



WEEKLY MUSCLE BUILDING EXPERT *Interview Series*



Luke Alisson Interviews Dave DePew

LA: This is Luke Allison from CriticalBench.com and I'm here with Dave DePew. Dave, how are you?

DD: I'm doing great. How are you doing, Luke?

LA: Doing very good. Thank you. Starting off, what is your interest in working with clients specifically on body transformation?

DD: My interest in working with clients, well, what we do, we specialize in body transformation. More specifically, we work with groups. We predominantly work with groups. I personally don't do any one-on-one training any longer. But, we do boot camp style workouts, 12 week body transformation programs. At any given time we have 150 more people through to our body transformation programs that we see on a daily basis.

LA: Okay. And is that something that you see gaining popularity? Is the groups, the way you see fitness going? There seems to be a trend there.

DD: You know, I have never really like thought of it in terms of like what the trend is going towards. We didn't really build our business based around trends. We simply had a knack for getting body transformations and sort of fell into that role where we just had more and more people approach us. It kind of forced us into group training early on. As early as 2000, my one-on-one training clientele very quickly moved into small group training sessions and into larger group sessions based on the popularity of our body transformations.

LA: And I'm assuming this is what has evolved into your boot camps. Talk a little bit about that, maybe take us through what an average boot camp would look like, maybe what a week would look like, something like that.

DD: Well, boot camps, for me, started as early as '95. It wasn't really centered so much around body transformation as we know it today. It was basically a program that started with me being a command fitness coordinator in the Navy. And my department that I worked for, we had an officer who pulled me into an office one day and asked me to work with some senior enlisted personnel and get them in shape for the next PRT cycle. And in the military, you have to maintain a certain level of physical readiness at all times. And this is measured twice a year, and if you fail one, you basically get one or two chances from that point to make sure that you pass. If you get repeat failures, then you're asked to leave the military. Very politely, asked to end your military career.

So, these senior enlisted individuals had no desire to leave the military. So, they knew they had to get things together. The command asked me, based on my experience prior to going in the military, being a personal trainer and what was obvious to them that I was still very dedicated to physical fitness, asked me to help them get in shape.

So, within about eight weeks or less, we got them... I say we because you get caught in that whole team approach now with our boot camps. But, at that time it was just me getting them in shape for their PRT and from that point, it just lead to leading more people throughout my career in the military.

Once I got out of the military, I didn't really see taking that boot camp that I'd put together, that program that I put together in the military, didn't really see utilizing that in the civilian sector. At the time, a very popular book for me when I got out of the military was the Body for Life program. The contest centered around Body for Life, the book itself. We had so many people that were coming into the gym and wanting assistance on how to implement those strategies and be a part of that contest.

So, I saw that as a great way for me to be able to get clients. That very quickly led into putting them into groups. I did run a boot camp for the gym that I was at. It was a group class and saw that continue to grow where I would go to other gyms for that franchise and put together more boot camps and teach other instructors how to put boot camps together, before we actually started to put them together for our own company independently. That was some years later.

But, it's just kind of been a mix of kind of going back and forth between the small group training that we did and doing socializing the body transformation or the contest and then based on the experience that I got from the military.

LA: Now, you're talking about very different sort of groups of individuals if you're talking about civilians and senior enlisted people in the Navy. How does the motivation work for someone that their fitness is maybe not reliant on them sort of continuing to be employed or things like that. But, it maybe needs to be a little bit more organic or lifestyle-based, something like that.

DD: Well, I think the people are very much the same in the sense that they have the same desires, they have the same goals, they want to be healthy, they want to be fit. Nobody wants to look bad. So, I think everybody has a goal for body transformation. So, in that respect, you know, they're very much the same.

But, what you keyed in on, obviously, is that a choice versus something that's a job requirement makes all the difference. Definitely with the military or any business, for that matter, if a personal trainer or boot camp instructor is focusing on general population, they have to focus on their needs, more so their wants and their desired to get in shape. And it plays into emotionally what they may be going through at that time.

For example, it's coming up, summer time, you want to look good for the beach. You want to be able to take your shirt off or maybe girls want to wear a bikini. That's an emotional trigger that's going to make them want to get in the gym to start working out, as opposed to a fireman who's life and the life of his co-workers depends on his physical readiness, as well as in the military and law enforcement. Those types of things, certainly, it's a much different clientele, but it doesn't really change the fact that they all want to look good.

LA: Certainly, and then they get the bonus of added function and things like that. So, that's certainly a benefit also. Do the clients that come to you have difficulty finding accurate or useful information in terms of exercise and nutrition?

DD: Well, I think there's a ton of misinformation that's out there. And some of the information is maybe accurate, but not conducive to what their goals are at that time. And sometimes people are very confused about what their goals should be.

For example, we have guys that come in, doing our body transformation program and they think that they can still put on 20 pounds of muscle while they're losing the 30 pounds of fat that they need to lose. And while it's true that they're going to gain some muscle when they're doing our program, I think a lot of times what they have pictured as the end result, what's really attainable with their physique is pretty much off.

We get a lot of guys who...they may come to us at 180 pounds and they're a good 30 or 40 pounds overweight. They have a smaller frame, smaller physique and they're never going to see 200, but yet they keep pushing and trying to get 200 pounds. Or, we've got women who, on the opposite of the spectrum, think that they're going to get down to this supermodel size, that they're going to be itty-bitties, when they actually have curves, they're not a ruler body type. So, I think a lot of times in terms of information, it's just this misconception of what information applies to them and maybe what's attainable for their body type.

LA: Now, is that as important as sort of the time limit or sort of the time that someone would be expected to spend achieving sort of realistic goals? Is that a similar sort of misinformation problem that you run into?

DD: Well, I think that's probably the case, but I think a lot of people, once we reach them, they don't generally have unrealistic expectations about what they can achieve because we can usually exceed whatever their expectations are. Most of the time it's just maybe unrealistic about what they think that that goal is going to...the end result of that goal is going to look like. Because, if they've never been...if their 140 pounds and their goal is get to 120 and they've never been 120 at 40 years of age, then they really have no idea what 120 is going to look like. So, they're still going to maybe meet that goal and reach 120 pounds, but they may have additional goals that go along once they've got to 120 pounds. So, we help them achieve their goals, but that doesn't mean that they're necessarily going to be done at that point.

As far as realistic, I think a lot of people...there's two things that go on. It's what they tell you and what's actually going on in their mind. Sometimes people will set some unrealistic goals or hold an unrealistic standard that they never even discuss with you. They'll talk logically about what they expect their goals to be, but emotionally they're thinking something different.

LA: Talk briefly about your opinion about the fitness industry, what it's doing right now and how it's serving the needs of general people in terms of body transformation and things like that. Are people getting what they need?

DD: In terms of body transformation, no, absolutely not. I think the fitness industry is not serving the needs of the general population. It's not focusing on the people who are morbidly obese. It's focusing on the people, who from a marketing standpoint, are just

the easiest to reach, the people that have discretionary income and the people that have simply 15 to 20 pounds to lose. That might be the type of population that's easier to motivate, and so those are the ones that people go after. It's more financially beneficial. So, from a business standpoint, it makes sense to go after that group.

You know, we certainly market to that, but we spend a predominant amount of our time focusing on the people who need us the most, the people that don't necessarily have the discretionary income to afford \$1,500 and \$2,000 programs. We put together solutions for people both financially as well as providing the schedule, the logistics, providing a complete, well-rounded program from individualized nutrition, discounts on nutritional supplements, to the group training program. So, I think as a whole, most of the industry is really not serving that need.

LA: Finishing up, what are your personal and business goals for the rest of the year as we get to the almost half way point?

DD: Duplication, replication. You know, I'm one person. I have a tremendous success record with getting the results that we get. I mean, we get amazing results and we change so many thousands of lives every year. We're doing so much whether it's what we do directly or the systems that we create for other companies and allow them to be able to market those programs and those systems. We're definitely out there and we're helping to change a lot of lives.

But, at the end of the day, it's just not enough. I mean, there's still people out there that are hurting. There's still people out there that need help. They need the right information or they need dissemination of information and understanding how to best move their body and feed their body for the goals that they have. Unfortunately, there's just a lot of people out there who are trying to take advantage of them and hurt them and not produce something that's going to produce the types of results that they're after. So, at the end of the day, we want to be able to do more of what we're already doing.

LA: If people are interested in getting in contact with you or reading more about the services that you offer, direct them where to go so that they can obtain those things.

DD: Most of our services are described and outlined in DaveDePewBootCamps.com. You can go to DaveDePewBootCamps.com and we have a variety of boot camps. Currently we're only located in the San Diego area. But, we're definitely willing to work with other fitness professionals outside of the San Diego area as long as we have the opportunity to train them and get them following the program, the system that we have proven, continuously proven, that works, then we're willing to expand to other markets.

LA: I think that about wraps it up. Dave, I appreciate the time and your willingness to share some information today.

DD: Thank you, Luke. I really appreciate the opportunity and I look forward to hearing more great interviews from you.

LA: All right, take care.

About Dave DePew



San Diego Personal Trainer Dave DePew has been "in the trenches and under the bar" as a personal fitness trainer for more than seventeen years, having begun his personal fitness journey at age eight, and embarking on a career in personal fitness training in 1991.

Since then, he has transformed the lives --and bodies-- of **thousands of San Diegans** by imbuing his trainees with his lifelong philosophy of diligent daily fitness combined with intelligent and scientifically-proven dietary and nutrition planning and supplements. His reputation throughout San Diego for producing **amazing fitness results** with his clients is well known.

One Dave DePew success story is that of John Hofman, whose odyssey from a 406-lb workaholic, to a reborn, healthy businessman has become a well-known anecdote in San Diego fitness circles.

Dave obtains results from his clients, as he did in this case, through a caring, considerate approach that avoids focusing too much on immediate, temporary results, and instead concentrates on embarking clients on a **permanent fitness lifestyle** that emphasizes **progression over instant perfection**.

Dave is also a highly sought-after Weight-Loss Specialist, Sports Nutritionist, Fitness Journalist, Media Personality, and Natural Bodybuilding expert, and can be found regularly on many fitness-related podcasts, including those on his own [Dave DePew Network](#).

Dave's Personal Website can be found at www.DaveDePew.com.