



# PERSONAL TRAINING

## the right approach for you?

In the last issue, we interviewed health- and mental coach Barbara Luigs about her burnout prevention programme she is offering in Egypt in cooperation with German tour operators. In this issue, she introduces her personal training offer to us and also gives us an exclusive hint about the intended launch of this programme at the coast of the Red Sea...

### Red Sea Bulletin: Mrs. Luigs, what exactly is personal training and who needs it?

Barbara Luigs: Personal training offers you a great amount of flexibility. Instead of having to plan your life around courses or opening times of your gym or fitness studio, the personal trainer meets you in your office, at home, or at a suitable outdoor location – whatever suits your needs best. The focus of the programme is based on

efficiency, discretion and motivation within the training, and it is totally customized to meet your expectations or physical needs. Hence, the typical customer booking a personal trainer is someone who is very keen to achieve the best result in a short amount of time or someone whose daily schedule does not allow for a great amount of personal time – typically high level executives, celebrities or generally speaking people who do not have a lot of leisure time available they can spend on their fitness.

### RSB: Can you tell us in more detail about the elements of the programme?

Barbara Luigs: I always start with a detailed health check. The results influence the customised training plan that focuses on condition, power, coordination and exercises for the back – which is the key area of issues of most of my customers. Along with the know-how, I also bring along the necessary equipment to efficiently conduct the exercises. However, the customers have to commit to active participation in the training, it is not enough to simply 'book' a personal trainer...

### RSB: And why do your customers appreciate this form of training so much?

Barbara Luigs: The majority of my customers for personal training are high-level executives. People, who are used to very rigid time management and efficient solutions for their issues. This customer group benefits from a dedicated person who monitors and comments their progress, as well as getting designed a personal training that provides variety, helps them overcome their inner gremlins while offering empathy and a high level of assertiveness.

### RSB: We have so far talked quite a bit about the personal and motivational side of personal training. How about the physical aspects?

Barbara Luigs: As already mentioned, I start with a detailed physical check. This provides the benchmark for the progress made through the programme. Subject to the results the customers wants to achieve, we work on reducing weight, bettering the tone of the muscles, preventing or healing back issues, strengthening the cardiovascular system or simply improving the physical composure or toning of the body.

### RSB: You also mentioned EMS to be part of your offer? What exactly is this?

Barbara Luigs: EMS stands for Electronic Muscular Stimulation of the body and works through external electronic fields. During the exercises the muscles react additionally to the electrodes pasted on the body and as result either the condition is improved or previous damages can be healed. This approach is highly efficient and increases the stabilisation based on muscles, especially in the deeper tissues and close to the joints. People who have to limit their training to an hour per week really appreciate this training approach. Already within a fortnight, we usually see significant results when working with EMS.

### RSB: You currently plan to settle in Egypt and offer the personal training here as well, correct?

Barbara Luigs: Yes, I am currently founding my own company and have started to necessary process. I hope to be able to offer personal training very soon for the residents in Egypt. At the end of the day, a healthy back is something that is needed everywhere in the world...

In the meantime, we are planning already to offer a programme of back exercises in the house of Living with Art beside of the German Honorary Consul, who believes that there is huge need for personal training here at the Red Sea.



For more information, please visit: [www.mein-gesundheitscoach.de](http://www.mein-gesundheitscoach.de) or contact Barbara Luigs directly at [Luigs@mein-gesundheitscoach.de](mailto:Luigs@mein-gesundheitscoach.de).



Barbara Luigs  
Health- and mental coach

### About me and my motivation:

After having experienced a difficult time with lots of back pain and a burnout myself – I was working in a large corporation and heavily neglected the needs of my body and mind - I became a certified health- and mental coach with certificates in several disciplines.

I love to coach my customers and see them through how they make huge progress even with little steps. I find it very motivating when my customers all of a sudden re-discover their body again and confirm to me that health can be easily incorporated into the daily routine. It is my job to support them on their way to this awareness, the implementation of the exercises and finally to give them a perspective that they can achieve the goals we define at the beginning of the training.