



Ben Hale Personal Fitness Coach



Ben Hale, a personal fitness coach based in Wigton, offers clients a full package of health and fitness support from training, diet and motivation to help them achieve their goals, grow in confidence and feel happier and healthier about themselves.

We talked to Ben about how the availability of fibre broadband and 4G connectivity across Cumbria supports the service which he is able to provide.

Ben said “the focus of my business is the offering of personal coaching packages to clients. As part of this package, I provide ongoing support, motivation and encouragement to keep my clients on track in and out of the gym. The ability to maintain this contact on my handheld device means I can do this at any point of the day and wherever I may be, whether this be via a social media post, responding to an email, or dropping a client a WhatsApp message. The improvement of connectivity in our area means I, and my clients, are able to communicate around the clock at the touch of a button. I think many of my clients would tell you this really helps them in maintaining momentum and focus on what they really want to achieve”.

Ben went on “during COVID-19 lockdowns I provided coaching sessions fully online. This was only made possible as a result of the connectivity services available to both myself and my clients. I believe the ability to continue to provide personal coaching services during that time was extremely important to the wellbeing of my clients. I also feel it really emphasised the importance of being able to get online and access such services. It is great to now be able to provide personal coaching face to face and I think we all appreciate this more than we ever have done before, but it has definitely led to a change in the way services are provided. People like to be able to access the services they want, when they want, and with ease. I believe my way of working has transitioned to be able to provide this”.

“Social media has and continues to be so important to the success of my business. Having a strong online presence, alongside word of mouth, is the best form of advertising the service I provide. I have a good social media following and via this I am able to attract new clients, maintain contact with existing clients and showcase the results which are achievable when my programmes are followed. Being able to showcase the results of clients is extremely important and shows exactly what is possible with the right support and dedication of client and personal coach. Being a personal coach, I strongly believe that motivation is key to success and via my social media page I try to motivate people into working towards the best version of them. Seeing people grow in this way is the main driver for me doing what I do”.

“Via my social media page, prospective and current clients can contact me and book sessions with ease. This function has proved to be very popular and means clients can see my availability at any time they wish and book at their convenience”.

Ben told us “I like to continuously develop the service I am able to offer and after gaining my initial qualifications for becoming a personal coach online, I am always researching the latest training techniques, weight loss and dietary advice. There is so much in the way of learning out there and I am always on the look out for new and innovative ways in ensuring I continue to offer the best service possible to my clients”.

Ben went on “I and many of my clients are keen runners and from an entertainment perspective, many of us like to stream music as we go. Having a continuous connection to 4G services on our route enables us to do this without any buffering. On a more serious note, it is so important that we are continuously connected from a safety perspective. Many of us may run in isolation and having the safe feeling of being able to use our mobile devices if ever needed is of paramount importance”.

Behind the scenes, Ben is able to carry out a raft of administrative tasks online which support his business. Ben said “I do online banking, research and order any new equipment and fill in any online form requirements from home. This eradicates the need for unnecessary travel or office space”.

Ben would encourage other businesses across Cumbria to look at the connectivity possibilities available in their area “I don’t think we fully appreciate how being online supports us with key business features such as communication, publicity and administration; with a reliable, safe and consistent connection it gives businesses across Cumbria a real boost”.

If you would like to find out more about Ben Hale and the service he provides then search @BenHaleCoaching, email benhale25@gmail.com or call 07429 337661

