caring for their health and wellness. Joanne challenges those in the fitness industry to hold themselves to a higher level of responsibility and professionalism, because “personal training is first and foremost personal.”

## Talking Points

- Why Do You Work Out? Going beyond the bikini body to discuss our real motivations to move
- How to Break Up with Your Trainer: What to do when your trainer isn’t working for you
- Getting Started with a Trainer: What to expect, what to ask your trainer, and why you should be scared of giving someone your body
- Changing the Multi-Billion Dollar Fitness Industry: Should personal trainers be licensed & regulated?
- Training the Trainer: Why you should ditch the program and focus on the client’s goal
- Fitness Rx: Exercises for stress relief, ADHD, post-injury, Diabetes 1 & 2, depression, aging.



***Training Effects***

June 17, 2014

By Joanne Blackerby

## Why is it important?

Millions of people invest in “Body by [insert workout, trainer, DVD, television show, brand, diet]” in a relentless and obsessive dash to stronger, smaller, bigger, thinner, faster and better but ironically, the industry’s success depends on the failings of its members.

As one of 800 wellness professionals worldwide to hold the American Council on Exercise Advanced Health and Fitness Specialist Certification (ACE-AHFS), Joanne is committed to the education of her clients and fellow trainers. Joanne urges the exercise industry to set aside cookie-cutter workouts and perpetual program sales at the expense of genuine progress for those it serves. As one of her clients said, “I am six feet four inches, and I weigh three-hundred pounds. I knew something wasn’t right when I was paying for the same workout as the sixty-year-old woman beside me.”

Training Effects offers a telling prescriptive for the personal training industry and how it can more effectively fulfill the aims of its clients as well as the profession.

## Expertise/Talking Points

- Personal training: ViPR, TRX Suspension Training
- Health & wellness coaching
- Motivational/life coaching
- Group exercise
- Exercises for limited mobility populations & post-rehab
- Women & youth
- Weight loss & weight management
- Yoga
- Functional fitness
- Athletic performance
- Certifications: ACE, AFAA, AEA, ViPR, TRX, FMS, NESTA

## About Joanne

Joanne “Jo” Blackerby is a leading fitness expert in Austin, Texas. She is the founder and owner of Spirit Fitness Training, her personal training enterprise that grew from her garage and workouts in parks to its state-of-the-art gym facility in North Central Austin with a cadre of fellow skilled and committed trainers. With over 22 years in the fitness industry, Joanne is nationally certified as an ACE Advanced Health and Fitness Specialist and is an ACE Educational Partner and Provider. She was named Personal Trainer to Watch and World’s Top Personal Trainer by a panel of noted professionals from an international pool of over 1,000 nominees, and is known as one of the most rigorous yet empathetic and inspiring trainers in Central Texas. Joanne is also a Master Pro Trainer for FiTour and a ViPR Pro Trainer, as well as a contributing author for PTontheNet and FiTour. A wife and mother of three, her passion for fitness fuels her contagious energy for life. Training Effects is her first book.



Joanne Blackerby

*Fitness expert, owner and  
founder of Spirit Fitness*

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