

About Jim Burns

Personal Trainer, Fitness Coach, Educator, and Guide

Jim Burns is the founder of **Be Simply Fit LLC** and a dedicated personal trainer and overall fitness coach specializing in adults ages 55 and older. As a **NASM Certified Personal Trainer, Senior Fitness Specialist, Corrective Exercise Specialist, and Behavior Change Specialist**, Jim combines professional fitness education with decades of experience helping people learn, grow, overcome obstacles, and make lasting changes.

Jim's career as an educator began in 1977. During his many years in education, he served as a teacher, school administrator, college instructor, seminar leader, and anti-bullying specialist. He also created *The Bully Proof Classroom*, a graduate-level course offered through The College of New Jersey and La Salle University. In recognition of his extensive work in education and bullying prevention, Jim was awarded the degree of Doctor **of Humane Letters**.

That educational background continues to influence the way Jim works with every fitness client. He does more than demonstrate exercises or count repetitions. He explains why each movement matters, listens carefully to the client's concerns, and develops a program that matches the person's abilities, medical history, goals, and lifestyle. His approach is based on patience, encouragement, consistency, and practical guidance.

Jim understands that fitness after 55 is not about trying to train like a 25-year-old. It is about maintaining the strength, mobility, balance, confidence, and endurance needed to remain independent and enjoy life. He works one-on-one with individuals who want to improve their overall health, as well as those managing arthritis, back problems, spinal stenosis, joint replacements, osteoporosis, balance difficulties, or the physical changes that accompany aging.

Jim also brings a deeply personal perspective to his work. After undergoing quadruple coronary artery bypass surgery, he experienced firsthand the importance of physical conditioning, recovery, resilience, and a positive mindset. His own journey reinforced his belief that age, surgery, and health challenges do not have to mark the end of an active life. With proper medical guidance, sensible programming, and consistent effort, people can continue becoming stronger and more capable.

Why Work With Jim?

When you choose Jim as your trainer, consultant, coach, or fitness guide, you receive:

- **Individual attention:** Every program is designed around your current abilities, needs, limitations, and personal goals.
- **Senior-focused expertise:** Jim understands the unique physical and emotional concerns of adults over 55.
- **A safe and progressive approach:** Exercises are introduced carefully and advanced as your strength, balance, mobility, and confidence improve.

- **Corrective exercise knowledge:** Jim can help identify movement limitations and develop appropriate exercises to improve function and reduce unnecessary stress on the body.
- **Behavior-change coaching:** He helps clients move beyond short-term motivation by developing realistic habits that can become part of everyday life.
- **An experienced educator:** Jim knows how to explain fitness in clear, understandable language without making clients feel intimidated or overwhelmed.
- **Real-life understanding:** His personal experience with heart surgery, recovery, aging, and staying active allows him to relate to clients with honesty and compassion.
- **A comfortable training environment:** Sessions are conducted one-on-one in Jim's private studio gym or through Zoom, without the pressure or distractions of a crowded commercial gym.

Jim believes that successful fitness coaching is built on trust. His goal is not simply to put clients through workouts. His goal is to become a dependable partner in their pursuit of better health, greater confidence, and long-term independence.

Whether you are returning to exercise, rebuilding after physical therapy or surgery, managing a chronic condition, or simply determined to remain strong as you age, Jim will meet you where you are and help guide you toward where you want to be.

You do not have to be young to become stronger. You only need a safe starting point, a realistic plan, and someone who believes in your ability to improve.