

# Amanda Essen

FISAF & EHFA Personal Trainer  
Nutrition Coach





There's a word that describes Amanda Essen: Svagtillstark.

Its definition means "Weak to Strong" and like Amanda, is Finnish. Amanda has fought debilitating disease and has overcome major hurdles, and instead of letting them break her stride she has only picked up momentum and is on a journey to redefine not just herself, but anyone who has the desire to be serious about changing themselves and realize that the goals you set can be reached and surpassed. One word: Svagtillstark. One person: Amanda Essen.

Both describe the other.

**TS:** Where and how did your journey begin with health, nutrition, and exercise?

**AE:** My journey started long before fitness became a trend. It began in hospitals, in pain, in a body that was breaking down. I didn't have an influencer to look up to. I had survival. I had a choice between giving up or rebuilding myself from zero.

When doctors said I would never live a normal life, that became my fire. Health and nutrition weren't hobbies for me. They were my way out. I studied my body like a scientist studies the universe. Every symptom, every food, every reaction.

I became my own experiment.

That's how it started.

**TS:** What's the most difficult part of being a fitness coach?

**AE:** The hardest part of coaching is not training people. It's making them believe in themselves when they've been doubting for years. Anyone can give a meal plan. Anyone can write sets and reps.

The real job is breaking their mental limitations. Showing them that their excuses are lies their mind created to stay comfortable. The key is giving them structure, truth, and accountability. And not sugarcoating anything. People achieve their goals when they stop negotiating with their old self.

**TS:** How do you keep yourself motivated?

**AE:** I stay motivated because I know what the opposite feels like. I know what it feels like to be weak, sick, lonely, dying. I promised myself I would never let my body reach that place again. Movement is my therapy. Discipline is my freedom. And honestly, I've built myself into a woman I respect.

That keeps me going.





**TS:** You have many facets to your career: modeling, influencer, and fitness coach.

How do you achieve balance?

**AE:** Balance for me isn't about slowing down. It's about alignment.

Modeling, influencing, coaching, writing, training, everything comes from the same core. My purpose.

When your work is your mission, burnout doesn't feel the same.

I take breaks when my soul tells me to, I disappear when I need to recharge, but I always come back stronger.

I built routines and discipline so deep that even on my worst days I move.

It becomes automatic.





**TS:** What do you feel has been your greatest achievement so far, and what do you see yourself achieving/doing five or ten years from now?

**AE:** My greatest achievement is that I healed myself. Not the followers, not the brand, not the physique. The fact that I rebuilt a life I wasn't supposed to have.

Five to ten years from now I see myself global. More books, a worldwide coaching platform, my brand expanded, my name known not because I looked good but because I changed how people see health and strength.

I see myself building a life with peace, warmth, beaches, and complete autonomy.

**TS:** If you could snap your fingers and make something appear (or disappear), what would it be?

**AE:** If I could snap my fingers, I would remove war and diseases in the world. And for myself, I would snap away cold weather immediately.

I want sun on my skin always.

**TS:** Amanda has gracefully shared her journey by answering a few questions for me, but if you'd like to discover more about her please check out her Facebook page which is listed below.

Thank You Amanda for taking time to share your experience.

[SvagtillStark | Facebook](#)

