



# CCF

# SUCCESSSES

JOSEF  
SERFATY

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**CERTIFIED COACHES FEDERATION**

#CCFSuccesses | #CertifiedCoachesFederation | #CertifiedCoachPractitioner | #BecomeACoach

# What inspired you to become a Certified Coach?

For as long as I can remember, I struggled with resilience.

I'm not proud of it, but I used to react to challenges, didn't put them in perspective, and let the feelings of anxiety, sadness, and anger take over.

In August of 2013, while at the Canfitpro Fitness Conference, I had the fortunate opportunity to experience a brilliant lecture led by Sergeant First Class Ken Weichert (SGT Ken®), who is now a friend and mentor, covering the topic of resilience - the ability to turn obstacles into opportunity.

A year later, I became a Certified Personal Trainer, then a Senior Tactical Fitness Instructor through SGT Ken's brand, START Fitness. Along the way, I worked with Stephanie Weichert, SGT Ken's wife, as my Life Coach to help stay on the right path, driven to be a better husband, father, and coach.

The way they have inspired and empowered me on my journey, I progressively started seeing life's challenges differently and my mission became clear:

**To provide that same feeling of inspiration and empowerment to others.**

I signed up for the CCP course right after that in 2017.

# How did you determine your coaching specialty?

It naturally happened through my experience as a personal trainer and family man.

Not so long ago, I was 50 lbs heavier and low on the resilience and confidence tank.

I learned that fitness is multi-faceted and has two major components: Physical and Emotional.

That understanding steered my style of coaching to emphasize the type of group I wanted to coach: **ME**. I wanted to coach men and women, who face the same physical and emotional obstacles I have faced.





# What is unique about you and your coaching business?

**Mindful and compassionate fitness and mindset coaching** sets me apart from the rest.

Developed through years of experience working on my personal growth and closely with my mentors, in addition to an outgoing personality, my coaching style assures clients that they have somebody in their corner.

My aim is to help my clients understand that their fitness journey must be connected to a purpose. I encourage them to celebrate every small step they achieve towards their goal, because **“every step towards the goal IS the goal”**.

Another unique element to my training is that I've added a 2-minute meditation to the end of every workout. It allows the individual the time to check-in with their bodies and minds and celebrate the small wins before heading back into the hustle of day-to-day life.



# What's the most successful tactic you use to market your business?

Just simply talking passionately about my passion to everyone I meet, then exchanging contact information.

If you're driven to making a difference in people's lives, it flows naturally. Every person is a potential lead.

Sometimes, I would go into a brief coaching mode and give them a taste of how they can convert their "should's" into "do's" and "cannots" into "cans".

# What is the greatest challenge you've encountered in your coaching career and how did you overcome it?

I think I speak for most fitness and coaching professionals when I say: **practicing what I coach.**

Sometimes, my emotions can catch me off guard; however, the "Me" now, in contrast to 10 years ago, has a lot more knowledge and resources to know when to BE with my emotions rather than work against them.

# How has Certified Coach Practitioner™ course contributed to your success?

Our in-class assignment, when a classmate gave me the life script he wrote for me during the Certified Coaches Federation Certified Coach Practitioner course. It was powerful and hit the heart.

Just over a year later, I found the script and I couldn't believe that I was actually walking the path to living out fully what was written which summarized my passion to inspire others to live out their purpose, their WHY, and be the best version of themselves.



# If you could share with a new coach one nugget of knowledge, what would you share?

It's a nice feeling to sign up that 1 client, but if it doesn't happen with that one, it's not the end, it's a step forward. With every person with whom you come into contact, it's a step forward to building the confidence in yourself, your passion, and your brand.

Before you know it, with every person engaged comes at least two or three new clients.

**Believe in your purpose, seek out mentors, feed off their knowledge, and get out there to impact, inspire, and empower others to constantly strive for greatness, yourself included.**

## More about Josef:

### Where are you located?

Maple, ON

### How do you connect with your clients (phone, Skype, etc.)?

In-Person, Phone, Email, Skype, Facetime, Zoom Webconferencing

### What are your hobbies?

- high intensity workouts
- running when it's nice out
- photo and video editing
- weekly Starbucks dates with my little girls
- trying nice cafés and vegetarian restaurants with my wife
- reading personal development books/articles
- listening to music
- jamming on my guitar
- playing and watching hockey



## What some of Josef's clients are saying

*Working with Josef of CLG Fitness has been an amazingly positive experience, through him building me personalized workout plans for the gym, personal training sessions or doing his boot camp: The Man Cave. He has helped me grow as a person, by gaining control of my mind through meditation, by gaining confidence through hard work, gallons of sweat and motivation in the gym and by always knowing how much more I can push myself to achieve my goals. I started off at 160lbs and I am at a steady 144lbs. I look forward to continuing our journey and my transformation with Josef and CLG Fitness.*

- Bryan S.

*Josef is always encouraging me to be the best version on myself, mentally and physically. He's passionate about fitness and is living proof of transformation.*

- Nina G.

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### Get in touch with Josef:

#### **CLG Fitness**

**Facebook:** [fb.com/CLGFit](https://www.facebook.com/CLGFit)

**LinkedIn:** [linkedin.com/in/josefserfaty](https://www.linkedin.com/in/josefserfaty)

**Twitter:** [@thepapajosef](https://twitter.com/thepapajosef)

**Instagram:** [@papa\\_josef](https://www.instagram.com/papa_josef)



# Certified Coaches Federation

CERTIFIED COACH PRACTITIONER™

## About Us



The faculty at the Certified Coaches Federation believe that the primary criteria for anyone to be qualified to be a Life Coach isn't a course as much as it is the lessons they've learned from life, including lessons from victories and losses, frustrations and all the events that have given them the ability to offer perspective. Our students tend to be more experienced, confident and know that a good Life Coach Training Program need not be too time-consuming or complicated.

One of the reasons over 13,000 coaches have chosen the Certified Coaches Federation's programs is because they've realized that effective coaching tools and language can be free from unnecessary jargon. Our Life Coach Certification Programs have received the highest recommendations worldwide. Find out for yourself why the Certified Coaches Federation is known as one of the best Life Coach Certification Training organizations in the world!



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## COURSES

### CERTIFIED COACH PRACTITIONER™

Our two day intensive Life Coach and Executive Coach Certification Training Program provides new and seasoned coaches alike with leading edge coaching and business development skills to naturally ensure your long term success in this rewarding, expanding profession!

### CERTIFIED MASTER COACH PRACTITIONER™

The Certified Master Coach Practitioner™ Course is an advanced Business Development Training Course offering a comprehensive platform designed to provide coaches with the systems, strategies and revenue-generators to build a thriving and lucrative coaching business.

**Visit the website for a full list of courses**

**[www.CertifiedCoachesFederation.com](http://www.CertifiedCoachesFederation.com)**

