

Lawrence: Okay, so, welcome guys, this is Lawrence from Corporate Warrior, and I'm here with Hannah with Discover Strength, whose last name I'm not even going to pronounce because I'll probably completely mess it up. And today's call is to talk about this concept of prequalification. Pre qualifying leads that come into our business, that come into the place of training business or strength training business to ensure that we get ... first to get the leads that we want, and then qualify those to minimize time and money that might be otherwise wasted.

So the reason I reached out to you, Hannah, actually to record this is because it's a ... a concern has come up a few times from members and I guess the way I wanted to start off this call is just asking you how do you think about this concept, within Discover Strength in terms of pre qualifying? Where's the best place to start in this topic in your view?

Hannah: Yeah, so that's a great question and it's always really important to make sure that we're spending the least amount of time on unqualified leads, so I completely understand that concern. So where I want to take this, or where I really want to start with this, is kind of talking about the concept of our first sales person. Right now, we're constantly thinking about who our first sales person is, or what the first interaction with that person is, and we always think that has to be an in person interaction. But the reality is your first sales person is now your website.

And so most buyers are already shopping you before you have even realized that they're a prospect. There's such a thing called buyer's asymmetry. Dan Pink talks a lot about it in [To Sell is Human](#). And back in the day before the internet was a thing, there was a thing called buyers beware. So buyers did not know anything about your product. They felt like they ... The first sales person was an in person interaction. They had to actually come in and the sales person would do all of the talking to really inform the buyer.

Well now, that has completely flipped. I mean, the buyer is online, searching you, they're comparing you, they're figuring out if they're a good fit for you, and based upon your website, they are making the decision. So, it's totally backwards. I mean, most people think we just gotta get them in the door and then we can sell them. Well that's not the case anymore. I mean, your website has to be the first interaction that's really going to qualify that person to come in. Okay?

So the key to that is being as transparent and honest as possible on your website, because you don't want to be that greasy salesman, car salesman. You know, one of the older terms, a lot of people are scared of car salesman and it's because they feel like they were lied to or they were getting got at the sale basically, or there was hidden fees and all this kind of stuff. Well, we want to take that out of the equation and we can really be as transparent and sell as much as we can on the website, so that people know that it's a good fit for them coming in the door.

Lawrence: Cool, good stuff. Just something I forgot to cover at the start and this is to the listeners. Just so you know, we're going to be running through a few questions I have, a few talking points that were submitted by members who couldn't attend this. So I'll be running through those first with Hannah and then we'll

have Q&A after that. So that might be 20 minutes, that might be 30 minutes, something like that.

Okay, cool. So okay, so you talked about the website being the first touchpoint, how things have evolved and changed, big fan of Dan Pink, so I'll probably be looking into that book, and how that's all kind of evolved. So how should the, I guess new business owners and existing business owners think about that, when trying to optimize the journey of their prospects, I suppose starting with their website?

Hannah: Yeah, that's a great question. So how do you really accomplish this on your websites. First and foremost you have to think about, you want to be the most trusted person in the market place. And how do you do that? You share the elephants in the room, you answer their questions before they even ask them. So things to think about and questions to ask yourself are, when someone comes in the door, and you don't have this on your website, what are the barriers to purchase. So what are some things that people have said to you that they've been resistant to buy? And I would say first and foremost for everybody is price.

So a lot of people are like, well, they can't afford it and I think this is where a lot of maybe your listeners are saying well, they're not pre qualified because they can't afford my product. And most of the time if you have your prices on your website, most people will look at your prices, and they value their time over their money, so they're not going to come in for a free introductory workout, or free workouts if they know they can't continue with you. Just because they know ... like, it's a waste of their time if they can't continue on with your services. So first and foremost, get your prices on your websites.

I would say a barrier to purchase for us, is how do they know that they're going to get the results that they want, how do they purchase with you. So we have an auto pay program, so making sure that that is easily explained on our websites. Talking about the intensity of the workout, maybe that's a barrier to purchase. Maybe not buying into the methodology, that could be a barrier to purchase. Even saturation of markets, so how do you compare to other places in your market place, and clearly define those on your website. So think of the top seven reasons why someone wouldn't purchase from you and those are the things that you clearly need to state on your website. Okay? So that would be the first way to really pre qualify somebody, is give them that information.

Lawrence: Yeah, that's awesome. So I'm assuming you have to kind of ... I wonder if this still has to come after defining your target market, so that your website can talk to that target market so that you ... you talk about the right things, and the type of objections that they might have. Is that a fair point or is that kind of not that important at this stage?

Hannah: 100%. I mean, first and foremost, you do need to think about your [target market](#). I mean, your target market is what you're showing as far as imagery. So if you cater to kids programs, do not have 85 year olds in your marketing. If you cater to the millennial market, do not have people in suits, dressed up, or even someone over the age of 50 in your marketing. So it's very much the imagery. Your target market, the people that you want to come in your door has to visually see themselves in your marketing. Now that doesn't mean other people

aren't going to come in. They definitely will, especially is the price point is right. But if you want to get your target market on the same level, you have to have that imagery correct.

Lawrence: Cool, okay. And okay, so you talked about the things you need to put on the website, that you need to put the big elephants in the room, the objections there, and also rebuttal those through the website. How does that happen in practice? How do we ... you know, someone goes to DiscoverStrength.com, how do they then go through that process of actually being exposed to that stuff so that you can pre qualify them effectively?

Hannah: Yep, so basically, you have to put yourself in their shoes. When you go to a website, what do you want to see right away? You want to see pricing and you want to see how to get started. So we actually have a tab that says how to get started, and you click on that, and there's a video about the introductory workout, there is a video about are we a good fit for you, so we go through and explain a couple different talking points around, hey, if you like to work out in the gym five, six, seven days a week, we're not a good fit for you. So we lay it out on the table. We want to make sure that every single person that comes in the door knows exactly what they're going to expect, so that when they can finally make that decision, they have all the information that they need. They don't feel like they ... They can make the decision more on the spot than having to go home and think about it.

So we use a lot of video. Anytime that you come across a barrier to a purchase, if you can show it in a visual way, people are more inclined to watch it. Keep the video under 30 seconds, do not go over 30 seconds. We have a couple videos that are a little bit longer than that, but it will say that we can track how long people will actually watch them, and they aren't watching them for more than a minute. So try to keep them a little bit shorter. And try to get your point across in those. Why are you different than other places, show your [proven process](#). I know I talked about this in the last podcast, but showing your proven process, show the customer journey in a video, and try to be as visual as possible.

You want to keep words on there, of course, just for SEO purposes, so that when people are searching they can actually find your website. So what we've done is we start with a video, and then underneath for barriers to purchase we list off a few of the barriers to purchase and a little bit of text underneath each of those. So we have a video first and then text.

Lawrence: And the text is just copying what's said in the video basically, is it?

Hannah: Yeah, it-

Lawrence: Just a different way to conceive the same information.

Hannah: Exactly, exactly. So we want to have both of that on there. Having multiple pages to your website is also important for SEO purposes. One page sites obviously look great, but SEO and Google like multi page websites. So resources, if you want to put research articles up on your website, if you want to talk about your methodology on there, definitely have that but maybe have a little clip from the CEO that talks about why you do what you do, and really

where the methodology started. And then have how those results transfer from methodology to actual client's results.

Lawrence: So someone comes to the site, they've been exposed to all of this. They've had their ... you know, they've seen all the potential objections, they then contact you. Is the only way that they can come in as a lead into your business for a free introductory workout, or can they give you a call? Do you get leads for other ways? Can you talk about the sales funnel that you guys use a little bit around that?

Hannah: Most of our inquiries comes through our websites. We do have people that call our locations, but most of them come through our website. And that's how we want to just ... that's how we want it to happen so that we can easily track, because not everybody that inquires is going to sign up right away, so we want to make sure that we get them in, get as much information out of them as possible, such as email, potentially a phone number if we have it, if they want to give it to us. Whenever someone inquires we get first name, last name, and email, and phone number is optional. Phone number typically for people, they still write it down. It's optional on our website, but they still give it to us, which is great 'cause then I can actually call people right away.

Lawrence: Cool, okay. So I guess it's slightly different in your business model, because the people that do come in for a free introductory workout, and they've already been somewhat pre qualified as you say by the website experience, and then they come in, and I know Luke, and I'm sure probably feel this way too, Hannah, is big on demonstrating value. That's the whole point of that workout. And obviously walking them through the [proven process](#), demonstrating your expertise, and all the things that make you guys unique. So is it, I mean, is it at that point, do you ever have time wasters that go through that process? I mean, I guess the better question is, what's your conversion rate at that point?

Hannah: Yeah, I mean, 100%. We do not have ... we're not closing 100% of the people that come in the door, but we do have a 70% close rate. So...

Lawrence: That's high.

Hannah: Yeah, so we have a very, very high closing percentage, and that's purely two reasons. They're getting pre qualified on our website, but also the clients that are referring other people to come in the door, are our target market [inaudible 00:13:40]. You know, so we try to leverage our target market as much as possible, because they're going to refer people just like them. And if they're referring people like them, the likelihood of them being able to afford what we have, enjoy the services that we have, appreciate the customer service that we have, is very high. So 70% is our conversion rate.

For the other 30% of people that potentially don't close, we ... I tell our sales team time and time again, I go, "You're going to get rejected. That is part of being a salesperson. It's how fast you bounce back that's really important, but at the end of the day, we want to be able to provide a remarkable service. And when I say remarkable, I genuinely mean they want to leave, they should be leaving, and if they can't afford it, they should be remarking about it to somebody else that potentially could. It's an extension of our marketing."

So even if they can't close, say it's someone that's 18 years old, well, no, they probably can't afford \$300 a month for personal training, but maybe their parent can. And then once their parent realizes the value of it, maybe they'll bring their son or daughter back in to do training together. So we always want that to be an extension of our brand and our service, that even though they might not be the perfect qualified lead, we want to make sure that they're leaving with a good experience so they're not writing negative things on our Google reviews, our Yelp reviews. We always treat someone like a client no matter what.

Lawrence: Yeah, and then I guess if they don't sign up there and then, you've got your email address so I'm assuming you will send them some kind of sales campaign for email. Is that accurate?

Hannah: Yep, yep. So our sales team, I give them a month to close the person. So sometimes a person leaves and they're like, "I'm actually going out of town for two weeks, I'm going on vacation. Can you contact me after this?" So they have a full month of followups that they have to go through.

Lawrence: And they might contact them by phone during that as well.

Hannah: Phone, email, and then our last touch point is actually a hand written card that we send, just saying like great opportunity to work with you and we hope to see you in the future. So we're not trying to hunt people down or hassle them, we genuinely want them to have a good experience, and hopefully that card, even if they're not going to close with us, it at least leaves good feelings going forward.

Lawrence: I just wondered, how would you do this, 'cause I know one of the members who asked this also offers a nutritional service. How would you pre qualify people in that context? I don't know how that might change the website strategy, but also the initial touch point as well, the physical touch point.

Hannah: Yeah, so again, with like nutritionists, putting your pricing on your website is very important, putting down if any type of insurance covers it, I'm sure that's a question that they might get, any question that they receive within their first consultation with somebody should be put on the website, because if they can put it on the website first and someone actually sees it, and reads it, and understands it, then when they come in for their first consultation with a nutritionist, they don't have to spend time talking through all of those base line, very basic questions. They can really go to the value, how can I help you, how can I solve your problems. So that's our basis for when someone comes in to work out with us for the first time, I say at the end of the day, they are coming in with a problem and we have to solve it.

If we can't solve it, then we didn't do our job. And that's how we provide value, is by solving their problem. Because if we can solve their problem, there's really no reason why they'd be going somewhere else.

Lawrence: Yeah, and you know, just for, I was listening, there is much more on this in terms of the proven process, the on boarding aspects in Hannah's other content on the membership as well, and I'll be dropping a podcast with Luke Carlson tomorrow as well, all about sales and marketing. So hopefully all of these connected, [crosstalk 00:18:06] there'll be a ton of info there. So what you're

talking about there, Hannah, is the as well as kind of create some sort of an FAQ, which I guess you evolve over time, as you receive more and more feedback and objections. You learn from that and then you add that to the website or to your online FAQ. Is that kind of what you're saying there?

Hannah: Yeah, absolutely, absolutely. Anytime someone doesn't buy from you, I think it's important for you to ask how could I have improved your experience, and they say, "Oh, no, no, no, the experience was great, I just can't afford it." Oh, okay, that's something that I should add to my website, because clearly if people aren't understanding my price point, going into this consultation, and had they known the price point, maybe that would have been something that pre qualify them. Or they didn't realize I don't have XYZ service. Like, we have some people ... we've had one person come in specifically and say, "Oh, I thought you guys were like a gym, like a big box gym." And we're like, "We are, we are a 1900 square feet studio." So she was looking for something that was a lot bigger, that we just didn't have the, we didn't have those amenities that she wanted. And had she have gone to the website or talked to her friend about it, that would've given her more information.

Lawrence: That's awesome. So, it's quite simple when you say it. It's like, be as explicit as possible on the website, because that will do most of the job for you, in terms of the prequalification. I guess you could do this on the phone, if you have a number of people who can call and to learn more about your service, but the reality is most people don't want to do that in today's world. Most people want a fast solution, they want to just go online, okay, see what you're doing, okay, yeah, you've got ... you answer all my questions and all my concerns, and that should do the job for you, 'cause obviously a phone doesn't scale that well unless you start hiring people and then it's more cost in terms of managing the phones.

But do you get people call up, do you get inquiries like that as well?

Hannah: Yeah, we do get people to call, for sure. I think it's mostly because they're finder says hey, call the Plymouth location and they'll get you set up, but most of the time people will go through our website, even if they are referred by somebody else.

Lawrence: If you do have someone calls you, one of our members has asked if you have a prequalification script at all for those inbound calls.

Hannah: The only thing that we ask, introductory inquiries over the phone is who referred you, or how did you hear about Discover Strength, do you have any injuries or medical issues, and then have you done any strength training before. So we want to know those things, one, have you done any strength training before, because we want to have an idea of their activity level. If they've never strength trained before, this is going to be an eye opening experience, so take it a little bit lighter. If they've done some strength training before, they'll probably list the other studios that they've been to, other gym memberships that they have, and that's also a great way to understand, okay, how do I talk to this person about integrating our strength training program into what they're already doing, or even okay, this is going to be a little bit ... I have to change their mind at this point, so that's a little bit different of sale going into it.

And then of course medical issues or injuries is pretty self explanatory. We just want to make sure that we're programming the workout in accordance to what they can do and what they're capable of. So we don't actually go over pricing or any services at that point, and that's solely because maybe they have already shopped us and they just wanted to contact us via phone, 'cause we do have that on our website, and maybe their friend has already talked to them about it. So if someone is referring them to come in and it's a friend of theirs, we also look at their friend's account and we see what they're purchased, or what they're on as far as pricing options, and we say, okay, so their friend probably told them that they're training once to twice per week, or whatever it is, and their friend will probably want to do that as well. So just keep that in the back of your head as a sales person. So we do some research behind the scenes but we don't ask them those questions.

Lawrence: Cool. Is there anything else, Hannah, that you've preplanned or any other talking points around this topic of prequalification, and ensuring that you're managing your kind of lead generation away, where organizations aren't wasting a ton of money on the wrong type of customer. Have you got anything further to add on that before we I guess open up for questions?

Hannah: I think it's very, very important that you show your uniques on your website. I know Luke has been on a [couple podcasts](#) talking about what makes you unique and differentiating yourself from the market place. Keeping your messaging very, very simple on your websites, and telling them exactly what to do, exactly how to get started. I've seen so many websites where I'm like, this looks great but I have no idea how to go about doing this. Like, I don't know how to get started, I don't know what their services are, I don't really know anything about this company. And so making sure that you're as transparent as possible on your website is going to be the most beneficial for your prequalification moving forward.

Lawrence: Yeah, you must want your ... and I've seen this being done and it's something I should probably do actually, for the membership, but it's having your home page of your website, a very clear call to action. A way to ideally qualify the person there, and then maybe put them through some kind of basic filtering, maybe if a few buttons, questions. And then basically have the ... rather an offer for what it is, your services most appropriate for them, and having a clear journey from your home page of your website, which is something I've learned very recently. But something that you guys do, Discover Strength.

And you go to your home page, you've got your video, which is fantastic and it's exactly what you said. You've got your target market, you know, your Mary and Michael, although Michael looks jacked, more jacked than I would normally expect Michael to look. Although you do have people of differing appearances, which is obviously key. But they all look like busy professionals. They've got that look about them. And you obviously have them all in the video doing their workouts, and that's obviously very deliberate, because back to your point at the beginning of this, it was like well, you want people to watch that guy. Oh, that's me. I can see myself doing that. Is that right, yeah?

Hannah: Exactly. And we want to show that we're a strength training company. You don't see people running, you don't see people doing any other type of activity besides strength training. That is what we do. We want to make sure that we

are clearly explaining that we are a strength training company, that it's 30 minutes that you come in twice a week, and by the way, we also offer a free introductory workout. So that is exactly what you see, the first snapshot of going to our websites. Yeah, and that's what we want to convey, for sure.

Lawrence: I had this other questions actually with regard to follow up sequences, Hannah. So you obviously touched on how you sort of process the time you give the sales people to follow up on leads, people that come in for consultations. What does the process in your business look like in terms of after the initial consultation? So I guess what I'm trying to get out, is do you have a clear standard operating procedure after that lead comes in, they go through their workout, they leave. So is it like 30 days, salesperson has this much time to close that prospect and they're obviously given a bunch of tools to do that, which you've already touched on. I don't know if you want to elaborate on that a little bit further, and I'd be keen to know what you do after that 30 days in specifics.

Hannah: Yeah, absolutely. So once the introductory workout is complete our sales team will always send, regardless of if they've closed or not, a 24 hour followup. So this includes just going over what they did that day, summarizing any of the pricing options if they're not closing, and also checking in on soreness, how their body is actually feeling, and then we'll always attach some type of research article with the email that corresponds with their goals. So we just want to make sure that we're always putting ourself in that teacher mode and that educated experts seat, and making sure that they're getting more research around what we do and how we can help them.

And then we also have a new client experience director. Her name is Karin. We just implemented this starting in February and she also sends them a welcome letter, or a welcome ... she sends them a welcome letter and she also sends them an email as well. So from the sales team standpoint only, if they do not close, so they'll send the 24 hour followup, they also have a three day call. So we moved that up. It recently was a seven day call and I was thinking about how I prospect, and how I ... you know, if someone inquires on our website, how often do I reach out to that person, and what's the cadence for that, and I think that seven days can just get a little bit long.

The second someone leaves your door and they don't close, the likelihood of them coming back is like 10%. I mean, it's very, very low. Their excitement for your product and your service goes drastically down if they don't close that day. So we want to make sure that we're in touch with them very, very frequently. So 24 hour followup, that's via email, a three day call, and then we have the 10 day email. I'm sorry, this is ... yeah, a 10 day email that says we left them a voice mail, and asking for any feedback on their experience. And then we have a 14 day email around their goals, injuries, any concerns with resistance training. This is all by the way, if they don't respond to any of the former [crosstalk 00:30:28].

Lawrence: Sure.

Hannah: So we don't ... if they've told us that, why they're not coming in, we're not going to continue to send these obviously. Then we have a 24 day call, just to get again, to try to get some feedback from them. At this point, we're not trying to get them back in the door. We purely from this call we want to just get some feedback on their experience. And then 25 days, we send them a

hand written card just saying thank you for letting me put you through a workout, and I hope you found an exercise regimen that works for you. Just making sure that they know the importance of resistance training, regardless of if it's with us or with somebody else. So that's the 25 days of followup for our sales team.

Lawrence: I love that. Sorry, go on.

Hannah: Yeah, no, that's okay. So if we get past that point, our system in [MINDBODY](#) also sends them a followup at six months and seven months offering them a free introductory workout, and that's basically saying if that wasn't the right time for you, we miss you, we'd love to have you back in, maybe it's a better time for you to come back in now. I also have all of these documented in our [MINDBODY](#) software so that I can reach out to them in a year, and see if that is a better time for them to come back in for an introductory workout.

So if they don't close that day, we do offer them a re-introductory workout past six months, to see if that is a better time.

Lawrence: Cool. And this is all automated through your MINDBODY, is it? That sends the emails out automatically, is that correct?

Hannah: The sales team process is not automated. They do all that on their own. And then at six and seven months, that is automated by MINDBODY.

Lawrence: Right, okay. Do you want to talk a little bit about how you use MINDBODY? 'Cause that's quite a popular piece of software that does a number of things with [inaudible 00:32:36] fitness or [inaudible 00:32:38] businesses. Do you want to talk about how you use that in your business a little bit?

Hannah: Yeah, I mean, we use it for everything, so it's a very ... very integrated into our business. Our biggest perk of MINDBODY is the reporting, so that's how we track our revenue, that's how we track our retention, so we understand after a certain amount of time who hasn't been coming in, that's how we track our memberships terminated, new members, all that kind of stuff. We can see if people haven't used their sessions to get them back in the door, I can see who's done an introductory workout and hasn't come back in after that, so it's really, we use it for everything. There's so many ways you can optimize MINDBODY for your business.

Lawrence: Awesome.

Hannah: [crosstalk 00:33:33] from a sale, we take credit cards and all that kind of stuff through it as well.

Lawrence: Yeah, sure. I mean to actually reach out to them, because I think they'd be obviously a popular service for members of the membership. So I could form some sort of affiliate partnership that would be, I guess within both our interests and that would make sense. It seems like a very popular piece of software in this industry. What ... I guess, is there anything else you want to add? I mean, perhaps there's not, perhaps we've covered most in terms of the whole prequalification process within your business. Is there anything else you want to add? I've just got a couple other questions before we wrap up.

Hannah: I think for the prospecting portion of it, so if someone does inquired about a free introductory workout or whatever you're going to put them through, I've seen this on a couple of websites and I personally don't think it's a good idea, and that's getting credit card information from that before they come in the door. So a lot of people that have online scheduling on their websites, where they can go and they can sign up for you know, a consultation or something like that, they ask for your credit card information. And I think that's such a barrier to purchase.

Lawrence: Friction, right.

Hannah: Because one, we haven't built the trust yet. So they're thinking in their head, oh my gosh, if I do anything wrong, they have my credit card information and they can charge me at any time, before they have even met you. And so if that is part of your scheduling, I would completely take that off. Now if you're worried about, while that's how we make sure that people come in for that first consultation, because they've had a lot of people cancel, what we've implemented is a welcome email. So instead of charging people, or worrying about that, I have all of our sales team look at their schedule the day before, and they will send an email to that person saying I'm very excited to work with you, here's what's going to happen during your introductory workout. It even has a video, all of our sales team members have bio videos in their signature, so it puts a face to a name of who they're going to be working with. And chances are, if they're going to cancel, they'll just respond to that email and say, "Hey, can you reschedule me? I actually have a meeting that got on my schedule."

So instead of going the route of I'm going to charge you, go the route of okay, let's try to get them rescheduled. Because if I got charged for a late cancellation because my kid got sick, or something like that, I would be terribly upset. And the chances of me rescheduling with you to come in for another consultation is very, very low.

Lawrence: Yeah, there does seem to be ... I love that. I also think they're more likely to come if you do send them that follow up email after they book, with all of that detail that you just said, in terms of their bio, the video and the [inaudible 00:36:41] that's excellent, you know, it's much warmer. It just demonstrates your service from the get go. So I imagine that probably improves conversion from booking to actually turning up, which means you don't waste time either, so I suppose that's highly beneficial for you guys.

Hannah: Absolutely.

Lawrence: Yeah, okay. I did have another follow up about that but it's completely gone from my brain. So I guess one of the things I wanted to touch on, is a couple of tactics ... and I know we're kind of changing the topic a little bit here, but last time we spoke, we talked about the proven process, you talked about the 21 day off, 80 day challenge that you guys do multiple times a year, you drive more revenue, drive more customers, customer acquisition. Luke hinted last time we spoke about that you're currently focused a lot on Facebook and Instagram. We didn't get into that because it was more important that we focus more on target market and uniques, and focus, because obviously that's so important, is you don't have that defined and nailed. The rest is kind of

pointless 'cause you're not then obviously storytelling in the right way and in an effective way.

So assuming that I guess those that listen to this, have listened to that and did permitted that, and I will obviously drop the links in the [inaudible 00:38:08] beneath this in a membership. Do you want to just talk a little bit about what you guys are doing in terms of Facebook and Instagram for good results?

Hannah: Yeah, so most of our Instagram and ... so we got a new marketing director, her name is Amy, she's wonderful. And so I'm full time in the sales role. So I don't work totally right now with firsthand with the Instagram and Facebook, but what I can tell you is that consistency is paramount. So knowing that you have to post three times a week at least on Facebook is important, and make sure that it's scheduled, and same with Instagram, using Instagram stories. We've been trying to use a lot more because people tend to like little snippets of information as opposed to scrolling through a long feed to find your information. It's prime real estate up at the top of an app, right? So if you can get some Instagram stories going as well.

It's a very much an 80/20 rule. 80% you're giving content, 20% you're selling. So you haven't earned the right to sell if you haven't provided any type of content. So make sure that content is directed towards your target market and around your uniques. Specifically, your three uniques is, that's your framework. I mean, you can always, you know, okay, what are we going to talk about with science based today, how are we going to showcase our trainers and their expertise. So that's really where we stay in bounds with our social content.

Lawrence: Yeah, it sounds like you guys are quite Gary Vaynerchuk influenced from what Luke was saying-

Hannah: Yeah.

Lawrence: -in terms of the [jab, jab, jab, right hook](#) method of 80% value, 20% ask for the sale type of thing.

Hannah: Yep, and Facebook actually with how often they change their algorithm, and really what they've been doing lately is ... I don't know if you've seen some of their campaigns, but they are really trying to get back to being at a social channel, so the capabilities of businesses, having it be more interactive from a business standpoint is very, very important. If you sound salesy at all, or put any type of tag your friend to see this post, or share with your friends by clicking below, it will automatically filter you out and it will not put it in people's feeds.

So be careful with the verbiage that you use and they really want it to be something that's naturally shareable, and something that people can interact with. That's what they're looking for, is engagement on the actual post, and that's what's going to get you more views.

Lawrence: Right. And it's just stuff ... is this ... how much of this ... I know maybe this isn't your area at the moment, Hannah, but how much of this is paid versus free, and that type of thing?

Hannah: We've been boosting a lot more of our posts lately. Paid, the only paid that we do is for the things that we're selling. So we pay for it because otherwise it's not going to be put into people's feeds naturally, organically. So I would say 80% is organic, 20% is paid.

Lawrence: Right, okay. And what are you seeing in terms of when you're doing a boost, let's say you're doing, as you said a boost of like a sales post. What does that look like? I mean, obviously the listeners can go and check out your Facebook page and your Instagram page to see kind of what you're doing, and learn from what you do rather than ... as well as kind of listening to you, Hannah, but do you want to just kind of give us a preamble? Like what does that post look like, what does it cover, what does it say, what does it show? And then what are you getting in terms of, if you don't mind me asking, like leads from that versus maybe other channels?

Hannah: Sure. So when you boost something, it's typically because you've already gotten some pretty good interaction with it already and it's just putting it back at the top of people's feeds. So getting more and more interaction. So it could be something around like our new ... we just opened a new location, so when we opened the new location we wanted people to know about it, but also if they wanted to try out a workout at that location for \$39 as opposed to our normal one on one pricing of \$54. So it was a way for us to showcase our new location but also incentivize current clients to go out and check it out. And in doing so, hopefully our current clients will invite other people from that area to come and work out with them, introduce new people to that location.

So that's where we were going with a campaign like that. We currently just did a DS giveaway and it was for a free month of training. And if they were to click on the actual post itself, it would bring them to a landing page where they can enter their information, this was current clients and non-current clients, and the more you, if you were to share it, you would get another vote in the mix of people. So we had that going I think for three weeks and then we chose someone at random from that, and they got a free week of training.

And so we were thinking, okay, well, are we going to get new people from this, like, what's our real goal. And our goal was to incentivize our current clients but also reengage maybe some people that know about Discover Strength but haven't been in for a long time, and maybe want to start back up. Or maybe they've only done an introductory workout but they haven't closed on any future sessions. Or maybe it's a friend that follows us on Facebook but they don't, they've never been in before.

So we actually got, I think we got 110 submissions for that and 34 of them were people that have never been to Discover Strength before. So then that goes into my sales funnel, which I will follow up on those people.

Lawrence: And that's for ... you do that via email mostly, that follow up is ...

Hannah: That was through ... the follow up will go through email and phone, if I have their phone numbers, but otherwise, yeah, just email followups. But that campaign was through Facebook.

Lawrence: Right, yeah, okay, cool. That sounds like that's worked pretty well for you then.

Hannah: Yeah.

Lawrence: I mean, obviously [crosstalk 00:45:16] ... I mean, what type of investment would you be looking at for that type of return at the moment?

Hannah: I think we did four posts around that, just reminding people. That was through Instagram and Facebook and I mean, the hardest part, or the thing that you have to keep track of, is the reposts, or making sure that you get everyone's engagement documented, so you can actually randomize the vote moving forward. So I would say the investment was probably an additional maybe four hours or something like that, to get the graphics down, to get the actual scheduled posts and emails and stuff going out.

Lawrence: What about financial investment or is that just ...

Hannah: Financial investment? I'd have to double check with Amy on that.

Lawrence: Okay, nice.

Hannah: But you can, I mean, what's nice about Facebook and Instagram is one, they're linked, so you just put an add through Facebook and it goes up on your Instagram, which is wonderful. And you can really, depending on your business, you can totally alter this. We will do, depending on our budget for that week or the month where we're at, we'll gauge it on that. So you can spend as little as \$5 a day and it's per click. So sometimes you'll spend \$5, sometimes you won't, and you can put a start date, and an end date on it. So it's really up to you and what your budget is. But Facebook makes it very, very affordable.

Lawrence: Cool. Yeah, it's certainly worth new businesses and existing strength training businesses to test these channels because you know, I've [inaudible 00:47:07] see me go Gary Vaynerchuk lately, but whilst I think that one has to be ... you have to be careful with going a bit crazy with social media. You know, obviously it's important to be focused and to ensure that you're where your audience is hanging out. You know, you have to find your target market, and you're targeting them with kind of laser precision, which you can do as you see at the moment, very, very affordably via Facebook and Instagram, which makes them very appealing channels to test.

So yeah, no, I appreciate you sharing some stuff on that. I suppose that probably brings us to the end, Hannah. So thank you so much for taking the time. I know you're incredibly busy making Discover Strength super successful.

Hannah: Yeah, it's my pleasure. It's good to talk to you guys.

Lawrence: Thank you so much for your time, Hannah, and yeah, I really appreciate it. And thanks as well to Lester, and sorry if there were other people that tuned in as well whose names I can't see, because for some reason, Lester's name comes up for each line. It's a bit odd. But never mind, still figuring these things out. So thank you so much, guys, and I will talk to you all soon.

Hannah: All righty, thank you.

Lawrence: Cheers, Hannah.