



healthy habit

In this column, *Fitness Life* profiles New Zealand's top personal trainers. This month, we meet Sam Trafford, who has turned keeping toned for modeling into a fitness career

{ Personal Profile

Since as far back as I can remember, my life has revolved around exercise. From a kid pretending to be my sporting heroes to family outings skiing in the winter and trekking in the summer, fitness came with the territory. It has always been a catalyst in my life for keeping positive, focused and happy!

And it may sound like a cliché, but personal training found me more than I found it. On finishing school, I went to Sydney where I fell into modeling. My exercise lifestyle worked well with the job – my agents never had to push me to be in shape for shoots. This was

about when I began to understand that with the correct exercise plan and diet, I could really transform my body.

This knowledge kept my passion for exercise strong, so it seemed natural to study for a BSc in Exercise Science in Sydney. Then, after travelling the world for a year, I came back to New Zealand, where I was offered my current position as personal trainer/nutritionist at Habit in Auckland. One of the aspects that really attracted me to Habit is the holistic approach of the club. The benefit of working alongside physiotherapists is incredible – it really allows us to provide any and all solutions for our clients.

Benefits of having me as a personal trainer.

My first priority as a trainer is to listen to the individual – their goals, experience, problems – and then simply adding my expertise to address their needs. This allows my clients to reach their own goals, rather than me trying to tell them where they need to be. To put it simply, I specialise in tailoring to the individual. Everybody is different and has different aims, and these are all too often overlooked by the trainer.

I bring a holistic approach to fitness, focusing on the benefits of good posture, functional movement and healthy eating. This promotes long-term healthy changes such as weight-loss, stress relief and general wellbeing. I have also begun teaching a circuit-based class, which is a method of training I find very beneficial for anaerobic and aerobic fitness alike.

So, my clients reach their goals for two simple reasons:

Firstly, I focus on their needs and their goals. Everything we do is specific to them. This means it is impossible for them not to succeed, whether their goal is stress reduction or running the Auckland marathon. Everybody is different and my job is to figure out what is going to work best for that person.

Secondly – and most importantly – I am passionate about every single one of my clients and their goals. I am with them through the entire process and will leave no stone unturned in order to get them to their finish line. ◀

“Sam is totally committed to helping me meet my personal goals and carefully tailors his work with me to achieve them.”

Allan Paterson - Partner, Russell McVeagh



“Sam is incredibly focused on his clients, research and Club. These qualities have quickly established him as one of our top Habit Trainers”

Steve Pugh, Director - Habit

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