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MACGREGOR

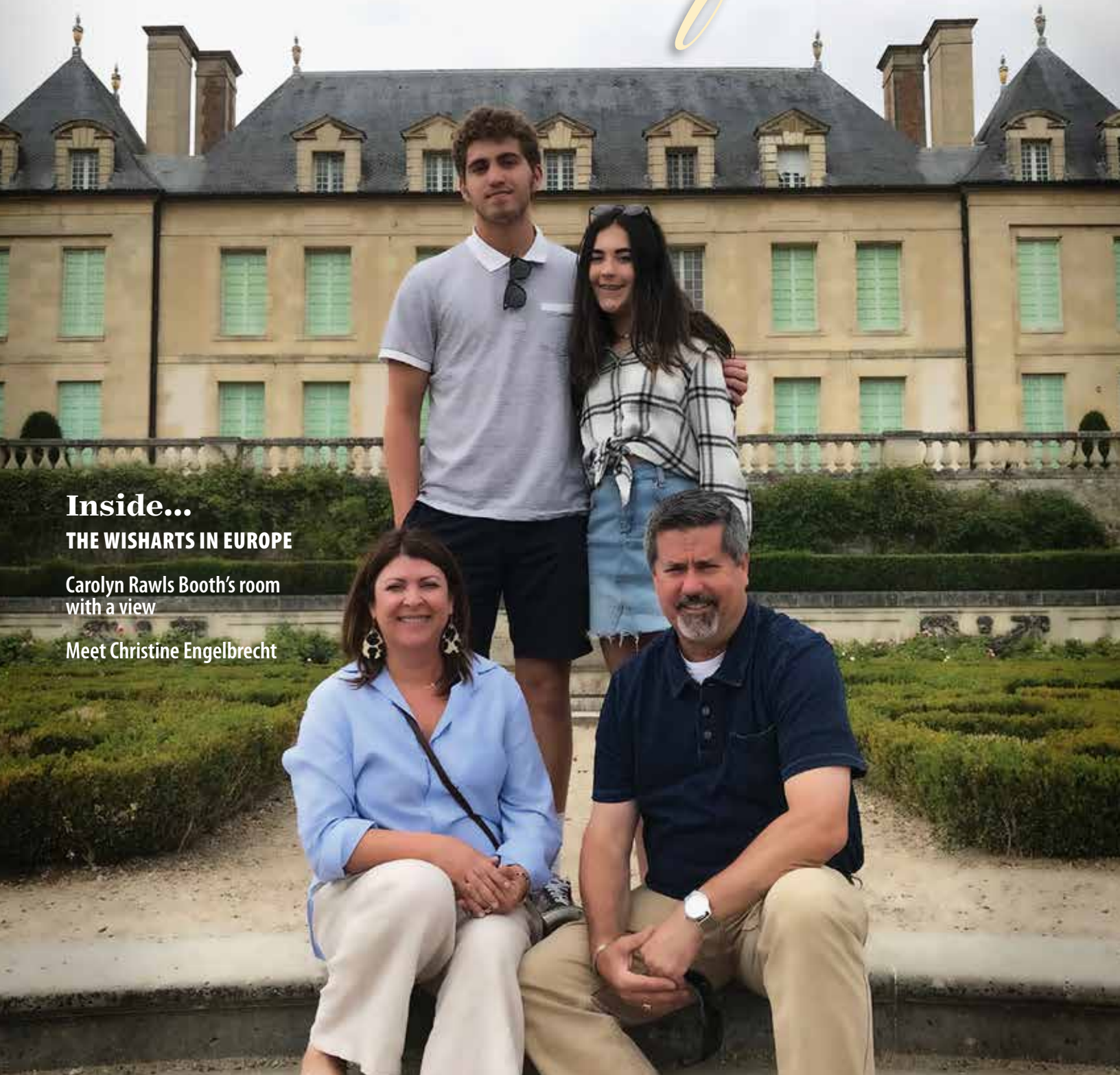
Life

A SOCIAL PUBLICATION FOR THE RESIDENTS OF MACGREGOR DOWNS AND MACGREGOR WEST

**Inside...
THE WISHARTS IN EUROPE**

Carolyn Rawls Booth's room
with a view

Meet Christine Engelbrecht



PHASE II PERSONAL TRAINING CENTER

“If you find something you like to do, find a way to make money at it,” says William Wagner, owner of PHASE II Personal Training Center. “That way you’re never going to work.” That was William’s own plan as he graduated from U.N.C. Chapel Hill back in 1990.

William grew up in Knightsdale, North Carolina and after graduating from college with an economics degree, decided to make Raleigh his home where he now lives with his wife Sonya (they met at a gym). For a career, though, William had something other than Keynesian theory and Production Possibility Curves in mind.

“I was always kind of tall and lanky through high school, so when I was in college I really started getting into fitness. I started doing weight training and put on 50 lbs. of muscle.” William continues, “Although I was working towards an economics degree, I was taking electives that were in line with my hobby at the time which was fitness. These were classes in physiology, anatomy, sports science... just learning more about what I like to do.

“When I got out of college, I got into the fitness industry.” William describes a fitness landscape in the Triangle in the 1990’s that was dominated by what he describes as “big box” gyms. “I worked for some of these gyms doing fitness sales, management, *some* training. At that time, personal training was not big in the Triangle. We were always about ten years behind the northeast and the west coast as far as exercise trends. That gap has closed now, of course.”

Many business owners and founders can relate to what happened next. William says, “As my physique changed and as I continued working out in my spare time, people would start asking questions in the gym. I thought, ‘I wonder if there’s a way to make money at this.’” A need in the market arose.

“When you got a gym membership in those days, there’s typically no service beyond that gym membership. Personal training was not at the forefront of what a gym or health club wanted to do. They wanted to sell memberships, and if they could offer services on the secondary or tertiary level, yeah, that was *good*. But that was not their focus. I was really excited about the possibility that as a *trainer*, you could be responsible for their experience from when they walk into the gym to when they leave. And you could help someone make a physical and mental transformation.”

Suddenly some new opportunities emerged. “People here in the Triangle were starting to look for personal training, so the timing was really good for me. So I opened my own personal training



William and his wife Sonya.

studio (PHASE II) some 20 years ago on May 8, 1998. I found a way to make money at this. It was great!” he exclaims. It should be noted that although he lived (and still does) in Raleigh, William found that the shifting demographics in Cary would better sustain his new venture.


When asked to describe PHASE II in a few words, William says, “We are a full-service type of facility. I don’t want to say ‘exclusive’, but in some ways it is. You’re spending *exclusive* time with someone.” William is referring here to himself, who personally trains many of PHASE II’s clients, and his team of top personal trainers who call PHASE II home.

William is very gracious with his wealth of knowledge and offers some advice for those considering a positive adjustment to their health through exercise. “When it comes to fitness, be consistent at it. I think consistency is the key to making that permanent



change towards a more healthy lifestyle. And that’s a big part of why we’re in business too is to help our clients be consistent with their exercise and to hold them accountable.”

“They should also be *purposeful*... have some sort of goal.” He gives an example. “Sometimes clients will ask about what they can do outside PHASE II to add to their regimen. I’ll ask them what they’re doing now, and ‘walking’ is a common response. They’ll tell me they have a specific route, but then they don’t know how long it takes for them to walk that route. I suggest that they time themselves, record that time, and the next time they walk that same route, try to beat that time... by five seconds. Anything! Just walking is good, but I tell clients to put a little more purpose in the things they do, making them more goal-oriented.”

 **Need to get your health on track?** Contact William and his team at **919 859-3948**. Log onto phase2training.com for more information, or drop by and say ‘hi’ at 301 Ashville Avenue in Cary (just off Tryon Road near Wake Med Cary).