



Getting Comfortable with Ashley K

Always one to be active and competitive, three time Ms. Olympia Ashley Kaltwasser began her career as a Bikini competitor in 2011. Eight years later, she is looking forward to the 2019 Bodybuilding season beginning with The Arnold Classic.

By Rachel Payne

Photography by Blue Line Efix

What are your competition goals for this year?

My intention was to compete at The Arnold Classic in 2018 but I was dealing with a thyroid issue. It slowed down my progress, so I had to pull out. So I'm really looking forward to competing at the Arnold this year now that I understand my body better and how to prep it better. Since I've begun working with my coach Adam, Team Elite Physiques, they make it a point to prepare for shows in the most optimal way possible with emphasis on having fun during the process. Adam has made it such an amazing experience.

So, in the immediate future, look for Ashley onstage at the 2019 The Arnold Classic.

Last year, Ashley was busy growing her brand as she launched her app: AshleyKfit app. Currently, she keeps busy focusing on adding content to the app. Let's dig in so I asked her...

Why the APP?

The reason I developed the app was because I think it's the way of the future. Everyone has their smartphones with them so it's kind of a more convenient way to track your progress with workouts, nutrition and more rather than having to bring a notebook to the gym. It's all right there. I even included some awesome recipes, some of my most favorite recipes! I wanted to create an app that would appeal to anyone who is looking to improve their level of fitness and develop it in a way that they could make it as hard or as easy as you want or need to accommodate their fitness level. I'm targeting not just competitors but the mainstream fitness market as well. I want to keep it fresh, fun and to share the things that I've learned with my subscribers and social media followers.

Why the move to California?

After college, I moved from Ohio to California. I really wanted a change of scenery. Ohio is my home and I have a lot of great memories but I just fell in love with LA. The great weather, I love the sunshine, and it seemed like everyone was motivated to be their best at whatever they tried and they did it with high energy levels and a never settle attitude. I just love that vibe and that energy and I can feel it anytime I just walk outside.

How does it feel knowing that social media has made you an international celebrity?

Bikini competitions have definitely allowed me to create a great base for my social media. Most of my followers have come from competing a lot, winning and of course, winning the Olympia. In 2017, I really began to focus on social media and I built the AshleyKFit YouTube channel. Social media has become a science in itself to figure out who you want to target, what content will get a reaction and from who - you are your own advertisement. You can be your own billboard! Beyond the business aspect, I find it very rewarding because the cool thing about social media is that I can reach out to women all over the world. So, if I can inspire a woman in South Africa to lose weight, or a girl in Antarctica who wants to learn more about nutrition, or somebody in Asia who just saw my workout and wants to try it; these things are very meaningful to me. When I get messages thanking me for sharing the awesome workout on my video or picking up a few nutrition tips here or there from whatever I posted, that's pretty cool!

So what does the future look like for you?

I'm a "go with the flow" kind of person so it's tough thinking about future goals. Instead I try to take opportunities that I think will help to better myself in the long run. I want to continue my competition journey whether that be in bikini or fitness. For the time being, I'm just going with the flow and taking any opportunities that come my way. The future? Own a fitness empire, monetize social media into different products and services, and of course, I'd hope to still be competing.

“I'm a go with the flow kind of person...”



There is no doubt, Ashley lives a happy and healthy life. I asked her...

What are your secrets to living that life?

I think to be healthy first and foremost, you need to be happy. So you know you're miserable but you're in shape, but what does that do for you? Personally, I love competing. Some people can't really tolerate it or find it to be dreadful, but I am quite the opposite. I enjoy the prep process, it makes me happy. Second, from a more physical standpoint being efficient is an important part of being healthy and feeling good; are you able to carry your weight? Are you agile? Are you athletic? Finally, to be truly living a healthy lifestyle you should feel good. Feeling good on the inside. By that I mean, do you wake up every morning with excitement? Do you feel energized throughout the entire day? Or are you just kind of sluggish and existing if that makes sense. So I think these are three very important things to be healthy.

So how can one go from existing to excited for the day?

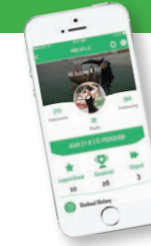
I think it's very important to get used to this quote, and I've been using and utilizing it a lot lately, "get comfortable with being uncomfortable." I think a lot of people back out of things because they get uncomfortable or maybe it causes them a little stress. Maybe it's a little more challenging than they're used to doing but I think that uncomfortable situations is what makes us grow. Whether it be a new cardio program and you're like, oh this is too much or it makes me kind of tired afterwards. Or maybe even thinking outside of fitness if it's something like public speaking that they hate doing or dread doing, so they avoid doing it. But maybe if they just go ahead and do it they'll get more comfortable with that situation. So from uncomfortable situations is where we grow the most. I think that especially in America we've accepted that if it's uncomfortable then don't do it, when it should be quite the opposite. Don't just accept where you are. Intentionally put yourself in an uncomfortable place so that you can grow.

To reach out to Ashley you can message her on Instagram AshleyKfit, Facebook Ashley Kaltwasser or the app AshleyKFit app.



“Get comfortable with being uncomfortable.”

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