

[234 – Celeste Fortier – How to Convert 100% of your Introductory Workouts](#)

Lawrence Neal: Lawrence Neal here and welcome back to highintensitybusiness.com. This is episode 234. Today's guest is Celeste Landry Fortier. Celeste has been a high-intensity instructor and SuperSlow Certified for almost 20 years. She started in Fountain Hills, Arizona, getting her SuperSlow Guild certification from Matt Hedman, who is a master trainer and probably as you all know as the CEO of The Perfect Workout. After caring for her aging parents for over 10 years, one of her first objectives to get back into high-intensity training instruction. As there was no such facilities in Baton Rouge, she literally went from gym to gym looking for the best fit for her and her potential new clients.

Lawrence Neal: After landing at Centurion Fitness, she grew her client base within three months to a point where she had a lengthy waiting list while at the same time training other instructors now with four schedules. During this time, a senior care facility contracted her to consult with them on starting a program at their facility, and on top of that, a local businessman was so impressed with the results and commitment, his wife was having in working out with Celeste and the protocol, he opened a HIT studio. In short, Celeste has brought HIT training to the City of Baton Rouge. Welcome to the podcast, Celeste.

Celeste Fortier: Good morning, Lawrence. How are you?

Lawrence Neal: I am very well. How are you doing?

Celeste Fortier: I'm doing great. Fantastic [crosstalk 00:01:37]-

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Lawrence Neal: You look amazing.

Celeste Fortier: Well, thank you. I thought we weren't going to be live now. Can I click you off? I don't like to talk and look at you at the same time.

Lawrence Neal: Yeah, sure, yeah.

Celeste Fortier: No, I'm kidding. I'm kidding. You are a superstar and it was so much fun meeting you at the REC Conference.

Lawrence Neal: Likewise, likewise [crosstalk 00:01:56]-

Celeste Fortier: It was great. It was wonderful. It was wonderful.

Lawrence Neal: Yeah. No, absolutely. I had a great time as always. It's funny because I asked you before we got recording, "Is it all right if I ask your age?" You look so good for your age. You literally look half your age. Do you want to just tell the listeners how old you are?

Celeste Fortier: Well, I will be 61 in a couple of weeks-

Lawrence Neal: Amazing.

Celeste Fortier: So yeah. Thank you. I appreciate it. I think a lot of it is genetics.

Lawrence Neal: Sure, sure. Well, that's good for you to say that. I mean, obviously [crosstalk 00:02:20]-

Celeste Fortier: Yeah.

Lawrence Neal: Well, did your parents age very well in terms of [crosstalk 00:02:32]-

Celeste Fortier: Yeah.

Lawrence Neal: How they looked and [crosstalk 00:02:34]-

Celeste Fortier: They did. They both passed away in 2015 and they were both 90. They met at Louisiana State University in the '40s. My Dad was a big football star there, a running back, and so he was always athletic. I think I inherited his calves. People always make comments about the calves and I'm like, "Really? All I really do is the leg press." I don't do anything else, but he was very athletic. My mother wasn't. She was very tiny and petite. They were in pretty good shape until the very end, and she fell. It was a day after we went shopping and she fell and then she didn't make it through surgery, and then he mourned her and died six months later. They were all still there in the head [crosstalk 00:03:22]-

Lawrence Neal: I'm sorry to hear that.

Celeste Fortier: But they really had a great life. He was very athletic, extremely at all kind of ball. I appreciate it. It's very hard for me to take a compliment, and I've always tried to work on that, but I just... Thank you.

Lawrence Neal: No. Well, absolutely. I think it's great because, yes, of course, there's a genetic component, but clearly you've worked very hard with your high-intensity training. I think it's great because I think it's kind of like a Trojan horse in a way. It gets people through the door. I don't think we have a Trojan horses for it, but you know what I

mean? People look at you and they go, "What are you doing?" Whether or not it's the training, it gets them starting the training, which is a great thing. I [crosstalk 00:04:07]... It's kind of like Jay Vincent, you know?

Celeste Fortier: Yeah, mm-hmm (affirmative). He's so unattractive. I mean [crosstalk 00:04:14] no kidding.

Lawrence Neal: You got a really [crosstalk 00:04:17] interesting sense of humor. You've caught me out twice now. We've [crosstalk 00:04:19] only been recording four minutes.

Celeste Fortier: Well, here's the thing. No, I looked like a little boy in high school. I didn't develop until later, and so in order to get a boyfriend or get the boys, I had to do something because it wasn't because of my looks. I had to... I noticed that, "Hey, if I made them laugh, that I was quite popular." I just had to work on my sense of humor. In high school, I was voted Most Wittiest. I don't know, I like making people laugh. Going back to when people come in and instead of saying, "Oh, I look decent for my age", I'll tell them, "I have been doing this since about the age of 42, going on almost 20 years." I have zero joint issues, and that is what I feel the best about. Lawrence, I honestly feel like I'm maybe late 30s. When people ask you how do you feel for your age or whatever, that's what I feel.

Lawrence Neal: Wow.

Celeste Fortier: I just feel so good, and I hate... Sometimes when I say that, I think, "Well, don't brag because at any time you could step in a hole and twist your ankle and then you'd be in hot water." I'm trying to be really careful of like where I walk, but I'm just so happy that I've found this way of training when I did and my joints and everything are really... I'm just a happy camper-

Lawrence Neal: That's awesome [crosstalk 00:05:55]-

Celeste Fortier: And I like to spread the word.

Lawrence Neal: I know, it's so inspiring. It's cool. I just want to talk about the conference for a moment. Great, great conference, and I was speaking with a couple of people since, what their favorite moment was. What were the sort of the key highlights for you do you think?

Celeste Fortier: Well, first, meeting you. I was starstruck.

Lawrence Neal: I sound like I was fishing for that [crosstalk 00:06:20]-

Celeste Fortier: You know that.

Lawrence Neal: What are you on about? I [crosstalk 00:06:22] wasn't the star, everyone else is the star, talking about [crosstalk 00:06:24]-

Celeste Fortier: No, you're the star. You bring everybody together. It's like I saw you in the lobby, I'm like, "Gosh, I wonder if he's even going to want to talk to me?"

Lawrence Neal: Oh, come on.

Celeste Fortier: It's true. I know it's true.

Lawrence Neal: Come on.

Celeste Fortier: Number one would be you. Second, I had not seen Ann-Marie Anderson since about 2002. She and Greg come out to the desert a lot when I was out there and they were best friends with my boss, who introduced me to this, and we can get into that later. Seeing Ann-Marie was fantastic, and then of course, seeing Dr. McGuff was great and his whole talk was fantastic.

Lawrence Neal: Did you get [crosstalk 00:07:07] emotional?

Celeste Fortier: Yes, I did. I was so glad I was sitting in the very back, very back of the room. My eyes were getting all teary because you look around and... Actually, I was talking to Ken Hutchins, actually I talk to him a lot, and I had mentioned to him about the REC and how many young people that were there, because most of them are my age and older. I just didn't expect that, and so I think that was super to see. When he told them, "Hey, look, if you do it right you can live to be 130, 40 years old." I'm like, "It's too late for me", but at least hopefully I can live to be my parents' age, but yeah, so [crosstalk 00:07:52]-

Lawrence Neal: Nice.

Celeste Fortier: That was fantastic and just going around to the different studios was fantastic. When we went to my strength studio and they had some of the RenEx machines in there. It was chins/leg press. It was

kind of a funny story. I get on it and so my fellow instructor was with me and she took a picture. I sent it to him, so I sent it to him. That picture went from Minnetonka all the way to Altamonte Springs where he lives. I hope that's okay to say that, and then [crosstalk 00:08:33]-

Lawrence Neal: Sure.

Celeste Fortier: He sent it to his good friend Dan Carter, who is a Master Trainer SuperSlow. He owns SuperSlow Scottsdale, and he sent it to his instructor who I'm friends with who was living in Hawaii half the year. Then, she sent it back to me, so within like an hour's time, that picture of me on the leg press went from Minnetonka to Altamonte Springs, Altamonte Springs to Scottsdale, from Scottsdale to Maui, and then back to me. She's like, "What are you doing?" Anyway, it was just funny. Seeing just the different studios and... It was just great, and of course, Discover Strength and Luke, it was just a great time and I'm going to go back next year. Sure, great.

Lawrence Neal: I hope... Well, I don't know, I have no idea with the baby. I have no idea whether I'm going to be able to make it. We're in negotiations, me and the missus, at the moment whether that's possible. I think it comes down to earnings, to be honest with you. We'll see, we'll see. I'll keep you posted. Let's talk more about you and learn more about your story. I was looking at your bio and doing some research on you, and the first thing that stood out that I wanted to ask you

about is you had a pet food business before you got into this. Tell me about that.

Celeste Fortier: I found myself living up in New England and New Hampshire, and we had a pet food business. We were wholesale and retail and we had about three or four stores throughout New England and for about 15 years. It was great. A lot of fun. Probably the best shape I was ever in because we could get a breeder to come in and buy like 30 bags of 50-pound bags of dog food. I would like put them over my shoulder. I wasn't working out at the time, so this would have been like, gosh, 1990 and all through the '90s, actually. Then, we were lucky enough to have a winter home in Scottsdale, Arizona, so we'd go out there half the year or maybe three months out of the year in the beginning. We actually sold the business in 2000 and I loved the desert so much that I'm like, "Hey, let's just try to stay out here as much as we can."

Celeste Fortier: We sold the business and, like I said, that was in 2000 and I was only about 41 or 42 at the age back then, and so I'm thinking, "I want to do something. I have too much energy just to sit around." The whole high-intensity training thing kind of just fell into my lap. Do you want to hear that part of the story?

Lawrence Neal: Yeah, go for it.

Celeste Fortier: Am I getting ahead of you?

Lawrence Neal: No, that's fine, yeah.

Celeste Fortier: Oh my gosh. That's when my whole passion, more or less what I live for, besides my husband. Of course, I have to say something about him [crosstalk 00:11:37]-

Lawrence Neal: Of course [crosstalk 00:11:37]-

Celeste Fortier: Yeah. Again, now this is like 2001, and so it's time for me. I'm going to go join a gym and I didn't want a big box gym. They were just kind of coming out at that time it seemed. I walked into this gym, it was called Champions Fitness, and this man greeted me. He was beat up, he was probably in his 60s. Had a stopwatch on, just looked exactly like you would think a coach would look like that had been pretty beat up. I walk in and I know you have interviewed Skyler a couple of times, and I think Skyler might have talked about Coach, but Coach had a real gruff voice. He was a former Marine and he also was a strength coach for Coach Bear Bryant for Alabama.

Celeste Fortier: Anyways, so I walk into the gym, just wanting to join the gym and he greets me. He's like, "How're you doing?" I'm like, "Fine." I was really kind of... He was very intimidating. He goes, "Well, look, if you're going to work out at my gym, you're going to work out safely, so come over here and let me show you." I'm like, "Okay." I followed him over and I remember at the time, I didn't know the difference between Nautilus, MedX. I think he had some Keiser and pneumatic in there. He just brought me over to the... It was the MedX leg press, the big towers, and got on it. I can't even

remember how he instructed me, but I know we were going slow. That's when the light bulb went off. I'm like, "This makes so much sense."

Celeste Fortier: I don't know if it was because... Again, because this was in 2001, if I felt the muscles so much more, but it just made sense. It just clicked. Then, he told me that in a couple of months he was going to add on to the gym, close up the step aerobics room, and make a personal training room out of it. He goes, "I think you would be a fantastic trainer." I'm thinking, "Me? I know nothing about this stuff." I think maybe he might have thought I was cute or something. I don't know, maybe that's why he wanted me, I'm not sure. I don't know.

Celeste Fortier: He goes, "Look, I want you to start studying, we're going to get a master trainer to come in and certify you, but I want you to shadow me for the next few months", so I did. He was pretty strict. I was so glad that I was able to just come in contact with him. It really changed my life because I have such a passion for this, and I remember him telling me one time, he goes, "Look, once you get this all down", he goes, "And you get a client", he goes, "I want you to talk to them like they're a sixth grader. I don't want you to go into all the science because it's going to go over their head. They don't want to hear that." I'm like, "Okay."

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Celeste Fortier: Now, I was also working with Skyler Tanner at the time, which is really cool because we had a lot of fun, and he was I think maybe 18 at the time-

Lawrence Neal: Wow [crosstalk 00:15:01]-

Celeste Fortier: Something like that [crosstalk 00:15:01]-

Lawrence Neal: Young Skyler.

Celeste Fortier: He was so... Oh my gosh. It was a lot of fun, but talk about a brainiac, as you know. I think he was the youngest SuperSlow Certified.

Lawrence Neal: That's correct, yeah. I think that's true [crosstalk 00:15:16]-

Celeste Fortier: He was right, right? Anyway, I thought to myself, "Okay, well, I'll go", and I started studying and I had all of Ken's tapes. You had to get these videotapes that you watch. In fact, I just got them again from Ken just like from the old days just to see how they were. He sent me some from the Level I instructor. I took the test and the test was absolutely horrible. It was so hard. It's very hard. Matt Hedman came in. Matt, he was out of La Jolla. That's where he started The Perfect Workout, and I think as you know, he was an aeronautical engineer.

Lawrence Neal: I did not know that [crosstalk 00:15:59]-

Celeste Fortier: Did you know that?

Lawrence Neal: Actually. No.

Celeste Fortier: He was up there in Seattle working for Boeing and, my gosh, I think maybe at 27 or 28 then he decided that wasn't his calling, and then he got into this. Matt came down for two weeks, two weeks, excuse me, for two days. It felt like two weeks, and he did the written with me and the practical. The practical was, I'm telling you, Lawrence, was absolutely awful. We probably went over maybe seven or eight machines and it just seemed like we... At least an hour and a half on each machine. It was like drilled into me, but the good thing about it is that I never really forgot any of it because I did like take a decade off to take care of my parents.

Celeste Fortier: I got certified and I really thought, "Hey, okay, I'll do this. It's different from the pet food business and I like it." I had the passion for it and I thought that maybe I would have maybe three clients a week. I didn't know. Well, let me tell you, I got certified in July of 2001. By September, I had 10 clients a day. Now, you have to understand that was kind of... I did not want to work as hard as like the younger folks, like Skyler and them. They were doing I'd have guessed 15, something like 20 people a day. I'm like, "No, I'm 41, 42, I don't need to do that." I said, "I'm going to do 10 people a day, Monday through Friday, eight to one and I'm done", because I had my other hobbies and stuff.

Celeste Fortier: I did it and just... Like I said, it's my passion. I've met so many... Some of my clients have become my best friends and probably one

of the coolest things is that a lot of my clients, I mentored them and they themselves now are instructors. That's what [crosstalk 00:17:58]-

Lawrence Neal: Wow.

Celeste Fortier: I loved. When a client starts asking questions and they're really intrigued, I'm thinking, "Maybe I've got one here. I've got one on the line." Then, I've seen that becomes their passion. That's probably one of the coolest thing.

Lawrence Neal: Do you know what? That's [crosstalk 00:18:17] so cool because obviously I've heard that a bunch of times where people have become clients and then decided to get into business for themselves, or join as a member of the team for that studio. Wes, so my business partner, and myself here in Galway, we're literally going to start something very, very soon. I've been talking about it, but we're moving forward now and we're being quite aggressive with it and it's so exciting. We're just in the process now of really nailing down the business plan, acquiring kit, all of that stuff. I was saying to him like, "Galway has seen nothing like this, in Ireland." Not to my knowledge, and I wonder just how many people... As long as we do a good job in terms of training people and meeting people, that we will convert people and just have people come in who are like, "This is so interesting to me. How do I learn more?"

Lawrence Neal: I know that that will be a minority, but still it's incredible that it can have that type of effect on people. It sounds [crosstalk 00:19:23]-

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Celeste Fortier: It can.

Lawrence Neal: Like culty, but hey, hey.

Celeste Fortier: Yeah, it does.

Lawrence Neal: It's a positive [crosstalk 00:19:28] cult.

Celeste Fortier: It's a positive cult, and you're going to have so much business you're not going to know what to do with [crosstalk 00:19:33]-

Lawrence Neal: I hope so [crosstalk 00:19:33]-

Celeste Fortier: Okay?

Lawrence Neal: Yeah, yeah.

Celeste Fortier: The six-figure lemonade stand as Doug McGuff says, right?

Lawrence Neal: That's right. Well, let me ask you about that. Clearly, you have a talent for sales, clearly. I've heard... I think it was you that told me you're very confident. You could walk into a doughnut shop and pick up a bunch of clients. Tell me about that. How do you... Maybe just start with the doughnut shop. How do you go into a doughnut shop and pick up clients? How does [crosstalk 00:19:59] that work?

Celeste Fortier: Well, let's see, one time I was with Ryan Hall. Ryan lives about an hour and a half away from me and, unfortunately, it's too far for me to work with him every day, so I'll go down there from time to time. He will go into a coffee shop and a pastry shop and we'll order our

things. This happened one time, and I just started talking to the girls behind the counter. I'm like... They didn't even know his place was like three or four blocks down the road. I'm like, "Girls, do you all realize he is like one of the smartest, best trainers that there are?" I tried to get into... I'm stuttering here, but it's just I get into about the passion about it. I'm like, "Hey, this is what you do and you go and train to failure", and this and that. I guess my passion comes through.

Celeste Fortier: Ryan just never brags on himself, but I was bragging on him. No, I just... I don't know. I can just go in there and I just start talking about it. Just not on purpose, I just happen to start talking about it, and then because I've been booked up for a while... Some of my clients say, "Well, now my dentist wants to come in or my nextdoor neighbor". I'm almost holding my breath like, "Oh my God", and like I have too much, but now, I have two other instructors that are with me now, which is fantastic, so I've been passing them along. No, it's just my passion, Lawrence, and I can just go into... I can probably go into a doughnut shop and come out with clients-

Lawrence Neal: You know [crosstalk 00:21:46]-

Celeste Fortier: Because I believe in it.

Lawrence Neal: I know, that's really interesting. You mentioned earlier about your mentors said to you, "Talk to these people like they're a six-grader." That's kind of an interesting realization I've had lately is... It's kind of interesting and I think I spoke about this with Bill that you listened to

yesterday around you don't want to inundate people with too much information. You want to give them what they need to solve their problem, to answer their questions, to give them a little bit of the how and why. Can you give me any advice? I'm just going into this, I'm going to be having conversations with people about high-intensity training. Tell me, what are some of the most common objections you've had in your career by people who you have just meet and talk about this stuff? How do you overcome those? Maybe we can talk about a few?

Celeste Fortier: Let's see. Where people come in and they don't really believe it? Is that what you're saying?

Lawrence Neal: Well, let's say they come to you, and you know the scenario better than me, but let's say they come to you and they say, "Celeste, I want to get fit. You look amazing. I want to look like you". Then, you tell them what it is. You say, "Yeah, we're going to do"... I don't know what your protocol is, but let's say its 15 minutes twice a week, I don't know, and then you say what it is and they say, "How is that? Surely, I'll have to come six times a week to get results." How do you-

Celeste Fortier: They just [crosstalk 00:23:11]-

Lawrence Neal: Address that?

Celeste Fortier: Believe me, okay. They just totally believe me. I'll go in and I'll start off by, "Hey, you know"... I'll start off with the osteoporosis study,

and maybe that helps because I'm a woman and how it was founded and, "Hey, they slowed these women down. They couldn't lift the regular way." It's just, Lawrence, I always start off with that.

Lawrence Neal: What is this study?

Celeste Fortier: Then, on a [crosstalk 00:23:40]-

Lawrence Neal: Sorry. I don't even know this study.

Celeste Fortier: Back in 1982, excuse me, Nautilus did a osteoporosis study [crosstalk 00:23:45]-

Lawrence Neal: Right, yeah.

Celeste Fortier: And they did it with the University of Florida, and that's... Ken Hutchins did it for Arthur Jones. It went on I think maybe six years, six or seven years, and just the results from it were crazy. It just showed... I think they started off working out these poor old women, they were pretty frail, like three times a week, high intensity. Then they saw, "Oh gosh, okay, let's drop it down to two", and then finally they dropped it down to once a week. Then, results went off the wall.

Celeste Fortier: I think there was even a trip. They all went on a European trip, sans their walkers and canes. I kind of go into that. I talk about that and then I'll talk about myself. Hey, look, I've done this for 20 years. I have zero joint issues, and I mean that. I have to tell you this, I have always done the complementary first session, and I know a lot of

people don't... Our time is valuable and stuff, but I have not had one... I've done over 10,000 sessions. I have not had one person not come back and work out.

Lawrence Neal: Wow. That's incredible [crosstalk 00:25:07]-

Celeste Fortier: I mean, I don't know what it is, I just [crosstalk 00:25:08]-

Lawrence Neal: Well, let's [crosstalk 00:25:08]-

Celeste Fortier: They believe in it.

Lawrence Neal: Let's pause on that for a second. I'm more of the fan of the complementary free workout on that side of things, and I think Luke made the best argument for that in my mind, which is that people need to feel this to appreciate it and to understand it. You can't talk them into it really. I think his argument is that you need to be able to demonstrate value before you can really... I can't even remember. I'm not going to do it justice, but it was something along those lines [crosstalk 00:25:41]-

Celeste Fortier: Makes sense [crosstalk 00:25:43]-

Lawrence Neal: Of where you can like get them to commit. Obviously, there are people that charge for that first session. That's fine, whatever works for them, but as I said, I just wanted to pause there for a moment because I wanted to ask you... Clearly, you've got a hundred percent conversion from you just said. What are you doing? You have that initial conversation. What I'm hearing so far is... I hope

you don't mind me saying this, you do look great, which I think is important. I think that's very important and your enthusiasm pours out of you for this. You are so passionate. Clearly, people are going to be just... want to buy into that, right?

Celeste Fortier: Mm-hmm (affirmative).

Lawrence Neal: Then, I'm very curious, do you have like a very clear process? Can you just walk me through from like initial meet to the end of the first workout? What that looks like? Can you?

Celeste Fortier: Okay, so they'll come in and we'll sit down for a bit and I don't want to spend an hour with them or 45 minutes talking about the science, so I try to break that down pretty quick. The first thing I'll do, I'll get their medical history and find out if any injuries and any meds that they may be on that I need to know, high blood pressure and stuff and just go from there. Find out their goals, and then that might take about 15 minutes because, you know what? They want to get over to those machines. They get so antsy. I can see them looking over their shoulders like, "Let's get going on this, okay?"

Celeste Fortier: Then, I'll take them and I always start with the leg press because I think once they get that, if they can do it, there's not any joint issues that hurt them too much or bone on bone, but most of the time they can do it. We'll start over there and I'll tell them once they get this machine down... I do go slow. I know people can poo poo the SuperSlow protocol but it's worked for me and it's worked very

well. I don't sit there and cadence count what I do when I have... I think I sent you a picture. It's called The Turnaround Cocktail.

Lawrence Neal: Yes, yeah, yeah. I love that.

Celeste Fortier: On the the foot pedestal on the MedX, you can actually put up like a small bottle of water. Right now, I'm working on the Nautilus Nitro. I hope I'm not going off subject here, but-

Lawrence Neal: No, that's okay.

Celeste Fortier: On the Nautilus Nitro, on the foot pedestal, there's no place to put it because it leans back a little bit. I got my husband in there to engineer this little platform so there's a little tiny... I sent you a picture of it. There's a little platform [crosstalk 00:28:19]-

Lawrence Neal: Yeah, I've got it.

Celeste Fortier: Now, here's the thing. My clients have gotten over the water bottle falling off. That's no big deal, so they've gotten past that. That was a good learning tool in the beginning, but now I have moved on, and most of them stay pretty smooth and slow. Now, I've moved on to The Turnaround Cocktail, so it's actually... it's a little bitty martini glass and I put like colored green water in it with a straw so it looks like a cocktail. We put it on the... Like I said, my husband built the little platform, and look, nobody has yet that's been going on three months with the Nitro working on it, has dropped it. Anyway, I start them over [crosstalk 00:29:06]-

Lawrence Neal: Well, let's just pause there for a second. Just for those that... I think a lot of people are going to hear this and they'll be laughing out loud because they know exactly what you're talking about. For those that don't understand, basically what she's done, what Celeste is saying, she's balanced a cocktail where the footplate is on a little platform so that when the trainee is going through a set, they have to have a very smooth turnaround at the end when the legs are at full extension because if they slam that weight down, it's going to knock the cocktail over basically.

Celeste Fortier: That's right. Right.

Lawrence Neal: You were training in that good form from the beginning.

Celeste Fortier: Exactly. I tell them, "Look, the first two inches that you're going to start pushing out is going to be the most important part of this exercise. That's where we're fully loaded. If you blast through it, that's like blasting... that's getting rid of your gravy. The whipped cream is gone. You want to stay there and go as smooth as you can." The cocktail works. I'll take the people over to that and their eyes get so big because they're so afraid that it's going to fall off. In fact, actually, it's a plastic... it looks like glass but it looks like a plastic martini glass, so if it fell off, big deal. It's colored water, but nobody has nobody has dropped it yet.

Celeste Fortier: Anyway, so they will learn the leg press first and then I'll try to go... I kind of like do the Big 5 if I can. It just depends on the client and

how old they are and what kind of condition they're in. I take
[crosstalk 00:30:33]-

Lawrence Neal: If they were older [crosstalk 00:30:35] would you do... If they were older, maybe more [crosstalk 00:30:36]-

Celeste Fortier: I still do it [crosstalk 00:30:36]-

Lawrence Neal: Like a Big 3 perhaps? Or-

Celeste Fortier: Yes, yeah. Yeah, Big 3, which I do a lot myself if I'm too tired. Depends on the week [crosstalk 00:30:45]-

Lawrence Neal: We'll get on to that. Yeah [crosstalk 00:30:47]-

Celeste Fortier: We'll get on to that. Yeah, and look, I'm telling you, Lawrence, I have not had one... I was thinking about this the other day. I have not had one person in all these years not come back.

Lawrence Neal: Wow, so [crosstalk 00:31:01]-

Celeste Fortier: I [crosstalk 00:31:01]-

Lawrence Neal: Just out of college, quickly, for those who don't know, Celeste's Big 5, we're talking about leg press, chest press, pull down or the other way around, overhead press, and seated row, right?

Celeste Fortier: Yeah, right [crosstalk 00:31:14]-

Lawrence Neal: The Big 3 would be a chest press, a pulldown or then a leg press, right?

Celeste Fortier: Exactly.

Lawrence Neal: This has probably been inspired more recently by Doug McGuff's Body by Science and is a staple for a lot of the HIT trainers. I'm sure as... I should say this because Doug hates it when people accuse of him saying he invented the Big 5, which he's very clear and explicit that he's been inspired by people like Ken and Arthur and the rest of them. Once you've done that workout then, I know I keep interrupting you, I should apologize [crosstalk 00:31:47]-

Celeste Fortier: Oh, no. Fine.

Lawrence Neal: Once you've done that workout, tell me... I want to know how you... You clearly close the sale, and by in terms of closing the sale, I mean you get them to come back for another session, so I'm curious how you do that.

Celeste Fortier: Just when we get finished, I'm like, "Hey, would you like to get started?" Like, "Yeah." I pull out my antique appointment book, because I'm not high tech, and I just write them in there. That's it.

Lawrence Neal: You ask a [crosstalk 00:32:16] closed question. "Would you like to get started?" What if they [crosstalk 00:32:19]-

Celeste Fortier: Yeah, I just [crosstalk 00:32:19]-

Lawrence Neal: Said, "No"? They never have.

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Celeste Fortier: No, they never have. God, that sounds so conceited, but I mean just that they never [crosstalk 00:32:28] have. I'm telling you, never had it happen.

Lawrence Neal: Oh no, I believe you [crosstalk 00:32:34] a hundred percent.

Celeste Fortier: I wish I could bottle it and just say... I think where a lot of people get into... they make it too complicated, a lot of instructors, and give them too much information, I think. Don't quote them.

Lawrence Neal: Keep it simple, don't overload the client [crosstalk 00:32:57]-

Celeste Fortier: Keep it simple. Don't overload it, and it goes back to my mentor who taught me this, Coach Coleman, you've got to talk to them like they're sixth-graders. I know that sounds awful, but you know-

Lawrence Neal: No. Any other mistakes you see when you see other people doing this?

Celeste Fortier: Yeah, I think they give them too much information. I do, I do. Too much science. A little bit [crosstalk 00:33:21]-

Lawrence Neal: Really?

Celeste Fortier: Much. Science is great and you need to explain it. Like I said, I go through the osteoporosis study and... I think most of them do pretty well. Where I see a mistake would be more personalities. Just you got to build a relationship and I know it's hard to do it right off, but again, I think my personality does help in that. I think it does.

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Lawrence Neal: Do you [crosstalk 00:33:54] use the osteoporosis study because most of your clients are older men and women?

Celeste Fortier: Yes.

Lawrence Neal: Just more appealing to them?

Celeste Fortier: I do. I do, yeah, because most of them are. Most of mine are over 40, with probably the majority being in their 70s. Here's the question I have, and I'd like to ask some of my mentors this question. It seems that my 70-year-olds, they are pushing so much more weight than my 50s, 40s, 60-year-olds, and I don't know what it is. My strongest lady is 76 years old.

Lawrence Neal: Wow.

Celeste Fortier: She just got back from Europe and she had five or six other ladies that went with her around the same age. She said, "Celeste", she goes, "We walked all over." She said, "I had to help them. They were stopping all the time. I had to help them carry their packages, this and that." She's just strong as an ox, okay?

Lawrence Neal: Awesome.

Celeste Fortier: She's just... I don't know what that is. That would be a question for Ryan Hall. I'll have to ask him that.

Lawrence Neal: Do you know what? I just started saying that. I was going to have a crack at this, and then as you finished out, I was like, "Yeah, I obviously no idea."

Celeste Fortier: What do you think it is?

Lawrence Neal: I have no idea.

Celeste Fortier: I don't know.

Lawrence Neal: Could be a selection bias.

Celeste Fortier: I-

Lawrence Neal: Maybe the much older clients are like secret athletes.

Celeste Fortier: I don't know, but it's crazy. What's really cool, because I am in a high-volume gym now, which that's another story. That's a good story, but you can see like the younger guys that are over there doing the free weights and they'll look over and they'll see my 70-year-olds like going to town and really working hard. Then, they want to come over and try to do the same weight and just try it and they can't move it.

Lawrence Neal: Really?

Celeste Fortier: Incredible. It happened the other day.

Lawrence Neal: You got clients for that for [crosstalk 00:35:59]-

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Celeste Fortier: Oh [crosstalk 00:35:59] how to jump? Oh yes, I have. Yes I have. I have. Actually, they call it The Old Lady Workout until they do it because they see a bunch of old ladies. "Let's go try Celeste's Old Lady Workout." Yeah, okay, and then I kick their ass. Sorry. Anyway.

Lawrence Neal: No, it's fine. Interesting, so you do operate still in a Centurion Fitness-

Celeste Fortier: Yes.

Lawrence Neal: Which is more traditional, higher volume training. How do you find that? Do you get much criticism from people? Do you get any challenges working in that environment?

Celeste Fortier: It was in the beginning, so Lawrence, I'll explain it to you. When I found Coach's Champion Fitness back in the 2000s and it was perfect. I went into a perfect scenario. I went in there. Nautilus, MedX, we had our own private training room. That was when I was with Skyler and everybody and it was just super. Then, like I said, I moved back home to take care of my folks for about 10 years and now it's time for me... I'm ready, they passed on, so it's time for me to get back on to it.

Celeste Fortier: What I did... Now, Baton Rouge is about an hour and a half away from New Orleans and Ryan Hall is in New Orleans. I love Ryan, I would have loved to work with him, but that's an hour and a half drive each way, and that's if I-10 doesn't have multiple wrecks. I knew that I needed to start it in Baton Rouge, and of course, I didn't

think there was anybody that did it, so of course I Googled. Okay, I started off. This was 2017. I Googled "high-intensity training in Baton Rouge." Nothing came up. I put in "SuperSlow training", which I knew definitely nothing was going to come up. Nothing came up. I'm like, "Oh boy. Okay, so I guess I'm going to have to do this on my own."

Celeste Fortier: I took a two-week break. I went out to Arizona. I go to see a lot of my clients who are my real good friends now, and in fact, to deviate a little bit, Coach passed away in 2015 of Alzheimer's and one of my clients in 2005 when I left there to come back home to Louisiana, she became an instructor and she took my clients. Well, she and another instructor, Karen, had... Actually, the girl that took my spot, she is from Ireland and she [crosstalk 00:38:32]-

Lawrence Neal: Oh cool [crosstalk 00:38:32]-

Celeste Fortier: Was a golfer. Oh yeah, and she goes back every year. That's somebody I think you need to interview because they had to... They took over Coach's place when he was going through... Alzheimer's was setting in and that was a really difficult time for them. Anyway, I went back out in 2017 to see them and hang out. I came back and I said, "Well, I'm going to go and hit Google again. Just maybe something changed in two weeks and maybe there's somebody in Baton Rouge that does this, I don't have to start it on my own."

Celeste Fortier: I hit "high-intensity training" and then all of a sudden, it popped up. It said "Centurion Fitness, Dean Brignac", who is the owner, and his

love for Clarence Bass. I knew from being around that Clarence Bass... I'm like, "I know Clarence Bass. I think he's an old-time bodybuilder." Then, there was a story that the owner, Dean Brignac, put in about Clarence Bass. He loves him. I'm like, "Well, bingo. I'm going to go see this guy." The only problem, he was like 20 minutes away from my house and I wanted to find something closer.

Celeste Fortier: Now, prior to doing that, I had gone to several different gyms and I'm like, "Hey"... I even brought my books from when I trained at Coach's. Like, "Hey, this is what I do. It's high-intensity training, my model." Their eyes kind of rolled in their head. They're like [crosstalk 00:39:58]-

Lawrence Neal: Oh really?

Celeste Fortier: "Hey", and I kind of told them what I could bring to them, incremental business here. They wanted me, and like everywhere I went, they wanted me. That sounds bad. I don't think they wanted me, I think they wanted the income, but I'll tell you what was also difficult when I went to them. He was about four different places, and I was nervous as heck because I had only ever really worked on MedX and Nautilus. I went into these places and they all had different... They had Life Fitness or they had, oh, what's the one that has the seats that moves? Come on.

Lawrence Neal: Which machine?

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Celeste Fortier: Yeah, it's a machine. I'm trying to think of the name of it. Oh gosh. Okay [crosstalk 00:40:46]-

Lawrence Neal: Well, a leg press or...

Celeste Fortier: No, it's a company and when you're on the leg press, the seat will actually move with you.

Lawrence Neal: Oh [crosstalk 00:40:56] I thought that was a MedX or SuperSlow machine.

Celeste Fortier: No, that is, okay, but this is something different. I'm trying to think of the name of it.

Lawrence Neal: Of course.

Celeste Fortier: Anyway, I went to a couple of country clubs, too, because some of my neighbors belong and they wanted me. I'm thinking, "Well, this isn't going to be good because not everybody can afford to go to this country club." All right, so a lot of things going on. I'm like, "What am I going to do?" Going back to these gyms, I had to put each owner or head fitness person through a routine. I had to kind of pull it out my you know what to look at these machines and, hey, set them up on machines that I'm not used to. I remember Ryan Hall telling me, "Celeste, that's a big deal to go into these different places and get on different machines and put these people through a workout, try to guess what weight I should give them." Anyway, I did it.

Celeste Fortier: Anyway, like I said, I waited two weeks and then I found Dean Brignac at Centurion through Clarence Bass. I went in there to talk to him, and when I talked in, like no one has Nautilus in Baton Rouge, no one had Nautilus. I walked in and he had so much equipment. The very first piece of equipment I saw was the pullover. It was like, "Ding, ding, ding!" I won the lottery.

Lawrence Neal: Kid in a candy shop.

Celeste Fortier: Yeah, I'm like, "Ding, ding, ding, ding!" We sat down and he said, "Hey, you can come here." He goes... He had been in business about 10 years, and I'm sure it's okay to talk about this because it's kind of a known thing. His rent was extremely high. I'm telling you, now, we're talking Baton Rouge here, and I think... We're not talking New York City, but I think his rent was like \$10,000 a month, which is insane. I think it's about maybe 6,000 square feet. He told me, he goes, "Yeah, you can come here", but he goes, "But I don't know how much longer I'm going to be in business." I just said, "Well, you never know what the future holds."

Celeste Fortier: Then, he goes... I went ahead and did my thing. I set up shop, and like a week later, his landlord came to him and dropped his... Come on, train of thought here. He lost his... Come on, help me, his rent in half. In half, in half, and so, well, that's a good thing-

Lawrence Neal: Oh wow[crosstalk 00:43:34]-

Celeste Fortier: So then [crosstalk 00:43:35]-

Lawrence Neal: Law of attraction.

Celeste Fortier: Yeah, so he was all happy. I set up shop, and what I did, there was about three ladies in my neighborhood in their 60s, 70s, one of them in their 80s, and I had talked to them about this before. They're like, "Well, when you get started, hey, I want to do this." It started with those three-

Lawrence Neal: Cool.

Celeste Fortier: And I asked my husband... This was like I said, maybe the first week in June of 2017, I said, "I want 25 clients a week. That's all I want. I used to do 50 a week at Coach's. Look, I'm 60 or whatever now. I don't want to work that much." I said, "When do you think I'll be booked up?" I said I thought maybe December, like six months later. He goes, "No, you'll be booked up in three months." I'm like, "No way." Well, I was booked up in three months. Doughnut shop thing, and again, I'm trying not to be conceited here. Just it works, okay?

Lawrence Neal: Well, hang on. You had a handful, right?

Celeste Fortier: Had my three, yeah [crosstalk 00:44:37]

Lawrence Neal: Then [crosstalk 00:44:37]... Obviously, I'm assuming you got some referrals, but tell me how you managed to get to fill it up in three months. What were you doing?

Celeste Fortier: Well, there's a couple of things. I have to go back and just tell you about my first week-

Lawrence Neal: Sure.

Celeste Fortier: Because you asked me how the high-volume thing went. First week, I had gone and had made copies of Body by Science, Fred Hahn's Slow Burn, and Adam's Power of 10, and I find them. I found this desk at the gym and I put it over in the corner and I had this framed and then I had a couple of, oh, maybe the study on the osteoporosis study printed out. Just some literature. Like the second day I come in, my desk is destroyed and frames are crashed and BS is written all over the literature. I'm thinking, "Wow", so I went to the owner and I said, "Hey, come look at my desk. It was destroyed over night." He was able to pull it up on the camera and he had seen that it was this trainer, this guy did it. Of course, he was fired. That was really the only [crosstalk 00:45:50]-

Lawrence Neal: A total idiot.

Celeste Fortier: Yeah, so yeah. My things are saying, "Hey, work out once, twice a week." They're doing three times a week, but hey, their retention rate, as we know it's very hard for most people to do it three times a week for an hour, hour and a half. That was the only bad thing that happened, and so he was gone, that guy was gone. Then, the other trainers kind of stayed more way across the room with the free weights and kettle bells and stuff. His machines, I had them really all to myself. It was like paradise.

Lawrence Neal: Perfect.

Celeste Fortier: Then, what happened with the three ladies and the neighborhood, they started telling their friends, "Hey, you got to come try this", and then, let me tell you what. If you can get... Now, I know you've heard this before, a doctor, and you train them for free, bingo. Dean, the owner of the business, he knew an internist in town, and so she started with me, my gosh, probably a month after. Then, I spoke at her office a couple of times. She has different speakers in twice a month. Each time I went to speak I would get at least 15 clients. Then, I started getting other trainers to come to my side and I would start giving them to her, so she's probably [crosstalk 00:47:24]-

Lawrence Neal: I'm sorry, she was speaking at a seminar or something [crosstalk 00:47:26]-

Celeste Fortier: I would speak. At her office, she would have people come in as speaker and talk, and so I would come in and talk.

Lawrence Neal: What was her vocation? What was she [crosstalk 00:47:36]-

Celeste Fortier: She's an internist.

Lawrence Neal: What is that? [crosstalk 00:47:37]-

Celeste Fortier: She [crosstalk 00:47:38]. She's an internist.

Lawrence Neal: What is that? What is an internist?

Celeste Fortier: Oh, it's a doctor.

Lawrence Neal: Right, sorry, I've never heard that.

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Celeste Fortier: Oh, okay. Oh-

Lawrence Neal: Apologies made [crosstalk 00:47:49]-

Celeste Fortier: I would say... No, it's a family doctor I would say.

Lawrence Neal: Oh, okay. Cool.

Celeste Fortier: A specialist [crosstalk 00:47:57]-

Lawrence Neal: Got it [crosstalk 00:47:57]-

Celeste Fortier: Like a specialist, okay?

Lawrence Neal: Yeah, yeah.

Celeste Fortier: That's what they say. You get in with a doctor, and look, she... My gosh. She has probably sent me in the past two years easily 50 people, which I've past on to other instructors.

Lawrence Neal: Wow.

Celeste Fortier: I work her out for free and I work her husband out for free and glad to do it. She's a great lady.

Lawrence Neal: This is so interesting. I was literally on the phone this morning with my business partner talking about marketing techniques and things. He said to me, he said, "Oh, do you think"... I've obviously spoken to people like you and I know that a lot of successful HIT gyms have strategic partnerships and they have chiropractors, doctors, physicians, et cetera, who they train for free or not, and they get a

lot of referrals from them. I know of that and Sean brought it up and I said, "You know what? I think too many of them are indoctrinated and I'm going to be open to this." It's going to be hard to get them through the door, but then I could see your point. If you do get them in and they experience it and you convince them, then it could be powerful as hell. I already [crosstalk 00:49:08]-

Celeste Fortier: Oh yeah.

Lawrence Neal: Know one, I already know one who may be and is already a believer who may be helpful, but just curious. Do you think it's fortunate that this lady was open-minded? Or how do you think about that? Do you think some people are just going to be like, "No, that's bullshit"? "I'm a doctor, I know more than you."

Celeste Fortier: Yeah, because you know what? My own doctor, I tried to get him to do it. "Okay", he just kind of blew me off. She was more open to it. I would just say she is more open to it. Now, one of the instructors just told me the other day that I work with that she is getting dentist in there. That's another way you could try to approach it.

Lawrence Neal: I don't know [crosstalk 00:49:59]-

Celeste Fortier: He didn't even [crosstalk 00:49:59]-

Lawrence Neal: Me and my dentist don't have a great... We have an odd relationship because I don't agree [crosstalk 00:50:03]-

Celeste Fortier: Oh, okay.

Lawrence Neal: With anything she says.

Celeste Fortier: Okay, then.

Lawrence Neal: I'm so anti-Western medicine-

Celeste Fortier: I got it.

Lawrence Neal: Or dentistry, you know what I mean?

Celeste Fortier: Yeah, yeah.

Lawrence Neal: She is trying to get me to buy Sensodyne toothpaste and I'm like, "I don't agree", so yeah, I'm digressing [crosstalk 00:50:16]-

Celeste Fortier: Okay, you strike her off. Strike her off the list. I have been I guess just really, really lucky with her. She is just a gem. Like I said, at the point... I was getting really booked up and, "What am I going to do?" I don't want a waiting list because the problem with a waiting list with this, these people are going to be on a waiting list a long time because there's hardly any turnover rate that I find, unless somebody has to move or they lose their job. Even with that, or the hours change, but now I have some girls that I'm working with and I just pass them along from Dr. Dantin's clients, patients. She does like a... It's the inbod.

Lawrence Neal: Inbody?

Celeste Fortier: You know what that is? Inbody? Okay.

Lawrence Neal: Yep.

Celeste Fortier: She'll do that with her clients and she'll like, "You need to go do this slow motion training. Here's the information on it, go do it." They listen to her.

Lawrence Neal: Of course. Authority [crosstalk 00:51:16] is truth.

Celeste Fortier: They listen to her and she does it herself. Gosh, her husband is probably one of the strongest guys that I have, and he is my age and he is clothes that he has had from high school.

Lawrence Neal: Wow.

Celeste Fortier: Again, now, we know that you can't lose all this weight from exercise, but I always think it's like a domino effect. If you're going to work that hard, I think you're going to eat a little better.

Lawrence Neal: Absolutely.

Celeste Fortier: It's true, but I think you're going to kill it.

Lawrence Neal: Well, thank you. Well, we'll [crosstalk 00:51:52] see. Proof is in the pudding. I've got to prove it first. Although, I have a big advantage, speaking to people like you through all these podcasts, all this stuff in the membership, so yeah, it would be pretty embarrassing if I didn't, wouldn't it?

Celeste Fortier: No, you're going to be fine. Hey, I've never advertised. It's word of mouth. That's what I find.

Lawrence Neal: Well, let me just ask a question on that. Am I right in thinking... You had this handful of people in the beginning, you got some referrals, you then developed this relationship with this doctor. She became a gold mine. Is that it? Did you do anything else? Any direct mail? Any internet marketing at all?

Celeste Fortier: No.

Lawrence Neal: No? Just doughnut shops [crosstalk 00:52:36]-

Celeste Fortier: Zip.

Lawrence Neal: As well I suppose and that was it?

Celeste Fortier: Just doughnut shops, yeah. We have daiquiri shops down here, and you can actually go through a drive through and get a daiquiri. I know that sounds [crosstalk 00:52:44]-

Lawrence Neal: Like a cocktail daiquiri?

Celeste Fortier: Yes you can.

Lawrence Neal: My God.

Celeste Fortier: I know. We're like a whole different country. Louisiana is like different from the rest of the... yeah. No, I just... Gosh. I'll tell you. You know what's exciting? I'll be invited to a party, like a client's party, and then I'll hear them talking to just their neighbor or whoever else, a friend at the party, and they'll start talking about their workout. They start going through the whole thing. "Now, the

first two inches when you start pushing out, that should take about three seconds. You want to go as slow as you can on that turnaround because that's the bang for the buck. Breathing makes it go." It's so [crosstalk 00:53:31]-

Lawrence Neal: They sell it for you.

Celeste Fortier: Yes, which is so cool. It really is. It's great. I just [crosstalk 00:53:38]-

Lawrence Neal: Sorry. My friend Shawn I mentioned who we're doing this with, we became great friends first, and he was actually... It's such a cool story. He is a listener of the podcast and we met up in Galway and he is really into all things kind of all diet and high-intensity training. Huge weight loss, like looks like a different man from a few months before I met him. We have this little ritual where we meet up once a week and we go for lunch and it's typically some sort of carnivore lunch. We just have a great time and what I really enjoy is seeing him become even more passionate the more he learns about all of the benefits of things like the type of diet he is doing and also high-intensity training. Obviously, every time I see him, he looks even better. He is like progressively looking better, getting healthier, getting stronger, and just staying so excited. It's like to your point. It's so cool when you see people go through that process you went through when you first realized the 80-20 of exercise, right?

Celeste Fortier: Mm-hmm (affirmative).

Lawrence Neal: It's so awesome.

Celeste Fortier: It is. Man, I just eat it all up. I love your podcast. My poor husband will go on road trips and he'll have to listen to them [crosstalk 00:54:59]-

Lawrence Neal: Forcefully.

Celeste Fortier: He knows a lot. No, he actually... Even though he's driving, but it's just I wish everybody... First off, I wish everybody could afford to do this and I wish all instructors would have the passion for it. I see some of them that don't that get into it really for the money, but I'm lucky that I have found my passion. I'm extremely lucky that Coach showed it to me and I... If he's up there in Heaven, hopefully him and Greg Anderson are drinking some beers and can look down and be happy that Skyler is doing so well, that I'm doing so well. Rachel and them that bought his place are doing so well, Rachel and Karen, and just we all have the passion. Just [crosstalk 00:55:53]. That's why when I got to the REC Conference, I was just... As you can tell, I don't have a problem talking, but I just kind of went into a shell because I felt so... I was just excited and intimidated and I didn't want to come off as like a dumbass with everybody around. I was just so excited about being there, and I almost didn't go-

Lawrence Neal: Really?

Celeste Fortier: Because Luke had called me up. I had never met him before and he called me up. He might have been calling a lot of people, and he's like, "Hey, look, I wanted to invite you to the REC Conference." I had thought about it for a couple of years and I'm thinking, "Well, I'll go next year. Maybe I'll look better next year, and everybody there is going to be perfect [crosstalk 00:56:40]-

Lawrence Neal: Oh, that's so funny [crosstalk 00:56:45]-

Celeste Fortier: I swear and [crosstalk 00:56:45]. I told my husband, I'm like, "Luke called, he called and invited me", and I said, "But I think I'm just going to wait until next year." I didn't tell my husband that I wanted to look better. He goes, "No." He goes, "You're going [crosstalk 00:56:57] this year." He went and booked my flight-

Lawrence Neal: Your husband is great [crosstalk 00:57:00]-

Celeste Fortier: So I had to go. He is great. He is my biggest cheerleader, so I'm so glad I went, but yeah. Okay-

Lawrence Neal: That's so funny. It's ironic because you probably looked the best there, but it's funny [crosstalk 00:57:12] because I think that's going through everyone's... Well, actually, probably not everyone, but I was feeling the same way. I'm thinking, "All these people listen to the podcast and", not all of these but some of these people, "And they might have an impression of what they expect me to look like or whatever." I was having all of those same fears, and I think a lot of people were to be honest. I think, of course, you're going to be.

You're a trainer. Some people I guess believe that your physique is almost an expression of your knowledge, which is obviously complete bullshit, but we can't... Even though we know that, we can't help but still judge each other. It's a strange thing. It's a human nature thing.

Lawrence Neal: What's personal is most universal. What you were feeling everyone was feeling, and then it's funny. As soon as you get in there and you get settled in with everyone, you just forget all of that. You just get so [crosstalk 00:58:09]-

Celeste Fortier: You do.

Lawrence Neal: You're in your tribe and you just feel-

Celeste Fortier: You're in your tribe. I was [crosstalk 00:58:14] depressed when I got home. When it was over, I'm like, "God." It was depressing for like a couple of days. I missed it.

Lawrence Neal: I had the blues.

Celeste Fortier: It's like I wish we all could like... I thought about this. I don't know if it would be good or bad, but, "Gosh, I wish we could all work together on some big huge, I don't know, building with like a hundred of us with our tribe."

Lawrence Neal: The dream.

Celeste Fortier: It was [crosstalk 00:58:39]-

Lawrence Neal: Well, it's hard because especially, I guess... United States is a big place, and maybe... Actually, you're farther away from each other than I think, but I always think, "Oh, I have to fly all the way back to Ireland now." I love Ireland and I love being near the UK and obviously it's where my home is and all of that, but I do also think, "Oh, I'm so far away from the tribe", you know?

Celeste Fortier: Your own-

Lawrence Neal: I keep using that word, and it's like, "I'm not going to see them again probably till either the next REC Conference or if I make some kind of trip over." I want to do what Simon did. You know when Simon went around to like a lot of the different trainers and did content?

Celeste Fortier: Yes.

Lawrence Neal: I'd love to do that. I've said it to so many people, probably everyone who has been on the show who is a HIT person. I'd love to come over and do like a road trip and create content for the podcast. Do some in-person podcasts, do some video, and just get a workout from all of you guys. That would be so cool, and so [crosstalk 00:59:41]-

Celeste Fortier: Interesting.

Lawrence Neal: So sometime. Watch this space and I will let you know when [crosstalk 00:59:46]-

Celeste Fortier: That would be great.

Lawrence Neal: We can make that happen. That would be very cool.

Celeste Fortier: You would be worn out if you worked out at all these different places.

Lawrence Neal: Yeah, but the way I see it, quoting Doug McGuff, overtraining is a process, not an event, right? If I do like [crosstalk 01:00:01]-

Celeste Fortier: That's right. That's true [crosstalk 01:00:01]-

Lawrence Neal: Six workouts back to back and then I just don't train for ages, right?

Celeste Fortier: That's it. That's true. You would last a long time. No, that would be great. For instance, like so Ryan Hall is an hour and a half from me, but Doug Holland, he's also in Louisiana, but he is five hours north. Him and I have talked but I have not met him in person and I can't [crosstalk 01:00:22]-

Lawrence Neal: See, that's-

Celeste Fortier: Wait to.

Lawrence Neal: See, that's the thing. It's still so far away from each other. I come from such a small [crosstalk 01:00:27]-

Celeste Fortier: It's five hours.

Lawrence Neal: Country. I have no... Yeah, yeah. That's mad.

Celeste Fortier: In fact, when I went to work for Coach in Arizona, he goes, "Look, when you go home for Christmas to see your parents", he goes, "You have two of the best trainers in the country in your state." I'm like, "Okay." He goes, "One is Ryan Hall and the other is Doug Holland. You need to go meet him." Like, "Okay, but that would take me a lot of time." I am going to get up to meet Doug. He is fun.

Lawrence Neal: Oh yeah. I love his Instagram. He is my favorite [crosstalk 01:01:01] instructor. He is just... Every time the person completes a rep, he's like, "Yep, yep", and then he throws in a swear word or something. It's just [crosstalk 01:01:12] I don't know whether he does that for effect for the Instagram video or whether that's just every single workout. I wouldn't [crosstalk 01:01:17]-

Celeste Fortier: No [crosstalk 01:01:17]-

Lawrence Neal: Be surprised if it is.

Celeste Fortier: He said to... I talked to him the other day and I told him I was doing the podcast and I'm like [crosstalk 01:01:24]-

Lawrence Neal: Oh, cool.

Celeste Fortier: "You know, I'm not an exercise physiologist, I'm not this, I'm not that." He said, "Look", he goes... I've actually wrote it down so I'm going to read it. He goes, "To tell you that he and I are floor people. We are on the gym floor collecting more data than any other researcher could understand." That's what he said. I'm like [crosstalk 01:01:48], "Okay, that sounds pretty good."

Lawrence Neal: I agree. I think even James Fisher would agree with that. I've heard James say... He is so respectful of the trainers and of the experience that you're getting on the floor that a lot of scientists aren't getting. No, I would agree completely with that. Let's sort of... There's a few other things I want to cover with you quickly. What's next for you? You're obviously doing great in this new capacity, not new but your current training capacity. Do you think you'll open a space at some point? What do you think you'll do in the future?

Celeste Fortier: I feel like I'm being a name dropper here, but I was talking to Ken Hutchins recently and he was like, "You know, Celeste", he goes, "You need to be working for yourself." I'm like, "Not at my age. I just don't want to go and open up my own place. I just don't." I'm extremely happy where I'm at. I know my boss is going to get upset when I say this, but we do want to move closer to the coast. We're big boaters. We have like an antique boat and there's an areas we want to move to that's about three hours from here, kind of close to Florida. I've already checked into it. The town does not have a high-intensity training place. I'd have to start all over again, but that's okay. I've done it once before. No, I don't want my own place. I don't want to worry about, "Oh, an electric bill", or just different things. Just not at my age.

Celeste Fortier: If I was 40 I would do it, but not at 60-plus. I just don't want to. Just go and do and try to make people a little healthier and happier. I'm not going to... One other thing, why I want to stick with this because it makes you think. Now, I'm sitting there and when I'm charting and

adding numbers and adding two pounds here or sometimes on microload I may put one pound on, and I'm thinking the whole time, Lawrence. Making that brain work, and I'm thinking, "Hey, I really would like to do this until, hey, I'm in my 80s." Maybe not 25 people a week, maybe half that, but it's going to keep my mind working. I think that's a good thing, but I don't think my own place. I don't know.

Lawrence Neal: No, I completely respect that. It's a very personal decision, so it would be interesting to see what the future holds for you [crosstalk 01:04:22]-

Celeste Fortier: I have a lot of hobbies. I have a lot of hobbies, so [crosstalk 01:04:25]-

Lawrence Neal: What are your hobbies?

Celeste Fortier: Well, I collect antique cars, and I started that pretty earlier.

Lawrence Neal: How many cars [crosstalk 01:04:34]-

Celeste Fortier: I didn't [crosstalk 01:04:34]-

Lawrence Neal: Do you have?

Celeste Fortier: Well, right now I just have two, but in the past I've had a lot. I have the antique boat, too. My brother and I got mixed up. He should have been the girl and I should have been the boy. He is a fantastic artist, which he got from my mother. I should have been. I was a big

tomboy. I think we got mixed up. No, I play with the cars and we have... The antique boat is like... Have you seen like the old Chris Crafts? The mahogany, like the [crosstalk 01:05:06]-

Lawrence Neal: I know nothing about boats.

Celeste Fortier: Well, too bad. Anyway, we do that and that takes up time [crosstalk 01:05:15]-

Lawrence Neal: What do you like? Fixing them up a lot, that kind of thing?

Celeste Fortier: No, I buy them already done, already restored. I found that out a long time ago. In business I've bought and sold some cars over the years and it's better to buy one restored. Unless you love the passion of restoring it, but no. I started doing that... I got into cars probably around 17 or 18, and I absolutely hated school. I'm not a good student and that's why [crosstalk 01:05:55] I was really nervous about passing that SuperSlow test years ago, so was Coach. When I graduated from high school, my whole family went to Louisiana State University, my parents and my siblings. I'm like, "You know what? I hate school. If I go to school, I'm just going to be wasting my parents' money." I didn't know what I wanted to do. I just knew that I wanted more cars. I said, "I have got to get to work", so I started working, and then I bought one car and then after the other and another. Then, I've always had them.

Lawrence Neal: You buy them, you don't do them up. You already buy them restored, and then what? You sell them? You buy and sell?

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Celeste Fortier: I did. I don't any longer. In my 20s and 30s, I did that more. Now, I don't [crosstalk 01:06:42]-

Lawrence Neal: You're just cruising around now basically.

Celeste Fortier: Yeah, cruising around in them. They're art just like... I don't like speed. That's what's weird. I'm not into speed. Maybe that's why I like training slow, but I don't like to go fast in a car, I don't like to go fast on the water, but I look at the cars and the boats, to me they're art. When I see the boat, it's like art on water. I could just stay in the boathouse and just look at it all day. No, that's my hobbies, and then I'm also a bowler. I'm on a bowling league.

Lawrence Neal: Oh, cool.

Celeste Fortier: I'm a bowler. I've been a bowler for a long time. Pretty good bowler, and I love to [crosstalk 01:07:28]-

Lawrence Neal: What's your high score?

Celeste Fortier: 210-

Lawrence Neal: Wow-

Celeste Fortier: And my [crosstalk 01:07:33]-

Lawrence Neal: What's perfect, a 230?

Celeste Fortier: Oh, no, no, no, no. It's 300.

Lawrence Neal: 300? Sorry.

Celeste Fortier: It's 300. My average is about a 160. What I've [crosstalk 01:07:45] noticed, I... Gosh, when I was a teenager, that's when I started bowling. Then, I took off and I started again not till about five years ago. The past five years on this league, you don't win trophies, you win money, and every year I've won Most Improved. When I started back after taking off, what's that? What, 40 years-

Lawrence Neal: Yeah.

Celeste Fortier: Of bowling? I'm really thinking my strength training has helped. I can kill it. I'm throwing like a 14-pound ball and just... I tell you, it's just I think it has a lot to do with my strength training.

Lawrence Neal: Clearly.

Celeste Fortier: Every year, I'm getting better.

Lawrence Neal: I think my average is like 85 or something.

Celeste Fortier: Oh, you're bad. Bad. I'm pretty consistent, which is good. You won't see my bowl one like a 90 and then a 180. I'm pretty spot-on, about [crosstalk 01:08:49]-

Lawrence Neal: Do you have fancy gloves?

Celeste Fortier: No, I don't. Mm-mm. Mm-mm.

Lawrence Neal: Not needed?

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Celeste Fortier: No, it's not needed. No, not needed. I don't do a curve ball, it's just straight up the middle. I am.

Lawrence Neal: Very cool.

Celeste Fortier: Also, I pay a lot of pinball, too.

Lawrence Neal: Oh, right, on the pinball machine. I saw that on your Facebook I think.

Celeste Fortier: I've had that a long time and I just love pinball.

Lawrence Neal: So unusual your hobbies. It's brilliant. So interesting [crosstalk 01:09:19].

Celeste Fortier: I told you. I should have been a boy, but anyway.

Lawrence Neal: I'd love to sort of finish this up just quickly talking about your own workout. What do you do from a training perspective? What's worked best for you?

Celeste Fortier: Okay, so if I'm... Because there has been a couple of new instructors come on, I have been really tired lately and because we're killing it and just getting them used to the different equipment. I have only been able to put in like a Big 3, which I normally try to do, gosh... When I'm feeling really, really good, I'll come in... Let's say like two weeks ago, I did... Started off with the abduction, then I did the leg curl, and then right into the leg press, then I did a chest press. Then, I did the pulldown, then I did the overhead press, and

then I always sit up with the neck after. I love the neck. Get all the stress out. I have to be feeling really good, and if I haven't slept good or if my husband fed me too many martinis on the weekend, then it's going to be the Big 3. I have to be perfect to do six or seven.

Lawrence Neal: I'm the same, I'm the same. Is it like a once a week or twice a week? What's the [crosstalk 01:10:47]-

Celeste Fortier: Once a week.

Lawrence Neal: Once a week?

Celeste Fortier: I'm even better, I have to tell you, I am better probably like nine days if I can.

Lawrence Neal: You're a very active [crosstalk 01:10:59]-

Celeste Fortier: If I can't [crosstalk 01:11:00]-

Lawrence Neal: Fairly active person? Sorry.

Celeste Fortier: You know what? I'm on my feet all day at the gym. I do not sit down and it's a big space, so I'm running around crazy. I don't really do too much out of there. If the season is good, I will do some walking around the LSU campus. It's real, real pretty, but in my mind, I'm telling me, "Well, that's good for stress", or, "Is that really helping with the heart? Is my high-intensity training enough?" It's always the question that's there.

Lawrence Neal: Sure.

Celeste Fortier: What I don't like about it from a vanity point is the more I walk, the thinner my legs get. It pounds away my muscle and I don't like that because I love muscle.

Lawrence Neal: Really?

Celeste Fortier: On me, I love muscle. I see muscle... When I see somebody with muscle... Now, this probably isn't a hundred percent correct here because there could be steroids involved, but looking back, oh gosh, like to Steve Reeves and I'm thinking, "Oh my gosh", to me that looked like healthy. When I see somebody with muscle I think health.

Lawrence Neal: Sure, sure.

Celeste Fortier: Too thin, I don't think it is, and that's probably not correct because it's, again, it's your genetic thing. It will [crosstalk 01:12:18]-

Lawrence Neal: Sure, yeah, sure [crosstalk 01:12:19]-

Celeste Fortier: Legs out too much.

Lawrence Neal: Interesting, and it's really hot where you are, isn't it? What is it like? 30 [crosstalk 01:12:25], sorry, 37 celsius, not sure what it is in Fahrenheit.

Celeste Fortier: It's like Africa hot. It can be like in the 90s with a hundred percent humidity. That's pretty bad. It is. I probably will just walk in the fall. That's it. I don't do a whole lot else.

Lawrence Neal: What about your diet? You said you have a few martinis on the weekend, so tell me about your diet.

Celeste Fortier: First off, my husband is an excellent, excellent cook, and he shops every day. He lived in Europe for a while and I guess he was used to going to the meat market for this or pastries, whatever. He shops and he... Look, we try to really be good during the week, fish, vegetables, stuff like that. On the weekend, we may let it slide a little bit, but still pretty healthy. What I do, Lawrence, I only eat when I'm hungry, so there'll be some mornings when it's time to go to work, I'm not hungry. I'll have some coffee and then maybe around noon I'll just bust into some like nuts I have or something and that just tides me over. I've done like the intermittent fasting. You know What happens to me? I get too thin. Here comes the vanity thing again, but then... There was a book, it was called... either it was called Your Face or Your Ass. After a certain age, you can't have both, so if you try to get too lean to get rid of your behind, your face is going to suffer, it's going to get too [crosstalk 01:14:14]-

Lawrence Neal: Right [crosstalk 01:14:15]. Fascinating [crosstalk 01:14:17]-

Celeste Fortier: Not that that's cute that I'm saying that, but [crosstalk 01:14:18]-

Lawrence Neal: No, no. That's so interesting. I didn't know that.

Celeste Fortier: I just kind of... I get too small. I've always had a complex about being small. When I was growing up I was tiny, tiny, tiny. Like I said, I didn't mature until I was like 18 or 19. See, I don't like to be too small, and the intermittent will do that. Anyway, going back to my diet, I try to be... I still kind of go by the calorie rule. There is a book, I love old books by the way, and there was a book that Dr. Darden did. It's called The Nautilus Diet. Are you familiar with it?

Lawrence Neal: Yes, yes I am, yeah.

Celeste Fortier: Again, that was a study he did with The Gainesville Racquet Club back in the '80s. In fact, one of my clients had turned me on to the book. This was back in, oh gosh, 2002, and it kind of goes down to like the calorie thing. I know different things work for different people, but that's still a pretty I think a relevant book. You can go look at the pictures in it.

Lawrence Neal: Oh yeah, it's a high carb diet, isn't it?

Celeste Fortier: No, not... Well [crosstalk 01:15:32]-

Lawrence Neal: Is it not?

Celeste Fortier: It's more... I don't say it's really high carb. To me it was just kind of like a balanced... I need to pull it out again to see if it was really that high of carb, but I know it was strictly calories, caloric [crosstalk 01:15:51]-

Lawrence Neal: Caloric [crosstalk 01:15:51] deficit.

Celeste Fortier: The men are like 17 or 1800, the women are like either 12 or 1100, but yeah. I kind of just do that.

Lawrence Neal: Fair enough. Interesting.

Celeste Fortier: Probably my biggest barometer, I have it hanging in my closet, I have a pair of shorts from 1995 when my waist was like super, super tiny. They are these cargo shorts that kind of come up high. You can't let anything fall over like a muffin top, so I have these hanging in my closet. Laying myself, I go in there, I don't know, maybe once a month or something and I put them on, and if they fit I'm like, "Right on. You're doing it right." If I go in there and they got some stuff hanging over, I'm like, "You got to reel it in." You got to rein it in on. I'm kind of lucky, and when it comes to my clients and talking about nutrition, I just kind of... I'll go into the calorie thing with them. Like, "I just kind of cut back." I'm in Louisiana, and our food here is just tremendous. It is unbelievable.

Lawrence Neal: Well, here's this interesting thing. Discover Strength focuses very much on strength training. They're strategic needs are strength training. They do do some nutritional stuff. They do a body composition challenge like once a year or whatever it is and they do protein shakes. They do a little bit from what I understand, but they make a point of being like, "We're a strength training place. We don't really do nutrition. It's not really our specialty." The reality is is that most people, if they're in it for changing their appearance, they might put five, 10, 15 pounds of muscle on depending on their age

and genetics or what have you, but really the biggest transformation is going to come from some kind of dietary change, losing body fat.

Celeste Fortier: Correct.

Lawrence Neal: As you said, earlier on in this podcast you talked about how strength training helps, which it does. It certainly makes that muscle permissive. We know that in terms of the hormonal effect, glycogen, et cetera, but most of it is done with diet. It's interesting. When I wonder with you, with your clients, are most of them coming to you like, "Look, I just want to function, quality of life, mobility, or longevity"? Or are a fair number of them saying, "You know what, I just want to look better as well and I want to lose a bunch of body fat"? How often do you have to have those conversations?

Celeste Fortier: Well, because most of them are older, I do have a 40-something-year-old that... She was pretty hot before she came in, but she's like, "Hey, I"... I could see her struggling in the gym. She was like one of the just gym regulars. I went over to her one day and I said, "Hey, let me just put you through this little workout." She was coming in every day doing all these lunges and I could see... Okay, she looked pretty good, but there was like some cellulite going on. I'm like, "Let me just put you through this", and I did and she had the light bulb effect. Now, she's been with me for two years and she is... Let's say that cellulite is just about gone.

Lawrence Neal: Wow.

Celeste Fortier: She's got this blue velvet bikini that she looks super hot in, so when she's on the leg press, I'm like, "Look, I know there's one more in you." I said, "Think of the blue velvet bikini, okay?" Then, she'll kick it in, but people have come up to her and like, "Hey, you"... The transformation with her is incredible. Now, with that said, most of my clients are older and a lot of them will come in and they'll say, "Hey, look, you know what? I want to lose a few pounds, but I just want to get stronger. I don't care about getting into a bathing suit again."

Celeste Fortier: Hopefully they will, but it's, "I want everyday life just to be easier. I want to pick up my grandkids. I want to do this. I want to, you know"... My big thing is I want my ladies to get on an airplane and be able to put their luggage in the overhead without help. I'm like, "This is going to help you do that." I don't know, to me that's like so inspiring that I can put everything... "Hey, I don't need any help. I've got this."

Lawrence Neal: People my age just don't really understand that until they're there or they have an injury [crosstalk 01:20:25]-

Celeste Fortier: Yeah, you'll see.

Lawrence Neal: Yeah [crosstalk 01:20:27]-

Celeste Fortier: Know that.

Lawrence Neal: Just wanted to step back a second, though. When you do have those people that come to you and they need to lose body fat,

what's the conversation look like? Again, I love this that you stay quite high level, and I want to know how you have that conversation.

Celeste Fortier: I'll just say, "Look, you got to rein in your calories." It's just [crosstalk 01:20:45]-

Lawrence Neal: As simple as that?

Celeste Fortier: Yeah. I'm like, "You got to eat a little less. You got to drink a little less." Instead of three glasses of wine a night, bring it down to one. Just rein it in. It's just... Look, you can look at the people. I'm into old movies, and you can look at people in the '40s and '50s, the whole body was different and their waistline... Don't let that waistline get out of control, and that's why I hang those shorts in my closet. There's nothing that stretches on that material, and that's another pet peeve I have. All these leggings and things that are out there people wear, you won't see me in those hardly ever. I just think it just... It expands. You need to have tight clothes. You don't see what I'm saying?

Lawrence Neal: Yeah, yeah.

Celeste Fortier: The shorts that I have hanging in my closet, they're from the '90s. There's absolutely no spandex in there. Either they fit or [crosstalk 01:21:47]-

Lawrence Neal: They're unforgiving.

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Celeste Fortier: They don't fit. They're unforgiving. For so many clothes now, all these pull-on pants, it just lets you... I don't know, you just wear something tighter in the waist.

Lawrence Neal: I have [crosstalk 01:21:57] a pair of trousers like that that are like a [crosstalk 01:22:02] 30 waist that I don't need a belt for or nothing like that. It's like I know for me if I... I can tell very quickly if I've put on five or 10 pounds when I put those on, especially after [crosstalk 01:22:13]-

Celeste Fortier: That's good.

Lawrence Neal: A meal, undo the top button.

Celeste Fortier: That's good. You cannot let the waistline get out of control.

Lawrence Neal: Sure.

Celeste Fortier: You can't. I just tell them everything is in moderation.

Lawrence Neal: Then you don't do any nutritional consulting? Do you or do you? No?

Celeste Fortier: No, no.

Lawrence Neal: You leave that to them?

Celeste Fortier: Mm-hmm (affirmative). Yeah.

Lawrence Neal: Do they ever ask you [crosstalk 01:22:39]-

Celeste Fortier: I just-

Lawrence Neal: To help them with that?

Celeste Fortier: I'll be honest with them, like, "Hey, guys, I'm pretty lucky. It's a genetic thing, but when I feel like five pounds coming on, I rein it in." I just kind of think it's common sense. I just... It shouldn't be that hard, Lawrence. It just shouldn't be that hard, but again, I know there's emotional things that go on with people and [crosstalk 01:23:01]-

Lawrence Neal: That's the thing is they [crosstalk 01:23:02]... Weight loss is so [crosstalk 01:23:03]-

Celeste Fortier: It is.

Lawrence Neal: Complex, like there's [crosstalk 01:23:05]-

Celeste Fortier: It is.

Lawrence Neal: Psychological factors, there's [crosstalk 01:23:07]-

Celeste Fortier: It is.

Lawrence Neal: There's constant... The jury is out on which dietary protocols, elimination diets, all this stuff. It's tough.

Celeste Fortier: It's so tough.

Lawrence Neal: That's why I'm having this conversation with you because [crosstalk 01:23:20]-

Celeste Fortier: Well-

Lawrence Neal: I'm interested in staying clear of it-

Celeste Fortier: Stay clear of it [crosstalk 01:23:24]-

Lawrence Neal: When we're open.

Celeste Fortier: Well, I send you to the nutritionist. That's not my forte and I don't know. It's never anything I really had to deal with it. Like I said, I've been pretty lucky with it and I've always had a pretty happy life. I had a fantastic childhood. That's why I didn't mind at all coming back to help my parents. I'm a pretty happy person.

Lawrence Neal: Yeah, you can tell.

Celeste Fortier: I just am.

Lawrence Neal: I can tell. That was great. It's very contagious. Like it was very evident at the conference. Cool. Okay, so you've covered diet, covered your workout. This has been so much fun, like just really cool talking to you. I hope it's been useful for people in terms of learning about how you go about your business, because I think there's some people who listen to this show who either are thinking about starting a high-intensity training business or in business who I know really rely on this show for help. Sure, there's tons of personal training podcasts out there, but none that really focus on the high-intensity training kind of way of doing things. I think this stuff is really important.

Lawrence Neal: Any like tips for the aspiring HIT entrepreneur personal trainer? It may be something relevant to the big box scene that you seem to do really well in. Any words of wisdom?

Celeste Fortier: Gosh. Going back to getting a doctor on your team, I'm just going to say that again, if you can that believes in it... Let's see. Big box gyms, you know when you interviewed Doug Holland and he talked about going into that big box gym that time and he was... That's happened to me. He went into the big box gym and he was working out and everybody would come up to him, "Hey, what's going on?" Before I went to Centurion and I was playing around. I was at Planet Fitness and I would have people come up to me all the time and I had my stopwatch because it's much easier for me to use my stopwatch than trying to count reps, because if you're working really hard, it's hard to count repetitions. When I'm training somebody, I am so focused on them, I have no clue what repetition they're on.

Celeste Fortier: I've been places where I'll kind of maybe show off a little bit. I was at Planet Fitness and people come up and they, "Hey, what are you doing?" Then, I've actually gotten clients that way through that because once they try it, most of the time when they try it they're going to be hooked.

Lawrence Neal: Sure.

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Celeste Fortier: Most of the time. What's been really hard is trying to get trainers that were high-volume trainers to come over to our side. That's [crosstalk 01:26:27]-

Lawrence Neal: The dark side [crosstalk 01:26:27]-

Celeste Fortier: Been the problem, to come over to the dark side. What I find is if you want to get somebody on your team is get a client that's interested and then that's the best way is to get them before [crosstalk 01:26:42]-

Lawrence Neal: I can imagine trying to convert, obviously, that must be a massive waste of energy.

Celeste Fortier: Very hard.

Lawrence Neal: Low return.

Celeste Fortier: Yes, and I don't know how Luke does it, but I know he must go to like maybe to the kinesiology departments at the universities, but I don't know how he gets his trainers. I think it's very hard to get them.

Lawrence Neal: He has a number of tactics. One of the things... If you remember from REC, the most effective tactic is The SIP and WIP, The Summer Internship Program and The Winter Internship Program. They have relationships with the local universities and relationships with the faculty there. They're aware that DS are always looking for interns. They get them in from there and then Luke... I always say

Luke, I should say DS because he has a great team there. What they do is they do a really good job of making the internship just awesome. For instance, they won't just have the interns shadow the entire time. They'll have them do workouts, they'll have them do presentations. There's an entire process for the intern. Luke said, he said this at the conference, I don't expect you to remember, this was ages ago, and that their best hires come from the internship programs.

Celeste Fortier: That's right.

Lawrence Neal: There's other ways obviously they get people and they have a fantastic hiring process. One of the things we did in the membership is Luke was kind enough to do a Q&A where he went through the entire hiring process. He went through like each stage, each interview, each question within each interview. It's just a gold mine for people who are trying to... I think the magic in DS is really comes down to their systems. They've found things that work and they just do them over and over and over again, and from a hiring perspective it's no different.

Celeste Fortier: It's something else. He's something else, really is, the whole place. Well-

Lawrence Neal: He is. I emailed him the other day and I said... We talked about the biggest challenges in high-intensity training he sees and of the business landscape. He had like five or six points and I just emailed him straight back and said, "Luke, can we do a podcast on every

single one of those?" I'm thinking he is going to come back to me and say, "Yeah, maybe do one or two", but he is a busy guy. He has got a lot going on, so I don't expect him to, and he comes back and said, "Absolutely, let's do all of them." I'm very [crosstalk 01:29:08]-

Celeste Fortier: Oh, that's fantastic [crosstalk 01:29:08]-

Lawrence Neal: Psyched about that.

Celeste Fortier: That's super.

Lawrence Neal: You're going to find them very interesting [crosstalk 01:29:08]-

Celeste Fortier: Oh gosh [crosstalk 01:29:08]-

Lawrence Neal: Some of the topics.

Celeste Fortier: I geek out on it.

Lawrence Neal: Yeah. No, I really appreciate your support. You've [crosstalk 01:29:20]-

Celeste Fortier: No, I do.

Lawrence Neal: You've been so supportive ever since I started, really, sending messages, been encouraging, sharing with me your story. It was really cool to meet you at the conference and then be able to do this is a real treat, so it's been awesome.

Celeste Fortier: It has. It really, really has. It's flown by, too.

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Lawrence Neal: The podcast? Yeah. An hour and a half we've done.

Celeste Fortier: Look, I have all these notes on the floor. I have like-

Lawrence Neal: Do you?

Celeste Fortier: Oh God, there's tons of notes on the floor and I haven't even looked over them but one time. Like, "I'm so nervous [crosstalk 01:29:54]-

Lawrence Neal: That's the best way.

Celeste Fortier: "I'm not going to have anything to say."

Lawrence Neal: I'm the same. I've got... Well, I have got notes which I have been cheating a bit and reading them, but I aspire to do like a Larry King. Larry King never has notes apparently-

Celeste Fortier: Golly.

Lawrence Neal: And he is a [crosstalk 01:30:09]-

Celeste Fortier: Isn't that great?

Lawrence Neal: He is an absolute wizard at this kind of thing.

Celeste Fortier: Yes he is.

Lawrence Neal: He is more of an... An important distinction, he is more of an interviewer, because this is more of a conversation. I want you to do most of the talking, but I talk more than Larry might talk, whereas Larry is like pure interviewer. He is very, very good at that.

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Celeste Fortier: You're better looking.

Lawrence Neal: Oh, well thank you. I don't think [crosstalk 01:30:32]-

Celeste Fortier: You're welcome.

Lawrence Neal: That's true, but thank you anyway.

Celeste Fortier: Are we talking about the same Larry King?

Lawrence Neal: Well, today maybe I'm not very good at taking a compliment, either. Celeste, what's the best way for the listeners to find out more about you?

Celeste Fortier: Okay, so I have... My email address is celestialbodies10@gmail.com, and you can also go to Centurion Fitness. I think they're... Actually, they're on Facebook. Then, I'm on Instagram and I'm on Facebook, too.

Lawrence Neal: Cool [crosstalk 01:31:09]-

Celeste Fortier: Either way, but since I'm booked up, you don't really need to get in touch with me, so... I'm just kidding.

Lawrence Neal: They might have a question about training or something like that [crosstalk 01:31:19]-

Celeste Fortier: They can.

Lawrence Neal: To everyone listening, to find the blog post for this episode, please go to highintensitybusiness.com/@celeste, C-E-L-E-S-T-E. For all

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