

# Get Fit By Phone

*Albuquerque Trainer Brenda Rule-Osburn Has Earned National Notice for Innovative Exercise Approach*

*by Kathy Louise Schuit and Augusta Meyers*

**B**renda Rule-Osburn was “fat as a child.” And having a twin sister who apparently inherited all the family’s “thin” genes didn’t help young Brenda’s self-image.

“I cut down food portions and exercised on my own. That is how I became ‘OK’ with myself,” she says. But as Rule-Osburn matured, she found she “had a knack for bodybuilding.”

“I decided to take advantage of my assets and hired a trainer for five years. I loved the changes I saw in my body and, after my divorce, I wanted to stay home and be close to my daughters. I decided to work part-time (at her then-career as a dental hygienist) and convert my three-and-a-half-car garage into a personal gym.”

The move allowed Rule-Osburn to be home and close to the girls while continuing in a job she enjoyed and making extra money as a Certified Personal Trainer.

That was 1997. Since then, Rule-Osburn has enjoyed great success in and around Albuquerque as a personal trainer and she also discovered the Association of Fitness By Phone Coaching.

“Boy, did it change my view on compliance and how this program can provide the solutions to overcome any obstacles that

stand in the way of exercising,” she says. “I knew then I could customize an exercise plan especially made for those who want to achieve long-lasting, meaningful results from exercise.”

Now, Fitness By Phone and Rule-Osburn are getting national attention.

A recent issue of the fitness magazine *Best Body* says Fitness By Phone is the newest way to get fit, and it might fit into your schedule a little easier than regular face-to-face appointments with a personal trainer. Fitness By Phone appointments are literally “your call.”

“To most people it sounds crazy,” says Rule-Osburn. “But once they wrap their mind around the idea, the body

will almost always follow. Let’s just

say that what Reebok and Step are to the aerobic industry, Fitness By Phone is to the personal training industry.”

Fitness By Phone is a new concept that’s only been publicly acknowledged within the last few years. For its coverage of the new fitness trend, *Best Body* put one of its reporters to the FPB workout for a test.

“... I soon learned that FPB allows me the luxury of a personal trainer, yet leaves me accountable for reaching my fitness goals,” says the *Best Body* article, written by Tina Smithers. “The FPB

coach customizes a workout plan for me, which changes every week. I found that there are three-month and six-month plans available, both of which are total bargains compared to hiring your average personal trainer. And all I really have to do is keep a record of my fitness routine... and call my coach once a week to go over the next week’s schedule.”

Rule-Osburn, Smithers’ FPB coach, says, “Most people stay motivated and see results during the time they are on a certain program, but once they stop their routine, the plan fails. Fitness By Phone gives them the tools to succeed...”

FBP ensures greater long-term success, she says, because clients have a personal trainer available to them seven days a week by phone – as opposed to a regular personal trainer whom a client might see one to three times a week. With FPB, a person always knows what they have to do to make their goals, and can just pick up the phone if they have a question.

“I can train them (clients) anywhere, anyplace and at anytime,” says Rule-Osburn.

Though most of Rule-Osburn’s FPB clients are from Albuquerque, she does make her share of cross-country phone calls – some, like Smithers, as far away as Hoboken, New Jersey.

“She (Rule-Osburn) was always peppy, constantly telling me it takes time to get used to working out... that I wasn’t a failure, only human,” says Smithers in her *Best Body* article. “After every conversation, I’d hang up the phone feeling like quite the winner, and I was truly excited about the next day’s workout.” **A**

