



SET THE TONE

SPORTS PERFORMANCE & ADULT GROUP TRAINING

Our Story

Set the Tone began as an idea from our Founder, Chris Cote. He spent a few stages of his life learning about the mechanics of the human body and how it moves, works, and develops in several ways. He has also spent thousands of hours with coaches and trainers in classrooms, weight rooms, and on the field. He earned a Physical Education degree with a Coaching concentration and completed all coursework through a 2-year Training & Development program while coaching college football in the Midwest. He has coached athletes of all ages from Legion baseball through youth, high school, and college football. Additionally, he also went on to train adult men and women of all fitness levels to achieve their fitness goals.

“After learning so much from all the wonderful professionals that surrounded me for years, and looking back on my own athletic career, I knew local kids deserved more in their young lives. The kids needed more guidance and direction on how to train the right way, how to eat the right foods, how to grow/care for their bodies, and live a high-quality life. They needed more coaching off the field in order to perform better on it.”

“When I was in school playing sports, our class was loaded with talent in several sports, up and down the rosters, but didn’t have anyone teaching us how to lift or take care of our bodies. So, it resulted in talent being our maximum potential. I’m not blaming anybody, but we just missed out on some valuable information that could have benefited our athletic careers or the rest of our lives from a health perspective.”

That’s when Set the Tone was born. We want to educate as many people as possible (NOT JUST ATHLETES) on how to move, eat, and enjoy a high-quality kind of life. Now we have the information to help anyone close the gap from where they are today to where they want to be. This kind of life is fulfilling, rewarding, clean, honest, healthy, and fun!

We want to help you! If you ‘Set the Tone’ for a healthy life, you will be amazed with what you can accomplish! Come join the family and live better!