



Gunnar Peterson's Interview

Gunnar Peterson has more than 17 years experience as a fitness specialist. Residing in Los Angeles, CA, he serves as the personal trainer for numerous A-List celebrities (Jennifer Lopez, Sylvester Stallone, Penelope Cruz, Matthew McConaughey) and professional athletes (NBA Basketball team).

How did you become a fitness coach?

I'm from Texas. When I was a boy, I was pretty chubby. In fact, by the age of 10, I was enrolled in a *Weight Watchers* program. I was pretty active and loved sports, but I was eating too much, too often, and unhealthily.

I first studied in Switzerland, and then I went to Duke University (North Carolina) where I started weightlifting and exercising with my friends after class. That's when my body started to change - I began to get more muscular.

When I moved to Los Angeles, I was 23 years old and trained regularly. One day, as I was stepping out of the gym, a man asked if he could train with me. I agreed, and we met the following day at 6:00 a.m. Before he left, he asked how much the session was - that's when I understood that more than training with me, he wanted me to coach him.

Progressively, by word of mouth, more and more people asked me to coach them. I decided that if I was going to continue, I should do it "properly." I got myself certified by the *American Council of Exercise* and *NSCA*, and ever since then, I've kept myself informed about anything fitness related.

When I started, I had a lot of clients and worked up to 15 hours a day - today, I have between 8 to 9 clients per day.

What is the secret to your close, personal and trusting relationship with your clients?

I love people, I love watching them realize their training goals and master different exercises.

They are not coming to 'pump iron,' but to appreciate the effort and feelings of accomplishment it brings. My clients embrace all different aspects of the workout: from physique improvements to increased confidence and a healthy mindset...

What is your fitness technique? Is it based on each person's unique needs?

My method is a kind of an "organized confusion." I constantly change my training sessions to be sure they are not boring or too repetitive. This way, the body doesn't anticipate its movement, instead, it is forced to adjust and react without preparation - that's how the body really changes.

I'm constantly looking for ways to improve my routines with the latest equipment or technologies on the market. If they provide results, I'll incorporate them into my clients' training program. That's what happened with Lipomassage; its effectiveness is undeniable. Combined with balanced nutrition and regular exercise, the results are dramatic and immediate. In most cases, if a client is satisfied with a method, I am too.

Why do you think you are so busy?

Many people in LA have really hectic lifestyles. I'm here to train and support them every day. My clients know my gym, that the training is consistent and that they can always depend on me. I bring consistency, routine and regularity to their frantic schedules.

How did your notoriety spread? By word-of-mouth?

I don't do any advertising or P.R/publicity. When editors call me, I'm always available and polite and it goes pretty well. Then, you know how it is, an editor talks to another one, that talks to another one...

My gym is at my house. It is pretty private, without any signs, so you need to know the address or you can't find it.

Do you have a specific method to train women?

No, because training isn't gender specific, the unique makeup of each person's body type defines my approach. I can't transform a body into something it can't become. I'm straightforward with my clients on this topic, I don't sell dreams.

Do you offer famous women any specific training regimens?

Most importantly, these women are looking for a method that will provide results and fit into their extraordinary lifestyles. Their goals vary; some want to reduce fat, others want to refine their figure and slim down. I deal with their schedule. Some are very regular and others come 2 weeks before their movie shoot. In the latter case, we really can't do much, so we'll concentrate our efforts on improving one specific issue. Sometimes when they come for 2 weeks, they end up staying for 3 years because they really get into it.

How does the synergy between the physical and mental training relate to your coaching?

Some of my clients think that training is a piece of cake. That mindset is important, but the workout needs to find its place in their life without becoming an obsession. Getting adequate rest, drinking enough water, having a healthy diet, exercising regularly and Lipomassage - these are the fundamentals of having a beautiful body.

Do you use machines in your training?

My gym is about 5,000 square feet and it's equipped with a wide variety of different machines. I regularly visit fitness shows to buy the latest equipment. I love *SpineForce (LPG)* and the extremely targeted results it provides. Although SpineForce isn't a traditional fitness machine, I've found that it offers a wide range of fitness applications.

Do you combine Lipomassage™, balanced nutrition and fitness in your program?

Absolutely - It's great for both my clients and me! This combination accelerates the results and makes my workouts more efficient. If my clients have faster results, they're pleased and it's good for business. With the Cellu M6 Keymodule at the gym and Wellbox at home, it really makes an enormous difference, particularly on the body areas where fat tends to be more resistant. Lipomassage is the best complement I could find for my training, and not only for women, for men too. With this technique, they can simultaneously contend with stomach fat, love handles...

Do you use the LPG Technique for warm-up and recuperation?

Yes, of course. The LPG Technique is an extension of the massage philosophy, but it's even more effective.

Professional athletes that make the LPG Technique part of their daily routine are able to maintain their performance level and prolong their career after the "normal" age of retirement (32-33 years old).

Do you train at your clients' home?

I used to in the beginning, but I was spending all my time in traffic and it was really difficult. Now, I train in my home gym, where I have everything I need. My clients agree to come here to workout because it's better and more convenient for them too.

What are your projects?

I've just finished an 18 DVD exercise series. After that, I don't know; I'll take things as they come. I love my job and I'm trying to do it the best way I can, for the longest possible time. When I wake up in the morning, I'm thrilled to go to work...