

## **Innovative Results, Inc. Voted Best Personal Trainers in Orange County**

*Source: Innovative Results, Inc.*

*Dated: Jun 25, 2008*

*Innovative Results, Inc. takes the number one spot on myfoxla 2008 Best of the OC HOT LIST as the Best Personal Trainers in Orange County.*

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The myfoxla HOT LIST ([www.myfoxla.com](http://www.myfoxla.com)), a product of Fox LA News, is Southern California's premier image-based guide to thousands of local businesses. The HOT LIST delivers the local perspective: hidden gems, neighborhood favorites, and honest advice from those who know their city best.

Aaron Guyett, President and CEO of Innovative Results, Inc., said of the victory: "We are extremely pleased and honored to be named best personal trainers, but not surprised. The success of any personal trainer can only be measured by his or her clients. It's a goal-oriented business and as a former U.S. Marine Corps Sergeant I understand the hard work that goes into reaching your goals. I am here to support my clients and offer not just a gym program but a life plan that will lead to fulfillment. The company's motto is 'love, happiness and abundance.' As trainers, we focus on giving support and motivation to every client so they can achieve their goals."

Guyett notes the following factors why Innovative Results, Inc. is also the fastest growing personal training business in the county:

1. We offer innovative personal training and nutritional coaching that's fine-tuned for every customer, allowing for maximum results in minimum time. Each client's program is designed with their individual goals in mind. Everybody is different and nobody's time or efforts are ever wasted;
2. We don't train like the traditional bodybuilders, we train movements and therefore create efficient humans with sexy bodies; and
3. We also give our clients innovative nutritional guidelines. It's not a strict adherence to specific foods; instead we work with each individual's food journal to create modification for success.

He adds: "While it's great to have this recognition because it means that our clients are happy, I won't rest here. My goal is to grow the company and continue to increase revenue while creating a great work environment for both my trainers and my clients. My business model is very different from the traditional gym-membership model that cuts the customer loose after the initial sale. They count on the failure of their customers, so the gym won't get overcrowded, and they can sell more memberships. I want everyone to succeed because their success is a direct reflection on me."

Innovative Results, Inc. has plans to open three private training facilities in Orange County and eventually expand nationally.

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Innovative Results, Inc. provides Health, Wellness & Peak Performance with Love Happiness & Abundance!

Category Fitness, Health, Beauty  
Tags Orange County, personal trainer, Fitness, Health, Wellness, performance, california, gym  
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