

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business](#)
[With ARX \(#151\)](#)

Lawrence Neal: Hey, guys. I'm Lawrence Neal. And welcome to another episode of Corporate Warrior, the podcast that shows you how to get the most out of your high-intensity training, and start and grow your strength training business. My former guests include the who's who in high-intensity training, people like Dr. Doug McGuff, Drew Baye and Jim Flannigan. Diet and metabolism experts like Dr. Ted Naiman, successful strength training entrepreneurs like Luke Carlson, Roger Schwab and Adam Zickerman, sports scientists, high-intensity training body builders, New York Times bestselling authors, and everything in between.

Lawrence Neal: My guests today are the founder of EverStrong SF Abe Williams, and ARX product specialist, Mike Pullano. In this episode we dive into how Abe has been able to take advantage of a great opportunity and start and grow a strength-training business in San Francisco. And we also have Mike on the call to talk about the role ARX is playing in all of that.

Lawrence Neal: We discuss Abe's story, so he's got a really interesting story about how he got started in fitness. He's done a lot in his own personal fitness journey, and like many people I guess who listen to this podcast and have been guests on this podcast, came across High-Intensity strength training and everything radically changed in terms of the way he looked at exercise and his own exercise regime. Which is now I guess much more infrequent and much safer, and

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

how this basically fueled his passion to actually start his own fitness business.

Lawrence Neal: We go deep on EverStrong's business model and why they chose ARX as part of that business model. If you're in a phase in your business, maybe you're just starting or maybe you have an existing business and you're contemplating ARX then this is a really, really good episode for you in terms of looking at how another business has actually implemented ARX in a very successful way. I do think it's certainly something that each business has to look at in their own particular context to find out if ARX is the best fit for them. And I certainly think this is a very useful resource for you.

Lawrence Neal: And we talk about how ARX is able to help you differentiate your training business. I think with a lot of competitive products out there, ARX does sometimes give you the edge in terms of being probably one of the most state-of-the-art pieces that you can acquire at this time in terms of it's ability to track data, and provide adaptive resistance during the full range of motions of an exercise.

Lawrence Neal: And we talk about much, much more than that. This was a really fun conversation. I'm really excited to finally get this out there. We actually recorded this ages ago. But for many reasons it's only just coming out now. I'm so excited to get this out to you guys and excited for you to listen to this. And for the show notes for this episode, please go to corporatewarrior.co/podcast, where you'll

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

also find a full list of episodes. And now I give you Abe Williams and Mike Pullano. Mike, Abe, welcome to Corporate Warrior.

Abe Williams: Thank you. Thank you for having me.

Mike Pullano: Yeah, great to be here.

Lawrence Neal: Cool. Good to have you both on the show. As we've both been here, or all of us, sorry, have been discussing prior to recording this, Abe you've got a really interesting story which led to you co-founding EverStrong and then deploying ARX equipment there and obviously driving a lot of success in that business. And I'd just like to really start off with understanding more about your story in terms of exercise, and perhaps you could take us on a little journey there, and we could start there.

Abe Williams: Sure, yeah. I've always been interested in movement but it hasn't necessarily been my career. I've always been doing sort of movement on the side of what I was doing before. I used to work in technology. I led product and design for startups here in the Bay Area of San Francisco. And I've always been interested in movement. Ever since I was a kid, I had little GI Joe figures that throw rubber bands on the side of [inaudible 00:07:15] and I was always having them flip around. I think it was 2007, I decided I wanted to start training people on the side and I really got into the subject.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Abe Williams: And let's see, I did a personal training school, and it was like six months long, five hours a day. It was the national personal training institute. And it seemed like a lot of overkill in terms of how long it was, and how involved it was. But I really learned a lot in that. But, I've really felt like that really prepared me to be able to understand some of the things that Arthur De Vany was saying. And I really got a good understanding for how hormones are really what we're trying to influence, what we're doing. Whether it's fitness or whether it's sleep or whether it's eating.

Abe Williams: I started to train people on the side. I also really got into ... I had a bodybuilding phase, I had a powerlifting phase. I really began to experiment. I began to experiment with long distance running. I ended up doing like a solo bicycle trip across Alaska. I really got into crossfit at one point when crossfit was new, and from like 2009, 2011, I became a crossfit instructor and I was the local competitor. I did Chinese acrobatics for three years here in San Francisco. I really just love movement and the thing that just happened to me as I was going through and trying all this stuff out as I just kept getting injured for one reason or another.

Abe Williams: All those injuries, it was just frustrating to me because it get to a particular level of fitness or strength, but then I would get hurt and have to take some time off and let something recover especially. I really did overdo it in CrossFit and gave myself all kinds of tendinitis in just about every joint. And I would say that I really, really enjoyed it. And I thought it was a lot of fun. I just couldn't take it. And I have

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

always been interested in movement and ... Then let's see. It was the ... I read The 4-Hour Body that came out years ago by Tim Ferriss. [crosstalk 00:10:01].

Abe Williams: There was a mention in his book about these people who weren't training very much but getting very strong. And so I was like, "That's interesting. What's that?" And that was the reference to Body by Science. I got that book and I read it. And a friend of mine, Real Powerhouse that guy, was reading it too. And he said, "Let's try this out. Let's go see if this stuff really works. Because if it does, it means that we're really overdoing it and we don't have to do as much as we're doing now." And so we decided we'd do it.

Abe Williams: We found a place here in San Francisco where we could go and test it out, got blood work done beforehand because we're totally measurement geeks. And we got DEXA Scans and then we went in and did the training, and my trainer was Owen Dockham, who's now my business partner. And when you do this kind of training, your trainer is tracking everything you're doing, and then they can show you how far you've come. And so I think it was in three months, we had both gotten a lot stronger, but we didn't have any injuries.

Abe Williams: I was like, "Oh, that's a pretty strong proof point for me." And then we looked at ... We did subsequent DEXA Scans, like three months, six months and nine months. And I would say that my scan at three months, because I was already in pretty good shape didn't look so

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

different. But the six months scan looked a lot different, and the nine month scan looked a lot different in terms of lower body fat, lower visceral fat, more dense bones, more muscle on the frame. And so I was like, “Wow. This-”

Lawrence Neal: Could you just elaborate on the type of ... Because I'm guessing being a kind of advanced trainee at that point, you probably saw very marginal gains. But Abe, do you remember the actual improvement in lean muscle mass at that point?

Abe Williams: Yeah. I'd put on I found five pounds of muscle mass across that time period. And at the time I think I weighed about a hundred ... I'm not a large person. I weighed about 165 pounds and I think my body's fat was about ... I think it might have been 18% at the time. And then I had dropped down to 154 pounds or something like that. The body fat's about 9%. And I might be mixing up my timelines a little bit because I'm 9% of what I am right now. But I got down to about ... I think it was about 12% body fat in that, I think it was that nine month period. And the other thing that I was doing at the time was experimenting just with intermittent fasting.

Abe Williams: That was another variable in addition to the training that I did have going on. But the scans looked great. I was totally convinced. My blood work looked really good and I was like, “Wow. This stuff is hard to explain, but really valuable. That's perfect. I love that.” Because when people get it, they really get it. And so I began to bring people into the gym, and I think we brought Owen maybe like,

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

I don't know, somewhere between 10 and 15 clients. Because we just kept bringing people in and then were like ... I was thinking to myself like, "This is a really, really good business. People are really happy. They're getting great results from this. And then they're always shocked that it's only a short amount of time each week that they're training."

Abe Williams: And so I said to Owen, I said, "I'd really like to switch out of my main career and do this." And he had a facility in Emeryville, Live Oak Strength that was doing really well. And he said, "There's a lot of people that want this training, and I totally go into business with you." We opened this place EverStrong SF here at 218 Fillmore in November of 2017 and I think if I were just to summarize, I can tell you all the details about opening the doors, and what we had to do and trials and tribulations, and scary parts, fun parts. I met a really, really fun part right now, which is great because I've had some people training now.

Abe Williams: And I just get great stories from people all the time about the positive changes that they're having in their life, and like that on top of my own health, seeing other people get healthy and then having this business is just like a really strong foundation. It feels really, really good, and I feel really fortunate, and I'm really glad that I made a change and made some of the decisions that I did.

Lawrence Neal: Well, congratulations firstly.

Abe Williams: Thank you.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Lawrence Neal: That's an awesome achievement. This I guess creates quite a neat segue into talking a bit more about the business. Obviously you've spoken a little bit already about how it started, how you went into business with Owen. Obviously I know Owen very well, and he's been on the show as well, to talk about mostly networking and then Live Oak. But we're very interested to hear how you got started, and how you position EverStrong as a unique offering.

Abe Williams: Well, I will say that it was really surprising to me that in the San Francisco Bay Area that there wasn't already an ARX facility somewhere. And then given the value of this 20-minute workout once a week and what it could do, I was just really surprised that there weren't more of these kinds of places in San Francisco, given how busy everybody is and how everybody wants to do the most minimum effective thing. And so I thought like, "This is just perfect for ARX." And so I decided if I was going to pay commercial rents in San Francisco, I wanted it to be close to my house.

Abe Williams: And so, I just started looking for locations, talking to different landlords, trying to find a place that I'd rent and do this. And of course it was a little bit scary with commercial rents, and then I was going to be leasing equipment. And nobody really had a business here in San Francisco on the ARX, so it felt like a little bit of a gamble. But I'll tell you what I did. Is I went then I trained with Pat Ycaro who had ARX Omni. We actually have his Omni now.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Abe Williams: But I went to go train with him and he showed me ... I got a really experiential time with the Omni and I just was looking at it and I was like, "This is totally going to work. This is totally going to work. Look how everything is measured, look how it's showing you things that you can't see normally." And I just realized how much of the training that was going on before was so much of a black box, so to speak.

Abe Williams: You do something and you don't know really what's going on, and then you measure yourself weeks later. I just thought this is totally going to work. We had a number of places that fell through. And then I think I told the ARX guys like, "Hey, sorry, I need to get out of the agreement, I can't get a place." But then I ended up finding a place right here in Lower Haight and decided to sign the lease, got everything ... Well signed the lease, and then signed the agreement and it's like, "Okay, now we got to turn this into a strength lab."

Abe Williams: And I will say that I had plans for some other equipment in this place, but I made a mistake. We have wood floors with joists, not concrete floors. So putting a MedX Leg Press in this place is not a good idea. Not to put a [inaudible 00:19:46] MedX equipment on wood floor, and I had a huge panic on this place. But anyway, I got a structural engineer to come out, and we had everything checked out and everything was totally fine. But that was another reason why I decided to go with the ARX, because it was lighter. But I feel like that was a perfect storm because for how we're different in the neighborhood ... There's a gym down the street and their gym, and they've got free weights and TRX and things like that.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Abe Williams: And people go in there and they train for an hour, three times a week or something like that. On my window it says, "This is 20 minutes, once a week, one set," and that's all it takes. And people are like, "What? What is that?" And then they're like, "I got to see what the heck is going on here." And I have the windows opaque, so you can't see in and so they're a bit curious. There's a hair salon, there's a really famous place Upper Playground right next to us. This is a fantastic mixed commercial use retail district.

Abe Williams: So there's a lot of foot traffic and people are going by and they're like, "What is this place?" And so when they come in, I'm like, "Not only are we saying that it's 20 minutes once a week, but we have robots, man. We have strengthened robots." And maybe on the ARX side you'd have to talk about it that way, but I totally talk about it that way. And people are like, "What is this?" And then they come try it out and then ... well, that's where we are now. I'll stop there, maybe you have other questions.

Lawrence Neal: Well, yeah. Mike, maybe you can answer this one. I was always absolutely shocked when I found out that you were the first ARX facility in San Francisco. Because I'm thinking incredibly efficient, super effective, but also quantified, and the quantified self is obviously a big movement, you're part of that movement aid from what it sounds like in Silicon Valley. Mike, why do you think that is? Why do you think there's not been more take up? Maybe there is now, I don't know. But why does that happen?

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Mike Pullano: Well we've had a lot of interests I should say in the peninsula area like Silicon Valley. We had machines that were up and down in the Valley. But actually downtown, this is not a place, it just wasn't a spot that we had anybody like Abe who could see the proposition. And I think [inaudible 00:22:34] and Abe can probably speak more to this too, because he probably did quite a few searches to find out what space is cost up there. But I think most people who are trying to start a business in San Francisco are immediately put off by the square foot per rental cost.

Mike Pullano: It's so absurd now in that particular city more than any other city in the country that it's a little bit daunting when you see that monthly number. I don't know Abe if you want to speak maybe what it could fluctuate to, but most people who are listening to this don't understand the unique proposition that is real estate in San Francisco, right?

Abe Williams: Yeah. Let's see ... Price. I saw stuff all over the place. There was 250 square feet for 2,000 a month, which is like, "Whoa, that's insane."

Mike Pullano: That is insane.

Abe Williams: I was like, "Oh boy, okay." And then there were probably that. I was looking for a place that was around anywhere from 800 to 1,000 square feet. We ended up getting a smaller place. But we'd range from anywhere from four to \$7,000 a month for rent. It wasn't cheap, that's for sure. But I think we got a pretty good set up here.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Lawrence Neal: I suppose that they're based on that and the fact that their rents are incredibly expensive in San Francisco, their ARX was an ideal fit because you'll not require a six, seven plus piece facility and which would take up obviously a lot more space. So it's this particular context where ARX can really be a great fit. Mike, is there something that you've seen, is that growing in popularity in terms of smaller setups, similar to EverStrong popping up?

Mike Pullano: Yeah. And not only just in high rent districts, but just in general. I think a lot of people understand the value of starting small in their business, get a clientele, you can always expand and change. But most people are shooting right now, or we'll call it 500 as the bare minimum, but you can probably get away with something even smaller and Abe, yours might be under 500 if I recall.

Abe Williams: Yeah, we're about 500 square feet right now.

Mike Pullano: Yeah. And he has other equipment in there too. You can lease, let's say like a 15 by 15 little office space if that was what you wanted to do. But I think in general, it's about 500 to 1,000 square feet, and they're looking for something that's very simple to move into, that is easy to operate and doesn't take a lot of human capital to clean up all the bathrooms, and keep place a nice and ultimately [inaudible 00:25:44]. Getting started at a minimally viable product is a very good idea, and that's definitely what San Francisco knows all about. And that's exactly what Abe has done. It's really impressive

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

when you see what he's created in such a small space, and ARX fits perfectly in that type of model.

Abe Williams: Yeah. [inaudible 00:26:05]-

Lawrence Neal: Sorry, [crosstalk 00:26:07] go.

Abe Williams: ... to tell you that I think ... I have nine pieces of equipment in here and it's not packed. I did a good layout. But I would also say that the next place that I open, I think I'll just have more ARX. And that might sound a little bit like, "What, really?" I can do so much with them, especially the Omni, if there are moves that I have to sub out for people. This is like a nuts and bolts thing. Some people can't do some movements for whatever reason, and then you need a way to be able to train them so that they can get a benefit to work around whatever limitation that they have.

Abe Williams: And I can do a lot of different things on the Omni and work things out and change positions. And so, I can totally do it with just that equipment. And I think I would like it because it would even look even more clean, but that's just a personal preference anyway.

Lawrence Neal: I hear what you're saying. So consistency across all the different pieces of equipment within the facility is quite important to you.

Abe Williams: I liked the look of it. I do.

Lawrence Neal: Just on what you were saying there Mike in regard to a minimum viable product. Now this is really interesting to me because on the

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

surface of Abe, you were talking about how it almost seemed like a no brainer to you when you discovered High-Intensity training and then these type of equipment you felt, well this is surely going to be successful and people are going to want to do this. And it's one of those things where I wonder, did you actually do any validation before you put any money down, or made a lot of big commitments? Did you go around and talk to people or ask people if they'd be interested if you set something up? Did you do anything like that, or did you just go for it?

Abe Williams: Are you talking to me?

Lawrence Neal: Yeah. Sorry.

Abe Williams: Oh yeah. I went and I talked to Pat. Owen was like, “Hey man, you got to go check out these ARX machines.” And I was like, “All right.” I went to go talk to Pat and I talked about how he was set up with the ARX company, how long he'd had it, what his business was like, and then I trained on the machine. And I'll say that before I noticed right off the bat was that the quantification of the training, and the ability to trend your workouts. For people who haven't tried this, it is tracking foot pounds of torque every second while you're exercising. It's moving with the potential and you're acting with your force against it, and it's measuring.

Abe Williams: When I saw that, I just thought about how many times I forgot to bring my notebook and I recorded something on a phone or ... That was one thing. Like, “Oh wow, this is all tracked automatically,

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

that's awesome.” But then I realized, “Oh, I've done a couple of workouts, look at the difference.” It tells you the difference, percentage increase, decrease. And you can pick different workouts. And I can tell you when I saw that, I was like, “Okay, that's big.” The other thing that I realized is when I'm moving a weight, I don't really know the level of intensity that I'm moving the weight. I don't really know the ... And especially if you're moving a weight, let's say you pick up a dumbbell, and you're pressing a hundred pounds, it's a hundred pounds each way, no matter what.

Abe Williams: And humans are stronger, and they're eccentric. The only way to really get into the eccentric is to get creative, or get a partner to help you. But you can't see what you're doing in terms of what's actually happening from a force perspective, unless you're doing two leg, single leg, then you know. But there's a lot of risk in that. And I just realized that it could show. The design of the thing is almost like it's adapting to you, but really you're adapting to what it's doing, and you can see your eccentric strength. And then all of a sudden it's like, “Oh my God.” Negatives is supposedly like this advanced form of training that you do after you've been training for a long period of time or something like that, but it's built right in.

Abe Williams: And I just began to realize, “Wow, this is going to be more effective for a number of reasons.” And so when people come in, I show them their eccentric strength that they've largely not used, unless they perhaps had tripped and fallen and caught themselves with their hands, or they jump off a ladder, and they're like, “Oh, wow.”

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

And I'm like, "So when you train on these older things, you really can't get into that eccentric strength. You're really not taxing your muscular system from that perspective."

Abe Williams: And then the other thing is ... I have this person who's 78 years old who started training with me in November, right from the start. And I love bringing up his leg press chart because after one month, he was 88% stronger maximally, and then his output increased by some other number. The second month, his output had gone up threefold and he'd clearly doubled his maximal leg strength.

Abe Williams: Then he took a break, came back, and then I think the workout, on the 16th recently, he's almost quadrupled his leg strength on the output side and almost tripled it from the maximal. And this person is 78 years old, and I can show him how much stronger he's getting and just the look on his face being able to see that, he wouldn't have been able to see that before. Imagine if he went to somewhere else, and they were trying to help him get stronger for his life. It's a different ball game when you can show somebody how they're getting stronger over time, and how they fluctuate and ... What I describe sounds linear. It is when you measure ... as I'd say, new people in the beginning, there's a lot of linear.

Abe Williams: But he's had a couple of points where he flattened out, and then maybe went down a little bit and then went back up. And I could show him, it's like you can't always expect linear results from your body. There's always little ups and downs and gains, but because

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

we have this data, we can show them and give them this whole perspective that they wouldn't otherwise have. When I was with Pat, I saw that the machines, I saw that it was totally ... It was just it was a game changer.

Lawrence Neal: That's awesome. And obviously I suppose that was all you needed to experience that and to see the potential and then that probably gave you enough in terms of motivation to get it going. Do you want to just talk a bit about the business model and what you've created? And if you're comfortable, would be really interesting to hear about some of the numbers and that you're willing to share on that.

Abe Williams: Oh, yeah. Let's see. Let's see. We have a price per session. If you were to pay a single session rate, it's about 80 bucks. And then we do four packs, we do 12 packs, we do memberships, we do partner memberships, we do twice a week memberships. And let's see. The reason we do four is that some people want to try it and get familiar with it. They know that they want to try it, but they're not sure if they want to stick with it or their schedule is a difficult schedule. That's the four pack. Then there's a 12 pack. The 12 pack is based upon a neuromuscular adaptation period of about six weeks for just about any human.

Abe Williams: Some people are faster and slower, they get stronger just neuro muscularly and the next six weeks is laying down your fiber. I tried to steer people into the 12 because that way, they have plenty of

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

time to feel the effects of the training both in terms of feeling stronger and then starting to actually look stronger or to notice the strength or notice how their body changes. So that's the 12 week, that's about 900 bucks. And then we do a one X once a week, monthly, and that's 300. And then we have people who want to train twice a week, and that's around 500 I think.

Abe Williams: And then we have partner memberships. And partner memberships, we created because we realized “Huh, we have a lot of partners training here.” It is probably 30% of our business where like a wife comes in and the husband comes in, or two roommates, and then they see the change in the other person and they're like, “What are you doing?” Like, “Oh, I'm over everything in the shop.” And they're like, “Oh, cool, I'm going to come check that out.” Anyway, the partner rates are cheaper just because it's a thank you to other customers for bringing people they care about in to us.

Abe Williams: And then we do a 12 week body transformation where we coach through diet as well and that's \$1,500. That includes DEXA Scans, before and after photos. And this program has been really successful. I think I've gotten some of my most staunch referral advocate customers from this. I kid you not, yesterday, there's this group of like five clients in this program and they created this Facebook group called Abe's Angels. And they invited me to it, and I just saw this and they've been talking and sharing things and I felt so honored that they [inaudible 00:37:24]. That program has had a big effect for those people. And then we will see that if I talk a little

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

bit about the kinds of customers that I get maybe that might be useful too.

Lawrence Neal: [inaudible 00:37:42].

Abe Williams: They're definitely the quantified self biohacker folks that really, really like this training. And then there are the busy executive folks, like vice president of this or that, or the top VC here or there, they like coming in, and doing this training because it's super efficient. And the biohackers like it because it's the minimal effective dose of exercise and it's quantified. Seeing those numbers is good. There's another set of customers which is I'd say women over 40 who are concerned about bone density. And then if you were to then split that a little bit, you'd find perimenopausal women.

Abe Williams: And these women, they're in a low estrogen state and so the likelihood of their [inaudible 00:38:41] is not downregulated. So pretty much whatever they do, whether they're trying to do bicycling, or trying to go on some Whole30 diet, or something, they're just not able to lose weight, and they're really frustrated because of the hormonal changes in their bodies. And some of them can't do hormone replacement for whatever reason [inaudible 00:39:03] genes or something like that. So, those kinds of customers respond really well to this kind of training and then a low glycemic approach to food.

Abe Williams: And so those people, when they start to feel results, they talk about it because they have been struggling with something that's really

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

been frustrating them. That's just a really important segment. And I didn't know that this would exactly happen. My bets were that it was the busy executives and the quantified self folks as the primary set of customers. But it's actually shifting a little bit more to the ladder that I had just spoke up. And I'd actually done a lot of practice in that because my wife is one of those people, and we've really had to experiment and figure things out there.

Abe Williams: When we first started, we got written up in a local publication headline and that was a boom in the neighborhood. We had 60 people sign up in three days. And that was pretty wild to start with that many people right off the bat. And I was like, “Wow, this is cool.” And then we tried different kinds of tactics to get more customers. We tried online advertising, we also were working in Business Networking International, BNI. And probably the number one things that actually worked ... I really don't feel like online advertising actually worked for us. I think what worked for us is foot traffic, and then now we get referrals every week from existing clients. So, there was this initial wave of getting new people.

Abe Williams: And now those people have been here and they've stayed and they've gotten results and they're happy about it, and now they're telling friends and it seems like just about every referral is from an existing client right now, and they're multiple each week, which is pretty cool. It's a great [inaudible 00:44:45] to have. I will say that I am now very, very, very, very busy. We have myself and Owen and

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

we have Pat, we have Austin, we have Sally, but we're still ...
There's a lot going on here every day.

Lawrence Neal: Will you be hiring more people at the current location-

Abe Williams: Yeah, that's-

Lawrence Neal: ... or you will be looking to scale out?

Abe Williams: Yes.

Lawrence Neal: [inaudible 00:45:09].

Abe Williams: Yes.

Lawrence Neal: Cool. That's really interesting because it's a really common theme on this podcast. When I speak to new strength training facilities that have just taken off, they always have really good locations with very good foot [inaudible 00:45:29]. They've worked hard to try and find a location where there's plenty of foot traffic and that's really helped the business startup, and then I guess the referral and word of mouth mechanism kicks in after that. So how many workouts are you doing a week now? Just to get some perspective on the workload?

Abe Williams: I think there are 70 a week right now.

Lawrence Neal: Wow, that's a lot.

Abe Williams: Yeah, it's going up. Each week it's going up.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Lawrence Neal: Mike, last time we spoke, you were talking about when gym owners are thinking about ARX maybe starting ARX based business or replacing their stuff with ARX, you did some math to figure out, "Okay, you need X amount of clients to get a return on investment on the way you currently price it and lease it." Do you want to talk a little about that, for those that are listening that may be considering ARX for their business, who want to know what type of demand and customer flow they need to generate in order to actually make a good living doing this?

Mike Pullano: Yeah, sure. In general though, it's going to vary quite a bit in terms of people's monthly, now that they need to cover. In Abe's situation, he has an extremely high rate that if you go to ... I was just in Spokane, Washington, I know for sure that they're not paying anywhere near what Abe is paying in downtown San Francisco. So that changes all of the total amount of customers that you need to come through the door. I think what Abe has done really successfully is he provided value in various forms.

Mike Pullano: Some people, they stick to a single session and it's just like a package deal. Other people are like, "Okay, I want to get a membership." I think Abe has done a great job of diversifying and getting an offering that will fit all sorts of different people as well as rewarding certain people coming through the door with the partner memberships and those types of things. Whatever his number is, he's finding creative ways to cover it, and one of the things when

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

we talk about just numbers in general and the way that ARX is structured for the listeners, we're lease model.

Mike Pullano: Getting a machine is not going to cost you a ton on the upfront, which gives Abe and Owen for that matter as business partner who is running a different location, an opportunity to get creative, to test some things but not have \$40,000 day one I had to pay this guy, and then you're stuck paying that off. It's just exactly like a car. You don't need a ton up front and you can immediately enjoy the experience. And so that's the model that ARX has got from day one. And it allows business owners to get started without having to cover a huge [inaudible 00:48:39] not that they have to achieve.

Mike Pullano: And that just creates a lot of stress for a lot of people in franchises, or who are starting a traditional model and they have a large square footage, and they have all this equipment in there, and they haven't even opened their doors and they're already 120,000 whatever the average is. But it's roughly around there to start traditional facility.

Mike Pullano: So Abe did the opposite. He found a good spot, he heard the rent was high, but he kept it low square footage, and he invested in technologies that didn't put him under water right away. And didn't put a ton of stress on his business so that he can do the things that he's doing right now, which is getting creative, getting an organic growth and ultimately then, Abe what is it? So it's November, you're about six or seven months in the industry now?

Abe Williams: November, December, January, February, March, April, six.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Mike Pullano: Yeah. So about six months in and he's already now considering, "Okay, what's going to happen in six months from here? Here's our flow, here's our bottom dollar." And then he can think about expanding but he didn't tie himself to too much on the upfront and I think that's a key factor for how you we've chosen to sell to our customers.

Abe Williams: Yeah. And another thing that I would add is that the way that I looked at it was that "How many customers do I need to break even for my scenario?" And for us, that was 30, we needed 30 people. And we're like, "We can get 30 people. We can totally get 30 people." That covers the rent, that covers the cost of all of our expenses, and you guys can run the numbers on that because I gave you some pricing, and that was it. It's like, "Oh yeah, we're going to get a lot more than 30." It's just how long does it take before we get to 30? And I'll tell you, we were profitable on the 11th day that we opened up. And I will say that [crosstalk 00:50:52] December was really good timing.

Abe Williams: December that was really good timing on the Hoodline article that came out on us. And some of it was not chickening the hell out on the whole wood floor thing. But on the 11th day, that was pretty awesome. I didn't expect that, we didn't expect that at all. We thought, "Okay, maybe in January we'll have all the people that we want for breaking even and making a little bit of money." But now we've more than doubled that and more are coming in. So, I don't

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

actually think it's a six month thing for the next moves that we do, I think it's sooner. But at the same time, I really like a little vacation.

Lawrence Neal: No, that's really cool and a really interesting success story. And I think it's important what you did. You take something that's quite abstract like, "Okay, is this going to work? How many kinds do we need?" And you actually go, "Okay, well these are our costs and we know exactly if we lease it for X and we know we need 30." And when you do that, it makes these types of adventure way less scary because you can see that it's actually very achievable. Mike, just something I wanted to ask you and I guess more of a challenging question. I understand and appreciate the rationale behind the way ARX is priced.

Lawrence Neal: But I know there might be some people listening to this who are maybe thinking about starting a business, or might have already started to do. It perhaps went down a different route. Let's say they bought a six, seven piece Nautilus or MedX set up. And obviously in that context, you're not looking at an enormous outlay, you're looking at depending on where you are and what you saw. If you're in the U.S. you might be able to get a seven piece MedX set up for maybe 15, 20,000 obviously which is less than the numbers you quoted.

Lawrence Neal: What would you say to the person that is sitting down and they're looking at ARX, they're looking at your lease model, but they're also looking at these other alternatives that, "Okay, they're more up

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

front." But you're talking 10, 15, 20,000 which if the business obviously works out, you can pay that back pretty quickly and it doesn't become a huge burden. So, how would you address that? How would you differentiate?

Mike Pullano: Though that was the word [inaudible 00:53:30], is differentiation. So, if you have a business that's succeeding currently with a more traditional setup, by all means continue on. There's no reason why you necessarily have to change, but what we see and what we hear, and Abe can probably expand upon this a little bit further is that model is commoditized. At least in the States, it is. So, when you have a setup like that and you're trying to market to customers and trying to bring in new clients, at some point in time they look at what you've created, that's just evidence-based, high-intensity training, whatever type of studio you want to call it, but a very high-intense resistance training setup with those traditional tools.

Mike Pullano: They've seen that. And then they immediately compare, even though that's a better offering, the three of us understand that, a lot of listeners understand of how [inaudible 00:54:29] an offering that can be. But they look at that and they compare that immediately to the place that's down the street that costs \$30 a month. Or they compare it immediately to ... We have a thing called ClassPass here in the States, where it's like \$99, and you have X amount of their tickets or whatever they call them, I'm not sure what the term is, but you can go to all the yoga classes, and the strength training

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

classes, and group classes and it's 100 bucks. And you have an unlimited amount of fees.

Mike Pullano: You look at the model of what's been built over the last few years, and it's just a very commoditized setup. So, you can have this amazing offering that can give people amazing results and they immediately devalue what you've offered just because of the current climate. At least again in the United States it is high, where if you walk into Abe's place, you might see some of that traditional stuff, but you're immediately going to see something that's different and it is not only just looks different, but it feels extremely different. And it's something that truly differentiates Abe from the place down the street, from the ClassPass, from the Yoga studio or whatever anybody else is going to compare it to.

Abe Williams: Do you mind if I jump in? There are a couple of things that are actually really important. So this question of, "Do I go with this leasing model for an ARX, or do I go with buying my own MedX?" I think I would back up to a different place actually. I would say like, "Who do you want to be? What do you want your brand to be? What is it that you really want to create?" Like for me, I want to be on the front. I want to be on the front of technology. That's one of the things. I want to be on the front of exercise. I want to know everything that's going on hormonally in someone's body and I can't see it.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Abe Williams: I want to know those things because I want to be able to help people from that perspective. I think that the MedX stuff is totally tried and true. And if you're like, "You know what? I want to go the tried and true route, and that's who I am." Great. That will totally work. It will totally work. But I'll tell you what happens in my place. When people come in, I tell them, I take them, I walked them in, "This is the rectangle where we get the work done." Over here I show them a MedX Overhead Press machine.

Abe Williams: And I say, "If you've been in a gym ..." By the way, this is not a gym. This is a lab. "If you've been in a gym before, this probably looks very familiar to you. It looks like something you've seen before, but it's not. This is actually from a physical therapist office, it's electrified. You can control the range of motions for people so you can get strong, even if you have some shoulder impingement." And they're like, "Oh great, that's different." And then I say, "And here I have the strength training robot." And I turn them around and I show them the Omni.

Abe Williams: They have a different look on their face when they're looking at that versus when they're looking at the Overhead Press. They've seen an Overhead Press before, they never seen this other thing. And then I show them like, [inaudible 00:57:55] different exercises like, "Look, here's how it draws things out on the screen for you." I show them people's data. That does not compare. It just doesn't compare between the two.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Abe Williams: And I'm excited about these things, so I probably add to that mix and I probably fire them up a little bit in that direction. But honestly, when I look at people's faces ... I used to work in technology and the product management design. And I learn when you do user research, you look at people's faces for their reactions. And then in the microsecond, you can see whether or not they're either liking what you're saying or not. You can tell by the body language if they stand back with their arms folded, et cetera. And they lean in to look at Omni. They don't lean in to look at the MedX Overhead Press. That's just an interesting thing.

Abe Williams: And another thing to take into account is that, this is said all over the world all the time right now because it's totally true, but industries get disrupted by technology. And there will be ... I'm sure you know this Mike. There are going to be other people that enter this space and probably the ones with the greatest distributor ship are going to win as far as who can distribute the most equipment. But these machines are totally going to be the future of exercise. This approach, this quantification, it's going to manifest in different kinds of ways, but it's totally ... Even like MedX will get hybridized probably with some other kinds of technological additions that they do there. That's the direction that it's going to go. That's totally the direction it's going to go.

Mike Pullano: And I think ultimately ... Yeah, and I agree obviously. I think ultimately Lawrence back to your original question of why choose ARX or over traditional stuff? Well, Abe just describing an

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

experience for somebody that's completely unique. They can't match it to anything. And so therefore Abe has a higher value immediately in the customer's eyes, Abe can charge more. Where the guy that's on the street, who's just ... He's doing a very similar model, but he only has traditional tools. He has to charge less because the customer does not see him as a higher value because they're used to it.

Mike Pullano: This is the tried and true, it's everywhere. It's \$20 here, it's \$30 there. It's like, "Oh, you're going to charge me \$80 a session? No way I can go elsewhere for this exact same." Whether or not it be exact, they feel it's the same. "And I can go down the street to Planet Fitness for \$10 a month." When you're looking to start a business, market differentiation is a huge [inaudible 01:00:44] in your cap when you're starting. And Abe is reaping rewards everyday when people walk in, and they lean in. And it's not to the MedX Overhead Press, it's TD ARX.

Abe Williams: I'll tell you one thing that [crosstalk 01:00:58] I was afraid of that I thought might happen. I thought that ... Because in the Bay area I see trends of things come and go and people get pretty excited about trends and they're going to do them for a while. Especially like people in the 20 to 30 age range, they want to try out all the different exercise modalities. And I thought that the ARX novelty would wear off. I thought that that could happen. That was a risk. If that was true, then my business would always be suffering to get new clients constantly. But that is not happening or it hasn't really

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

happened. I know it's still early and I have to watch for that or something like that happening, but it doesn't look like it's happening.

Abe Williams: People come in and they're like, "Okay, I'm ready. I'm ready to see what my numbers look like today. I'm ready to see how I'm going to do." And it's so interesting because people are like, "I feel great, I'm going to crush it today." And they don't. And people come in, and it's like, "Oh my God, there's no way I didn't even want to come in." And then they personal base it all over the place. And it's like, "Wow." Your brain or your body are not as connected as you thought. It's always a surprise for them. Those experiences are just ... They seem highly variable and it doesn't not get interesting but it doesn't become uninteresting so far. Anyway, but that was one theory that I did have, I was pretty worried about but I was willing to take the risk.

Lawrence Neal: Yeah, I do really like that about ARX, the fact that each time you go back you try to improve on your numbers and the fact that you can measure all that is really, really cool. And that's what got me excited about it when I tried out Matt's model down in Brighton in the UK at Main Fitness. And there's a few things you said, Mike, that actually I didn't really think about. As you guys know, I live in Galway, which is a city in Ireland that no one knows exists. Well they do, it's a beautiful little place, but obviously it's not as well known as some places.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Lawrence Neal: And there's no ARX here, obviously, and there's no really sophisticated exercise equipment. There's no Nautilus, there's no MedX. In my little bubble I'm thinking, "If I set something up here that was based on MedX and Nautilus it actually would be unique." But that's because I don't live in the U.S. where obviously Nautilus, MedX is much more ubiquitous. I totally, completely see where we're coming from. If you're not new in creating like a new category and differentiating yourself, it is difficult to charge higher prices.

Lawrence Neal: And obviously it's much easier to do that than to try and compete with already exists. Because I suppose you're competing, but because you're offering something so different, it's a lot easier from what you guys have been saying. Mike, I'd love to hear you elaborate on how you go about onboarding clients, or teaching businesses that use ARX how to onboard clients and also trainers to use the equipment.

Mike Pullano: Yeah. Real quick. Just one more point about what we were discussing.

Lawrence Neal: Sure.

Mike Pullano: The reason that Abe is ... I forgot what Owen said, but when I first talked to Owen he said, "I don't think Abe has lost a single console at all since day one." He's like firing at 100%. And the reason is that yes, Abe is fantastic at what he does, in the way that he speaks, and how he speaks about what he's offering is extremely important. But at the end of the day, the numbers do not lie and the data that

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

we can now ... Just the software component of what we provide changes the value proposition tremendously where it's no longer a, "Hey, trust me, this is going to work." I literally tell people, do not trust me anything I'm telling you. I just want you to start.

Mike Pullano: And if you can start, we can show what the numbers are doing and because the technology is adopted and it works for everybody, I know it sounds crazy but it really does. And we can see those people go up, and I don't need to sell them anymore on my service, my business, they are sold by themselves because the numbers tell them that it's working. It's not a, "Trust me, give me your money and we'll talk in six months." Each session you're getting more and more proof that this is actually doing the thing that I said it was going to do. And that should never be downplayed. But it typically is because most people only try ARX once or twice, they don't see the progressions that we see all the time with clients and customers in the world. And that's huge. It's just so important to underscore.

Lawrence Neal: Abe also has a very charming calm demeanor, and I think that really helps. Just listening to him on his podcast, I'm thinking, "Yeah, I'd buy from him."

Abe Williams: [crosstalk 01:06:24]-

Lawrence Neal: But I hear you Mike.

Mike Pullano: I mean it.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Lawrence Neal: I can see how that could be very compelling. And just also for the listeners quickly, if you're listening to this, you're thinking, "What the hell is ARX?" There will be plenty of them links to videos, show notes to demonstrate the actual machines that we're talking about if we don't get a chance to talk about them in detail here. I'm sorry, Mike. I don't know if you wanted to continue on with regard to onboarding. Yup.

Mike Pullano: Yeah, I'll do a quick ... My side of things and our side of things and Abe can talk about what his experience was like. But in general, when you first sign up with us and let's say you don't have a facility like Abe didn't at the time, we have a whole Academy that we put people through. We discuss a lot of the finer points of the strength training, and just some of the general principles that you would find very similar in a Body by Science. We've just turned them ... Put the spotlight with ARX involved in that. It just recolors everything that Doug and a bunch of the people in that world have talked about for years and just puts a new spin on it. So you do just understand how all of this was true.

Mike Pullano: And now it's even more true than we ever thought because we have this amazing tool that just optimizes it makes everything really simple. So we walk people through all that with an Academy. We have a Facebook group that's a private members only that people can go in and ask questions like, "Hey, I'm starting my business and I don't know what ..." What does it say? Like reservations tool, online reservations and scheduling. Like, "What tool do you use?"

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

And 15 people will respond, "Hey, I use it this way." Or, "Pricing and packaging." And so you get access immediately to all the clients that are already out there who are using ARX, and how they're using it most importantly.

Mike Pullano: A couple of those things and then ultimately when we do the install, somebody from our team is always there, and we spend two hours, three hours if we can walking them through all of the software and the protocols and answering as many questions as possible. And we're totally available on the back and to continue with that training process if necessary. But most of the time it's so intuitive and so simple. The way we've designed it. That as long as you know the basics, you're often running day one and you no longer have to be a professional weight guesser. You don't have to choose the right way every time for your customer.

Mike Pullano: You just have to get your shield down about what your business offering is, what this tool is, and the technology takes care of the rest. So as a business owner, it's just you release so much of the stress and as a trainer there's some charting, there's no one anything like that. If you're in a super slow, counting everyday, people go to bed just counting one to 10 just thinking about it over and over and over again. And that's very tiring and it's just a process that we've used technology to remove. Abe maybe you could talk a little bit about just what your experience has been.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Abe Williams: Yeah. For me I would say that overall it has been really interesting. And to be more specific I've had excited point where I felt like I knew exactly what I was doing and I had other points where I was really frustrated because I had run into a hard spot and ... So let's see, let me think about this for a second, so it's coherent. On the Body by Science approach with the MedX machines, you're training people in a time under tension protocol, gently incrementing weights as their form allows, and their ability to handle going to failure, et cetera. That's not exactly accurate, but it's representative.

Abe Williams: Then on the ARX, I went through the Academy, and I actually got to have a lot of time with Mike when he came to upgrade the Omni, which was a lot of fun seeing the Omni and pieces all over the place. And I was actually impressed to see Mike's mechanical skills from product manager to product manager. I very much enjoyed seeing your technical skills on the machine. And then we talked a lot about protocols, because with the ARX you have protocols. You have protocols too on the MedX, but some of them are specifically defined and it becomes a lot more visible.

Abe Williams: And I will say that it was a journey for me because in the beginning I think I treated it ... I did this approach on the ARX where I had people increase their intensity each week, similar to how we were doing the MedX. And I got to a point where people started really ... I remember one day where everybody's numbers were just way off, and I was like, "Oh my God, I'm having my wife ..." Even my wife trains here. And she was just super pissed about her numbers. And

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

there was this whole psychology around the numbers, but I really had never run into with MedX really.

Abe Williams: Because I realized something, on the MedX I can help people get higher numbers with a little bit longer of a static hold. I can have them move a little bit more slowly. I can have them do half reps. And I've realized, "Holy shit, I've been cheating a little bit to help people go a little bit further on the MedX." And I realized like, "Oh, I can do that. This thing is too precise."

Abe Williams: And then I was like, "Okay, wait a minute. How do I want to operate with this?" Then I had a couple of conversations with the ARX folks about like, "What's the progression do you see with people with numbers?" And that's talking about it, and the takeaway I had was like, "Hey, you don't try to play the NFL every week." When you come in to train it's not like you're trying to win the Super Bowl every time. And then I began to come up with protocols. Here's an example, I might have somebody who starts do a two minute time under tension protocol across the big five, and I'll have them do initially a subjective percentage of effort, like to 50% reps, 75% rep, 85% rep and then hundreds after that.

Abe Williams: And as I began to come up with those progressive protocols, Owen, my good partner sent me an email exchange from Doug McGuff and someone on the ARX. And he actually described exactly what I was doing and I was like, "Okay, cool. Good, that sounds about right." I began to come up with all different protocols with the

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

people and it's made ... Here's a couple of examples. Let's say I run with somebody on incremental protocol for four workouts at two minutes, and then they're able to work pretty hard soon. And then the graph is basically up into the right all time. I'm like, "Okay, now we're going to change your graph to a triangle, meaning warm up, work your ass off, recover or fatigue." And then we'll look at how much we can fatigue you.

Abe Williams: And I drop your times down to a minute 30 and we'll run with this protocol probably until like the ninth and 10th week. And then we'll do static strength tests, and then do some assessments for how we want to proceed. For the next minute protocol, what do we want to try and do, like 40% in road protocols with them? Et cetera. Or then we'll have have people who say like, "I want the beach body, I want bigger muscles."

Abe Williams: So I'm like, "Okay, we're going to switch your protocol. We're going to instead focus on your negatives so that we can damage the muscle fibers, stimulate more recovery and gain muscle size. So we're going to shorten your positives and we're going to lengthen your negatives." And so we've got this whole negative protocol that we can run for a period of time, and just be aware of your strength numbers are probably going to drop over time because of the adaptation that we're aiming towards.

Abe Williams: And I will say, if I just stop for a second, I've got lots of protocols, I have like a 12 rep, 50% protocols that I do, which is my recovery

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

protocol for people. When someone comes in and they blow their numbers away, I know the next week they might be down a little bit because they've jumped into a whole new zone. Oh yeah, and here's an important point. I'm not talking about like ... I'm like, "Are your numbers better than last week?" I'm talking about like, "Okay, what zone are you in terms of output and maximal effort?" If someone can jump to say 400 and they were at 350 before, they're in a new zone. And I was like, Yeah, you can expect to see a little bit of up and down in this new zone for a little bit and you'll flatten out. And then you'll burst out to 450 as an example.

Abe Williams: And so I've got this 12 rep, 50 protocols that I do, which is essentially if someone comes in, they just like totally blow it out of the water one week. I'm going to get them ... I'd like for them to come in for the next week and do the 12 rep 50 protocol, which is going to get them more blood and oxygen to assist with recovery. And especially if they're pretty sore, that could help. Although due to the repeated bout effects, people get less and less sore on this in general.

Abe Williams: And then I might put them back into an incremental. So I will say that the ARX folks have been very, very helpful in helping me determine like what protocols to use when. But I've also come up with a lot in my own protocols and what's really cool is I can use the numbers to tell me if my protocols suck or not. That's so cool. I don't know-

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Mike Pullano: So, all that being said-

Abe Williams: [inaudible 01:17:27] listen to that for a second because I try all protocols, and if the numbers go up over time, I know that this is working. If they don't, I take that protocol out of rotation.

Mike Pullano: And we love when you hear that stuff Abe, because what you just said is you just immediately graduated to the 400 level class. Because all the 100 partner level stuff is already taken care of for you. Your rank in front of people who are listed, you don't know when ... We probably should definitely do part two lines where we can dive into this a little more. But-

Lawrence Neal: Sure.

Mike Pullano: ... in general when you're on a MedX machine, the range of motion is set somewhat based on the physical limitations of the machine. But the seed isn't. And so in a variable resistance there's only so much. There's constant adapting that you're doing in worrying about, the turnaround speeds, and don't go too far, and make sure that when ... Okay, because it's too easy for you, I'm going to help you on at a force negative for these last few reps, attempting to solve all these problems.

Mike Pullano: And that takes some trainers years to perfect. And it's a really good, I just call them weight guessers because that's really what everyone's doing. And there's some people who are so good at that. They spend a whole career doing it, and they know just the

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

right amount to push on somebody to make the negative work for them. But with ARX none of that matters anymore. And that's not the downplay like the skill set that's may acquire those people. But if you can remove that, I'm sure most of them would all agree that they would be happy to do so, so that they can go and work on these 400 level protocols.

Mike Pullano: So, immediately Abe goes from, "I don't have to worry about what way to choose, no matter what the client's recovery profile is. I don't have to worry about [inaudible 01:19:19] motion, I can control the speed in both directions, I can change the speed five seconds, one way, 10 seconds the other way. I can only do half of a repetition." He's talking about negative Omni for hypertrophy and tearing the muscle fibers, but you can also do concentrical Omni the positive and really deplete glycogen.

Mike Pullano: You can literally just break off half of a rep and with a weight you can't do that. Whenever you lift you have to lower. But here you could just lift, or the vice versa, you could just lower. And now he has the ability as a trainer to think so much bigger than he ever would have because he would have been worrying about all these little things that ARX already stopped. I don't know Abe if you agree with that, but I see that over and over again with people who are less experienced. They can immediately jump to these higher level of training and protocol.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Abe Williams: Oh, yeah. With people that I want to help lose weight, yeah I'll do more focused on the positives to exhaust them and deplete blood sugar and glycogen. Yeah, that's true.

Lawrence Neal: Yeah. It's really impressive how flexible the machines are and the number of protocols you can do. And it's really exciting. Just, I guess final question for you really, Mike, and then we'll wrap up and we'll definitely have to do part two because there's so much more to cover in terms of the machines and the exercise selection and stuff like that. One of the issues that I know a number of people have faced trying to acquire ARX is the current distribution set up. I don't know, from what I understand if you're not in the U.S. then the leasing option isn't available to all countries, but I just want to understand what's the strategy around that at the moment in terms of the distribution on a global scale?

Mike Pullano: Well, with each new customer who wants our technology in their country, they should just figured out the process and the way to do it. And so, yeah, we have 10 machines that are in Perth, Australia. We have machines that are in Russia, a couple that are in Barcelona and Madrid and yeah, you've been in the Brighton one in the U.K. Also to Canada, you name it, we got enough there. We're still so in the early parts of this growth of this technology and each time that we have a customer that is in a different country, there's obviously a couple of questions that we have and some things that need to be organized, but we're at a stage where we can deliver pretty much

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

anywhere into anyone and have a successful process with that. Did that answer your question?

Lawrence Neal: Kind of it. And I appreciate, it could be very cost prohibitive perhaps to do your leasing business model on a global scale right from the outset. But is that the goal in the future? Because what I understand those that have ... I could be wrong, and those that have acquired ARX in other countries and they have had to pay for up front in most cases. Is that incorrect or?

Mike Pullano: Yeah, yeah. It's a little bit different. And we're toying with a couple of different ways to make it advantageous for international orders and customers. Honestly, I would say just reach out to us if you're in another country and you're looking to acquire ARX, we're flexible. We're a small company and we have the ability to be very nimble in the way that we go to market. And we're always trying to improve and help our customers and mainly just grow our technology. So if you can help us do that in another country, let's talk.

Lawrence Neal: Cool. I know that obviously and majority of people listening to this are based in the U.S. and Canada. But I'm being a bit selfish and also, I do have obviously listeners worldwide. So, I know that some of them who may be ... Who I actually am talking to on email that they're showing interest and they're trying to figure out how they can be creative and I guess potentially work with you guys to make it work. Guys, this has been really, really fun. Abe thank you so much for telling your story. And Mike, appreciate you being able to

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

go through a lot of the topics around the ARX to explain it better for the listeners. Do you both want to just take turns now to just let listeners know the best way to find out more about you? And just start with yourself Abe.

Abe Williams: Oh, sure. Let's see. I am Abraham J Williams and you can go to everstrongsf.com. And there's information about, and you can definitely contact me through there for sure. You can also find me on LinkedIn if you wanted to look at my career profile or whatever. But I'm really into the connecting about this work, so everstrongsf.com and reach out to me from there.

Abe Williams: One other thing that I just wanted to say that I was just thinking about is, I would really like to thank Tim Ferriss for writing that 4-Hour Body book and for talking about Doug McGuff's Body by Science. And I would like to thank Doug McGuff for writing that Body by Science. And I'd like to thank David DeSisto for having his place in San Francisco and Owen for being there and then for partnering with me because this little chain of books to people has been just like a wonderful ride.

Lawrence Neal: I follow the exact same chain. The podcast is ... The 4-Hour Body was probably the catalyst. Like you, I saw what the Geek to Freak, and the strength training thing and surely that can be possible. And then obviously seeing the bits in there that were the exercise from Body by Science, and then going onto reading Body by Science. And then that pretty much being the entire inspiration for the blog

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

and the podcast to be honest. Now I can completely relate to what you're saying. Mike was the best way people to find out more about you?

Mike Pullano: Well, first off, that makes three of us because that's exact same path that I took too. [inaudible 01:25:44]. Tim [inaudible 01:25:48] now. One day we'll get him over here to check out some ARX and hopefully blow his mind, and thank him personally for it. But for me it's just reached out to us at ARXfit.com. Please go to the YouTube side of things if you want to look at and see like, "Well how do you do a Leg Press on the Alpha, or a Belt squat on the Omni?" Or talk to me a little bit about like, "What does a workout look like with the software running?" I think that will really put together some things for people who are listening to this who haven't experienced [inaudible 01:26:20] in person or haven't even seen it.

Mike Pullano: And I think it would just really get some ideas running in your head. And I'll say one more thing too. I don't want this to turn into an ARX Omni conversation here. Mainly if you're listening and you're doing the strength training stuff with weights, it's incredible and it's so works. And the only thing that we found is that there's still more. There's still more to be heard physically. People talk about muscular fatigue, genetic ceilings. I look at things as like, "You're limited by that tool to reach those things." But Lawrence, I've heard you talk like, "I pretty much reached mine. I'm plateauing and I'm at my genetics ceiling."

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

Mike Pullano: That might be somewhat true, but you're not at the ceiling. I promise you that. And I know for a fact, because I've seen it on the numbers. People who think they're there just get ramped up tremendously, 50, 100% still in terms of strength gains or whatever they're looking for. And we know that with the numbers. We know that with the technology, the software is this key factor. If you're out there and you think, "I've seen it all done it all and I'm at my peak and ARX is boring, I have to do the same. I have to go up quarter pound increments."

Mike Pullano: I promise you that's not true. I promise you that there's still more. There's a better stimulus out there so that you can get a better response. And that's what we're trying to bring to the world. We're just trying to help everybody and really take ... When we say democratize exercise, we enter the masses. Let the people-

Lawrence Neal: [inaudible 01:27:57].

Mike Pullano: ... be their best and do their best.

Lawrence Neal: I'm skeptical, but intrigued-

Mike Pullano: Oh, [inaudible 01:28:03].

Lawrence Neal: And we'll certainly dig into this more in terms of the games in part two Mike because I'm very intrigued. I noticed you're in excellent shape yourselves. So, clearly, it's worked for you as well. I know that you train on ARX as well. And for all the listeners, obviously, visuals would be very helpful to accompany this conversation.

[Abe Williams & Mike Pullano – How To Build A Profitable Strength Training Business With ARX \(#151\)](#)

There'll be plenty of links and resources in the show notes. And to find the show notes and the blog post for this episode, please go to corporatewarrior.co/everstrong. And if you want to find a list of all the episodes of the Podcast, please go to corporatewarrior.co/podcast.

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