

PREVIEW_ Sam Feltham - Presentation (Breckenridge 2017) 1

Sam Feltham: This whole journey started for me in 2010, when I trained as a master personal trainer at the European Institute of Fitness. You can see me there all bright-eyed and bushy-tailed, ready to take on the world not jaded at all.

But, yeah, over the coming years, the following years sorry, I set up a fitness Boot Camp business, and ended up having 10 locations around the UK. Had a relatively popular YouTube channel, that maybe some of you would subscribe too...

Yeah. One person, great! But also I had a relatively popular podcasts as well. Reached over a million downloads which was fantastic.

But, what happened is that in 2015 I've got to a point where I started becoming increasingly frustrated with the share amounts of people that were coming to our camps saying that they've been following government healthy eating guidelines, yet still becoming overweight. And so I thought "Enough is enough, I'm going to sort it out."