

Step inside a fitness community where success is measured by how your body *feels*, not how it looks



This is where we **move our bodies just for the fun of it**, start real conversations about big juicy topics and invite everyone to join our party.

I'm Elle Linton, a **UK fitness professional and entrepreneur** who loves to cycle, sweat and run. Ok ok... maybe I'm working on loving the running bit!

keep it simpElle is your online fitness studio, fav smoothie bar and weekly health magazine all rolled into one.

Here, we celebrate what our bodies can do, what they can achieve & where they can take us.

WHETHER THAT'S WITH A MARATHON A MONTH, OR SQUATS IN YOUR FRONT ROOM AFTER A DAY AT YOUR DESK.



No matter where you are in your fitness journey, **this lil corner of the internet is a home for you.**

Perhaps you've never set foot in a gym before, are wondering *what the hell a burpee actually is* and are seriously starting to wonder if fitness can ever be "fun". (It can, I promise! Though burpees... yeah... sorry!).

Or maybe you're a pro-level athlete, are looking for some extra inspo and are feeling excited to *connect*

with like-minded people outside your usual circle. Well, there's plenty for you here too.

Both of those stories? They're what get me out of bed each morning (and you thought I was just getting up for breakfast...). They're why I got into this world and became a fitness professional. Because every single one of us is **blest to be able to work out**, no matter how we look doing it.

This is the place where exercise becomes *joyful*, not torturous.



Conversations about health, fitness & the industry in-between

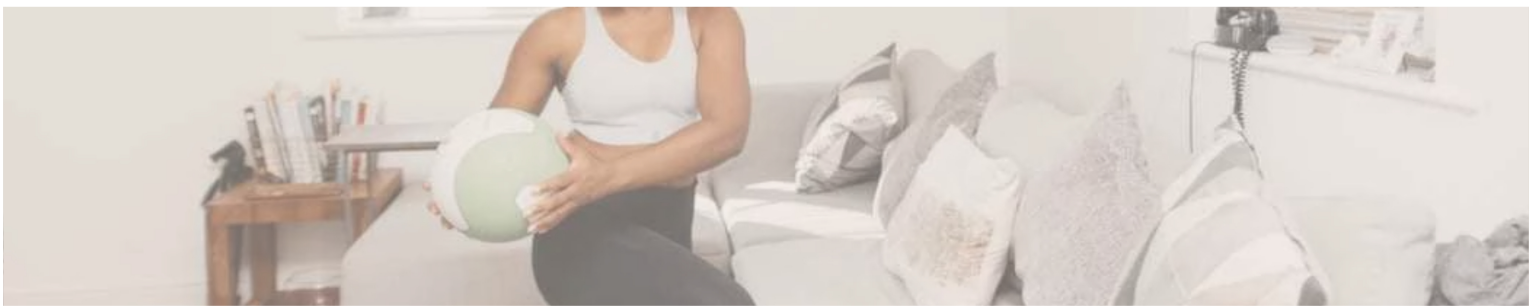
Real talk. Or, is it #realtalk?

Real talk seems to be more of a social media hashtag these days than an actual honest conversation. But I'm going old-school. No, not Gangsters Paradise old-school. Proper old-school.

Every piece of content that I create is backed up with solid research, the most valuable need-to-knows, professional reviews and (*obviously*) my personal opinion.

We talk about **health, fitness, cycling, running, travel and the food** you'll need to fuel you up for your adventures. And we're doing it in a very human way. Because let's be honest, even *I can't be bothered* to train sometimes!

For those nosy folks around here (*hi if that's you!*), I'm opening the door to take you **behind the scenes**. We dive into the business of fitness, what it actually means to be a fitness professional and blogger, how the fitness industry can become more inclusive and the importance of representation.



My Qualifications

BSc (Hons) Exercise Science

MSc Management with
Business Innovation

L3 Personal Trainer

L2 Advanced Fitness Instructor

L2 Exercise to Music

TRX Suspension Training

Breeze Ride Leader Award L1

Level 2 Award in Coaching
Cycling (British Cycling)

It all started with a little thing called the London 2012 Olympics...

Remember the Olympics? They were this big sporting event that we used to have before a pandemic took over the world...

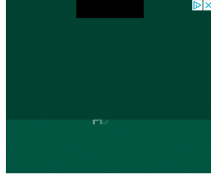
Anyhow...

Losing my motivation

I'd always loved sport as a kid. I was into *everything* from sailing to athletics to swimming. But, when I turned 13, I started to suffer from anaemia and **lost all my motivation**.

I still loved reading about sport and learning about what goes on inside our bodies. But the actual sport itself? Tbh, it was *too much*.

I went on to study sport at uni and got my first full-time job, where I was surrounded by people who were active. And it was the motivation from them that inspired me to get back into it. This was when I really started to see the power of community for motivation.



And then, along came the 2012 Olympics.

I guess you could say that *keep it simpElle* is part of that legacy.

Nike came calling (kinda!)

I'd started working with Nike on a project to get girls at university to become more active. I became one of their instructors, working between Nike and the university, and getting involved in so many different projects that were part of the London 2012 legacy.

The Olympics were *huge* for the fitness industry. There was so much going on to get people active, from new sports programmes to community events and just the sheer inspiration that big events can bring.

I started this space to keep that momentum going. I wanted to take that feeling and make it last. To share the stories of my own journey as a (then) newly qualified fitness professional and newbie runner, whilst connecting with others all around the world who shared that passion.

Fast forward to today and, although a lot's changed, a lot's stayed the same too.

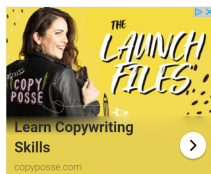


A decade in the health & fitness world

I've now got over a decade of experience in the health and fitness world, a Masters in Management (that was a *ride!*) and am an Ambassador for [Liv Cycling UK](#) and [This Girl Can Essex](#).

I've also been lucky enough to gain a few accolades along the way. From being ranked by Vuelio as a UK Top 10 Blog (*twice!*) to writing for publications like [Stylist](#) and being featured in [Marie Claire](#), there've certainly been a few moments to make me blush.

And then, in 2020, I took fitness online as the world went into lockdown and we all started to bake sourdough bread and get fit. Strangely enough, it turned out to be such a blessing. I got to connect with a new and bigger audience, meet so many different types of people and ~~check out your living rooms~~ grow as an instructor too. Thanks to your [Ko-fi donations](#), I was able to add free classes for those who were finding things a little tight too!



Most days you'll find me jumping between my live online classes, working with [personal training clients](#) (from anywhere in the world!), uploading a new on-demand class to my Ko-fi shop, prepping for a corporate wellbeing class or creating content for my blog, or contributing to another site.

It's a busy life where no two days are *ever* the same. But I kinda love it!

Every strength matters

Some strengths are **physical**. They're measured in PBs, max lifts, and new distances.

Other strengths might not be measured at all. They're **mental and emotional**. They're found in the challenge you always wanted to complete or the simple fact that you started.

Every one of those strengths matters. And I'm celebrating with you, every step (or *shuffle*) of the way.

Blog Posts on Keep it simpElle

A PROFESSIONAL INSIGHT INTO HEALTH & FITNESS

[A Day In The Life of a Fitness Professional & Blogger](#)

[How To Stay Fit By Working Out From Home](#)

[Couch To 5k App & My Week By Week Journey](#)

[Why There's More To A Healthy Lifestyle Than "Getting Fit"](#)

[My Exact Set-up For Teaching On Zoom](#)

Ready to sprint?

FIRST THING YOU DO EACH MORNING?

Umm *snooze*?! I'm not a morning person and have to drag myself out of bed for those early classes! But when I get there, I turn up the music and am ready to go!

FAVOURITE WORKOUT?

I'm loving cycling right now. Especially now that I'm at home more, getting outside and seeing the world from my bike is pretty awesome.

CAREER HIGHLIGHT?

Is it weird to say lockdown?! It was what nudged me to [launch my online classes](#) which have been such an unexpected success.



GO-TO FOOD?

Can't beat a post-workout *smoothie*!

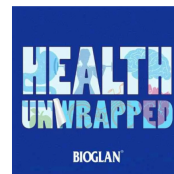
DREAM DESTINATION?

It was meant to be Australia in 2020 but we all know what happened to those plans... I'll take anywhere sunny right now!

NEXT GOAL?

See you guys in person! I'm looking forward to it being safe enough to get back to real-life events and classes again!

For your headphones...



Usually, I'm not a talker. I like to listen! It's one of the reasons I blog. But I've discovered that talking *really* is good therapy!

Client Feedback

"It's been amazing training with Elle during and after lockdown. She promised to get me out of lockdown strong and she did!

Her high energy and variety in the approach to her classes kept me coming back for more and **I managed to achieve way more than I thought possible** in terms of my fitness goals without setting foot near a gym.

Before training with Elle, I thought I couldn't train at home... now I know differently!"

– Carmel

"Elle's classes and one-to-ones have kept me fit in mind and body throughout this year.

Physically, I have been challenged, encouraged and so lucky to have seen **real fitness and strength gains** through her expertise.

Mentally, I have felt more **confident and empowered** to meet daily challenges. I can't recommend working out with Elle highly enough. Run don't walk to look up the options!"

– Karen

"I always feel anxious about joining new classes and I often don't bother! But after a glowing recommendation about Elle, I had to try them! I'm so glad I did 😊

keep it simpElle is the **safest and friendliest virtual fitness 'bubble!'** Elle encourages me to push myself, but reiterates that this needs to be by working with my body and listening to how the hell it feels that day! Some days 10 burpees is a **breeze** (well..sorta!), some days one burpee is too many! Thanks, Elle for creating a space where this is accepted and **movement is a joy!**"

– Leah

Hang out at the Smoothie Bar

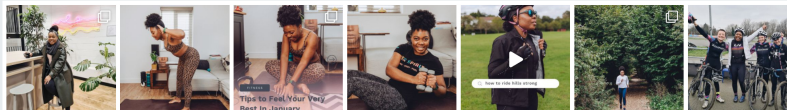
WORKOUT TIPS, THE BEST BITS FROM BEHIND THE SCENES AND ALL THE PRE-CLASS BANTER, STRAIGHT TO YOUR INBOX EVERY FORTNIGHT. HOW DOES THAT SOUND?

COUNT ME IN!



Behind the scenes

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THE PROFESSIONAL INSIGHT INTO HEALTH & FITNESS THAT WE ALL NEED

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