

# From Strength to STRENGTH

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Marbella News



What happens to those who fly the Asset Folio nest?-They fly high.

Just like Jordan Williams, a former Asset Folio International Affiliate Manager, who after a year-and-a-half long career with AF went to pursue his long-lived dream. He became a fitness instructor, a bodybuilding trainer, and a mentor who helps people reach their maximum potential - physically and through pushing physical limits mentally too. In Just 3 months, he has grown in strength (literally!) and increased the volume of his clients by tenfold.

Here is Jordan talking about his passion and about what Asset Folio meant to him.

**When has your interest in fitness begun?**

*"My interest in fitness began at a very young age, probably the age of 7 when I took a serious interest In football. My interest in fitness as a professional level began in the Royal Navy when I really saw the benefits in my life when I pushed myself day in and day out. Also,-I started to understand that the limitations are what you set and that inspired me to want to show it others too."*

**Now that you make a living out of it do you consider it to be your job?**

*"Fitness doesn't fall under a job for me, I promote fitness and health without realising that I am even doing it. Even when I worked at Asset Folio I would write out diet plans and training plans for the staff and directors. It's always been very natural and enjoyable."*

**How does your day look like? What is your routine like?**

*"I wake up at 5:15am Monday to Friday and work every hour on the hour with around 27 different clients both men and women. All my clients have different goals so training varies from client to client. I attempt to squeeze in one of my 6-7 meals a day when I can."*

**What type of clients do you most like working with?**

*"There is no particular client. I enjoy the challenge of each and every client and dealing with their personal issues and personal goals, not just goals that are being met in the gym."*

**How many clients did you start with and how many do you have at the moment?**

*"I started with 3 clients and now have around 27."*

**What are your memories of Asset Folio?**

*"I have extremely fond memories of Asset Folio. The support, structure and the industry I had learnt there from AF was second to none. I really felt like I was a part of something and was not just a cog in someone else's machine, which is a feeling I have had with many other companies."*

**Which moments are you most fond of?**

*"I loved when my colleagues would make a sale and how much of a deal each and every person would make in the office. It didn't matter if you were the director or the cleaner, everyone cared and understood the time and effort that goes into making a sale."*

**How long have you been in Marbella and what in your opinion are the greatest things about it?**

*"I have been in and out of Marbella my whole life. I moved here when I was 1 and left when I was 15 to further my studies in the UK. The greatest thing for me about Marbella is the variety of people you meet and the different journeys everyone is on."*

**As someone who has experience of working for AF, what advice would you give to AF future candidates?**

*The advice I would give new AF candidates is to be open to learning and understanding what Tom, Mark and Roberto have to offer as it really is a sterling place to be. The time and effort AF put into making sure you understand your industry and become a professional rather than the standard salesman cowboy is outstanding. If you put the effort there is no limit to your potential there. Sky is not even the limit."*

You can find out more about Jordan on his:

Website:-[Jordan Williams Fitness](#)

Facebook:-[Jordan Williams Fitness Marbella](#)

Instagram: [Jordan\\_fitness](#)

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