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TOP 24
MOST IMPACTFUL
COACHES
OF 2024



REFLECT

HYROX

Letter from the CEO and
Founder of Coach360

Dear Coach360 Community,

Wow. Just, Wow! As I sit down to write this letter, I find myself reflecting on the incredible journey of the past four months since the launch of Coach360's media platform and community initiatives.

So, what exactly is Coach360? In essence, it's a dedicated resource for health, fitness, and wellness coaches around the globe. Why does this matter? Our mission is to empower coaches by providing them with the resources, insights, and trends necessary to make a meaningful difference in the lives of countless individuals they engage with every day.

This commitment inspired us to launch the Top 24 Most Impactful Coaches in 2024 campaign. Health, fitness, and wellness coaches are often the unsung heroes of our field. They are deeply committed to helping others, and Coach360 serves as a platform to celebrate those who are making a significant impact in their communities and beyond. None of our featured coaches paid to be recognized. They were either nominated or applied and subsequently evaluated by our esteemed panel of industry experts or voted on by their peers during the community voting portion.

I am truly honored that you have shared your remarkable stories with me, my business partner Al Mendoza, and the Coach360 community about your journeys into health, fitness, and wellness coaching. If you know me, you understand that I've also been open about my own "why." Your story serves as a beacon of hope for someone else seeking transformation. Remember, your narrative is inspiring someone RIGHT NOW. Stay focused. Stay determined. Stay courageous.

I want to express my heartfelt gratitude to each of you for being part of Coach360. Within this report, you will discover the winners of the Top 24 Most Impactful Coaches of 2024 campaign. Congratulations to all the winners and to everyone who applied or was nominated—you are all superheroes. A special thank you goes out to our judges and sponsors from NASM, Everfit, Reflect, and Hyrox.

Go forth and thrive!

Love,

Kathleen Ferguson





Entering the health and wellness space as a personal trainer, health coach, nutritionist, or any other role where you are taking charge of someone's wellness, passion is required, but so is credibility. With the emergence of social media, it has been easier to spread information online regardless of expertise or credibility. Credible certification provides a structured education, ensuring the necessary knowledge to guide individuals safely and effectively. Being certified not only sets you apart from competition, it equips you to make a meaningful impact on those you're charged with leading.

The National Academy of Sports Medicine (NASM) is no stranger to the importance of certification. As a leading organization dedicated to providing evidence-based certifications and advanced credentials for fitness professionals for more than three decades, they have over 1.5 million certified fitness and wellness professionals under their name. As a well-known and highly respected brand, NASM has many features that make them stand out from the crowd.

Empowering Certified Coaches and Trainers

NASM has been a successful certification and boasts over 1.5 million certified professionals under their name, but it isn't because it's an easy certification. Its comprehensive focus on producing educated professionals in the health and wellness sector make it a sought after certification for those wanting to be taken seriously in the industry.

Tony Ambler-Wright, Master Instructor at NASM, told me "NASM is committed to grasping the real-world needs of personal trainers and coaches and to providing continuous solutions that surpass expectations". Not only do they offer personal training certifications, they also certify nutrition and wellness coaches, and offer specialization courses like Group Fitness Instructor and Physique and Bodybuilding Coach. Offering an array of opportunities for coaches to expand their expertise, and of course, their business offerings. The courses include digital learning tools, including NASM One, for their certified coaches and trainers.

NASM One is the solution to streamlining the professional journey so trainers and coaches can build a profitable business by integrating education, management tools, and community support in one place for all their coaches and trainers needs.

Ongoing Support for Longevity

Not only does NASM take their certifications seriously, they are invested in the long-term success of their coaches and trainers. They offer ongoing support and resources to assist in business development, life-long learning and growth, and building a supportive community within their network. NASM has direct partnerships with over 12,000 employers and organizations worldwide - offering their trainers direct access to amazing employment opportunities.

With hundreds of opportunities to grow, learn, and expand your expertise, NASM provides access to a rich index of educational resources, courses, and specialization courses. This includes the opportunity to join NASM One, a comprehensive platform designed to support NASM-certified professionals as they continue their journey into growing their businesses. It offers amazing resources like:

- **Continuing Education:** Access to 300+ Continuing Education Unit courses, 50% of additional courses, and ongoing professional development opportunities.
- **Business Tools:** Software and resources to help manage and grow a fitness or coaching business including access to EDGE Trainer Pro, their All-in-One coaching platform that assists their coaches in scheduling, billing, programming, and making your business mobile.
- **Community Engagement:** Connects trainers with a network of their peers for support, collaboration, community building, and trouble-shooting.



The Power of Certification

While the world has shifted and it doesn't take a certification to become popular on the internet for your workouts or physique, it is still a highly valued component for anyone hoping to take on clients. This is especially true when taking on a role that involves physical activity, understanding anatomy, physiology, and exercise science is critical when working with the human body to avoid injury and maximize results.

Some other important reasons to be certified:

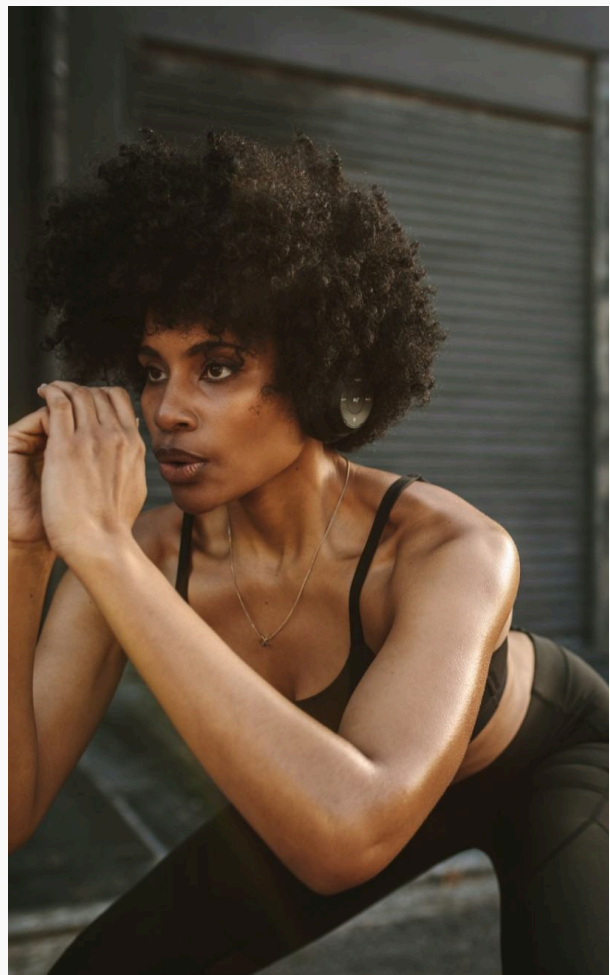
- **Knowledge and Expertise:** Certifications ensure that a trainer has the necessary skills and knowledge to create effective and safe programming for clients.
- **Credibility and Trust:** The NASM certification is a true test of knowledge. It has a 100 question test, and a passing score of 70%. This is a closed book test and tests the knowledge of the trainer to ensure trainers are knowledgeable, committed, and aware of industry standards and professionalism.
- **Ethical and Legal Responsibility:** NASM offers ethics surrounding the business of personal training as well as the most up-to-date information around the legal responsibilities and liability of training and coaching.
- **Professional Standards:** Certification programs set professional standards within the industry, which maintains consistency and the quality of service provided by NASM trainers across the globe.

Tony further shared, "We want our trainers and coaches to feel confident in their knowledge, skills, and abilities in order to meet and exceed the growing demands and needs of the clients they serve."

Final Thoughts

Entering the health and wellness industry demands more than just passion; it requires a steadfast commitment to credibility and expertise. The National Academy of Sports Medicine exemplifies this commitment through its rigorous and comprehensive certification programs. By equipping fitness professionals with the essential knowledge and skills, NASM not only sets a high standard but also empowers individuals to make a significant impact in their clients' lives.

In a world where anyone can share fitness tips online, NASM certifications ensure that trainers stand out by providing evidence-based education and ongoing support. This dedication to professional development, ethical responsibility, and community building underscores the true value of being certified. As Tony Ambler-Wright aptly puts it, NASM is dedicated to exceeding the expectations of both trainers and their clients.





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MEET OUR
WINNERS



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HYROX



Tracy LaMarche

@barefit_girl

Everyone has the power to be the best version of themselves. Coaching allows me the opportunity to be a partner in the journey for someone.



Ruben Pereyra

@functionallyevolved

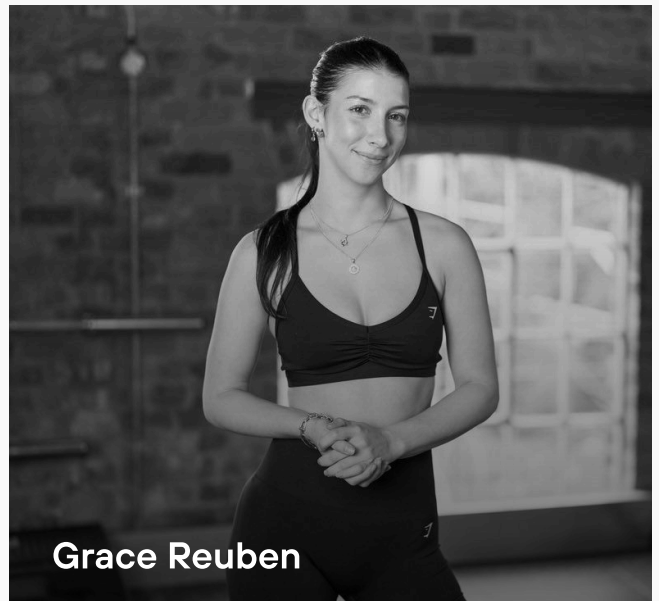
Believe in yourself, overcome obstacles, be authentic, trailblaze your own path to success, and inspire everyone you encounter along the way.



Darlene Marshall

@darlene.coach

When we are well we're more adaptive, creative, and resilient. We need those skills to save our world. My mission is to help us be well.



Grace Reuben

@gracerfitness

I'm passionate about helping women who are new to the gym build confidence, find their footing, and achieve their fitness goals—all while enjoying their favorite foods without restriction.





Michael Piercy

@michaelpiercy

Stay a life long learner... a coach can't push their athletes to improve, if they are not on a journey towards excellence themselves.



Cori Lefkowitz

@redefiningstrength

I'm inspired daily to help clients find empowerment through a healthy lifestyle and redefine what strong means to them.

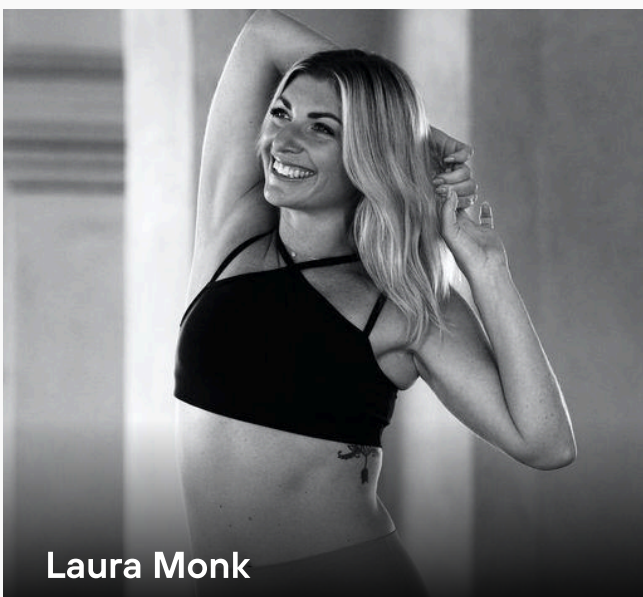


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NASM

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HYROX



Laura Monk

@soulfishmonk

My passion is to inspire and empower others to find their voice and strength, and the courage to lead with heart and authenticity.



Steve Hess

@steve13hess

Kaboom isn't an explosion. Kaboom is giving hope, breaking the norm, and doing everything at 110%. Kaboom is the why behind everything I do.



The All-In-One Platform

To Launch Your Fitness Business

 Deliver your content

 Monetize and scale

 Engage with clients

 Build community

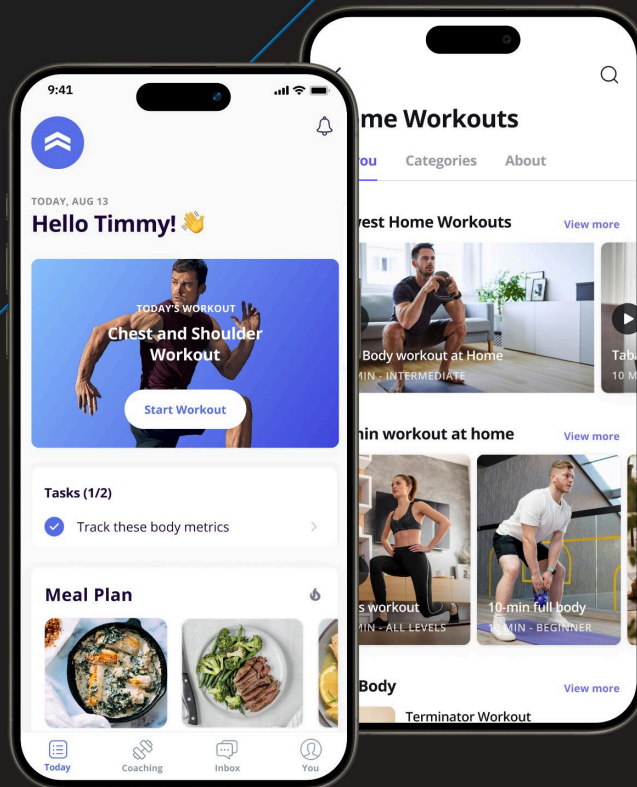
Workout Builder



Nutrition & Habit



Community



Custom
Branding



Metrics
Tracking



Payments



Automation



Check-ins





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HYROX



Xavier Robinson

@officialreformedfitness

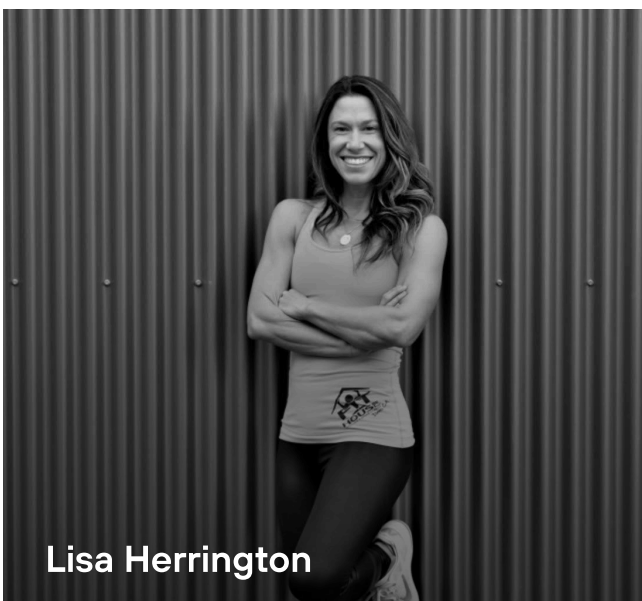
I help clients achieve life-changing results with just two 30-minute workouts per week through science-based exercise Virtual 1 on 1 workouts.



Sami Ruess

@samiruess_

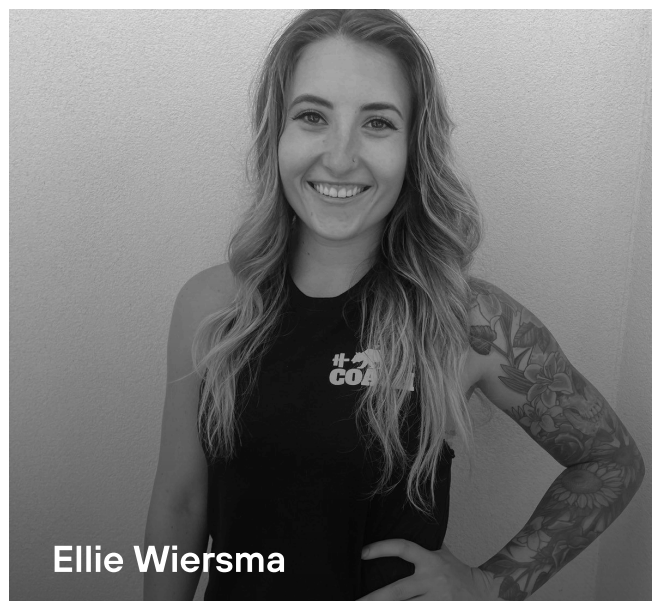
Sometimes all it takes is someone else seeing the light in you, for you to see it in yourself. It's my mission to be that for women.



Lisa Herrington

@lisaherrington

I've always loved fitness for the power it has to change a mood one step, plank, squat, curl, burpee or breath at a time. 12 years ago I lost a son and the grieving process allowed me to live and breathe the power of fitness as I healed through movement and mindset exercises.



Ellie Wiersma

@ellie_wiersma

That place of do I give up or do I push a little more- choose to push because that's where self-realization is found.



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REFLECT

H Y R O X



Rebecca Garity Pinto

@rebecca.garitypinto

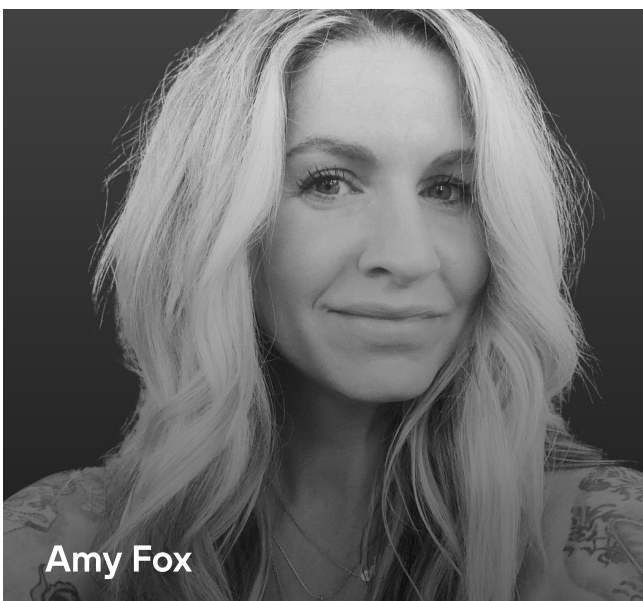
No matter what my role has been in fitness, I've realized that more than anything, people want to feel connected. They want to feel seen and recognized. You want more success in your career? Build better relationships.



Justin Russ

@coachjustinruss

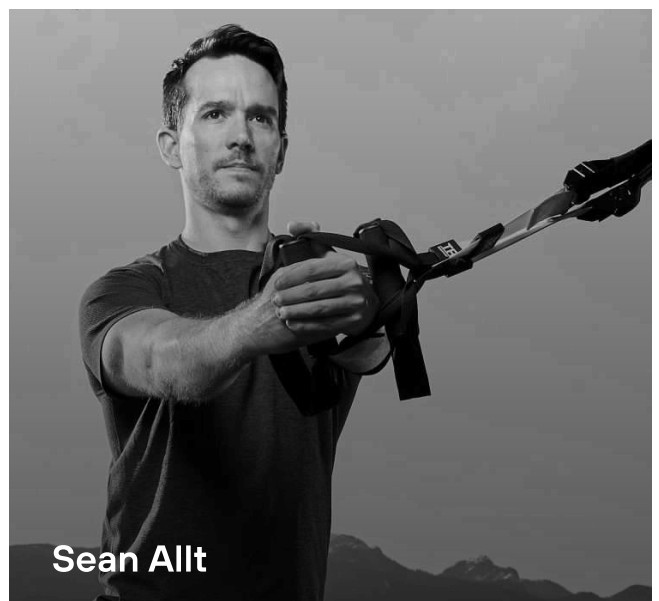
Success in coaching comes down to interpersonal relationships. Know your athletes, and work to instill the values of hard work, humility, and grit to fuel them to always push forward.



Amy Fox

@bloom.in.perimenopause

Women are done being gaslit during menopause. I'm here to amplify their voice & help them achieve the results they've always wanted!



Sean Allt

@seanallcpt

That place of do I give up or do I push a little more- choose to push because that's where self realization is found.



Mario Prada Uribe

@pradathecoach

My mission is to change the mind of the people I train in order to achieve these physical changes in them in the future to get where they want to go.



Jess Gresho

@jessinaround

My mission is to elevate mountain sports training for skiing, trail running, hiking, and biking through a functional strength approach



Janelle Trujillo

@janelle4health

Cultivating true health is a balance of physical, mental, emotional, and spiritual wellbeing. Our habits form the foundation of these pillars that support our lives.

everfit

Most trainers and coaches enter the professional space because they love working out, health and fitness, and inspiring others on their fitness journeys. Although passion for health and wellness and helping people is crucial for coaches to be successful, the executive pieces of running a business are just as important to achieving a profitable business.

Enter Everfit, the ultimate digital companion that's changing the game for trainers everywhere. From client management, workout creations, nutrition planning, and more, Everfit has created tools to optimize your business, so you can focus on doing more of what you love - changing lives and improving the health and wellness industry.

How Everfit is Changing the Game

Whether you are an independent trainer, a big corporate gym, or somewhere in the middle, Everfit has the solutions to help you promote, grow, and thrive in your business. As we have more accessibility to clients through the power of the internet, our ability to train people all over the world is expanding. Everfit has made it so you can seamlessly navigate optimizing income and time through their automation services.

They also have all the tools necessary to run a successful business under one umbrella, so you can operate your business in real time from one place, anywhere in the world. Their tools include customizable programming, habit tracking, a nutrition corner that tracks food and creates meal plans, and progress tracking to ensure your clients are sticking to their programs, seeing detailed results, and are staying motivated to hit all of their goals.

It also allows you to customize your branding, automate your business so you can train clients simultaneously, create packaged training programs, and even engage with your clients on a forum or leaderboard to make sure they're staying motivated, can build community with like minded individuals, and stay inspired to reach new goals.

What Sets Everfit Apart

Although not the only company promoting this type of change in the industry, Everfit is doing it better than the competition. Newer to the scene, Everfit came on the market in 2020, and still managed to win the #1 platform in the last 12 months by Capterra. Everfit is an all-in-one platform soaring with their innovation, their value to infuse joy into their work, and to bring success to coaches around the world.

One thing that stood out in my conversation with Co-Founder of Everfit, Long Nguyen, was the emphasis on joy. You could see his entire face light up when he shares the exciting elements that they placed within the platform to keep joy alive in training. We chatted about how enjoyment is an important factor for maintaining routine, but it's also a value the company lives by.



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Some of the other things that sets Everfit apart include:

- **User-Friendly Interface:** It is easy to navigate their tools, which means anyone can utilize the resource, regardless of their tech-savviness.
- **Flexibility:** It is an adaptable and multifaceted platform that includes training styles for a range of clients including strength training, HIIT workouts, and even programs to help you succeed in marathon training and beyond.
- **Community and Support:** There is a section of the platform dedicated to building community, which is a major factor in creating retention in clientele.
- **Constant Updates and Innovations:** They have unmatched enthusiasm to continue to grow in their offerings as well as finding new, innovative ways to keep clients engaged and to improve each user's business.

Everfit's commitment to empowerment, client satisfaction, and business growth is truly admirable. They are dedicated to helping trainers build more efficient, profitable, and meaningful businesses that support their clients' needs, while allowing trainers to focus on what they love. Everfit believes in empowering trainers to retain clients by simplifying the process of selling, upgrading, or downgrading services and automating mundane tasks. This approach allows coaches to prioritize client relationships, optimize time, and increase profits without relying on cookie-cutter plans.

Final Thoughts

In an industry where passion for health, fitness, and helping others is the driving force, Everfit stands out as the ultimate partner for trainers who want to elevate their business. By streamlining essential tasks and offering innovative tools, Everfit empowers coaches to focus on what truly matters: transforming lives and making a lasting impact in the wellness industry.

Everfit makes it so that you're not only managing your business, you're leveling up your business in the same breath. With its user-friendly capabilities to tailor your business and training needs, you're able to help more people all around the world, creating greater change in your wake. You can focus on training,





NASM™

EVER FORWARD



Not all careers

INVOLVE SITTING STILL

BECOME A CERTIFIED PERSONAL TRAINER

HYROX

In today's rapidly growing fitness landscape, HYROX stands out as an example of innovation and support for fitness coaches looking to build community. By offering unique solutions, HYROX is dedicated to empowering fitness professionals in their mission to enhance client outcomes and drive community engagement creatively and in race mode! Their commitment to advancing industry standards and providing valuable resources ensures that coaches have the tools they need to excel and make a meaningful impact in the lives of those they serve.

HYROX offers a unique fitness challenge that blends running with functional workout stations in an exhilarating indoor race format. Participants tackle 1km runs interspersed with eight distinct workout stations, creating a dynamic and engaging experience. Held in expansive exhibition halls, HYROX races provide a thrilling atmosphere where spectators can cheer you on from start to finish. With a consistent race format worldwide, HYROX brings in athletes of all levels to compete on global leaderboards and vie for spots in the World Championships at the end of each season. Whether you're a seasoned professional or a fitness enthusiast eager to elevate your training, HYROX is the ultimate sport that caters to everyone.

The Overall Benefits of HYROX's Philosophy

HYROX is the world's first and largest indoor mass-participation fitness race; for the first time, athletes who train daily in the gym get to bring their fitness mojo together in a competitive environment. It's for everyone, whether you're a fitness novice, an elite athlete, young, or old which makes these events inclusive. This simplicity makes HYROX incredibly accessible exciting athletes of all levels with an exciting, safe, and community-building environment!

The HYROX365 Group Training Program is also designed for all skill levels. This program is highly accessible allowing coaches to work with all levels of athletes and prepare them for the HYROX race itself. Group training sessions give a community-based training experience, promoting a supportive and encouraging environment to train with guidance from certified HYROX coaches. The HYROX365 Group Training Program furthers the HYROX mission of making fitness racing an inclusive and accessible sport for all as it provides a fresh and engaging path for their athletes allowing them to share their knowledge and passion in a community-focused setting.



HYROX

Where does the coach fit into the programming with HYROX?

A good coach is critical to HYROX programming, setting the tone for their clients by guiding them on proper technique and establishing a strong team culture for engagement. Coaches drive functional training to create an enjoyable and supportive community which is necessary to keep participating clients excited and motivated. Coaches completing the HYROX ACADEMY Foundational course and then progressing to Levels 1 and 2 dive into athlete physiology, biomechanics, functional anatomy, training philosophies, race strategies, nutrition, and more. This comprehensive learning elevates coaching skills, building credibility and expertise for fitness coaches.

Career growth and professional development with HYROX

Let's keep talking about how coaches can keep growing their knowledge in fitness and wellness through HYROX offerings! HYROX365 has an entire coach education system known as the HYROX Academy. The HYROX Academy offers a multi-level online course designed to provide coaches with all the tools they need to succeed as a HYROX coach. Beginning with the Foundations course, and the Level 1 course (launching September 1st), these educational opportunities lay a foundation of functional training. Within the Level 2 or "Performance Master" coaches can deepen their knowledge in all aspects of HYROX coaching. Then in Level 3 or "Performance Business Master," (coming in 2025) coaches who own or want to start their own business, whether that's a HYROX TRAINING CLUB or a HYROX PERFORMANCE CENTER can leverage more business-building knowledge.

All partner gyms or gym owners in the HYROX365 Program have access to 8 HYROX training workouts a week spread across 4 formats: Foundational Training, Engine, Power, and Complete Training. Coaches can leverage these classes to build a HYROX program in their gym and utilize the other tools on the HYROX Performance Hub, which gives video support, coaching notes, and a variety of tutorials and other useful information. This performance hub is constantly growing with new workouts added weekly to serve coaches as an ever-growing exercise movement library and resource section.



The future of HYROX

Currently, HYROX has been working to provide a super detailed and comprehensive timing system that allows participants and clients to see all their relevant time splits from run to run and workout to workout which gives coaches feedback on their programming. Also, sensor integration is coming into all workouts so participants and clients can see all the relevant workout data. As developments continue, HYROX plans to enhance service to clients and coaches with meaningful data they can then use to optimize their training. The beauty of HYROX is that everyone's performance data is visible, so evaluating a client's performance against their specific age group, division, or gender, provides an all-around supportive means of using their data for ongoing motivation and fitness programming with their coach.

LET'S WORKOUT

AI APP FOR COACHES | WORKOUT CREATION |
PERSONALISED STOREFRONTS

REFLECT THE BEST

REFLECT IS YOUR ULTIMATE AI-POWERED HEALTH AND FITNESS PLATFORM DESIGNED TO ELEVATE YOUR GAME. WHETHER YOU'RE A COACH LOOKING TO TRAIN CLIENTS ONLINE, AN ATHLETE OR CREATOR READY TO LAUNCH EXCITING CHALLENGES FOR YOUR COMMUNITY, OR A HEALTH AND FITNESS PROFESSIONAL WANTING TO SELL YOUR PRODUCTS AND SERVICES—WE'VE GOT YOU COVERED.

WE DO IT ALL - SO THAT YOU DON'T HAVE TO.

REFLECT

As the fitness industry continues to grow and change, Reflect Fit is at the forefront of championing progressive coaching options and support within the fitness coaching community. Through its pioneering technologies and strategic initiatives, Reflect Fit equips fitness professionals with the essential tools and resources to elevate their practice. Their proactive approach not only enhances the capabilities of coaches but also strengthens their ability to positively influence their clients and broader communities, reflecting a deep commitment to professional development and client success for the fitness industry at large.

Reflect Fit serves as an innovative platform designed to help fitness coaches and trainers monetize their expertise by providing a full spectrum of tools and features tailored for virtual and hybrid coaching environments. It allows coaches to create and deliver personalized workout programs, engage with clients through live or on-demand sessions, and track their clients' progress. Reflect Fit continues to offer updated options for fitness coaches to leverage online tools for their client support needs along with their needs to build their fitness business simultaneously.

Key Benefits for Fitness Coaches

Fitness professionals and coaches can benefit from using Reflect Fit to manage digital product sales and community subscriptions. Coaches can curate customized storefronts that align with each coach's brand, which enhances professional image and relatability to clients who seek their niche specialties. Time is also of the essence as a fitness coach! Coaches can save time and effort with Reflect Fit supporting the technical aspects of their personalized storefront, including design, domain costs, and updates. The Reflect Fit platform integrates with social media which makes promotion and sales easier to connect directly from social media profiles. Engaging with the community grows a coach's business. On this platform, coaches can build and manage their subscriber communities with exclusive content and interactions. Keeping tools and implementation in one space, Reflect Fit also offers tools to manage product sales, subscriptions, and customer interactions centrally so coaches are not all over the place with their business management while also having exclusive access to premium content, such as advanced fitness programs, nutrition plans, workout videos, and live Q&A sessions to grow their business on the platform.

Along with the platform's usability, community engagement tools boost event-planning capabilities. Coaches can host virtual events, challenges, and workshops to bring their people together! The conversations can continue using Reflect Fit's direct messaging, feedback form, and personalized coaching session capabilities as well. Automated emails and notifications can be ways to keep subscribers informed about new content, updates, and special offers all within the same space.



REFLECT



Digital Products Coaches can leverage with Reflect Fit

Reflect supports the diverse needs of fitness coaches by offering flexible storefront designs, easy product upload and management tools, and the ability to create subscription tiers and special offers. And again - the professional doesn't need to worry about anything, Reflect Fit does it all for them. Along with the technical functionality listed under the key benefits above, fitness coaches can sell a variety of digital products through Reflect Fit, including fitness programs, meal plans, E-books and guides, subscription services, apparel and supplements, along with discount codes. Tailored workout plans for different fitness levels and goals are the foundation of how coaches support their clients, so keeping this centralized is key. If a coach is someone who is skilled in nutrition services through their scope of work, customized nutrition plans within Reflect Fit support their client's ongoing fitness and health objectives. Accountability for clients can come in the form of "homework" or additional resources to grow their knowledge base, so using the platform to share informative resources on fitness, nutrition, and wellness can boost their connection to their coach. Clients can feel empowered and valued with direct access to exclusive content, virtual coaching, and community membership. Coaches don't just coach, they build their business off of associations and affiliations. On Reflect Fit they can share their affiliate links or discount codes with their followers, or promote the brands that they are affiliated with to blend their worlds together.

Payment Processing

Obtaining payment from clients should be easy and hassle-free for coaches. Building a business means tracking payments in an easy way, which Reflect Fit helps with along with all of their other amazing features in one place. Secure and efficient payment processing for digital product sales is simplified using industry-standard security measures to ensure that all transactions are secure. Encryption of payment data, secure payment gateways, and compliance with Payment Card Industry Data Security Standards ensures efficient payment processing partnering with reliable payment processors. Reflect's payment systems enhance convenience by offering streamlined payment processing and automated payouts. Coaches can opt to either use their preferred payment methods they are already comfortable with or have Reflect Fit quickly and easily set up and manage their transaction processing for them as a trusted partner in their coaching business. In addition to all of this payment security, clients provide their preferred bank accounts upon initial setup, and Reflect Fit's systems automatically pay out to coaches each month-end to ensure a seamless experience for coaches and clients.

What's New

More great news for fitness coaches is coming with Reflect Fit. Reflect Fit is introducing a new storefront feature that simplifies business management. This tool helps you set up a custom domain and keeps your storefront updated with your latest events and offerings. You won't have to worry about the technical details—Reflect Fit handles the design and maintenance. This way, you can concentrate on creating effective fitness programs, meal plans, and engaging content. Plus, the integration with social media makes it easy to share and promote your products. It's a practical solution to help you focus more on coaching and less on tech.



Maricris Lapaix

@maricrislapaix

My purpose as a fitness and wellness coach is to inspire my global community to MOVE & PLAY through experiential fitness.



Marc Coronel

@energiaphoenix

The fitness industry is like a tangled ball of yarn, with everyone pulling in different directions. But real change happens when a few people pull together.

GRAND PRIZE WINNERS



Jenny Kidd

@jennykidd_nutrition

I love helping people realize that strength is what truly matters, rather than a number on the scale.



Luke Milton

@milts1

After a career in professional sports, I realized team is EVERYTHING, Training Mate is all about that - service and mateship.



MOST IMPACTFUL COACH OF 2024

@thecurvygirltrainer

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel" - Dr Maya Angelou

Lacee Green

We all deserve to be seen and heard loved and appreciated. And to love ourselves unconditionally. We are so much more than a number on a scale or pant size, and after being a trainer and behavior specialist for so many years, I realize that we can all be so hard on ourselves. It has become my life's purpose to live life in the way that is fine the joy and drop the judgment, and help people find their version of happy and healthy at every chapter of life.



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coach 360 