



On Their Way Transcript:  
Bonus Episode: Alex Williams

**'On Their Way' Theme Song composed by Bajio Alvarado  
(It's light and energetic. It puts a little pep in your step)**

**Jade:** Hey, y'all! A few of you guys reached out and I am super jazzed that you are digging these bonus episodes. I personally think that the people featured are pretty neat, too. Alrighty, this is the second bonus episode of On Their Way. Buckle up, and remember that this is a WGC Production.

**'On Their Way' Theme Fades**

**J:** Alex Williams, was born and raised in Richmond, Virginia, and...he is a 21 year old personal trainer. His athletic background is rooted in many sports with the most predominant one being football. His interest in personal training comes from his background in bodybuilding, where he turned professional at the age of 19 at the OCB organization. The process of transforming his own body, inspired him to become as knowledgeable as possible and impact other's lives in a similar way. To him being a personal trainer isn't just about helping someone lose fat or gain muscle, it's about creating a complete lifestyle change that can be passed on for generations to come. How are you doing today, Alex?

**Alex:** I'm doing great. How're you doing?

**J:** I'm doing well. I'm doing really great. So, I'm just going to open this up with the same question I ask everybody, where do you come from and where are your roots?

**A:** So I, I was, uh, born and raised in Richmond, Virginia. My roots are also in Virginia. Both my parents they, they both went to VCU here for medical school. My dad's from Virginia and my mom's from DC, so the general DMV area [is] where, you know, I kind of was born and raised.

**J:** Alright, and could you just sort of tell us in your own words, what exactly it is that you do?

**A:** So, I'm a personal trainer. I do both in-person and online training. Currently, I'm a trainer at the Chamber RVA, which is off, um, Hull Street road in Richmond slash North Chesterfield, Virginia.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** Most of my workload comes from online training. Those are the main two things I do right now.

**J:** How exactly did you become a personal trainer?

**A:** You know, it was all rooted in my bodybuilding career. Um, I started bodybuilding around the age of 18. Right after high school graduation, uh, I did my first transformation, so I was a little bit chubby coming out of high school, about 205 pounds, Um, and by the time, so let's say I graduated high school by June 2017, so about August 2017, when I got to Howard Move-In Day, I was about 170 pounds.

**J:** Mhmm.

**A:** So from then on, it was just kind of gaining the knowledge as far as both training and diet goes, but more so diet and understanding how the diet works with the training. After that, um, I did my first bodybuilding show [in] February 2018, placed second overall and, um, I had just turned 19 a few months prior. And then December, 2018, I ended up winning the overall show and turning pro. So, after that, I really just started to look into personal training, and I was doing it at Howard my sophomore year a little bit, but it was a little frustrating, cause, you know, I didn't have like a consistent gym. Like sometimes I had a few clients, probably like three or four.

**J:** Mhmm.

**A:** Um, I would, I would train 'em in Burr. I would train 'em in, uh, C H S

**J:** Oh, Jeez.

**A:** Yeah, yeah. The second floor of CHS's gym. I was training people, I was training people in there.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**J (Aside):** Hi, Jade here just wanna add some context. Burr is a gym where the athletes train at Howard University and CHS is a dorm with a modestly sized gym on the second floor which is why I was quite shocked when he said he trained people there because that's a bit of a tight space. Alright, I'll let you get back to it. Hope that helped.

**A:** You know, I knew enough to, you know, to work with what Howard had, but it was just a little frustrating, you know, not having a home gym, not really having a real structure. So, you know, I took time off the end of sophomore year and beginning of junior year, I didn't really train at all. Halfway through junior year, I decided to take a break from school, which would have been after fall semester. So, this past spring, I wasn't in school, and then, you know, I was, I wasn't doing a whole lot. You know, the pandemic happened. Um, early in the spring, actually, I just, I wasn't even working out like that for real. Like, I really didn't have any, any love for the gym. I came back home during the pandemic, and I got a job with my, with my boy, J, who had opened up a gym the fall prior called The Chamber, and ever since then, I, you know, I started working there just as an in-person trainer. And then I just kind of remembered like, you know, all the knowledge I had and how much I loved doing it. So, you know, I started to build my own brand and here we are.

**J:** And here we are. So, one thing that was interesting to me when I was doing research about you was your focus on diet as it's coupled with exercise. So, can you kind of talk to us about, like, how do you go about finding a diet that works for each of your individual clients?

**A:** I make my diets very foolproof. You know what I'm saying? Like, I don't believe that anybody should hop on a fad diet because it's like, Oh, you know, I heard keto loses weight fast, or I heard veganism does dadada. You know what I'm saying? Like, if you enjoy those diets it's cool, but for me in general, the vast majority of my clients, unless it's, you know, they have certain diet restrictions or what not, we just do flexible dieting. So, basically when you sign up with me, you get a questionnaire after purchase, you know, I'll get your general information, your history with working out, history with dieting. But how I create the meal plans for everybody is, you know, each there's four sections, there's proteins, carbs, fruits, and vegetables.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** And I basically just list a bunch of foods, people check off which ones they want in their diet, and from there on, um, when I make the actual diet, it's really just about fitting those foods that they like, and they enjoy into the calories that they need for their goal. You know what I'm saying? Like, most people are, you know, chicken, rice, steak, broccoli, ground turkey, or beef type thing. So, it's really just about like, you know, making foods that people like fit towards their goal, 'cause it's really just about caloric control.

**J:** Okay. And obviously another big part of, like, any diet/exercise/lifestyle change is building discipline. So, how do you work with your clients to build that discipline for them so that they can continue their lifestyle even after your services end?

**A:** Yeah, so honestly, um, Maia Regman would be the best example of this. So she, she was with me, we still work together, but the eight weeks that she was with me, just training hard and dieting hard, it was, uh, we had to make an agreement at the beginning that, you know, if she gave me four good weeks of, you know, just diet and consistently, you know, working out hard that at the end of the four weeks, I think she wanted like, um, Roaming Rooster, I think that's the name, the name of the restaurant in DC, she wanted that and wine. So, it's like, you know, some people it's just like, I know their cravings and it's like, you know, we kind of make deals like, "Hey, every two weeks, you know, we can, we can rock with this. Hey, give me a, give me a month of, so, you know, dieting consistently or whatnot." But for the most part it's really like, honestly, I tell some of, like, my coworkers, this like, you know, I expect, and I tell some of my clients this too, it's not that big of a deal if, you know, you go off the meal plan cause I really do expect people to not get used to it until at least a month, you know what I'm saying?

**J:** Yeah.

**A:** Like, going from, going from the, the way that you may have been eating before to all of a sudden it's like, "Oh wow, now I have this rigid schedule" and it's not even rigid, it's the fact that like, most people are used to eating one to three meals a day, whereas most of my clients are eating five, six, and then a few of them seven.

**J:** Oh!



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** So, yeah. Yeah. Yeah. Yeah. So, um, so it's really just kind of like that acclimation and adjustment to it. But other than that, like, you know, every two weeks we have photo check-ins, so like people, you know, maybe they'll go off their diet or whatever, and it's like, you know, two week check-ins they're nervous. They send their pictures in, but 95% of the time they've made progress. And I kind of make, I make my diets in a way that's like, let's just say fat loss. Fat loss is pretty easy, cause it's like, I put them in a caloric deficit so it's like, you know, I make sure they're eating less calories than they need, which helps them burn fat, but I give them such a cushion that I kind of expect them to slip up and maybe have a meal outside the plan. So, it's like having the expectation and making that cushion, it makes it easier cause it's like, regardless if they cheat or not, they're going to see the progress. So, that's just kind of the way I like to set up my meal plans.

**J:** Okay, and you mentioned that fat loss is a popular request, I suppose you would call it, that you get from your clients. What are the, what are the most typical ones you would, what are the ones you offer and what are the ones you most see?

**A:** What do you mean most see? Like fat loss wise?

**J:** Well, you said, like what do most people ask for? Like, "I'm doing this diet so I can..." Like, what is-

**A:** Oh, Yeah. Yeah. It's....I would say 85% are, like, fat loss.

**J:** Oh.

**A:** Yeah. Yeah. It's like the vast majority. I do have people who come to me for weight gain and muscle gain. For them, uh, all of them've been seeing great progress, Justin, my best friend down in Richmond, he's probably the first person I really, like, had really blow up. First month, like, he got huge, um, but in a good way, muscle, you know, muscle way.

**(Jade Laughs)**



On Their Way Transcript:  
Bonus Episode: Alex Williams

**J:** Mhmm.

**A:** But, um, I'd say the vast majority is fat loss. For the people that are muscle gain or weight gain, I kind of explained to them, like I kind of taper them up a little bit slower than I would take people down because, you know, with fat loss, you know, the main goal is to lose the fat, whereas weight gain, most people want to gain muscle, but inherently, if you're gonna, you know, be eating more calories than you need then you're going to gain a little bit of fat. So, you know, if you take your time doing it, you know, you taper them up nice and slow, they'll gain minimal, minimal fat loss again in the muscle they want. Like I said, it's like it's person by person, and, you know, the range that I will drop, drop calories or gain calories is really individualized, both by height, weight, age, and also just the look of their body. So, that's just something that I've really gotten used to, you know, having hundreds of clients. So.

**J:** And since you've started physical training to now, when you still are doing it alibet probably mostly online, like, how have you seen your development about the philosophy of it change? Like how has your. No, I think that's fine. How has your philosophy on it changed...your approach. How has your approach changed?

**A:** So, my approach to training is very straightforward. I'm very science-based. I'll say, like. for anybody who's heard of him, Jeff Nipper, he's, he's a guy that I really, like, looked after and just kind of like studied the way that he, you know, his training philosophy. Cause his is very science-based.

**J:** Mhmm.

**A:** Um, he's used, I don't remember the three scientists, uh, two scientists and one PhD guy, they had a giant metajournal that I, I used to read all the time. Um, so I, you know, between those four people, um, and a few other people just bodybuilders and stuff, that's how I got my training philosophy and my philosophy is pretty straight forward. For the vast majority of people that are with me, um, they're usually doing some kind of physique training.

**J:** Mhmm.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** So, therefore like, generally, I'm working in a 6 to 15 rep range for, for exercises. Me personally, I don't like doing things above 15 reps and honestly, I just don't like counting above 10, in general.

**(Jade and Alex Laugh)**

**A:** So, so, but, but just in general, like, that 6 to 15 rep range is the best rep range for muscle hypertrophy, hypertrophy, or muscle gain. 15 and above is cool, it's more so endurance, and 5 and below is more so strength and power. Generally, the people who get plans for me are getting a 6 to 15 rep range. And that kind of varies whether people, you know, are home workout or, um, in gym workout. Um, when I first started training, um, especially online, I really didn't take that many home workout clients. I mean, that was just, that was just kinda me being like, I, you know, expecting most people to be in a gym then, you know, the worst the pandemic got the more people were inside, so I kind of had to get innovative. You know, working with resistance bands, you know, body weight stuff, and just making plans that way. They'll generally be in like a 10 to 15, 12 to 15 rep range, just cause I know, um, without, you know, equipment, whether it's dumbbells, machines, cables, they can't overload the muscles much. Therefore I'm just, you know, I'm just trying to keep it, keep it below 15, but you know, get a nice pump going. Cause, you know, doing 6 reps with a resistance band isn't really going to do a whole lot. But overall, I mean, you know, my, my training philosophy is very science-based and it hasn't changed much since I started bodybuilding myself. As far as my philosophy for, um, dieting, I've been struggling with ways to make it even more flexible than it is-

**J:** Mhmm.

**A:** Because I know a lot of trainers will just kinda, like, you know, just throw you a meal plan. Like, say some trainers would be like, go on Keto without knowing your background or do this certain diet without knowing your background or, you know, making people eat, say four chicken meals and three fish meals a day, and people may not even like fish, you know what I'm saying? So-

**J:** Yeah.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** Alibet, you know, I try to be as flexible as possible by giving people the option to choose the foods that they want. And I always tell my clients, like, especially the monthly people, they have that 24/7 access to me, so it's, like, if you have questions about, "Hey, can I use this seasoning?" "Can I use this marinade?" Like, they can ask, but I've been struggling with ways to, because while it is flexible, I do think it can be more flexible. So, I'm, you know, just trying to find that balance between more flexibility and continuing productivity. I mean, you know, I've had...I have a few people on my team right now who are both working, so, uh, there's one, Ta'Lisa, she's working on the newsletter, but I've gotten some input from her about, you know, just vegan dieting and ways to make that flexible. Um, my client Addie, she's one of my, like, kind of test clients. I do have a few clients I'm testing out like more flexible type diets on, I kind of give them a calorie range and a macro range and they just kind of, like, freestyle themselves. So, you know, I, I, you know, I consult with her with, like, how her things are going. She's seeing great progress, but overall-

**J:** Oh!

**A:** Yeah, yeah, yeah. It's cool cause it's like, you know, I want people to be as flexible as possible. I want people to, you know, make dishes, like really sit there and cook the meals that they want and not just, you know, just plain like steak and rice. I can do it, but I know not everybody can have the same meal, you know, day in and day out.

**J:** Mhmm.

**A:** So, I would say overall, like, you know, my philosophy is the same. You have, you have a calorie range that you want to stick in. You have a macro range that you want to hit. You know, the calorie range is going to tell you, you know, whether you're going to maintain your weight, gain weight, or lose weight, the macros are just, you know, proteins, fats and carbs. For me, protein is most important cause it's, to me at the end of the day, you need to be able to gain and retain muscle, especially for those losing fat, because the more muscle mass you have on your body, the easier it is to lose fat. As far as fats go, those are crucial in, um, hormone function and just, you know, heart and brain health and things like that.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** That's why, some people, I recommend omega-3 fatty acids because those are great for that. And then carbs is a variable. So like, that's my, that's my philosophy of dieting, but you know, I'm still working day in and day out on ways, you know, to make it more flexible. You know, eventually I want to come out with a cookbook-

**J:** Ooo.

**A:** Um, yeah. Yeah. I have a few people, some of which are clients, I'm consulting on ways to format that, but overall, my philosophy is still the same.

**J:** Well, then that brings up.....I think the cookbook, cookbook idea is really interesting. I'm a cookbook aficionado, I would definitely buy it. But that brings up a question for me then, since it is focused so much on food and eating the right amount of food, uh the right amount of food in the right amount, how do you assure that your clients are able to, I don't know how to phrase this, but because so many healthy foods are unfortunately more expensive, like how do you assure that your clients are able to maintain their diet while on a budget is what I'm, what I'm asking?

**A:** I think out of, let's see, a hundred...somewhere in the 140, 160 meal plans I made, I may have had like three or four people, you know, talk about like, "it's getting a little bit expensive" and that's kind of like towards the pandemic getting a little bit worse-

**J:** Mhmm.

**A:** You know, job stuff happening, but overall, you know, it's a pretty affordable meal plan. You know, if people want steak and salmon and check that off, I'm assuming that they have the money to buy a steak and salmon, cause I do know how expensive that can be, but overall, you know what I'm saying, like I try to have all my clients on whey protein because I know if you get that in, like, the five pound tub, it's like 50, 60 bucks for say 60 servings or something like that.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** Um, and that can last people a month. So, it's like, you know, it's little things I'll do. Stuff like that, like protein for both, both to, you know, hit protein goals and just cost-wise, but you know, the people that have had a couple of concerns about, you know, staying on a budget, you know, say like one, one guy he wanted to take out the salmon, cause I, I do understand how salmon can get expensive.

**J:** Mhmm.

**A:** So, but he was cool with getting more chicken. So, it's like the fat, cause, um, macro wise, you know, salmon has a good amount of protein and a little bit of fat in it. So, say the fat, the fat he lost with the salmon, I just kind of replaced that with something like olive oil-

**J:** Okay.

**A:** Or say peanut butter, you know, somewhere else in the, in the meal plan. So, it was really...my job was really just, you know, shifting the serving sizes of certain foods to, you know, to match it if they have to switch things out, you know, you know what I'm saying? If things get a little bit expensive, but overall, you know, we've all been able to make that fix, um, if necessary.

**J:** Alright, this is fascinating. This is just, this is neat. It's like so specific. It's wild. Okay.

**A:** Oh, yeah.

**(Alex and Jade Laugh)**

**J:** So, I want to go back to something that you said earlier when you were, um, talking near the beginning of the interview, you said that you lost some of your love for the gym for a little bit. So, I just wanna ask what happened there and how did you get your love for the gym back?

**A:** Well, I will say like, you know, that fall semester, it was easily my worst semester, um, in college.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**J:** Mhmmm.

**A:** You know, I started off in my first semester, freshman year, with a 4.0, um, and each, each semester after that, it wasn't below like a three six. Honestly. I couldn't even tell you my GPA from that semester. I still haven't looked. I don't plan on looking, um.

**(Alex Laughs)**

**J:** It's in the past. The past is past.

**(Jade Laughs)**

**A:** Yeah. It's in the past so it's all good. No, but, you know, that was just kinda like very crushing for me.

**J:** Mhmm.

**A:** Taking that break and not really knowing what I was going to do. Um, the spring semester, I wasn't really doing a whole lot, you know, I got into music a little bit at the end of the fall semester and throughout winter. Um, and I was producing music a little bit and doing, you know, a mix engineering recording for people, um, out of my house. So, I was making a little money doing that. And really, I really, besides that I was with this party group, it was really just, you know, throwing events every weekend. So, being kind of like in more so that lifestyle where it's just kinda like wake up, make music, you know, host parties. So, it wasn't like, I wasn't really doing a whole lot, you know-

**J:** Mhmm.

**A:** I was in the house a lot. I really didn't have a lot of goals, I would say, or motivation to do much besides just make music and just, you know, do do parties and stuff.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** So, I kind of lost my love from the gym in that aspect. You know, just being away from my home workout partners, cause I really didn't come home too much that winter, and usually we would all come home together and, you know, just get our winter workout sessions in and stuff like that; I really didn't do too much of that. And it was really just a lot of feeling lost and kind of in a, you know, in between stage that spring. So, it was like, you know, I say early spring before the pandemic, I was still going to the gym, like four to five times a week, but it wasn't like...I just felt like I was going through the motions, but, you know, and after the pandemic, obviously all the gyms are closed. I was...I have a little home gym or at the time I had a little home gym, I'm starting to build it up more, but [I was] only working out like three times a week and it was really just like, you know, bad sleep schedule, bad diet and all, all things like that. So, really just like coming back home and, like, when Jay had opened up the gym, The Chamber, um, and him giving me the opportunity because it's my sophomore year back in 2018, like he had an idea of opening up a gym and having, you know, our bodybuilding team train people out of that gym and like, you know, make a living doing training, but being up in DC and you know him down in Richmond, it just wasn't feasible at the time.

**J:** Mhmm.

**A:** So him, like, you know, him giving me that opportunity. It really just started with me just working out there again, and then like he needed, you know, he was getting more business, so he needed another trainer and he kinda like, he really literally texted me like on a Sunday evening, he was like, "yo, you want a job?" And I was like, "yeah, what's up?" And he was like, "I need you to come in tomorrow at 10:00 AM and start training." I was like, "Okay, That's straight."

**(Jade Laughs)**

**A:** So, I came in, you know, I had three clients that day, and ever since then just seeing the progress that I was getting through them motivated me to start training again because I had lost a lot of size muscle wise, um, as well as motivation, but, you know, just getting back and seeing their progress, like motivated me to start training again. So, I started back bodybuilding a little bit, and then I switched over to powerlifting, which is a little bit different. Um, and I've been powerlifting for about three months now, um, with my coach Anton.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** So that's, that's been dope. And I have, I definitely feel like I have a higher ceiling in powerlifting than I do...than I did in bodybuilding, you know? A lot of it was mental health stuff.as well as, you know, physical. Just losing size, but just seeing the transformation in my, you know, physical health, mental health, and just, you know, my psyche, uh, over the year.

**J:** Hmmmm. Well, thank you for sharing that. One thing that I did want to ask about because as someone who's never really been athletic, it always interests me when like, people are in careers where, like, their body is...their body really is their work. It's like the same thing with dancers, uh, with athletes, with personal trainers, like your body is a large part of your business. And like, as you've mentioned, like, you go through times where, like, where you lose size and your body physically changes. So, how do you deal with that mentally? Like with having such a...such a weight on how you look and how your body is built, cause I know personally for like women, a really large emphasis is placed on our bodies and a lot of that does negatively, negatively affect us mentally. So, I just want to know how is it as a personal trainer having so much emphasis on your physical form, which isn't always something you can control?

**A:** It's...it...like, bodybuilding, I'll say is, like, bodybuilding in general, not even just personal training, but bodybuilding in general is very...it's a huge mental challenge. To go through a prep and to diet yourself down, and basically it's like... I remember tweeting once, I was like, I was like, "I'm the Michelangelo of personal training," and, but like, I kinda meant it cause it's like, you get both like your own body or like somebody else's body, it's like getting that slab, and then just like chipping away until you get that final product.

**J:** Mhmm.

**A:** So, to me, it's like, to me, it's an art, but it can be frustrating, you know, at times. Like there was one, two-week-stretch where like, you know, it was a lot of stuff going on with the gym that I, you know, just workload wise.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** And then I had, like, a huge influx of clients and I literally had to send out a mass message like, “yo, like my mental health is not where it should be right now. Just please bear with me.” Cause like, you know, when that, when that goes down the drain, then like, I, I, cause I understand why clients want to stress eat, cause you know, I'm the same way. Like I may be, you know, I may have the body that I have, and I may have been doing this for a lot longer and have the knowledge, but like we're all very like, like everybody has their moments where they want to stress eat. Everybody has their moments where it's like, “man, I don't want to do this meal plan.” So for me, like, you know, I do have those moments where it's a lot and I can kind of get away with it a little bit, cause I have so much muscle mass that, like, my body can just eat up all the extra calories, but at the end of the day, like, I always gotta remember like, like my body really does, like, sell and, like, the other people's bodies that I'm training sell. And there's times where it's...like right now I probably haven't done cardio in like 6 to 8 weeks.

**(Jade Laughs)**

**A:** So, I'm trying to keep like a fairly decent diet,

**J:** Mhmm.

**A:** But the past two weeks has been like all over the place as far as like, you know, getting extra stuff. But a lot of the times when I get like a large influx or I see a lot of my clients progressing, I'm like, “all right, you know, I'm going to do a cut.” So, like, when I think it was like, when I had, like...I call it like classes basically, like not even the jock or fraternity stuff, but like is lowkey. They, they be joking like, “Oh, I'm the first-class of Alex's training stuff,” but like that first class with like Maia and Naja and a bunch of other people, I was like, “Oh, wow, they're really like, you know, progressing.” So, I had actually decided to get on a cut myself and had lost about, I'd say like 11, 12 pounds and like, like a month or something like that.

**J:** Oh!



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** Um, yeah, just, just tightening up my diet. And, you know, so as much as like, you know, as much as I'm supposed to be there to motivate my clients, they do just as much for me, because they really do inspire me to be like, "okay, yeah, let me tighten up, cause like all of them being consistent, so I got no reason not to be right now."

**J:** Hmm, and what has been your proudest moment as a personal trainer?

**A:** I would say it's just like, I would say it's just the texts I get like when I do the check-in photos. Like even two weeks in like Shak, she had, um, she had texted me. She was like, "I've never," like, this was two weeks in, and she was like, "I've tried different diets and dah, dah, dah, but I've never seen a change like this and it's just been two weeks. So like, I'm, you know, very excited for the weeks and months to come." So, it was like, it's texts like that. People were like, "yo, like I've, I've never seen change like this. Like I didn't even know my body could do this." And, like, the reason I do it bi-weekly is, cause I, you know, I do know that their bodies change weekly, but it's like when you give them that nice 14 gap, a 14 day gap....we still check in weekly. Everybody has a weekly check-in survey. So, it's like, if I need to tweak their diet or, you know, workout plan, like they'll respond on my survey saying so, but otherwise, like they do the photos every two weeks. So, it's like, they give themselves that nice two week push, they check in. And they're like, "Oh, wow. Like that's, that is progress." So, it's just like, you know, seeing the reactions to people's photos, cause it's like, if you see my Instagram, if you see my Twitter, I may have like, at most, 15 [to] 20 clients up, but it's like, there there's another, like 70, 80 that I haven't posted. Cause it's like some people are gonna take a year. Some people will take another six months. Some people I'll have ready in like next month or two, but just seeing each of their progress, you know, progression and seeing their energy levels change and then just their self image change, that's probably my proudest moment when I get that feedback.

**J:** How long do you usually take to see a change? Cause during the pandemic, I've been trying to work out cause I want to have more energy, and let me tell you, it's just not happening. So how long, how long do you typically, uh, does it typically take for your clients to see a change in their behavior or body or et cetera? I know you said for some it's two weeks and for some it varies, but like on average.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** I would say, no, I would actually say like on average, the first...first, at least, like noticeable visual changes, 95% of the time in two weeks.

**J:** Okay.

**A:** Definitely. Yeah, definitely in a month, but you know, I would say the reason I say like two weeks is cause like, the first, the first week people are still getting acclimated to the diet the second week, you know, usually workout wise people are good within the first week, the second week, they're like fully starting to lock in. And then by week four, it's like, you know, everybody's basically rolling. So, it's like definitely by a month everybody's, everybody's good to go and seeing their progress. I'll say like two week wise, I would say definitely the most impressive was Naja's, I don't know. She's doing her own diet, I just give her workout plans. I was actually shocked when she sent me her two week photos, Like there's...I, you know, I'm, I'm always pleased, but she really shocked me.

**(Jade Laughs)**

**A:** I was like, "Oh, wow. Like, that's crazy." So, definitely like, I'll say like two weeks for sure, for most people. Um, but definitely a month in, and it's just, it's, it's just crazy to see, you know what I'm saying?

**J:** Mhmm.

**A:** Like energy wise, I'd say most people were being like, "Hey, like, like I thought you were crazy for giving me five, six meals a day, but like, this is actually nice. Not only am I eating. Frequently and like multiple meals, but like now I'm getting hungry and I have appetite again. Like I haven't had an appetite and I don't know how long." And also just having more energy, like, "Hey, like my, my, my workouts are getting more efficient. I'm getting stronger." You know, I like, I love when people would text me, like, "Hey, I just hit a new PR, a personal record. on bench. I just hit a PR on squat." I have some people who actually, um, Uh, Dallon, she, she actually made a spreadsheet herself with every single workout I gave her-



On Their Way Transcript:  
Bonus Episode: Alex Williams

**J:** Ooo.

**A:** And she, um, she fills out, she fills in the exact amount of weight, for the rep range I gave her, the weight. So, over the weeks I've just been watching her, her weights go up on everything, and it's just like little stuff like that is what I enjoy to see.

**J:** Mmm. Yeah. It sounds very personally fulfilling to see so many people actively improve themselves thanks to your help. I mean, that, that sounds wonderful.

**A:** No, definitely.

**J:** Um, so the pandemic is clearly a looming entity above us all. So, how-

**(Jade Laughs)**

**J:** How have you, and how has your personal training, changed since the pandemic and how have you adjusted to this online....uh, to online training?

**A:** I would say online-wise it's actually, like, overall business-wise I hate, I hate to say it, but it's actually helped because it's like, now that everybody's home and it's like, people will get tired of YouTube workouts and people would just see how many home workout clients I have, it's like a lot of people come to me, even if it's, even if it's just inquiring, you know, at first-

**J:** Mhmm.

**A:** It's like a lot of people come to me. Um, and you know, on my website, you can see....on my website there's, there's a few sections, um, at the footer of every page, you'll see in-person workouts, but you know, just going through the transformations page and seeing people's progress and then even, even more so the progress blog, which I have Ta'Lisa writing on, Ta'Lisa she's, um, she's my writer.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** We're, we're actually coming out with our first newsletter December 1st, but she's also-

**J:** Oooh.

**A:** Yeah, yeah. I'm excited about that. She's doing a great job already. I saw the outline for the newsletter; it looks great. But she's doing the progress blog as well, and it's, you know, it's kind of like the transformation page but more in depth. So I talk about who the client is, where they're working out at, like, how their diet's been. So, like, if you go on that page and you see the amount of people, it's like, "Oh, home workout person doing four days a week,"" home workout person doing five days a week," you know? A lot of people are like, "okay, so I actually can, you know, keep active during the pandemic." Um, I'd say like, it is helping from that standpoint, but obviously, you know, I just, I want it to be over.

**(Jade Laughs)**

**J:** And one thing that I wanted to ask you about, it's happening currently and, um, you recently, uh, you and Legacy. History. Pride., you guys, uh, teamed up to do a Peloton bike sweepstakes, correct me if I miss, if I misstated anything.

**A:** Correct?

**J:** Yes. You teamed up to do a Peloton bike sweepstakes. So, could you kind of share with us how that happened and what your intentions are with it?

**A:** Yeah, this'll be a nice little story. So my, Maia Regman, she's my marketing consultant.

**J:** Mhmm.

**A:** Um, and she's also a great, just a great friend of mine in general. So we kinda like, we just bounce a lot of ideas off each other, both, you know, for, for her as far as personal branding, other people people's brands and then just, you know, my brand in general.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** And so I texted her. And I woke up one morning. I saw, I saw...I got on Twitter, I said, “why everybody talking about Beyonce?”

**(Jade Laughs)**

**A:** I just see all of Howard Twitter, like, “Oh, I'm about to get fit with Beyonce.” I'm like, “what happened to me?”

**(Alex and Jade Laugh)**

**A:** So, I'm like, “wow, Beyonce really just came in and stole my entire business.”

**(Jade Laughs)**

**A:** So, um, my, I was like, there's no way this just happened. Like I just got ran out of business in an hour. No, but, um, so I saw that she was linking it with Peloton to give HBCU students a free membership. Um, so I texted Maia what I just said to you, like, “damn, she just ran me out of business,”

**J:** Mhmm.

**A:** But, um, she had DM'd me on Twitter at the same time I had texted her on iMessage and we had both said, “wait, we can flip this.”

**J:** Mhmm.

**A:** And so I had, you know, we were just trying to think of ways like, you know, to use...use, uh, you know, create a marketing strategy for my brand. And I was like, “yo, you know me, I'm going to get my most outlandish ideas out first. What if I bought somebody a Peloton bike?” She was like, “what?” And I was like, “yeah, why not?” She was like “you know, how expensive those are?” And I was like, “I mean, I can make it work. That's that's not a problem.”



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** So, you know, that's how it started out actually. I was like, "you know, I'mma just buy somebody a Peloton bike." Because it's like, I understand Peloton, like, you know, they started out, I believe they started off as a bike company.

**J:** Mhmm.

**A:** Um, but I do know they have other, you know, home workouts and, you know, treadmill stuff and stuff like that. But I was like, "You know, why not...You know, why not give back and, you know, give, give somebody basically a Christmas present because you know-

**J:** December.

**A:** The giveaway ends December 1st.

**J:** Yeah.

**A:** Yeah, yeah, yeah. So, um, I was like, "you know what, why not give somebody a Peloton bike?" And then, um, I had ran by her about, um, you know, just linking with Legacy. History. Pride. So, um, he's actually one of my clients, Tahir, uh, one of my online clients. So I had texted him and, you know, I gave him the idea, cause I know obviously he has a huge influence and following within the HBCU, you know, just with HBCUs everywhere. You know what I'm saying? He's the biggest HBCU brand in the world.

**J:** He has fantastic merch, yeah.

**A:** No, yeah, it's phenomenal, but, um, so I texted him. I was like, "yo, um, what do you think about, you know, linking with me and collabing with me to, to give back to HBCU students?" Um, and he was down with it. He loved the idea. So, um I'mma be buying the Peloton bikes for the winner. Um, he's going to give away a gift card to the same winner. Um, and you know, we're just, we're just trying to just give back, you know what I'm saying? Season of giving. Um, so, you know, I plan on doing more stuff with him going forward. He had actually, um, given me the opportunity of being interviewed on his website-



On Their Way Transcript:  
Bonus Episode: Alex Williams

**J:** Ahh, congratulations!

**A:** This September. Thank you. Thank you. Um, so yeah, we did an interview, um, which is up on his website, uh, and I'm excited for his mesh shorts because I had texted him-

**(Jade Laughs)**

**A:** And I was like, “yo, I really, I really, I really love the shorts we got right now, but I may need some short shorts cause you know, I like my legs out when I work out.”

**J:** Mhmm.

**A:** Um, so he's, I know he's going to be dropping some mesh shorts in the spring, so I'm excited about that and you know, seeing what other kinds of business collabs we can do going forward. Um, but yeah, so giving back, uh, giving, giving back to HBCU students, um, but you know, giving a Peloton bike and a free, um, LHP gift card.

**J:** All right. And one thing I also want to talk about on the more business side of your, um, of your business is you mentioned on your Twitter that you make “60% of your income from social media and 88% of that from Twitter.” So, how exactly do you utilize Twitter for your social marketing and how do you, how do you, how are you successful at it?

**A:** Honestly?

**(Alex laughs)**

**A:** It's just been years of being a Howard Twitter clown.

**J:** Got you.

**(Jade Laughs)**



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** Yeah. It's just, it's just, it's turned for good, basically. You know what I'm saying? Like, I feel like, Howard, I say, like, you know, 2018, I really started to get into Howard Twitter and get a lot of followers from that. Um, but now it's just really just like, you know I still tweet my normal stuff. Uh, you'll you'll see my awful tweets. You'll see my retweets and stuff like that, but it's really just, you know, we're just flooding content, you know. Posting my transformations with people, um, bragging about clients and things like that. I really, honestly, I don't have a true, like, plan for marketing, like day in and day out, it's really just me tweeting. You know, obviously the giveaway was something we had strategize. Um, when I, when I did my Halloween sale, that's something I strategized. Um, I had done a flash sale one night of just like first 10 people to sign up for online training, get 20% off so that wasn't, like, super strategized. But yeah, it's really just like... right now is really just me tweeting. I have almost double the followers on Twitter than I do on Instagram

**J:** Mhmm.

**A:** And way, way more engagement. I still use Instagram. Um, but. Twitter. I mean, Twitter, I feel like I can put my more of my personality into it.

**J:** Definitely. It's like words. Yeah.

**A:** Yeah. Yeah. Definitely. Definitely. And just like, you know, I do want to start putting out more video content, but I'm not like a big, you know, sit in front of a camera type of guy. Like I like, you know, conversing with people. So, you know, pictures and videos aren't really my thing, so Instagram really isn't my thing. Um, but you know what I'm saying? Like, people just see my normal day to day. So, it's like, you know, the more they see me on the timeline, just, just being me and then they see like, what I do for, you know, do for work, do for a living. Oh, like he's actually pretty good at this and he seems, you know, personable. So, a lot of people are just able to reach out and I've tried, you know, I try to be very accessible to everybody, so I definitely think that's a large factor in it.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**J:** Okay. And you've kind of been hinting at it, or it's kind of like seemed to be hinted at throughout the interview that things are sort of expanding for your personal training. You mentioned how you're going to release a newsletter in December. You mentioned how you're, uh, possibly thinking about putting out a cookbook in the future. You're talking about making more flexible dietary options. So, for the long-term, how do you see your business expanding and growing over the next, say, 5 to 10 years?

**A:** Ooh. It's...it's...that's hard to say, because I didn't expect this this fast, honestly.

**J:** Mhmm.

**A:** Um, like, like August, September, I was extremely flooded. I didn't have any help. Um, it was really just me, and like the thing about this personal training stuff, especially online is, you know, there's no blueprint, you know, if you're a doctor and you go to medical school, if you're a lawyer, you go to, you know, you go to law school, but like, you know, you can, you know, you can learn exercise science, you can take a, you know, uh, certification course, but like to, to link that to business and how to expand a business, there's really no blueprint.

**J:** Mhmm.

**A:** And I've talked to Maia about this, like, like I want it to be more than just personal training. Like, I want to be able to, like, put everybody on. Um, and like just being 21 and having my own employees, like, to me, that's crazy.

**J:** Yeah.

**A:** You know what I'm saying? Like my boy, Tyler, Tyler...everybody who gets a plan, uh, Tyler has a huge, huge, huge impact on that, cause there was a time where I was, like, I'm doing all the marketing, I'm doing all the business, the photo, the video, and then I'm doing like the little stuff like planned setups.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**J:** Mhmm.

**A:** So, any anytime, anytime people checked out on the site and they finished the questionnaire, Tyler is always the one. He gets the information, you know. He puts it into my database. He sets up, you know, as far as where the calories are going to be, the macros and, you know, maybe I'll adjust it sometimes, cause he doesn't get to see the photos that get sent into me-

**J:** Mhmm.

**A:** So I'll adjust it, but like just having him there to do that has been extremely crucial, um, with my time. But I mean, just in general, like I wanna....just ideas for the website, like I, you know, if anybody who code is out there and wants to help, hit us up.

**(Jade Laughs)**

**A:** But, I wanna have it so it's like my website is all encompassing. Like right now....like when people get their plans, you know, they get it on PDF and that's cool, but like, I want people to be able to log in the website, log into the profile, um, and like, they'll see their plans or they can, you know, they log their, their photos and stuff like that or they can just leave comments and stuff. Um, on, you know, I want a team profile page; so Ta'Lisa will have her own profile, you know, she's my writer; Maia will have her own profile as a marketing consultant; Tyler will have his own profile and every other employee I have, um, you know, because to me, it's like to be able to put other people on is huge. Like, if somebody comes to me for personal training, and like, say they have their own business and they, they need a writer and all of a sudden they see how great the writing on my site is and they see Ta'Lisa's profile-

**J:** Mhmm.

**A:** Or maybe they see the marketing I've done and they see Maia's profile, it's like, then, then they get new clients, you know what I'm saying?



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** So overall, like, I can't really say I have a set structure for the next 5 to 10 years. Um, you know, having my own gym would be dope. Um, but really just, it was really just about expanding what I have and just putting on as many people as possible, cause like, you know, there's just given back because you know, they, they helped so much with me. So, um, that's the least I can do, is just put people on and continue to create jobs and pay people.

**J:** Hmmm. Well, we are winding down. We're gonna...we've made it to our last question. Uh, Alex, you're very clearly a man who knows his stuff and has his heart in the right place. You've got an influx of clients; you've got very, very good work. I mean, these transformations really are astounding, like golly. Um, so like you clearly on your way to success, so I just want to know how will you know, when you've made it?

**A:** Wow. That's a, that's a tough question.

**(Jade and Alex Laugh)**

**A:** Um, how will I know when I've made it?

**J:** Mhmm.

**A:** Um, I don't know. I don't think I'll ever feel that way. Um, honestly, like even with bodybuilding, I was never satisfied. Like power, powerlifting. I'm never satisfied. You know, I can squat as much weight in the world, it's just like "okay, why not more?" So, it's like, to me, that's just always, my personality was just life, sports, um, all kinds of stuff. But, you know, just in general, I feel like living comfortably, um, being able to do the things that I want to do, um, you know, not having to worry about stuff, um, you know, just little simple things like that. And just making sure all my people are good, you know what I'm saying? I don't want any of my friends, family, or nothing, nobody to struggle. So, any way, I can put people on, whether it's me paying them directly, me linking them with somebody, um, cause everybody gotta eat-

**J:** Mhmm.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**A:** At the end of the day. So, to me, it's just like making sure I'm good. You know, myself and nobody around me is struggling. So, I'd say that that'd probably be my best answer, but other than that, like I'm always wanting to, you know, get more clients. I'm always wanting to see progress cause at the end of the day, it is a lifestyle change, um, and that can become generational, you know what I'm saying? Like just one person, right there changing their lifestyle.

**J:** Mhmm.

**A:** They have kids, their kids are already set off. From the jump, you know what I'm saying, having a healthy lifestyle, and then you multiply that by hundreds of clients. It's, you know, it's right there so to me, there's probably, there's no slowing down for real and there's no like, like, "Hey, I've made it." It's just continuing the work and expanding.

**J:** Alright. Well, can you tell the people where they can find you?

**A** My website is [Awillfit.com](http://Awillfit.com). Um, my Instagram is @awill.offical and my Twitter is @almightyawill. A L M I G H T Y A W I L L. Um, with two L's. So those are my social media, @names, and that's my website. And if y'all want to call me or text me, my business phone number is (804) 980-6145.

**(Jade Laughs)**

**A:** Some people do that.

**J:** I'm sure.

**(Alex Laughs)**

**J:** They come from all over. Alright.



On Their Way Transcript:  
Bonus Episode: Alex Williams

**J:** And you have just finished listening to the second episode in the bonus season of On Their Way. On Their Way was created, hosted, and edited by me, Jade Madions Scott. The theme music was composed by Bajio Alvarado, and the logo was created by Amaka Korie. So there are a couple of ways you can support us. First off, by some of our merch. I personally think that the sweatshirts are super comfortable and perfect for winter, but that's just me. Uh, to get there, to our store, you can go to our website, [wgcpredictions.com](http://wgcpredictions.com), click the store tab, and then boom, you're right there. You can also follow us @withgoodco on Facebook, Twitter, and Instagram to stay connected cause we'd love to hear from you, and hopefully you'd like to hear from us too. If you want to access the show's transcripts, please go to our website, [wgcpredictions.com](http://wgcpredictions.com) then you'll find 'em in a jif. All right, wonderful people, I'll catch you next week and remember to take care of yourselves and wear your masks.