

# Julian Morales



## Philosophy on exercise, health & fitness

I have 2 main principles when it comes to exercise health fitness.

1- Make it quantifiable: whether it is performance, body composition or longevity, make sure you use techniques that allows you to quantify your efforts and build a set of data, this will allow you to objectively evaluate your process and will make it easier for you to make the right call when changes are needed.

2- Make the plan suit you instead of you suiting the plan: There are several ways to get to the same goal, make sure you identify the context and choose the one that aligns the most with you, this will give you the ability to adhere to the plan.

## What areas do you specialise in?

My background is in body composition, I spent a few years in the supplement industry working alongside some of the top bodybuilders and strength athletes in the world, However over the years I have shifted my focus towards longevity. Basically I like helping my clients to define strategists to live their best lives.

## Greatest achievement with a client

I have help some people achieving some serious body transformations, however the one I am the most proud of is a client that i helped overcoming some mental health issues, she was suffering from very bad depression, taking lot of different medicines and having very dark thoughts on a regular basis we have worked together for about 4 years, she has stopped taking all her meds completely and according to her, has never been happier.

## Qualifications

Bachelor of agriculture engineering.  
Cert IV Fitness  
Strength and Hypertrophy Level 1,2,3  
Performance Nutrition Coach.

## Why should you train with me!?

I have tried most training and nutrition protocols out there and have accumulated over 40,000 hours of floor experience, So I won't only provide technical advice based on literature but also high quality practical advice based on experience, I endeavour to understand my clients needs and their expectations and match it to the context.

## Motto

Habits create personalities, personalities create characters, characters define lives..