



# RICH RIZO

## FITNESS TRAINER

"WE HAVE VERY LITTLE TIME ON THIS PLANET AND WE SHOULD SPEND IT THRIVING IN WHAT WE LOVE TO DO."

**Rich Rizo is a fitness trainer who teaches strength and conditioning, boxing, muay thai, and weight loss. His love for fitness is what maintains his passion for it. He loves getting to know his clients and seeing the difference fitness can make in their lives.**

### WHAT IS YOUR UNIQUE GENIUS?

"Sharing my passion for fitness with my clients, whether they're in person or half a world away."

### HOW DID YOU BECOME INTERESTED IN THIS CAREER?

"I've been interested in fitness since I was a child. My dad was a third degree black belt in taekwondo and my mom loves to swim. I would watch my uncles work out as early as I can remember and try to pick up a few weights myself. That's where my love for fitness began."

### IN WHAT WAYS IS YOUR CAREER A PERFECT FIT FOR YOU?

"I can't sit still. I have to continuously move around. If I sat at an office desk, I probably wouldn't have any hair on my head."

### WHAT DOES A DAY IN THE LIFE LOOK LIKE?

"I wake up at four a.m. on my busiest day and make sure I have a nice big breakfast. I have my first client at 5 a.m. and I'll usually have four or five training sessions in the morning.

Then I'll take my first break and have another three or four sessions with my private clients. After that, I go to Dribble Up, where I'm in front of cameras running live sessions for boxing, strength ball or smart weights programming. I come into the studio, change into wardrobe, and then I'm in front of the cameras to look beautiful for everyone."

**"I pride myself on my passion and the fact that I can build great relationships with all my clients."**

### WHAT SKILLS DOES IT TAKE TO BE SUCCESSFUL IN YOUR JOB?

"You need a tremendous amount of passion to be successful in the fitness field. You definitely need good sales skills, too, because we are selling a product, and you are the product. Other factors that come into play are being able to assess somebody if they have any injuries and how to correct them. We are dealing with people's lives, so we have to be very careful."

### WHAT DO YOU WISH YOU KNEW WHEN YOU WERE YOUNGER?

"Don't get distracted. I could have accomplished so much more in my mid to late twenties or even early thirties if I would have never let myself get distracted by partying and hanging out with my friends."

### WHAT ARE YOU MOST PROUD OF ON YOUR JOURNEY?

"I'm also a musician. I'm a lead singer, I play piano, and I play a little bit of guitar. That's my other passion—it's how I wind down. Music and fitness intersect tremendously because everybody's working out to music. Some people like to work out to really heavy rock and metal. That's what I like to listen to while I work out. Some people like more mellow stuff to kind of help them focus, but music is a huge aspect of fitness."

### WHAT IS THE COOLEST PART OF YOUR JOB? WHAT IS THE MOST CHALLENGING PART OF YOUR JOB?

"The coolest part of my job is seeing people change. When you dedicate your life to fitness, it definitely changes you. I've seen people who have had very low self-esteem break out of that just because of fitness.

The most challenging part of my job is taking care of myself. I'm busy taking care of people the entire week, so I'm so hyper focused on making sure that everyone's happy and getting the best session possible. In that process, I tend to forget to eat, drink water, and work out."

### WHAT IS THE ONE THING THAT PEOPLE DON'T KNOW ABOUT YOUR FIELD/JOB?

"People think they can easily train anybody, but it's not an easy job. It requires the ability to build rapport and sell yourself as a product. You have to put in the hours in order to be successful in this field."

**"I like to tell everyone that we are salespeople—we are Wall Street people in our pajamas."**

### WHAT WAS A DEFINING MOMENT IN YOUR LIFE?

"Running my own business, Hades Strength and Conditioning. There's one employee and that is me, and I'm responsible for beating myself up if I don't have a good month, and I'm also responsible for celebrating me if I do have a good month."