

[Pamela Gold – How to Build a Biohacking Fitness Studio \(#222\)](#)

Lawrence Neal: Today's guest is Pamela Gold. Pamela Gold grew up on her family's apple farm in upstate New York, graduated from Yale University, and then entered the business world in New York City where she was the point person on an IPO at the age of 24.

Lawrence Neal: Leaving the workforce to start a family, she co-founded West Village Parents and went on to pursue her passion for fitness and wellness. It was through this pursuit that she discovered yoga, which connected her love of philosophy, science, psychology, and wellness and started her meditation practice which, ultimately, unlocked an entirely new flow of wisdom and inspiration.

Lawrence Neal: She wrote her book, Find More Strength Five Pillars To Unlock Unlimited Power and Happiness in Two Weeks, wow. Founded a coaching business and created Peace Power Parenting an online course to support conscious parenting. And in 2018, she created HACKD Fitness, New York City's first biohacking fitness studio. Pamela, welcome to the show.

Pamela Gold: Thank you so much Lawrence, it's a pleasure to be here.

Lawrence Neal: Likewise and excited to talk so to learn more about you, and how things have been progressing along since we spoke about ... what was it seven, eight months ago something that? It was just-

Pamela Gold: Yeah, I-

Lawrence Neal: Before Christmas wasn't it?

Pamela Gold: It was. Yeah, right in the early months of HACKD.

Lawrence Neal: Yes. So we spoke at that time and you just kind of opened the doors, and it was all a bit crazy, and you weren't quite sure how things were going to go. And you had some goals, you had some sort of things you were working towards. Yeah, how's business? We'd really love to hear how's things gone for you for the first kind of seven or eight months in business?

Pamela Gold: It's been really, really beautiful. The biggest surprise, or the thing I couldn't have anticipated, was the community that was going to pop up around HACKD, and the people that were, organically, going to find us and fall in love with the energy of the space, the tech, the experience, the team. It's just been so beautiful and so organic in its growth.

Pamela Gold: There's a lot of things about the business side that, obviously, I knew I wasn't going to know until I stumbled through and did it. There's been a tremendous amount of learning on the business side, but between the business going really well, the community just flourishing in ways I couldn't have imagined, it's just been from every level a success; I'm very, very grateful.

Lawrence Neal: Talk to me about community. What do you mean by that?

Pamela Gold: So when I say community, we are very small space, so it's not like we can have these big classes where you'll have like 50 people in here at once. I think the most we ever have in here is between 10 and 15 people. The thing about the community, though, is that the people that come here and then connect here, there's so much resonance that they then often are becoming friends and working together outside of HACKD.

Pamela Gold: And so every Thursday, we do a community day where it's a free maybe breath session, or meditation, or acupressure in oils. I mean, any kind of just not necessarily directly related to anything that we do at HACKD, but just an opportunity for people to come together and learn something new and connect.

Pamela Gold: But it's much more organic that the people that come here, there's so much synergy people that are so like-minded and like-hearted operating on this kind of highest optimization level in all areas of their life. It's just been really this rapid connection and networking that's happening here, where there's this authentic love, and authentic gratitude, and authentic support both for me and for each other; it's just been great.

Lawrence Neal: Awesome. So when we spoke all those months ago, we were talking about your goal as a business owner. And you talked about how at first it would be great to get, approximately, 100 clients spending around \$600 per month, which would bring in around 60K a month revenue, or exactly 60K a month revenue.

Lawrence Neal: And it was an ambitious goal. When you break it down like that and you go, "Right, 100 people, in New York City, you'll see high income demographics." It becomes quite clear that is quite achievable as well. I would love to hear how you've tracked against that, I'm assuming you probably blown it out of the water at this point.

Pamela Gold: Well, I wouldn't say that we've blown it out of the water, and actually it's funny. I mean, we've hit it, there's been month's, weeks when we've hit it. And I think the thing that's been interesting is really quickly we transitioned as we figured out the business. I'm

much less focused on driving sales and driving membership now, it's just organically happening, and I'm much more focused on the next iteration of the business.

Pamela Gold: Because this first location was a proof of concept. You haven't been in the space, but I did everything myself. I hung curtains myself, I designed everything myself, so it's a grassroots startup environment here, and long term that's not what HACKD is going to be.

Pamela Gold: And so this first location was a proof of concept and, very quickly, it was proven. So it very quickly became clear that this is real, we have a thing, we think this has legs, we think there's a lot of potential here. And now the next real thing we need to be focused on is what's the next iteration of the business? What's our next relocation going to look like? What's the business model going to be that's really scalable and rubber stamped so we can start to expand?

Pamela Gold: Because there's no question that having 100 people in New York City that are spending \$600 a month or some iteration of that, there's no question that this is real, and that's happening. And so instead of focusing on driving sales and marketing, which I've really done absolutely no marketing besides just an Instagram stock post that is just shared, the focus really has been on cracking the code ... and that's what's on our wall here too. But cracking the code for business model, what is this next HACKD version two going to be?

Pamela Gold: Since the third month, that's been the focus. And so while our sales numbers are great, and our membership numbers are great, we've

been much more focused on this next phase. And so that's, I think, even more exciting than what we've accomplished in this space at this kind of minimum viable product proof of concept phase. It's more that we've proved it, and now we're looking for the next iteration.

Lawrence Neal: And what will the next iteration look like? Do you have any view of that at the moment?

Pamela Gold: Yeah, I mean I think that the vision is for there to be more of a circuit training option where we can have a lot more people come through the space, hourly. So we'll get a bigger return on the investment, we'll get more exposure to what we're doing here.

Pamela Gold: So right now our business model is just one-on-one kind of personal training, personal experiences on the ARX machines, which are the strength component. And then the cardio component, we have the CAR.O.L bikes, and then we've a lot of recovery options. But the vision is to have a very scalable, almost like a Chipotle a version of the menu, where we're giving you what we think the best, easy, simple option is. So we're not going to ask you to think about it, you're just going to come in and do it.

Pamela Gold: Whereas right now there's still a lot of options on the menu, and it's too confusing, so we definitely envision taking everything up in terms of its scalability, and simplicity and then, of course, marketability and scalability.

Lawrence Neal: So will you be removing the number of options available to clients? So actually consolidating your services in order to make it more simple from a decision perspective?

Pamela Gold: I think they'll be some things that fall away, sure. I think that if you can crystallize what the big five are on recovery; if you can crystallize that, I think that'll be helpful. The recovery options are more the spa like options that we have at HACKD.

Pamela Gold: On the workout side, we definitely want simplicity, we definitely want a really clear strength component, a really clear cardio component, a really clear power [inaudible 00:08:39] decided to include that. And then a simple recovery component, so it's much, much simpler, more crystallized. And yeah, they'll be a couple things that I think aren't going to be in the scalable version of HACKD, but we'll always have a HACKD that's kind of the test, Pam's playground, where we have everything so Pam can play and test things out.

Lawrence Neal: Cool, no I love that. I'd be really curious in your view on something actually. So, as I'm sure you know, of all your experience and background, when you're doing a very intense strength training protocol, you're getting a potent stimulus to your cardiovascular system. And a lot of people say if you're doing that, then you really don't require any other aerobic activity, be it steady state or high intensity interval training. So some people, obviously, believe with that in mind that something like the CAR.O.L alongside an ARX might be bit redundant. What is your take on that?

Pamela Gold: Yeah, I mean I think that what we find maybe 10% of our strength training, the ARX users, are able to really get to that max exertion level. Some people we don't even ever want them to get to that level, because just from a safety perspective there's just no reason for them to work at that level. Whether they're older people, or they're post injury, but there's a lot of reasons why so many of our clients are just not there yet, and they're not getting that intense cardio workout.

Pamela Gold: So for the 10% that are getting ... Like for me, I certainly am using ARX to its fullest capacity, and my little heart is working really, really hard. And I do think it's redundant to do a CAR.O.L workout back-to-back with an ARX when you're really getting that level of exertion.

Pamela Gold: But what we're finding is it takes most people a long time to get to that level of exertion, and so, in the meantime, to give them the opportunity to get what the CAR.O.L gives you, a 45 minute jog in under nine minutes, it's good for most people to package it together.

Lawrence Neal: Okay, cool. And also because you still use the CAR.O.L bike yourself on-

Pamela Gold: Yeah.

Lawrence Neal: Non-ARX days?

Pamela Gold: Yeah I do.

Lawrence Neal: So explain [crosstalk 00:10:52]-

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Pamela Gold: Even.

Lawrence Neal: Oh you do? All right [inaudible 00:10:52].

Pamela Gold: Yeah, I love CAR.O.L, yeah.

Lawrence Neal: Okay, so explain that logic to me. Is that for you to stay ... And you're getting your kind of cardiovascular stimulus from the ARX, as you just explained-

Pamela Gold: Mm-hmm (affirmative).

Lawrence Neal: The sense I get it's a fantastic way to, as you say, ease people into strength training. But where I sort of struggle a little bit is understanding where it might complement your own training.

Pamela Gold: Yeah. Well I think that you get the power in the CAR.O.L that you don't get that speed of acceleration that you don't get on the ARX. And so for me to have that component of it is powerful; pun intended. So I think that that compliment to do something that's that power drive ... I mean, I do a lot of other things just ... I'm very active and I'm kind of weird in that like when I'm around the house, if I'm putting something on the stove, I'll drop and do some push ups, or do squat jumps, or whatever, so I do stuff like that.

Pamela Gold: But generally speaking, you need to train for power if you want to continue to have that. And so the CAR.O.L, I look at that as a power trainer for my lower body, and then I also am like, "Hey, getting some more higher cardio output is going to be good." I know my recovery scores, I watch my recovery scores really closely, so I

know if I have plenty in my tank to do some things so, to me, it's just a no brainer to hop on the CAR.O.L.

Pamela Gold: Feels great, I feel great, I'm getting stronger, my cardio's getting better, I'm still working out, on average, less than 40 minutes a week. So it's not like ... Some people like, "Oh you [inaudible 00:12:32], you do only 20 minutes?" I'm like, "Yeah, I could but that other 20 feels really good and I feel like I'm getting benefit from it, so."

Lawrence Neal: Yeah, absolutely, fair play-

Pamela Gold: And there're some weeks where I might not need it, and I won't do it, and I'm sure that's fine too.

Lawrence Neal: Yeah, absolutely. Yeah [inaudible 00:12:47], so looking at your toolkit, so to speak, in terms of all your different services you have, I'd be very interested to hear what's the most popular. What are people seem to be most drawn to in your kind of portfolio of services do you find?

Pamela Gold: Sure so I mean the ARX, our strength training option, is definitely the most popular and sought after session that we have at HACKD; so that's our biggest seller, our highest utilization. The CAR.O.L also is quite popular, people do really like using it on off days, or in tandem with ARX.

Pamela Gold: And then the fit 3D scan has been a fabulous component of our offering. A lot of people come in first for the fit 3D scan, not knowing anything about any of the other things that we have, and

then we're able to transition them into members for the other options that we have; so those are, definitely, our big three.

Pamela Gold: And then the sauna is hugely popular. We have plenty of people who come here just for the sauna, and maybe, eventually, we'll get them to try some other things. It's whenever you're dealing with anything new, there's this evangelism period where people may be more or less open to try the new things.

Pamela Gold: So some people it takes them 30 times of looking at it before they're like, "Well you know what? I will try that." So someone's coming in regularly for the sauna, and just the sauna, we keep patiently inviting them to check out the other stuff. And we find that, eventually, most people are interested, eventually.

Pamela Gold: And when I tell them over and over again, "No really, I only work out 40 minutes a week." And most people don't think that that's possible, because that's just not what we've been taught. And depending on how open someone is, how resistant someone is, eventually even if they're just coming here for the sauna, eventually, they're curious about the other stuff and want to try it too.

Lawrence Neal: You always seem in really good shape as well. Do you find your appearance helps a lot with selling the ARX and the other tools that you have? Because I can imagine people say, "Pam, how do I look like you?" Is that correct?

Pamela Gold: Yeah, it does and I don't say that from an ego perspective. I mean, I'm really grateful that my body is so healthy, and I know that I'm blessed. And so I don't take it for granted at all, I'm super humble

and grateful that I have such a strong body, and my body looks good because it is so strong and because it is so healthy, and I really focus on being healthy from the inside out.

Pamela Gold: My fitness journey started because I did not have a body that I was happy about how it looked, and I didn't feel good about myself, and my energy level sucked. I mean, I was a new mom, so it's very common in those ... Especially when you have two, was my second baby, and my first was two and a half years old, and then I had a newborn.

Pamela Gold: And it was months right after I gave birth that somehow I regained back all my pregnancy weight. I had no idea that it happened, which is crazy that you could, literally, gain 40 pounds. I'm a very, very small person, so 40 pounds on me is a lot of weight.

Pamela Gold: And I, literally, wasn't even aware of the fact that I had gained all that weight. I was just kind of like, "Huh, my clothes are very uncomfortable, it's so strange. My clothes are very uncomfortable." [inaudible 00:15:59] it's because I gained shit ton of weight.

Pamela Gold: And so I had a period of my life when I was not in good shape, I had to get myself back into shape, but originally, at the time, I wasn't focusing on my inner health, I was just focused on trying to get healthier from the outside in, to look better. When I got into really good shape that I still wasn't happy, and that's when I started meditating, and doing other things because I realized just having a strong body isn't going to make sure I have a strong mind and a strong heart.

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Lawrence Neal: So I've always had a bit of a battle with meditation myself. Like a lot of people, I'll kind of have fits in spurts. I'll do it-

Pamela Gold: Mm-hmm (affirmative).

Lawrence Neal: For 10 days in a row, and then I won't do it for four months.

Pamela Gold: Mm-hmm (affirmative).

Lawrence Neal: And I try the apps things like Calm, things like Headspace. And I recently heard Naval Ravikant on Joe Rogan, I don't know if you follow Joe Rogan's podcast at all. But it was a very, very good podcast; Naval's like an angel investor, entrepreneur type. And he says in the podcast regarding meditation, he said, "Meditation doesn't have to be complicated, it doesn't have to be even where one focuses on their breathing. You, literally, have to just perfect the art of doing nothing."

Pamela Gold: Mm-hmm (affirmative).

Lawrence Neal: Because we're so over stimulated, and so I've been making it a habit for myself lately, me and my-

Pamela Gold: Mm-hmm (affirmative).

Lawrence Neal: Fiance we have a little routine in the morning where she typically walks the dog, and we have ... The apartment is totally empty, so I will go and sit for as long as she's out, whatever that is 10, 15 minutes. Hands on my knees, just eyes closed, but just not really trying to be in a meditative-

Pamela Gold: Mm-hmm (affirmative).

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Lawrence Neal: State, just sitting there doing nothing. Because the default is, obviously, to look at the phone, get on the laptop, watch YouTube, fill in the blank, just-

Pamela Gold: Yeah, that doesn't work.

Lawrence Neal: Yeah, yeah-

Pamela Gold: That's not meditating.

Lawrence Neal: Of course. But my point is it's like to be stimulated in some way. And, for me, I found it far more easy to adhere to this type of practice if I keep it really simple where, instead of being so, "Right, I must follow all the meditative kind of recommendations." It rather just do nothing.

Pamela Gold: I think that-

Lawrence Neal: So-

Pamela Gold: You cracked a code there, because one of the really important keys is not trying and surrendering. Because when we try ... Not to quote Yoda but, "There's no try there's only do." The secret is learning how to not try, learning how to be, and just allow, and not ... there's so much power in that.

Pamela Gold: And so it sounds like what you found for yourself is a simple practice where you're practicing being, you're practicing allowing, as opposed to trying to keep your attention on one thing. Which, I'll tell you, was really helpful when I first started meditating, I was taught that the first step is [inaudible 00:18:58] where you take your

attention, and where do you take your attention away from the five senses.

Pamela Gold: You bring your attention inward, and from that inward space, you can notice how you can pay attention to thoughts, you can pay attention to your breath, you can pay attention to how your body feels on the inside; this being-ness of your body; you've all these options of what you bring your attention to. And it really doesn't matter what you end up bringing your attention to in this first stage, but this first stage is focused concentration, that you're going to keep your attention on one thing; which, of course, doesn't work. Of course-

Lawrence Neal: Right.

Pamela Gold: We all fail miserably, and then we judge it that we're failing at meditation. People, I can't even tell you, if I had a dollar for everybody who said, "I'm a horrible meditator, I failed, I can't keep my attention in one spot, it just keeps going." I'm like, "Of course, that's the point." Is that we're not yet good at controlling our attention.

Pamela Gold: And the way that we get better at controlling our attention, is just keep bringing it back, keep bringing it back, keep bringing it back; being aware, in the first place, that it went somewhere. Like, "Oh shit ..." You know how it is, it takes a little while, usually in the beginning, before you even realize that you ended up following that thought, and now you're thinking about your grocery list, or you're thinking about then you're, "Oh gosh, shit, I did it again." You beat yourself up and then you come back, and then you come back.

Pamela Gold: But the thing about it is that practice of awareness, and then bringing your attention back, that's like doing a bicep curl for your meditation or mindfulness muscle in your brain. You're, literally, rewiring your brain to have more power of awareness; and that's the first step.

Pamela Gold: Because you can't even be aware, you can't have attention, paying attention only works when we're aware of what we're paying attention to. They say, "You're only paying attention when you're paying attention to your attention." That lovely tongue twister.

Pamela Gold: But that first step of focused concentration, where you will get better, you will get stronger in this power of focused attention. Because the next step after that, the focused concentration, is the one that you kind of, inadvertently, skipped to which is the effortlessness; but it's the effortlessness of focused concentration. So you've probably not yet have cracked the code on effortless focused concentration, where you can keep your attention-

Lawrence Neal: Yes.

Pamela Gold: On one thing, or one place, even though the thoughts are still coming, even though you have the cramp in your leg, even though you hear the sound of your fiance walking the dog and coming back in. In the beginning when I was meditating, I used to get so pissed when someone would come in the room like, "Goddammit, I'm trying to meditate here."

Pamela Gold: But the whole point is that that's a beautiful opportunity to come back anyway, to focus anyway, to be still anyway; and that's the

practice. And remembering that the next step is effortless that kept almost like ... Like if you know you're learning to fly, and you know that at some point ... Or you're learning to swim ... this is even better one because we never fucking learn to fly; but we all have learned to swim hopefully.

Pamela Gold: Whereas like at some point you know that you're going to be able to take your foot off of the bottom. You're in the shallow end, and you're standing, and you're kind of bouncing, and you know at some point, you're going to be able to stay up there without putting your foot back down on the bottom.

Pamela Gold: And if you didn't know that that's where you're going, you wouldn't even try, you wouldn't even be moving in that direction. And try isn't even the right word, but being open to the possibility that it could be so, that you can effortlessly keep your concentration in one place.

Pamela Gold: And it's that effortless focus when things start to get really good, it starts to open up, and that's when inspiration, creativity, love, bravery, power, happiness, really starts to flow and you become almost what feels like a super human.

Pamela Gold: And so just to plant that seed that what you're practicing right now is perfect, and where you're trying to go is this increased capacity to be aware of what you're paying attention to, and to be able to control what you pay attention to; because where your attention goes, energy flows.

Pamela Gold: You want to be in control of your energy, you want to keep it in one spot, and then you want to be able to keep it in one spot without trying, because the very act of trying zaps your power. So once you can keep it in one spot without trying, you feel super human, and it gets really good.

Lawrence Neal: So, clearly, you're an expert on this, Pam, much more so than myself. What's your own meditative practice like?

Pamela Gold: So I found a technique called kriya. There's a book by Yogananda called Autobiography of a Yogi. And I found that book after another book I was reading by Michael Singer mentioned it, that it had changed his life. And then that same week, someone told me that that was the book that Steve Jobs said changed his life, and it was the one book that he kept on his nightstand his whole life. And at his funeral, everyone got a copy of this book and I was like, "I probably should read that book. It sounds like a book-

Lawrence Neal: There's lots of signs.

Pamela Gold: I should probably read." And so, I read the book and there's also a documentary called Awake that you can get on Netflix and other providers, that's a much more watered down version of the book; I highly recommend the book.

Pamela Gold: I had already started meditating when I read the book, and more shallow practice that was profound, but nowhere near what I was about to learn. And in the book, he was talking about things, synchronicities, some of the superpowers I had already kind of started to experience, and then he talked about a whole lot more.

Pamela Gold: And I was like, "Well, if this first tip of the iceberg I already know is true, because I'm experiencing it, even though it sounds crazy, but I'm experiencing it, so I know it's true. Why not all of this other superpower magical stuff?"

Pamela Gold: And so I found a teacher in New York, I Googled kriya, which is K-R-I-Y-A; I found a teacher, I sat with him. The first time I sat with him, I experienced a more profound state of higher consciousness, and light, and energy, and power, and magical mysticalness than I had ever experienced. And I was like, "Okay, I'm going to keep meditating with this guy."

Pamela Gold: And he taught me the really simple techniques ... And they're not weird, they're just really super simple. But there's something about the way that we bring our attention to our various chakras in our body, and our being, and the way that we breathe when we inhale and we exhale, and how we do it, how we use our attention with our breath that is just transformative.

Pamela Gold: And another word for it is kundalini energy, you're lifting up and raising up, bringing up the kundalini awakening, the kundalini energy. And when we do that, we're tapping into just so much more power than we ever thought a human being could possibly have.

Pamela Gold: Because until we start meditating and going deep ... I used to always say, "I'm only human, I'm only human." I mess things up all the time and I'm like, "Well I'm only human." Now I realize I am a human, and I'm something such, such deeper, bigger, more powerful, more eternal, because I've experienced it, which is very different than reading philosophy.

Pamela Gold: I was super into Alan Watts, and super into a lot of these deeper philosophical teachers around mysticism, and spirituality, and trying to figure out the meaning of life, and why am I here, and how to be the best version of myself.

Lawrence Neal: [inaudible 00:26:45]

Pamela Gold: But once you experience it, then it's like, "Oh." And there's no turning back. And so my meditation is kriya, it's very simple. There's actually seven different levels of kriya that one can learn; I've only learned the first two so far. After the first one I was like, "Where else could I possibly go? What else could possibly happen?" And it just becomes more and more fine tuned, and more and more powerful, and it's worth looking into. And I always say, "Don't take my word for it, try it for yourself, see if it resonates."

Lawrence Neal: Yeah.

Pamela Gold: The thing about meditation, there's so many different paths; it's about finding one that resonates for you. And if anything about what I'm saying is resonating for you, then Google kriya, find a teacher, or you can reach out to me, and I can introduce you to my teacher. He does remote teachings, and it's not expensive it's not like TM, transcendental meditation, where you just spend, I don't know, thousands of dollars or something to learn the techniques; it's not like that.

Pamela Gold: It's just there's an honor to it, and an integrity, and a respect, and there's a lineage, and so the teacher always just wants to make sure

that the student is sincere. But once you show that you're sincere, they'll teach you; it's really simple.

Lawrence Neal: So what's your protocol, then, for meditation? Is it a daily practice? Is it twice a day? What does it look like in that aspect?

Pamela Gold: So it's ebbed and flowed. In the beginning, when I first learned basic meditation, I committed to meditating every day for three weeks. And I said, "I'm going to meditate every day for three weeks, and then I'm going to see." Because anything in life, you have to do it consistently to see if there is benefit.

Pamela Gold: And the same thing when people come to HACKD, I'm like, "You gotta sign up for the six week program, because that's how you're going to know if it works for you, that's how you're going to know if you get results."

Pamela Gold: So three weeks, six weeks, make a commitment to a daily practice. I highly recommend that you start wherever you are, even if it's just one minute a day, and then notice how you feel. The secret sauce is to notice how you feel right after you meditate. Maybe journal right after you meditate, what did you experience? Did you experience light? Do you experience an energy shift?

Pamela Gold: Do you feel different? [inaudible 00:28:54] notice it. It helps reinforce the experience, and so for me I started on Spotify, my old teacher who, a lot of people still ... I mean, I still love him, I just don't meditate like this anymore. But it's on Spotify and iTunes, his name is Alan Finger.

Pamela Gold: And there's a [inaudible 00:29:13] meditation, it's about 18 minutes. And I did that once a day, whenever I could fit it in three weeks, and I never looked back, I never stopped meditating after that. Because I started to experience such profound shifts in my ability to respond to life, instead of react to life.

Pamela Gold: And so I highly recommend that, and that's how I started once a day for 18 minutes; you can always find 18 minutes. And I don't care if you get interrupted, people come in and out of the room, It'll make you stronger; it's all good.

Pamela Gold: And then I kind of stopped because I was feeling so good, and then I read kriya. I mean I was still meditating, but I was more meditating just whenever because I could go to that space whenever. And then I met my kriya teacher, and then I started meditating again every day, religiously.

Pamela Gold: Every morning I started waking up a half an hour before the rest of my family, to make sure that I had that time uninterrupted because it was that important to me; it was that transformative. There was nothing more important to me during that phase of my life than my meditation practice. Because I was getting such profound transformation from it that I was like, "This is more important than eating." [inaudible 00:30:22] maybe not sleep, maybe I don't know. But like-

Lawrence Neal: How was that manifesting itself in your life?

Pamela Gold: It was almost like I can bend time.

Lawrence Neal: Wow.

Pamela Gold: And bend power, intention. I could think something and then it could happen. I could be in the flow, think about someone; they would call. And it's still like this, this is the magical, mystical reality of my life. It's almost like you make a wish and then, in some funny way, the wish comes true. And you don't even ... It's like when you go to the restaurant, and you place an order for your food, you don't then sit for the next 20 minutes worrying whether or not it's going to happen. You placed the order, it's coming; and that's what meditation empowered me with.

Pamela Gold: I could place an order, and then I would know what to practice, in terms of surrendering and knowing that it was so, and then it would come. Things like I would start to get angry, and instead of just tearing someone's head off, I'd be like, "Huh, that's interesting. I'm getting angry, what's underneath that? Is that now? Is that appropriate? Is that going to be of service? Do I need to fight somebody?"

Pamela Gold: Because really anger is only helpful when we have a physical confrontation, but it's always telling us something important. And so I would, suddenly, have all this time to look at it and be like, "What is the anger telling me? Oh this is going on. Oh, okay, so here's an opportunity for me to release that old trauma, because that's not from now, and that's not of service, and that was gosh that was 20 years ago, and I forgive that person, and I forgive myself, and now I'm in an entirely different situation. It would be completely inappropriate and out of service, or out of alignment or even not helpful if I behaved in an angry way to this person, because this has nothing to do with that person."

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Pamela Gold: It was all that weird stuff that I was like, "Well that's weird." Because I normally would have just erupted. It made me so much more effective at being human, and at getting things done, making things happen.

Lawrence Neal: Yeah, because you have an interesting kind of personality. Because you come across, in one hand, very pragmatic about a business and objective, but then you also have this kind of more subjective spiritual side.

Pamela Gold: Hmm.

Lawrence Neal: Because when you say it's, "Oh it means I can bend time, and I can kind of make things happen." So I didn't mean to sound ... I almost laughed [crosstalk 00:32:49]-

Pamela Gold: No it's [inaudible 00:32:50] sometimes I-

Lawrence Neal: Like I was being patronizing [inaudible 00:32:52].

Pamela Gold: No I hear myself sometimes I'm like, "I can't [inaudible 00:32:54] say that." But then I told you in the pre-interview, I'm really transparent, it's not a service for me to bullshit anyone. And you can think that I'm crazy, and if someone's not ready to hear this, they're going to just think that I'm nuts. But then I always say, "The proof is in the pudding. See the results, see what I've accomplished." In the last three years, since I started this meditation practice ... My husband manages a pop artist and has a record label. The artist that he manages is one of the top pop artists now in the world. That happened-

Lawrence Neal: Wow.

Pamela Gold: Right in conjunction with me starting to meditate this way; it's not a coincidence. I was inspired to write my book in two weeks, I created the parenting program, opened HACKD; I mean, there's real world results. If someone is talking about bending time, and being able to do all this stuff, and they're not doing anything in the real world, you have every right to kind of be skeptical and roll your eyes and whatever.

Pamela Gold: But at the end of the day, if someone is launching businesses, and making things happen, and walking the walk ... And so anybody that works with me on my team, I talk about being compassionate, I talk about being brave, I talk about being wise, and continually leveling up on our availability of wisdom and truth, and then was using it to improve systems, to improve businesses, to improve products; I'm using all of that to make the world a better place.

Pamela Gold: So you can be really, really skeptical about all the woo woo mystical, spiritual stuff that I'm sharing with you today; which I had no intention of talking about, but here we are so, apparently, that's exactly what we needed to talk about.

Lawrence Neal: So a podcast day.

Pamela Gold: So you can be super ... Yeah, yeah [inaudible 00:34:40] discovered that and that's how it flows. But you can be skeptical about that, but then you can come to HACKD and you be like, "Hmm, there is something pretty magical going on here. The energy here is amazing, the people-

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Lawrence Neal: Oh [inaudible 00:34:52]

Pamela Gold: That are drawn to here are amazing, the workout is amazing." Okay, the curtains that I hung are not amazing [inaudible 00:35:01].

Lawrence Neal: Well, it's very-

Pamela Gold: But we're going to raise money and do a relocation next. So it's-

Lawrence Neal: It's-

Pamela Gold: Yeah, go ahead.

Lawrence Neal: No so I was going to say, even though I am naturally a skeptical person of all of that stuff, it's still very apparent, your energy is very attractive. And it's very infectious and so-

Pamela Gold: It's contagious.

Lawrence Neal: Even-

Pamela Gold: Because it's real.

Lawrence Neal: Right, right.

Pamela Gold: The good-

Lawrence Neal: Yeah

Pamela Gold: Shit's contagious, and the bad shit's contagious. But the-

Lawrence Neal: Right.

Pamela Gold: Good shit is even more contagious and powerful. Because I could be in a room and there could be really skeptical people in the room

who are trying to bring me down, or poke holes, or be ... People walk into HACKD all the time, and they want to not like it, they're-

Lawrence Neal: Right.

Pamela Gold: Super skeptical. I'm telling them they can work out for 20 minutes a week and be in the best shape of their life. I mean, half the people that come in here get dragged by other people, because the people that love it, anybody that they care about, they want to share it with, and so they drag people here.

Pamela Gold: People walk in here, and they really don't want to like it. They don't want to like me because I'm this bubbly, blonde person who, if you have any propensity to not being happy, you're really not going to like me; I'm gonna really rub you the wrong way. Because I'm fucking happy all the time, and so I can be very irritating to people.

Pamela Gold: And so people come in here and they don't believe the science, they think it's all bullshit, they don't believe the workout. They really don't want to like to me, and I just hold space for that, and I'm patient, and I meet them where they are, and I win people over-

Lawrence Neal: [inaudible 00:36:34]

Pamela Gold: Because it's real. Because the technology is real ... I mean, you know the high intensity interval equipment that I have here is real; you will get results from this equipment. And the other secret thing that I also don't always tell people, once you get on the ARX and I'm asking you to go harder than you've ever gone before, and be more vulnerable than you've ever been before, be more

uncomfortable than you've ever been before, that's when I start sneaking in my mindset and inner strength stuff.

Pamela Gold: Because why do we struggle being brave? Why do we struggle being uncomfortable? Why do we struggle having positive thoughts and telling ourselves that we can do it? That's all inner work, and so once I get you on the ARX, I sneak all that stuff in there-

Lawrence Neal: It's a gateway.

Pamela Gold: And so over time, it is a gateway. So over time, even my most nuts and bolts kind of skeptical clients end up kind of sheepishly asking me about some of the other more energy work kind of stuff, deeper healing stuff, meditation stuff. Because also too once we start talking about stress, and we're tracking your HRV, and I could show you how when we meditate our HRV goes up, then it's like, "Oh, wait. You can track that this is actually doing something?"

Pamela Gold: So eventually all of us get connected, and so I always tell everybody, "Don't take my word for it, try it for yourself. You don't need to like me, you don't need to believe me, try it for yourself. The data is all there." That's why on our wall and on our shirts, it says, "Data don't lie." Because I want to empower all my people to, ultimately, be the heroes of their own story, to figure it out for themselves, to walk the walk themselves.

Pamela Gold: I don't want people to just take my word for it, and rely on me, and believe in me. I'm not anybody's savior, each of us has to figure out how to tap into our own inner hero. And I know you, definitely, believe in all of this part of it. And so-

Lawrence Neal: Absolutely.

Pamela Gold: It all connects, ultimately. And so it is a gateway I do highly recommend. And if this is resonating for anybody that you do check out kriya, or check out meditation, or reach out to me because I am, obviously, passionate about this. And, at the end of the day, everything that I do, I do to be of service, and so I always try to take calls, and try to connect with people who are sincere about leveling up in all areas of their life.

Pamela Gold: Because mind, body, and spirit, strength, and fitness, and capacity is all connected. You, ultimately, will be stronger physically, if you're stronger mentally, and stronger ... When I say spiritually, it's like heart, our inner strength, are we able to trust life, trust ourself, love life, love ourself? That's the ultimate litmus test for inner strength.

Lawrence Neal: Yeah.

Pamela Gold: And if that's not shored up, the results, physically, are going to be undermined period, end, stop.

Lawrence Neal: Yeah, I totally agree and I've been ... Well, few years ago, I did very little of the ... That's just not true. I did work on my inner self, my mindset-

Pamela Gold: Mm-hmm (affirmative).

Lawrence Neal: That kind of thing. Sometimes just a byproduct of reading certain personal development books and things like that. But I was always much more focused on business, trying to become better at my career which, at the time was-

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Pamela Gold: Hmm.

Lawrence Neal: A few years ago, would have been IT sales, and then more recently my online business. But for the last, I want to say, three years now, I've had therapy either once a week or monthly. And done a lot more journaling, as I said, a bit of meditation ... just making a point of going to walk the dog without a podcast in my ears, just to be present-

Pamela Gold: Mm-hmm (affirmative), be.

Lawrence Neal: Yeah just to be, exactly. And all these things have had such enormous impact on my own sense of calm, and my own sense of happiness. As I was always such an external person, you probably noticed-

Pamela Gold: And then your sense ... and then creativity. Haven't-

Lawrence Neal: Right.

Pamela Gold: You found you're much more creative, you get inspired-

Lawrence Neal: Yeah.

Pamela Gold: Much more efficiently; it flows? You don't get-

Lawrence Neal: Yeah.

Pamela Gold: Blocked.

Lawrence Neal: On Saturday, I was out with some friends, and we were at this seaside town in Galway in Ireland, and it was one of these rare, very sunny, hot days which we capitalized on. And we're sort of going

back to our cars and friend, Brendan, said to me, "Do you ever ..."
Because he's also a very kind of type A, driven, entrepreneurial type.

Lawrence Neal: And he said, "Do you ever just find that you're, even on a day like this when it's beautiful and you're with good company, and you're trying to relax that you can't keep your mind off your ... That phone call you got to make, or that email you go to send?" Or what have you, "Or you keep thinking of ideas, and stuff, and you feel like you want to go to work, you want to get back to work?"

Lawrence Neal: And I said to him, "Yeah I get that." But this is how I flipped it I said, "You know, I'm grateful for the fact that when I'm in these moments, I get all these amazing ideas. I just know I don't have to act on them right now." So instead I store them up, and then I wait till whenever it is that I'm scheduled to actually work, and then I execute and I, instead, appreciate that.

Lawrence Neal: Like to your point, it gives you some head space to create these new ideas, which wouldn't happen if you're otherwise constantly stimulated. That's one of the things I've realized, it took me ages to realize that. I'm sure it's something you-

Pamela Gold: And-

Lawrence Neal: Been aware of for [inaudible 00:42:03]-

Pamela Gold: To really being creative, you have to be vulnerable. And so anything that's blocking our vulnerability is blocking our creativity.

Lawrence Neal: What do you mean by that exactly?

Pamela Gold: So whenever we're creating something new, we are taking risk for being brave. We have to be vulnerable to do that on the biggest level that we're capable of. I think it's Hemingway the quote that, "The only benefit or gift that humans can give in their life are the risks they're willing to take."

Pamela Gold: If we're going to be visionaries if we're going to create things that are new, and different, and valuable, it has to be something that's unique, and that not everyone's going to get. And so there's a risk in that, there's a vulnerability in that.

Pamela Gold: And if we're subconsciously or consciously blocking our vulnerability, we're trying to stay safe pay it safe, be safe, we're going to be blocking the really big ideas, the really big game changing risks, the things that are going to make us level up in the ways that we really are capable of leveling up.

Pamela Gold: Because I do believe each of us has really unique genius, really unique gifts to give to the world; big or small, but they're unique. And they are big in the impact that they can make whether they're an impact for one person, or an impact for a million people; it doesn't matter from my perspective.

Pamela Gold: But we all have these big impacts to make, and if we're not comfortable being vulnerable, or to the extent that we're not comfortable being vulnerable, we're going to be blocking those big leveling up ideas and risks; we're going to be blocking being a visionary.

Lawrence Neal: Yeah, no I fully understand what you mean now, and that completely makes sense. Yeah, I think this is useful because I think, firstly, I think meditation is such a powerful practice for entrepreneurs, and also on the recovery side of the equation from any type of physical exercise, for sure. I wanted to talk to you a little bit, panning back for a second and talking about fitness a bit more.

Pamela Gold: Yeah.

Lawrence Neal: What do you see ... I'm sort of shifting gears slightly, yeah-

Pamela Gold: No [inaudible 00:44:32] goes hand in hand. Is this, ultimately, what we do at HACKD, we just sneak it in like we have them use, where we're encouraging people to meditate and use biofeedback to meditate-

Lawrence Neal: Yeah.

Pamela Gold: So it all goes back to what we do at HACKD for sure.

Lawrence Neal: Yeah, for sure. I'd be interested, what have you found in terms of the prospects coming through the door, what type of people are you attracting, naturally, in your business?

Pamela Gold: Yeah.

Lawrence Neal: What's been the easiest sell?

Pamela Gold: Well the-

Lawrence Neal: Trying not to sound-

Pamela Gold: Most-

Lawrence Neal: Too crude.

Pamela Gold: Yeah, no the most crystallized description that I use is that they're people that are aware and awake about how precious their bodies are. And they're aware, awake to how precious their time is. And so there's this natural optimization drive around their health, and wellness, and fitness.

Pamela Gold: And that can be an entrepreneur, that can be a C-level founder of a big company, it could be an ambassador, it could be a mom, a stay-at-home mom, it could really fall into any different bucket. But the unifying factor is that the easiest sell, on terms of unifying factor, the easiest sell is there's that awareness around how precious their time is, and how precious their body is.

Lawrence Neal: And when we were talking about how well things have gone for the business and how you've, literally, spent as you said earlier, "Very little time and energy on marketing." Yet you've-

Pamela Gold: Mm-hmm (affirmative).

Lawrence Neal: Been able to get plenty of people through the door. Do you think that's a product of creating a blue ocean with your business? Or what you think is the ingredients that have kind of lead to that outcome?

Pamela Gold: I think that one real world thing is that we're on 7th Avenue, which is a very busy street. We do have an awning, and a sign on ground level. So as you walk by, it is noticeable for people that are paying attention; so we get that, we get a lot of foot traffic visibility. And then we have flyers on the door, so there's a way for people to just

quick grab something and then have access to the information later on. So I think that's a real world practical thing.

Pamela Gold: I think that Instagram has been huge for us, this is all very new and noteworthy, and people in New York love to be influencers who love to share things on Instagram. So there is a natural propensity of sharing what's happening, especially in the New York City market, that maybe other markets don't have such a flow of; that's very real. So I think Instagram, and Instagram stories, and people sharing, and tagging, and all that fun stuff on Instagram has been a really big part of it. And then-

Lawrence Neal: To start Instagram-

Pamela Gold: Okay, sure.

Lawrence Neal: Is it the existence of Instagram? That's the key thing because people love it and coming in and shooting pictures, adding to stories, sharing it, or is it your activity on Instagram? That's the key thing or both?

Pamela Gold: I think both. I mean, I think that we have to be somewhat active on Instagram in order to have a container for people then to go and look at the profile. So I think that us being somewhat active, and I do it all myself, I haven't paid a consultant or outsourced any of this stuff.

Pamela Gold: And so my point in that is that it's not awesome ... I'm a 47 year old mom of two, I'm not like this really adept at social media guru, by any stretch. But it's organic, it's all really organic things that we

organically want to share, people who are happy to share stories about, and then re-share.

Pamela Gold: So the fact that I am re-sharing stories, and that I am taking pictures with people, and encouraging people to post. So I think that both the existence of Instagram is really huge, and then the fact that we are, at least middle of the road, savvy in terms of our activity. I'm certainly not saying I'm particularly savvy, but I am posting, and there is at least a basic aesthetic that I'm following.

Pamela Gold: And there's colors of like, "Okay, some of them are candid, some of them are about the tech and data, some of them are the community." There's pillars of content that I am, and then some of them are inspirational. So there is some strategy, and I am at least basically knowledgeable about basic Instagram strategy, and basic ... Like I know-

Lawrence Neal: Yeah.

Pamela Gold: Hashtags.

Lawrence Neal: Yeah I'm the same, I do my own Instagram, and I'm not very good at it, and I try and get better. And-

Pamela Gold: Yeah.

Lawrence Neal: I'm just looking at yours-

Pamela Gold: Something's-

Lawrence Neal: And it's-

Pamela Gold: Better

Lawrence Neal: Not [inaudible 00:49:16]-

Pamela Gold: Than nothing.

Lawrence Neal: Yeah.

Pamela Gold: Something is better than nothing. I tell everybody it's start wherever you are, don't let sucking ever stop you from doing it anyway, because that's how you're gonna learn. So just start where you are and then you'll get better.

Lawrence Neal: Yeah, I mean, even if you look at ... So I try, as I'm sure you ... Well, I look at yours and I can see you've sort of experimented with some sort of different branding and consistency in the way you do the posts. And if go and look at, say for instance, Joe Rogan's YouTube captions for his podcasts, and he's done-

Pamela Gold: Mm-hmm (affirmative).

Lawrence Neal: I think, at this point, almost 1,400. And you go back to some of the the first 500, they're all over the place. You can see they're trying to find their way in terms of how they put their own thumbnail, and all this kind of like growth hacking stuff.

Pamela Gold: Yeah, yeah and it's organic, and-

Lawrence Neal: Yeah.

Pamela Gold: And we all have to embrace the process, and we get stuck so often with subconscious, we don't even realize we're doing it, that we're

not doing something because we're really not comfortable with how it's going to turn out, or we just block ourselves.

Pamela Gold: There're all these ways that we're blocked, and we just have to make sure that we're not letting ourselves be blocked. Like make a list of all the things that you need to do each week to be successful, and then do them no matter what, even if it sucks. Like, "Well, I said I was going to send a newsletter, so I'm sending it even if it sucks. Well I said I was going to do three Instagram posts on these topics, I'm going to do them, even if they suck; I'm just going to do them."

Pamela Gold: Because by doing, you're going to get better. I'm calling myself out right now because one of the things that I haven't prioritized that I really, ideally need to be doing is just Instagram live videos, just sharing little things that are of service. And I hate doing videos, Lawrence, I can't even tell you. I don't like doing anything that feels egoic. I hate-

Lawrence Neal: Right.

Pamela Gold: Do anything that feels like it's about me. Because it's not about me, nothing is about me.

Lawrence Neal: Well let me ask you, why do you feel the need to do that at all?

Pamela Gold: Because it is a service. People consume content that way, and people will learn, and be inspired, and then they'll be able to level up. And it's good for HACKD because then they'll be more in the front of their mind that, "Oh, I can do that at HACKD. Oh, I think I have this problem but HACKD will solve that problem." It's another really, really very consumed channel are the Instagram my videos.

Lawrence Neal: Yeah, okay so-

Pamela Gold: They pop up. Anytime you do one, it pops up, you'll get a notification. Like if you went on Instagram right now and did a live video, on my phone if I follow you, chances are it will tell me, "Hey, Lawrence is doing a live video right now." And then if I'm at all interested, I will just click on it. It's like how often do you get push notifications like that that it will immediately drive someone to your content? It's really valuable.

Lawrence Neal: No, that's absolutely true. So you just on Instagram, or did you sign up for [inaudible 00:52:05] Facebook [inaudible 00:52:06]?

Pamela Gold: Well, I've been on Facebook since my kids are born, so I'm most comfortable on Facebook. But those new millennial people don't like Facebook, Lawrence, so Facebook really is kind of not cool according to my kids anyway. But Instagram is definitely, I think, the most valuable platform right now. I am on Twitter, but mainly just to share things on Twitter. And I don't do Pinterest, because it's just my brain explodes and I can't do any more than I already am, so-

Lawrence Neal: Yes.

Pamela Gold: Basically and I don't do Snapchat because I tried, and my kids tried to teach me and I just am like-

Lawrence Neal: Overwhelmed.

Pamela Gold: That's just not happening right now, no.

Lawrence Neal: How are you well-

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Pamela Gold: [inaudible 00:52:44]

Lawrence Neal: Just curious, how do you manage your social media? How do you stop it from being ... because it can be quite ... it's obviously incredibly addictive, and it can be a huge time suck as it can be, you can find yourself spending a disproportionate amount of time compared to what the return is. So how do you manage-

Pamela Gold: I-

Lawrence Neal: That for you?

Pamela Gold: I think for me mindfulness. My mindfulness practice has really helped in that area, because I have a natural filter now where, energetically, I can feel if something is right, of service, important, in alignment. There's an energetic feel that I get from posts, whether it's worth my time or not. And I know that sounds weird, but there's-

Lawrence Neal: No, I get it.

Pamela Gold: A natural filter. Like you can filter through, you can feel energetically if someone's posting something from a negative place. And then the question is, "Can I actually help, or is this not an area where I can help? Will my energy help lift this up, this situation, or not?"

Pamela Gold: And I've developed this natural filter where I just kind of quickly move through, and I trust what authentically sparks joy. I'm obviously an authentic person, so I'm on Instagram, if something makes me happy, I heart it, I authentically will interact. I think authenticity is a really important piece of the social media puzzle, because people can feel if you're authentic or if you're not.

Pamela Gold: And so, the fact that I am very authentic on social media, it keeps me in flow. That like if something doesn't authentically feel like it resonates, I'm not going to, authentically, post on it. And so if it doesn't resonate, I just keep going.

Pamela Gold: And I just spend a little bit of time ... I'm a really busy person, and so I don't even have that much time to be on Instagram. And so there's so many other things that I need to be doing that are important, so there's no way I could get sucked into something that's not important; it's just not even possible with the way my schedule is.

Pamela Gold: Then there's some days you may see that we don't post as much some weeks, because I'm just freaking busy and I just surrender that it was meant to be that way. And there's a lot of surrender going on right now for me in my life, because if I believed-

Lawrence Neal: Right.

Pamela Gold: In the feeling of overwhelm, I would be a fricking puddle on the floor. The number of balls that are getting dropped constantly if I had any story around, "I'm not good enough, if I don't do everything perfectly, and if I don't drop balls." I'd be a mess. Because there's no way I am not missing tons of emails, and missing tons of important things, and messing updates, and messing things up, and I just have to trust that I'm doing what I need to do and I'm getting done the things that I need to get done.

Pamela Gold: And any painful lessons will make sure I don't drop that one next time, and I trust that every mistake I make is grace, and if I miss

something, if I fuck something up, it's because I needed to get that lesson right then and there, and that person on the receiving end, apparently, needed too, and it's all grace and just take the lesson and keep on going.

Lawrence Neal: Yeah, I totally agree. Was it Tim Ferris called it, "Let small bad things happen, so you can do high impact things?"

Pamela Gold: I love him. I wish I had more time to consume his content because-

Lawrence Neal: Nice.

Pamela Gold: I think, clearly, he's my people. I think we just have a very similar life experience, and philosophy, and practice around living our best life.

Lawrence Neal: Yeah, for sure and I'm a huge fan boy. That's-

Pamela Gold: We need to have our inspired teachers and people that we can fan out and be like, "Oh my God I love you."

Lawrence Neal: Yeah well especially when you can attribute so much of your own success to some of the stuff they-

Pamela Gold: Yeah.

Lawrence Neal: Introduce you to and taught you.

Pamela Gold: Yeah [inaudible 00:56:18].

Lawrence Neal: But I find that really encouraging, actually, that someone as successful as you, in lots of domains, I mean your career is fascinating, and it still feels like that. Still feels like, "Oh, you know what? I do have to surrender X, Y, and Zed all the time because I'm

only one person, and there's only so much I can do." And, hopefully, those listening also find that to be quite comforting, because I think we're all there especially-

Pamela Gold: [inaudible 00:56:46].

Lawrence Neal: With social media-

Pamela Gold: It's just getting worse, Lawrence.

Lawrence Neal: Yeah, yeah, yeah. With social media, with the internet, there is an infinite number of things you can do, and-

Pamela Gold: Yeah.

Lawrence Neal: And that's the reality and you have to become very good at just saying, "No." To almost everything.

Pamela Gold: Yeah, yeah that's why having this inner compass around your vision like, "Where am I going? And is this going to help lead me there?" And saying, "No." To things that aren't helping to lead you there.

Pamela Gold: All I'll say, though, the adjunct to that is I have a very balanced kind of spiritual perspective. So as busy as I am, I will always ... at least several times a week, I'll end up on a call with some friend of a friend, or some client, or some old client, or some relative that just needs help, that just needs advice. And I will end up on an hour and a half or two hour call just with someone.

Pamela Gold: And I trust that when it feels right, that I do it. I feel that they need it, and can use it, and are integrating it, and taking my energy. And so

one plus one equals eight situation, and I can feel that's what I'm meant to be doing.

Pamela Gold: And it doesn't, necessarily, directly tie into my vision around HACKD, but there is this bigger vision around me as a person, and leaving a legacy that I do have this very big legacy revision around my legacy, where I am someone who is of service. I'm someone who shows up, and if I find my place in the present moment, and someone needs help, and I feel like I'm able to give that help, I don't ever let any kind of laundry list of to do things convince me that I can't be of service; and so sometimes that's a little thing.

Pamela Gold: Like the other day, oh my God, I was trying to go get my kid from school, and there was a blind man ... sounds so trite, but it's true. A blind man who was trying to cross the street, and he was stuck behind in a pile of garbage. And even though I was totally late, my son can handle me being five or 10 minutes late, so even though I was already late, I stopped and helped him, and it turned into this whole quagmire of weirdness.

Pamela Gold: Because it ended up like wanting to smell me, it was weird things [inaudible 00:58:59] this blind man; so it was weird. But point of the story, a very funny story, was that even though I was late, I stopped and helped. And that is ... Even though we all had these visions for what we're trying to achieve in our business or ... We always have to remember that being in the present moment, and authentically being of service is really why we're here.

Pamela Gold: And trusting that, and being in that no matter how many things you have on your list, trust that, trust being in the present moment. What

sparks joy? What feels right? It feels right to help when we can feel it energetically that help is needed, and it's going to be appreciated, and it's going to pay it forward.

Pamela Gold: There's a flow that we're a part of, we experience life in this very linear, dualistic way but that's not what's really happening. What's really happening is there's this flow, so as much as we can practice being in the present moment, and feeling the flow, and trusting the flow, while keeping this big vision going.

Pamela Gold: And don't agree to chair a fundraiser that's three months out when you've got a million other things; probably that's not going to be in the flow. And we need to be honest about that, and you can feel that in the gut, like the pit of your stomach like, "Gosh, I would love to help, but this has to be a, 'No.'" And find yourself in moments when you can be present and can show up and be of service.

Pamela Gold: It's just there's that dance, there's a dance to it all, and so while we have to learn to say, "No." We have to also learn how to trust the things we're meant to say, "Yes." To at the same time; and that's the art of living our best life.

Lawrence Neal: Absolutely. Pam, is it just HACKD Fitness you're focused on now? Because-

Pamela Gold: Yeah.

Lawrence Neal: I know you've had various companies, so.

Pamela Gold: Well that's mainly what I'm focused on, because that's like a baby that I had, that is a very needy baby right now. So HACKD Fitness is pretty much 99%-

Lawrence Neal: Great analogy.

Pamela Gold: Of my work. I have other babies that are more independent, so Peace Power Parenting is still out there, and people sign up to it. I don't do coaching through it anymore, it used to be an online program plus coaching. Now it's just the online program, which is still amazing, and this workbook and it's awesome, and it's transformative for people who do it.

Pamela Gold: And then my book Find More Strength, which goes hand in hand with HACKD; it's so funny because that's about inner strength. But we all end up there eventually, so that book is still happening. Those are my main three work outlets.

Pamela Gold: I still do life coaching sometimes for the specific person here and there, but only really in rare cases, because it's very time intensive and I have to feel like whatever I invest my time in, there's a good return on that investment.

Pamela Gold: And it's not about money. I mean, money is important, because I'm investing that in HACKD, but I really can feel that there's a return on my investment that's beyond money, that if someone who's meant to make a big impact in the world needs coaching, and by me investing in them, they're going to go on to help a lot, a lot of people, or have something really major happen in their own life, or something, then I'll still do it.

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Pamela Gold: It's just not as frequent because there's just so many hours in the day and it's not scalable. So but I still do that sometimes for certain people, but mainly I'm focused on taking HACKD to the next level.

Lawrence Neal: Awesome, and let's start kind of wrapping up now, and let's talk-

Pamela Gold: Yeah.

Lawrence Neal: About what ... I'd love to finish on kind of what the expansion plans for HACKD. I mean, you've touched on this, you said at the moment how you're planning kind of the next iteration. It sounds like you're almost trying to always optimize the existing operations to figure things out in this kind of MVP, this first iteration so that you can then roll out the next iteration more kind of confidently with proven-

Pamela Gold: [inaudible 01:02:57]

Lawrence Neal: Operations and systems is that right?

Pamela Gold: Yeah, and we basically have this ... So I have a vision where there's going to be different footprints, so there will be a footprint, that's kind of like the existing footprint where-

Lawrence Neal: Right.

Pamela Gold: It's a small scale; it's individualized. You have two strength training machines, two cardio machines, you've got the recovery stuff, and maybe at most you have 10 people in the space at one time. So that footprint works, we've nailed that, we know it works, that's ready to go with the exception of kind of just really crystallizing all our tech partners.

Pamela Gold: But this other, the next iteration, where it's more of a circuit and small group training. You can move more people through the space, let's say 40 people an hour through the space. That has to be proven, so we're going to open a location where we're going to test that out and nail that.

Pamela Gold: And that goes hand-in-hand with everything that we're doing from day one. I've known I wanted this to be scalable, so we're creating systems, creating all of the documentation, training because I do see this as being a franchise model where ... And I've already had a lot of people speak to me about franchising this because they feel the power in what we're doing here.

Pamela Gold: Even though it's super simple to recreate it on your own, there's so much work that's gone into already to creating the HACKD brand, and creating the systems, and creating the energy behind it, that there are a lot of people that respect that, and want to join that as opposed to recreate it. So in a way, I'm helpful people, I've had a dollar for every person that reaches out to me because they want to open something-

Lawrence Neal: Wow.

Pamela Gold: Like this, I try to help as much as possible but, again, there's only so many hours in the day. But I definitely think that this smaller footprint is going to be a franchise, the bigger footprint is going to be a franchise. I think that there's going to be kiosks, I think that the vision is to really help transform fitness so people can have smarter, faster fitness, have access to it to evangelize that this is the better way.

Lawrence Neal: Yeah, it's interesting. I hear about a lot of boutique fitness companies of all shapes and sizes are looking at the franchise route to grow as fast as possible, or to grow faster versus you retain ownership of the future studios. And I wonder if we're going to be, in a few year's time, it's just going to be just so many boutiques everywhere. Does that concern you at all, especially somewhere like New York City where I imagine there's already some [inaudible 01:05:34]?

Pamela Gold: Well already I mean [inaudible 01:05:35] the thing, there's a lot of things about the New York City fitness market that are saturated. We don't need another-

Lawrence Neal: Right.

Pamela Gold: [inaudible 01:05:43] studio, we don't need another-

Lawrence Neal: [inaudible 01:05:45]

Pamela Gold: Group fitness plus, oh yeah, [inaudible 01:05:47]-

Lawrence Neal: I've not been to New York so I have no idea.

Pamela Gold: Oh my god. Yeah, no I mean there's so many group fitness that are just ... They say they're differentiated, but they're really not.

Lawrence Neal: Right.

Pamela Gold: And, look, I think there's always going to be room for authenticity, I think there's always going to be room for heart centered leadership in the fitness space. Because, at the end of the day, being really called to help people be healthy and fit, as opposed to being called

to make money is going to change the energy of the space, the energy of a company, the energy of a brand, and it's going to change the results that people get there. And so even in a really saturated market, I think that there's always room for better, more heart centered, more powerful brands that can get better results, build a better business right?

Lawrence Neal: Yeah.

Pamela Gold: That said, I don't want to be in that business, I want to be in this data tech, smarter, faster checked in the [inaudible 01:06:54] world, and that's not being done right now. I'm not concerned about more people doing it, because there's only one me, there's only going to be one HACKD.

Pamela Gold: As other companies other brands build, they'll have a different sensibility, a different energy about them. There's plenty of people in the fitness market that need our services, so I don't ever fear competition, I really, really believe that a rising tide lifts all ships. And the only companies that end up struggling are the ones that really, probably, didn't have their business model, and their vision value mission really buttoned up.

Pamela Gold: Because there is enough people that need help, and if we're authentically putting something into the marketplace that is authentic value, and we're authentically shouting it from the rooftops ... Not trying to sell it but saying, "Hey, I'm so excited to share that you have this opportunity to come do this, which is going to change your life, or has the capacity to change your life."

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Pamela Gold: You're not selling. That's the thing, the most effective sales techniques, you're not selling, you're sharing this amazing opportunity. And then, yes, you're going to use scarcity to close, and all that fun stuff. To be more effective, there are better ways but, the more competition, the more competition in the marketplace, the more it helps us all be better.

Pamela Gold: And then, yeah, some people may not end up surviving, but I would say those are the people that really weren't in the right lane in the first place, that needed to pivot and for whatever reason, either did or didn't, or whatever.

Pamela Gold: But I don't believe in competition, especially in fitness. Unfortunately there is such a dearth of opportunity for people to find their path to get fit, and it sounds crazy because there's so many options out there. But we all know so many people that aren't doing it, that haven't found a path, that haven't found a way. So, anybody who's out there wants to be of service do it, be brave, start your company, do it.

Lawrence Neal: Yeah, I love that. I think it's a great way to end this conversation.

Pamela Gold: [inaudible 01:08:50] thank you.

Lawrence Neal: Pam, this has been so much fun, and we've gone into all sorts of different directions-

Pamela Gold: Yeah we did.

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Lawrence Neal: Which is cool. I love that about the podcast format, in general. It's kind of one of reasons why I've kept doing it all this time. What's the best way for people to find out more about you and HACKD Fitness.

Pamela Gold: Yeah, if they go to the website, H-A-C-K-D fitness, hackedfitness.com. Or follow us on Instagram, it's the same handle HACKD, H-A-C-K-D fitness; that the easiest.

Lawrence Neal: Why did you decide to leave the E out of HACKD? What was the reason for that?

Pamela Gold: It just felt cooler. It just felt ... Like everything came through meditation, and it just was-

Lawrence Neal: Right.

Pamela Gold: Like, it just differentiates. Everything about this is efficient, everything about this is next level, and leaving out the E just felt right. It really just was a feeling more than anything-

Lawrence Neal: Yeah.

Pamela Gold: That was rational; just felt right.

Lawrence Neal: I like that, I like that. How did you come up with the name to start [inaudible 01:09:48]?

Pamela Gold: Meditation.

Lawrence Neal: Really?

Pamela Gold: I was just meditating. None of this, I never... My Peace Power Parenting program was going really well, and I had a really strong

platform, and I was helping people. And then all this started coming through meditation, it was like, "What? Really?" And everybody who was close to me was like, "What? Really?" I'm like, "I know but I feel like I'm pregnant and the baby's coming, so here we are."

Lawrence Neal: Wow. Well see you were having thoughts about starting some kind of efficient exercise business?

Pamela Gold: It wasn't even thoughts, it was I was using the ARX, as a client, consumer and I loved it. And then I used the new ARX, I was like, "Oh my God, I need this." And no one in New York had it, and so I was like, "Well, but I want it." [crosstalk 01:10:31]-

Lawrence Neal: But did you have it at your home then, that's where you were using it?

Pamela Gold: No, there was a guy in New York that had the old version of one.

Lawrence Neal: Okay.

Pamela Gold: Excuse me.

Lawrence Neal: Got it, okay cool. You know, by the way, I love the contrast with the sirens, the New York sirens, and the talk of meditation, I think that's quite funny.

Pamela Gold: New York City, baby.

Lawrence Neal: Yeah, yeah. So there-

Pamela Gold: Well thanks so much, Lawrence, I really appreciate it.

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Lawrence Neal: No you're welcome, Pam. And to everyone listening to this episode, please go to highintensitybusiness.com/hackdfitness. So there's without the E, H-A-C-K-D fitness. And for episodes, please go to highintensitybusiness.com/podcast. And until next time thank you very much for listening.

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