

# human race

## HOW I... MADE A LIVING FROM RUNNING

**NAME** Liz Fulford

**AGE** 33

**YEARS RUNNING** 3

**THE CHALLENGE** Fulford had always hated exercise and struggled with her weight, but found running through Race for Life three years ago. Within a year she'd progressed to the marathon, and she reached the decision to put her mind, fitness and finances to the test by becoming a personal trainer.



### Be yourself

"I'd thought about becoming a personal trainer for about six months before I started re-training. I'd had enough of my office-based job in human resources, and thought personal training would be perfect: I could do what I enjoy and keep fit. I felt I could relate to people looking for personal training because I've been overweight and unfit. I strongly believed if I could turn myself round, anyone could, and wanted to share that."

### Research post

"There are plenty of courses to help you become a personal trainer, and many are distance learning which is great if you can't afford to give up work. I decided to give up work, though, and do a three-month intensive course."

### Broad interest

"One of my worries was that I wouldn't be fit enough to be a personal trainer, but during my training I became fitter and my body shape changed through doing resistance work. I had always assumed that cardiovascular work was enough, but during my training I realised that you need to be fit all over to combat illness and injury."

### Supporting act

"Returning to learning was quite daunting. Without my partner I don't know if I would have come through. He is a runner himself, so he was my guinea pig: I could practise finding muscles and doing sports massage. He was incredibly helpful."

### Make a name

"Once I'd finished re-training, it was difficult to go out and find clients. It's all about word of mouth, so I've really tried to put my name about: I've told everyone I know, put adverts in school magazines, and done leaflet drops. I've also started a running club and take exercises classes in a local park in Brighton."

### The result

Fulford came through her intensive training fitter than ever, and now runs her own personal training business in the Brighton area ([www.fitnesstrainingspecialists.co.uk](http://www.fitnesstrainingspecialists.co.uk)). "You have to be realistic about how long it can take to build up clients, but it's such a rewarding job. Every time I see a client I come away feeling great. If someone had said to me 10 years ago that I'd be a personal trainer I would have laughed; I was an unfit smoker. But this is the best thing I've ever done."

## Midget gems

### DYNAMIC DUOS

If you're looking for a new training partner to help encourage and motivate you to run through the dark nights and cold days of winter, try logging on to [www.runningtogether.co.uk](http://www.runningtogether.co.uk). This new website will give you access to other runners in your area who are looking for training partners, and you have the option to list your details on the site.

### FOOD FIGHT

When the Olympic Games come to London in 2012, organisers and government alike hope the games will promote sport and encourage physical activity, but with fast food chain McDonald's as the official restaurant of the Games, putting across a uniform healthy message might be tough. McDonald's is one of 12 global sponsors who together will provide £530m of the £2bn of private sponsorship needed to fund the event.

### STRIP FEES

The company that makes Breathe Right strips – the nasal dilators worn by Paula Radcliffe among others – has been sold to GlaxoSmithKline for £303m. The American company CNS has been selling the strips, purported to boost athletic performance, since 1993 and recorded a sales growth of 12 per cent last year, even though opinion is still divided as to the strips' effectiveness.

### BACK-BREAKING WORK

If you've been blaming back pain on your weekly running regime, a new study by the British Chiropractic Association suggests it might actually be down to your job. Researchers discovered that 59 per cent of employed people sit down all day at work, which makes them more likely to suffer back pain than people who have more physical jobs. Hunching over a keyboard and holding a phone between shoulder and ear can exacerbate problems, as can sitting still for long periods.



Tell us how you achieved a running breakthrough and win a sports nutrition pack worth £100 from Science In Sport.

Write to [rwedit@natmag-rodale.co.uk](mailto:rwedit@natmag-rodale.co.uk), or RUNNER'S WORLD, 33 Broadwick Street, London W1F 0DQ.