



## 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 experience training thousands of clients

### Professional Experience Overview

AJ Kelly, MA, CSCS, is a performance and fitness coach with over 20 years of experience designing results-driven programs for athletes and everyday clients worldwide. His background includes coaching roles with the Detroit Tigers, the University of Minnesota, Minnesota State Mankato, and nationally recognized fitness retreats specializing in immersive transformation programs.

AJ's expertise spans strength development, movement mechanics, injury-prevention strategies, and adaptive training for clients of all ability levels. He has overseen thousands of individualized programs, coached international clients through virtual platforms, and built Kelly Strong into a trusted resource for sustainable strength, mobility, and lifestyle change.

Known for his hands-on coaching style and clear, structured progression systems, AJ helps clients build lifelong strength wherever they train — at home, in the gym, or on the road.



# Virtual Training.

## Real People. Real Results

### How Virtual Training Works

Virtual training with Kelly Strong delivers the same coaching, accountability, and results as in-person training—without the commute or location constraints.

- Live one on one or small group sessions via Zoom
- Real time coaching, cueing, and form correction
- Programs built around your goals, 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

*“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:

**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

