

## Success Story - Mike Searle

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### Premier Success Story (Liverpool Venue)

#### Mike Searle

A chance visit to an optician changed Mike Searle's life forever and he now successfully runs his own personal training company . . .

In 2003, Mike was a Manager in a demanding role in the Food Industry. *'I knew the position was stressful but I believed that as a successful long distance runner, my fitness protected me from the negative effects'*. However, during a routine checkup with an optician, he was advised that he was probably suffering from high blood pressure and should see his Doctor. After tests with his GP, Mike was shocked to find that his BP had increased by nearly 70% and his Doctor advised that were it not for his very high levels of fitness, his condition could have been extremely serious.

*'This diagnosis put me at a cross-roads and I knew there and then that I had to change my life and I decided that whatever I did, it was going to be something that I had a passion for'*. A three times UltraMarathon Champion and sub 3 hour Marathon runner, Mike decided to retrain as a Personal Trainer and extensively researched the range of courses and opportunities available. *'I decided to train with Premier because after visiting the training venue and discussing my aspirations with the Centre Manager, I felt that Premier offered the most comprehensive and professional training available. I was not disappointed'*. In April 2004 Mike successfully completed his Diploma in Personal Training and has not looked back since. *'Everything about the Diploma, and the entire Premier setup exactly confirmed my research and enrolling on the Course has proved to be my best decision'*.

Before he had completed his Diploma, Mike already had some Sports Therapy Clients on his books and two weeks after graduating he secured a Personal Training contract at the prestigious Forest Hills Leisure Club in Frodsham, Cheshire. His Company, **body4life personal training** was born and throughout 2004, **body4life** went from strength to strength. In October Mike negotiated a contract to provide Sports Massage & Therapy at Sportsfeet UK in Chester; a gait analysis and Therapy centre and in December, Mike recruited his first employee - a newly qualified Premier Graduate. *'I only considered Premier because of the high levels of professionalism and training that I know they provide.'* Mike's reputation for total professionalism grew rapidly and in March 2005, he was exclusively offered facilities within Forest Hills Leisure Club to set up a Sports Massage and Therapy business for hotel guests, Leisure Club members and external **body4life** Clients.

Not content to rest on his laurels, Mike's business continued to expand and he recruited his second Premier Graduate in December 2005, to coincide with the launch of **body4life** at the new £1 million Leisure Club at De Vere Daresbury Park, Warrington.

**body4life** has a broad Client base and Mike has worked extensively with Gary Barlow from Take That, whom he has trained for 18 months, including pacing him to a personal best time for the half marathon. Having filmed with him for his recent television documentary, he has helped him and some of his dancers prepare for the forthcoming Take That reunion tour. In addition to Personal Training, Mike presents a variety of seminars including *'fitness4life'*, *'race4life'*, *'core training4life'*, running training, endurance event preparation and exercise for multiple sclerosis sufferers for the MS Society. As a result of his success, Mike is invited back to the Premier Liverpool venue to present a seminar on Personal Training and business issues to each Diploma course. He writes a weekly newspaper column entitled *'Personal Trainer'* and following his other extensive media work; in 2006 he was invited to be the Fitness Editor for [www.realbuzz.com](http://www.realbuzz.com), the UK's largest Health and Fitness website. He also finds time to host an on-line forum, product test fitness equipment and contribute a huge variety of training plans and fitness articles for realbuzz.

Mike is currently working on several exciting and innovative projects to further develop **body4life** and his success is a testament to the support he received from Premier which helped him change his life, combined with his determination, focus and commitment to total

professionalism in personal training.

In 2 years, Mike has dramatically and successfully changed his life. *'A routine health check put me at a crossroads but I thank Premier for setting me on the path to follow my dream'*. His goals for the future are to further grow **body4life** and continue to advance the exemplary personal training standards for which **body4life** has become recognised.

Mike can be contacted at [info@body4life.co.uk](mailto:info@body4life.co.uk), 07986 483955, 01244 301769 and via his website: [www.body4life.co.uk](http://www.body4life.co.uk)

Mike Searle  
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