

GREATER BINGHAMTON

# BUSINESS JOURNAL

## Personal trainer focuses on individual's goals

By Greg Erbstoesser

Journal Staff

VESTAL — Traci Meier says she has found her calling, her passion: helping others achieve their goals.

And she has turned that passion into a growing business. Meier is celebrating her second year as a personal-fitness trainer.

Meier is proprietor of Live Fit, a personal-fitness training business she runs out of her Vestal home. She celebrated her first anniversary in October.

Meier has grown her business to include 20 clients — all women — so far, she says. Her women clients range in age from 22 to 74 years old.

"I am looking for my first [adult] male client," noting, she has taken on her first adolescent client, a 10-year-old boy.

"They all have different goals," she explains. The majority of her clients is looking to gain strength, improve mobility, and lose weight.

Meier adds she is working with one client whose goal is to participate in a triathlon in 2007.

But her work goes beyond just exercise.

"It's all about the person as a whole person," Meier says. "It's exercise and diet. The key word is 'personal.'"

Meier's program begins with an initial consultation and assessment with each client, she says.

The review includes discussing the client's goals, completing a physical and fitness assessment, and ultimately developing an individualized exercise program.

"I develop a program that works toward those goals," she explains. "It's different for every person."

Meier is certified as a personal fitness trainer by the private, Sherman Oaks, Calif.-based Aerobics and Fitness Association of America, a private, international organization that tests and certifies personal-fitness trainers.

She has printed a brochure explaining her personal-training service, and she has a Web site at [www.livefitjourney.com](http://www.livefitjourney.com).

"But most of my business comes from word-of-mouth and personal referrals," she says. She runs her business as a sole proprietorship. Annual revenue was not disclosed.

Her studio is a 20-foot-by-14-foot family room in her 2513 Rhonda Drive, Vestal, home.

The studio features a wide range of exercise and strength equipment. The equipment was purchased with her own funds, she says.

In addition to her studio, Meier and her clients work out as much as they can outdoors, using her yard as well as area athletic fields and trails, she says.

Her clients come to her studio at least once a week, many



GREG ERBSTOESSER/THE GREATER BINGHAMTON BUSINESS JOURNAL

**Personal fitness trainer Traci Meier, right, owner and operator of Live Fit, watches as Kristan Tomaka, of Vestal, works out at Meier's home gym in Vestal.**

times two or more times a week, she explains.

Meier, 35, has been involved in sports, particularly track and field, from the age of 12. She initially started as a sprinter, but then moved to shot put, discus, and javelin.

"I was always around the weight room," she says.

Initially studying to be a teacher, Meier received her bachelor's degree in psychology in 1993 from North Central College, Naperville, Ill.

Her interest in teaching, she says, has been fulfilled with her personal-training business.

As her mission statement indicates: "To be a continual

educator of fitness and healthy lifestyle change; to serve a valuable purpose in helping people become healthier and happier; and to improve the quality of many lives."

Meier also is a part-time instructor at American Family Fitness & Aerobics Center, 1808 Vestal Parkway East, Vestal.

As her business grows, Meier says she is considering moving her exercise studio out of her house.

But for now, she says, she is in no great rush to move. □

Contact **Erbstoesser** at [greg@tgbbj.com](mailto:greg@tgbbj.com)