



COACHING PORTFOLIO

Stronger Starts Where You Are

Why This PDF Matters

I created this overview so you can get a clear picture of who I am, how I coach, and what you can expect when working with Kelly Strong. My goal is simple: help you get stronger, move better, and stay consistent no matter what your starting point. Before I share how I coach others, it's important to share a moment when I had to take a hard look at myself.

My Personal Journey

Coach First. Human Always.



I've been a coach for 20 years and have had the privilege of helping clients transform their lives through fitness. But somewhere along the way, especially after starting Kelly Strong and welcoming our twins, Beau and Banks, I let my own fitness take a back seat. Life with four kids, including two toddlers, is full of joy...but it's also nonstop. As Kelly Strong grew, I became so busy juggling work and family life that I convinced myself I didn't have enough time to work out. **Sound familiar?**

Going from jobs where I was active all day to one that kept me at a desk, the weight started creeping up. Seeing a picture of myself, the one I am sharing in this, was a wake-up call. I was disappointed in myself for letting it get to that point and felt embarrassed when people asked, **"What do you do for a living?"**

In 2024, I decided to make a change. My goal was simple: to rediscover my love for working out. We invested in a NordicTrack treadmill, committed to carving out time for myself, and little by little, I found my rhythm again.

I'm proud to share that I've not only lost a significant amount of weight, but I've also rediscovered my confidence and reignited my passion for fitness. This journey has been a series of small, consistent steps, and it's reminded me how important it is to show up for yourself, even when life gets busy.

Have you ever felt stuck or struggled to prioritize yourself? I hope my story reminds you that it's never too late to start again. We're all capable of change, one step at a time



Meet Your Coach:

A.J Kelly, MA, CSCS



What You Can Expect from Me

- Personalized workouts designed for your goals, lifestyle, and equipment
- Coaching that adapts to your fitness level, age, experience, or injuries
- Real-time form correction to maximize progress and prevent injury
- Accountability that keeps you consistent and on track
- A proven approach built on 20+ years of coaching experience

Professional Experience Overview

For more than 20 years, I've had the opportunity to coach people from all walks of life, from professional and collegiate athletes to everyday individuals simply wanting to become stronger, healthier, and more confident.

My experience includes coaching roles with the Detroit Tigers, University of Minnesota, Minnesota State Mankato, and nationally recognized fitness retreats, where I helped individuals make significant physical and lifestyle transformations.

Today, I bring everything I've learned throughout my career to Kelly Strong. My approach combines personalized programming, proper movement, accountability, and real time coaching to meet each client where they are.

Whether you train at home, in a gym, while traveling, or virtually from across the world, my goal remains the same: to give you the coaching, structure, and support you need to become a stronger version of yourself.



Virtual Training.

Real People. Real Results

How Virtual Training Works

Virtual training with Kelly Strong gives you the same personalized coaching, accountability, and real time feedback as in person training, without the commute or limitations of training in one location.

- Live one on one or small group sessions via Zoom
- Real time coaching, cueing, and form correction
- Workouts designed around your goals, fitness level, schedule, and available equipment
- Train at home, in a gym, while traveling, or anywhere life takes you

“I also love that there is no drive time. I can workout wherever I am and I don’t need to join a gym!”

- Melissa C.

Why Virtual Training Works

- Coaching matters more than equipment
- Accountability drives results
- Consistency beats location
- Training fits into real life instead of disrupting it
- You don’t have to sacrifice coaching quality for convenience

“The absolute BEST part to me as his client, I can roll right out of bed in my pj’s and never have to leave my house!”

– Khristy S.

If you’re looking for coaching that adapts to your life instead of the other way around, virtual training may be exactly what you’ve been missing.



Credentials & Coaching Experience

Education:

BS, Exercise Science – University of Wisconsin–La Crosse
Minor: Strength and Conditioning

MA, Sports Administration – Minnesota State Mankato

Certifications:

NSCA Certified Strength and Conditioning Specialist (CSCS) since 2005

First Aid, AED, CPR Certified since 2005

TRX Suspension Training Certified since 2014



Professional Experience:

Founder & Head Coach, Kelly Strong LLC, 2020 - Present

Head Trainer/Program Director, Fit Farm, 2017 – 2020

Head Trainer/Program Director, Live in Fitness, 2013-2017

Director of Sports Performance, Hilton Head Christian Academy, 2008-2011

Personal Trainer, Personal Training by AJ, 2007-2011

Strength and Conditioning Coach, Minnesota State Mankato, 2005-2007

Strength and Conditioning Coach, Detroit Tigers, 2005

Strength and Conditioning Coach, University of Minnesota, 2005

