

Beyond Quick Fixes: Train With Dave Focuses on Strength, Sustainable Habits and Lifelong Health

Orange County personal training company encourages a long-term approach to fitness built around strength, consistency and habits that can be maintained for life

ORANGE, CA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- In a fitness culture often dominated by rapid transformations, restrictive diets and short-term challenges, Train With Dave founder David Cozzens is encouraging people to think differently about what it means to get in shape.



Train With Dave promotes strength, muscle and sustainable fitness habits as the foundation for long-term health and longevity.

Instead of pursuing results that may last only weeks or months, Cozzens believes the goal should be building strength, muscle and sustainable habits that people can realistically maintain throughout their lives.

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The goal isn't a quick transformation—it's building strength, health and habits you can sustain for decades, so taking care of your body becomes a way of life.”

David Cozzens

“People have been taught to think about fitness in weeks or months,” said Cozzens. “I want people thinking in decades. The goal isn't just to get in shape. It's to build a strong, healthy body and the habits necessary to keep it that way.”

That philosophy is central to the coaching approach at Train With Dave, the Orange County personal training company Cozzens founded in 2016.

Rather than relying on extremes, the company emphasizes progressive strength training, individualized coaching, balanced nutrition, consistency and routines that fit into clients' actual lives.

Shifting the Goal From Weight Loss to Strength

For years, fitness success has often been measured by a number on the scale or a dramatic before-and-after photo. Cozzens believes that definition is incomplete.

While appearance and weight-loss goals can motivate people to begin exercising, he encourages clients to think beyond aesthetics and consider what they want their bodies to be capable of years from now.

“Being lighter doesn’t automatically mean being stronger or healthier,” Cozzens said. “We want people asking different questions: Am I getting stronger? Am I building muscle? Can I move well? Do I have habits I can realistically maintain?”

At Train With Dave, strength training is treated not simply as a way to change how the body looks, but as an investment in long-term physical capability.

The objective is not to reach a temporary finish line. It is to continue building and maintaining the physical foundation needed to remain strong, active and capable through different stages of life.

Consistency Over Extremes

Cozzens says one of the biggest obstacles to long-term fitness is the belief that meaningful results require an all-or-nothing approach.

Someone may begin an extreme diet or demanding exercise program, follow it perfectly for several weeks, become overwhelmed and eventually return to old habits. Months later, the cycle begins again.

Train With Dave encourages a different model: build a routine that can survive real life.

“Anyone can be extremely disciplined for a short period of time,” Cozzens said. “The bigger accomplishment is creating healthy behaviors that become normal enough that you don’t constantly have to start over.”

Depending on the individual, that can mean consistently strength training several times per week, eating adequate protein and balanced meals, staying active outside of structured workouts, prioritizing recovery and allowing enough flexibility for work, travel, family and social commitments.

“The best fitness program isn’t necessarily the hardest one,” Cozzens said. “It’s the one you can keep doing.”

Building a Body for the Next 20 or 30 Years

As conversations surrounding longevity and healthy aging continue to expand, Cozzens wants people to consider fitness as something that should improve their future quality of life—not simply change their appearance today.

That means moving away from repeatedly searching for the fastest solution and toward building a foundation that can be maintained.

“We absolutely want our clients to look better and feel confident,” Cozzens said. “But we also want them to be strong, capable and healthy for as long as possible. If what you’re doing today is impossible to maintain, it probably isn’t the long-term answer.”

For Cozzens, sustainable fitness ultimately comes down to a straightforward idea: build strength, create habits that fit your life and keep doing them.

“Fitness shouldn’t be something you’re constantly starting and stopping,” he said. “The real win is when taking care of your body simply becomes part of who you are.”

About Train With Dave

Founded by David Cozzens in 2016, Train With Dave is an Orange County personal training company focused on individualized coaching, strength development, sustainable nutrition and long-term results.

Train With Dave operates locations in Orange, Irvine and Laguna Hills, California, serving clients across a wide range of ages, fitness levels and goals.

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Train with Dave

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