

Motivator Sharon Evans



Evans above!

It's not unusual for North Shore motivator Sharon Evans to hop out of bed at some ungodly hour and chat with a client on the other side of the world.

The other night it was a woman from a little town in northern England asking for help. Desperate by her own admission, she had found Sharon on the Internet, in need of support and direction from a trainer and motivator.

"I like to think that as a result of our association, she is a changed person, physically, socially, and most importantly, emotionally," North Shore-based Evans said.

Face-to-face or on-line, servicing clients across the street or across the world, today's personal trainer and motivator is big business.

Apart from those from the United States and Great Britain, Evan's Internet clients include a 47-year-old mother-of-four from Russia and a doctor from Pakistan.

"I train and prepare clients at home or on the other side of the world", she said.

How does a New Age motivator and personal trainer evolve?

Seven years ago, Sharon Evans successfully built Forest Fitness & Weight Loss Centre on Sydney's North Shore from the ground up. She was the front person and the fitness guru and such was her success, offers followed to write columns and to preach the gospel of motivation and fitness over the air waves. She also featured in articles in glossy magazines and newspapers as the fitness and motivation industry took flight.

Despite the rigours of raising two small children, her own sense of self confidence has ensured that she keeps busy with minor acting roles in movies and commercials, segments on commercial radio as well as consultancy on fitness matters in leading women's magazines.

The former model and successful business woman entered the personal trainer and life motivator business after

the birth of her first child. Harnessing the power of the Internet, she realised that it was just as easy to deliver motivational advice and personal fitness programs and health tips, using email and the telephone as it was face-to-face.

Recently, she became part of 2KY's Big Sports Breakfast team giving motivational and fitness tips each Sunday morning.

A short conversation with Evans reveals her motivational strengths – she is bubbly, optimistic and always prepared to paint a positive spin on things.

"People love the personal attention, and it has to be special to them, because they're generally vulnerable and unsure.

"There are so many aspects to all this, but confronting daily pressure and converting it into a positive force as well as constantly planning small ongoing goals is the crux of it.

"Of course, people want to have a new image, lose weight, fit into those old clothes again, go out and feel important, to make an impression.

"I can advise on that but my business is also about improving presence and desire. It's all about gaining a new thought process that will hold you in good stead for any possible challenge you face.

"When you go to a gym, you progress by putting pressure on your body.

You overcome that pressure to reach the next stage. It's the same in life, whether socially or professionally. Confront and conquer, don't run away and take the easy route out."

One of Sharon's success stories is a woman from Adelaide with whom she regularly talks and motivates.

In the space of a few weeks, this woman has already re-toned her body, altered her outlook, shape and most importantly, her confidence.

"In short, she has a new-found hunger for life." For more details, call 9907 7145 or 0410 687144. ■