



**GUY VAN DER REIJDEN**  
Celebrity trainer

**3SIXTY5**  
PERSONAL  
TRAINING

# SOFT SKILLS FOR HARD BODIES

**C**elebrity trainer Guy van der Reijden and owner of the high-end personal training gyms '3SIXTY5': Guy is one of the most famous fitness gurus in the Netherlands. The Dutch are more and more aware of the need to exercise, he says. They want to stay healthy. And look better. I visited the new branch of his expanding fitness empire 3SIXTY5 in Amsterdam for an hour of intensive training.

Confident athletes and pretty actors stare at me from the massive advertising posters on the windows of 3SIXTY5, the sports studio of personal trainer and entrepreneur Guy van der Reijden on the Amsterdam Valkenburgerstraat near Waterlooplein. Van der Reijden is what you call a celebrity fitness coach; he's the personal trainer of international sportsmen and women, hotshots and socialites as well as a few dozen well known CEOs and CFOs.

## Ambassadors

"See you tomorrow!". Right at the moment I want to call, Van der Reijden opens the door to his studio to let one of his customers out; coincidentally a well known singer and actor from Dutch television. The fitness guru helps him to

get fit for his newest project: a movie about boxing. "I don't really work on my marketing and PR", van der Reijden laughs as he lets me, "my well-known customers are my ambassadors". A little later, as we pass through the bright and luxurious studio, Van der Reijden's phone lights up: a notification of Instagram on his iPhone. The actor I just passed, posted an update on the social network: "Finished training with Guy". Within seconds the message gets ten, twenty, thirty likes of his followers. "Do you understand what I mean?", Van der Reijden chuckles.

## Streets of Amsterdam

The Amsterdam complex is the third studio of Van der Reijden's growing fitness empire 3SIXTY5. Inspired by

high end fitness studio's in New York and Los Angeles, the trainer started his very first personal training boutique in suburb Abcoude in 2009 – making him the leading personal training company in the Netherlands. "Business is good," Van der Reijden laughs. "If everything goes according to plan, we will open a new studio in high-end Amsterdam-Zuid later this year; then I am even closer to my my target audience." What helps is that Dutch - and especially people living in Amsterdam – are increasingly aware of the need to exercise. On an average Saturday many take to the streets to go cycling. Others gather in Vondelpark, especially in good weather, to run. The amount of fitness club registrations has over the last couple of years more than doubled.

## Looking good

That said 3SIXTY5 Personal Training is no ordinary fitness school: there's no loud music and there are no people staring at me from the various fitness machines. Van der Reijden and his eighteen highly skilled trainers, physiotherapists and nutritionists only work on appointment. All sessions are one-on-one. After my intensive workout I have the impressive designer pool for myself. As well as the spacious changing rooms and shower. Membership of Van der Reijden's club is not cheap; about 1,000 euros per month for two to three workouts a week. For that money all registered athletes have a personal trainer, and a nutritionist at their disposal.

*"Most of my customers want to improve their health, fitness-levels and strength", he says, "but people also have cosmetic objectives; I see no problem in that: looking good helps to improve your confidence, plus health and good looks go hand-in-hand".*

## Fitness machine

Van der Reijden, who suffered from a chronic lung disease in his childhood, started doing sports at a young age to improve his condition. That soon led to success. On his fifteenth birthday he was invited to play along with the youth team of famous Amsterdam football club Ajax.

Later, he decided to register for an intensive study program at the highly regarded sports academy CIOS. After graduating, Van der Reijden worked as a trainer for athletes and later as an independent fitness instructor for a chain of luxurious gyms.

Having published two best fitness bestsellers, Van der Reijden himself became some sort of a celebrity. The trainer helps me onto one of his fitness machines. "Try to move that beam all the way up", he encourages me. "One-two-one-two...". "It's

my goal not to get the most, but the very best out of you", Van der Reijden says. I nod while puffing from the exercise. "At 3SIXTY5 we're here to help you push your limits in order to make you stronger, healthier and fitter." Yes, I sigh.

## Interesting people

Personal trainers not only help to motivate, he explains. Van der Reijden also advices on how to train. "I focus on muscle groups and movements", he says. "And avoid putting too much pressure on weak spots or just one muscle." Above all, van der Reijden says, the key to success in his branch is the ability to communicate and inspire. "To be understood as a trainer, you have to understand your customers first. To grip their reasons for being with us and their goals." For that Van der Reijden selects his staff not only on their level of education and experience, but based on soft skills too.

*"My customers are very interesting people. We love to help them", he says. I head for the showers. "Will you be coming back for new sessions?", he asks me. "I will kindly help you. As well as your international readers who are here for longer periods of time."*

## ➤ 3 TIPS

FROM GUY VAN DER REIJDEN:

### 01. TAKE RESPONSIBILITY

"Your health is in your hands", Van der Reijden says. "Overcome reasons why you have no time to workout or eat healthy and take action."

### 02. BUILD A HEALTHY ENERGY BALANCE

Van der Reijden: "If you're overweight, you tend to eat more to get energized. Break this vicious cycle step by step: eat less and you'll need less."

### 03. KEEP MOVING

Make sure to exercise regularly. "Even if you don't have a clear goal in mind, exercise helps you becoming healthier and look better."

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