

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

Lawrence: Lawrence Neal here and welcome back to highintensitybusiness.com. This is episode 247. Today's guest is yours truly, and this is how to start a high intensity training business part two. It's really just to give you an update on what's happening in my life with regard to the studio that I'm looking to help open soon and was really prompted by Mike Wolfe, who I bumped into at the resistance exercise conference in 2019. I was strolling around the early morning workout machine set up. I was just walking around the machines, trying them out, trying out some of the pendulum machines and me and Mike bumped into each other and Mike said, "Oh, when are you going to do a follow up to how to start high intensity training business?"

Lawrence: It'd be fascinating to see how you get on implementing what you've learned and starting a business. And that was kind of validation to me that this is interesting to you guys. And so I figured I would keep doing it and start a, or continue a series of podcasts documenting the journey. I may even eventually start doing some kind of YouTube channel depending on if I have the time and resources to do that, which is unlikely in the short to medium term with everything that's going on. But I'll do my absolute best. So here we go. So I'm going to just give you an update on what's happening with regards to the business and kind of share with you some of the things I'm learning, what I'm executing and some of the stuff that might be available to you going forward. So firstly, there was a total change of plans.

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

Lawrence: So if I remember rightly, and I did not listen to part one in advance of recording this, so I may have got this slightly wrong. The initial plan was to become certified via [HITUni](#), become a personal trainer, train people out of people's homes, out of a big box facility and then eventually transition to a studio. Now that has completely changed. I've had enough on my plate with regard to high-intensity business, the blog, the podcast, [the membership](#), that I have not been doing that and instead I'm going to be jumping straight to opening a studio. So a lot of the extra work I've been doing has been in terms of setting up and preparing the opening of that new studio. So just to add to that, I originally was planning on opening a studio with a specific person in Galway who I have known for a while, who I was connected with through Dr Doug McGuff a while back now, most probably two years ago.

Lawrence: And we were going to work together and he had this vision that was pretty grand, where the high intensity training studio, whilst important, was a small component in a bigger picture, which is quite a complex vision, which I'm not going to go into now. But what that meant is that the project took a while to really get going and for good reason. Frank had to really think through these other components before we were actually able to open a studio. And so that's why it was getting delayed. And that's why I was updating you guys through the podcast saying, "Oh yeah, it'll be live in six months or 12 months." And then six or 12 months would go by and nothing would have happened. And so in that time I became very good friends with a chap called Sean who came with me to the

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

resistance exercise conference in 2019 and so many of you who listen to this would have met him. And he developed an enormous passion for high intensity training.

Lawrence: And for things like the carnivore diet. And so we developed a friendship and we meet up regularly for carnivore style lunch, once a week to talk about all things health and fitness. And as his passion grew, it became very natural to talk about starting a business in this. And he's very entrepreneurial anyway. And I always kind of caveated the conversation with, I would love to work with you and help you, but already got other commitments as I've already outlined in this podcast. However, over time it became clear to me that the vision that Sean had was closer to my own. He was much more passionate about just doing the strength training and not necessarily doing all of the other components which Frank wanted to do. And so in the end I decided to commit and go into business with Sean.

Lawrence: Now it's important for me to say that I'm still very supportive of what Frank's doing and in fact we're still likely to collaborate in a different way. And there may even be synergy between the three of us. There's no high intensity training presence in Galway. Probably not even in Ireland, really, apart from the chaps in Dublin who I've had on the podcast, Simon Costello and Nigel Leon or Nigel Lyons, sorry Nigel if I've pronounced that incorrectly. And so really I think there's just enormous opportunity to work together. I really don't see this as competition at all. And it's complex, but there may be

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

some ways that we can work together and we are due to all meet and discuss that soon. So just wanted to be clear that I haven't decided to start this business with Sean and commit more resources there versus moving forward with Frank.

Lawrence:

It's not because Frank and I fell out or anything like that. It was just a difference of vision. That's all. Although, as I've just stated, I'll still be working with Frank in another capacity. So just wanting that to be clear first and foremost. And then moving forward, so I completed the high intensity training certification, the personal trainer certification on [HITUni](#), which I'm pleased to say only took me six years. And the reason it took me so long is because I've been so focused on the podcasts and [the membership](#). I just want to make a point that I think might be valuable to other people that have completed the high intensity training, [HITuni certifications](#), and that's that it's pretty dense. It's a lot to take in. You learn all this stuff, you do all these quizzes, you pass the exam and then you probably forget a lot of what you've learned after a short amount of time.

Lawrence:

At least in my case. And I have okay recall, but not anywhere near as good as a lot of people I know. And so I think that's okay. And I think, at the end of the day, you do get a lifetime access to the course and so you can always go back and review and almost learn as you go. I think it's very uncomfortable when you're first becoming a personal trainer and working with people because you're going to come across people with challenges, injuries,

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

special conditions, which you might not know how to address in the moment. And you might have to do your best, be professional, defer when necessary, be honest and go away and review the materials at a later day and improve yourself in that way. And so I'm very happy to do that. I know I'm going to have blind spots. I know there's things I'm not going to know as many of you have experienced.

Lawrence: And so I'm comfortable with that and I'm excited to just start learning on the job. I think you can't underestimate just how much you learn by doing. And so looking forward to getting out there and training people. In terms of where we're up to, in terms of where me and Sean are up to with the studio, we're moving pretty aggressively and that's been so exciting and so much fun. We found a premise in Galway, which is around 1700 square feet. It's from, well, in my view it's massive. I know there are studios out there and many in America that are just gigantic and would dwarf that. But to me, standing in this space, it feels huge. So that's really exciting because it means that we can really aim for a high level of revenue. I think in the long term, I've had lots of conversations with Luke about how if you've got that amount of space and in a good area, there's no reason why you can't do 1.5, \$2 million in a space like that, if you get everything right in terms of the systems and the branding and all of that.

Lawrence: So I think there's an enormous amount of potential and I'm excited to pursue that. It's got a great location or it's in a great location. It's

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

in a popular business park, which is pretty massive. And there's a number of medical tech businesses in the area which have a large number of employees in the thousands. And so I think it's going to be great in terms of focusing on the busy professional target market, because there's going to be a lot of people who are kind of middle management and or higher income who are going to be well placed to and probably interested in this kind of service. Which is going to be positions at premium level and really kind of saddle on the efficiency aspects of the exercise and of the service. And so I've got a great deal of confidence about that, but until we actually get started and start testing and focusing on that particular target market and see what works and what doesn't, I can't really say a great deal but I'll be reporting back on the results there.

Lawrence: In terms of equipment, we have got very lucky and we're in the process of, well by the time this is published this should all be done, but we are in the process of acquiring a big five used Medex arrangement and I have a strength leg extension from Craig Hubert, whose name will be probably familiar to many of you, he's been on the podcast before. He's become a really good friend of mine and I'm very thankful to him by being just so enormously helpful for this whole process. And obviously I'm very grateful that this opportunity came about. I'm very excited because one thing that might be different for me versus a lot of you is I live in Galway where I really don't have access to any Medex or Nautilus equipment. And so I only really get to work on this stuff when I come to REC for the annual conference or when I go back to the UK where there's some

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

friends of mine have got studios out there with Medex and Nautilus kit.

Lawrence: Prior to that, I was relying on Kieser Training in North London where I fell in love with Medex for the first time. And so it's very exciting for me to finally get access to that kit again and start training on it. So that's awesome. And what we're probably going to do is probably also acquire a bench and some Powerblock dumbbells to give us a greater number of exercises that we can perform with clients. And obviously with body weight, manual resistance of bench and Powerblock dumbbells, you've potentially got hundreds if not thousands of additional exercises to compliment what we can do on the machines. So that gives us the ability to provide a great deal of variety for clients and address a number of goals and challenges with their muscular system. So I think that's where we're going to start. Something I haven't really discussed with Sean yet, but something I've been thinking about lately, is how we will probably get to that higher revenue mark.

Lawrence: And I think one of the key ways to get that is to just acquire the right pieces over time. I think that will probably include a medex lumbar extension machine, leg curl and probably a bunch of pieces. I can't think off the top of my head. A gluteator is probably going to be a good selling point. I've heard it's been quite powerful for a high intensity training businesses in terms of differentiating the business.

Lawrence: And so those are pieces that I've got kind of top of mind. I think we'll acquire over time as we generate more cashflow. Some

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

considerations and things I've been working on related to the studio are just trying to understand the local laws for personal training business. Obviously this applies differently for every country and every state. So what I did to get a better understanding is I looked at the checklist that's provided at [HITuni](#) by Simon and his team, which kind of helped me on what do I need to make sure I consider before we open? And obviously there's a whole list of things, but one of the things that's important for everyone is getting insurance and also making sure you have first aid certification.

Lawrence: And I was able to verify that by building a relationship up with a local fitness business owner who's not a high intensity business owner. He does various training methods and he's just been very helpful in terms of telling me what I need or what we need to account for and to prepare before we open. So insurance, first aid among other things that will probably come on too. So that's a useful tip is, before you open just make sure that you've spoken with someone, ideally someone in the area who's already done this. It doesn't have to be a HIT trainer, it can be any kind of personal trainer. And they will know the boxes that you need to tick.

Lawrence: Lawrence: In terms of other things you've been working on, obviously it's important to get a website live in for when we launch in probably January, 2020, is kind of what we're going for at the moment. This podcast will actually be out after that, so we'll see, but that's what we're aiming for. Very excited about getting a new website designed for this. I'm part of a different membership where

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

I've learned how to build an online business and build this podcast and blog and the membership and that's through James Schramko's SuperFast business membership and through there I've networked with some really interesting and really capable people who've been really recommended to me for various partnerships and services.

Lawrence:

So thanks to them I've been able to really grow my business and partner with them to help do that. Things like integrating email management systems into my online business is really thanks to some of the people I partnered with. So I met a person through SuperFast business called Greg Merrilees, I hope I'm pronouncing his name correctly. Sorry if I'm not Greg. He was responsible for the rebrand for High Intensity Business, which was formerly Corporate Warriors. So when you go to the site, when you see the logo, the header, the logo where it's just the H for High Intensity Business or whether you see the smaller High Intensity Business logo, all of that, all of the style guide, everything, the colors, the rules were all created by Greg and his team over at Studio One design and I was so impressed.

Lawrence:

It was a very affordable service, very reliable, great communication all the way through and I was very pleased with how it all came out and there's a lot more I want to do with them, also on the High Intensity Business website going forward, in terms of a complete redevelopment hopefully in 2020. So it made sense for me to approach Greg with regard to helping us with the website for the

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

actual studio and I will be very closely following the outlines and the guidance provided by Luke and also his Discover Strength's VP of sales and marketing, Hannah Stael Von Holstein, who has been very helpful.

Lawrence: I believe she's been on the podcast mainly talking about the Resistance Exercise Conference, but she's also in the membership, [HIT business membership](#) and she's been helpful in creating content to show you how to optimize your website in a high intensity training business context and so I'm going to be following her advice very closely when we come to do the design. For example, just to give you a few highlights, making sure we've got the call to action for the free introductory workout in the top right hand corner, which seems to be optimal from a conversion standpoint. Making sure we're capturing emails effectively for prospects that we can then remarket to. Making sure that it's got a professional looking design, which both appeals to new clients and our target market, as well as potential trainers. So when we do come to hire people in the future, we want the website to really communicate a strong professional image to them so that they're more inclined to obviously want to work for the brand.

Lawrence: I will not reveal the name of the business yet just because I simply am not sure whether that would be a great idea at this time. But as soon as we have confirmed that and move forward on it, I will probably update you all through the various other podcasts and certainly in a part three to this. So yeah, I've got a questionnaire to

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

do for the website. I want to then send that to Sean to review and then it's simply a case of getting that designed. I think one of the important things I want to mention at this point is, if you're in a position where you have got capital to invest, I really do think that it makes more sense to outsource some of these things to people that are very good at it and that do it for a living. Me creating a website versus what Greg and his team can do just pales in comparison.

Lawrence: And I know that what he will build or him and his team will build, it will give us a huge return on investment. And so I think, where possible, it is important to be able to outsource some of these things. And yeah, so just something I wanted to raise. And then really it's about making sure that Sean and I have an agreement that's win-win in terms of a contractual agreement between the two of us, how we're compensated, things like that, which obviously is hugely important. And that's a big project I'm focused on right now.

Lawrence: Another thing I've been doing is working on the market research. So I've been looking at really the top 20 personal training businesses in Galway, looking at how they position themselves, their branding, their web design, their service portfolio, and try and understand how we can be different. And to be quite honest with you, I wasn't very impressed with the competition in Galway. I really do feel like most people don't have a great idea and aren't very clear on what their value proposition is and what makes them different. And so I think that that's something that is going to really set us apart from the competition because I want to make sure we're incredibly clear

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

on our value proposition and what makes us different to other fitness options out there for people. And then next it's really just defining the roles that Sean and I will have.

Lawrence: One thing that's really good about... Really one of the reasons I'm really pleased about working with Sean is, firstly we have a great relationship. We're good friends. He's very high integrity. I trust him completely and he's got a lot of experience as an entrepreneur and we compliment each other really well because I've got experience building online businesses and obviously I've learned a ton interviewing people on the podcast about high intensity training business. So I feel like I have a lot of expertise to bring to the table.

Lawrence: But at the same time, Sean is a very experienced entrepreneur. He really understands his numbers and just has a great entrepreneurial mind. And so when we flesh out these topics and decide how we're going to move forward on certain bits of the business, we have a really constructive conversation. And we've been actually meeting fairly regularly, sometimes as early as 7:00 AM in the morning when the brain is fully charged, to really thrash out some of these topics and come to a decision on certain things. Minor things like, sorry, the business name isn't minor obviously, but some of the things we've been talking to at length have been like, "Shall we have a shower in the studio?"

Lawrence: Should we have changing rooms? Things like that. Which has been quite interesting and enjoyable and so he's been, he's probably far stronger than me at things regarding cashflow and finance

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

specifically. And so that's been a really interesting learning for me, and why I think we're a good partnership because I think we compliment each other very well.

Lawrence:

So as many of you know, we have [HIT business membership](#), where we provide blueprints, content, monthly Q and A's, and a community of HIT entrepreneurs to help you build a successful high intensity training business. And this is one of the most exciting things for me. One of the conditions for really going into business with someone to build a studio business, is that I had to be able to share as much as possible with you guys. With the podcast and also in [the membership](#). And hence why I'm going to be doing that through podcasts and primarily through this series. Updating you with how things are going and what's working and what's not working. But what I'm going to be doing moreso is actually sharing, or sorry, moreso but in addition to that, is sharing standard operating procedures and checklists inside the HIB business memberships.

Lawrence:

If you do decide to become a member, you will get access to all of the SOPs that I start building for our business. Now I will probably make them more generic because if they're just aligned with our values and they're probably not going to make sense. So there'll be a more generic template that you can use in your own business. So for example, I've already created SOPs on how do you come up with your business name? which was also complimented by Luke, who did a short podcast as being on how he thinks about this. So

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

that has become a very good resource if you're either just getting started and can't think of a name, or whether you're due a rebrand and maybe your goals have changed and you're looking to rename your business or rebrand it. Another checklist was on how to find the perfect studio location.

Lawrence: Another checklist was on how to think about your differentiators in your business. Luke is quite popular for talking about the three uniques. These are unique features about your business that differentiate you from your competition, and it's a very important distinction. They do not differentiate you because you are better at those things, but that you are the only person in your market who provides all three of those features in their service. So for instance, if you were to say, "Oh, what makes you different?" Oh well we provide great customer service or we provide great personal training. It's really hard to prove that and your competitors probably would not agree with you. Whereas being different is easier to prove and it's a far more honest statement. So for example, Discover Strength are well known for having their three uniques are efficiency.

Lawrence: So the training being brief, infrequent, intense and also efficiency in terms of the exercises they choose to get at the musculature in the most efficient way possible. Their evidence base that everything they do is always based on the latest science and what the evidence shows is most effective for the customer. And then lastly, they have educated expert trainers so all of their trainers have to have a minimum of a degree I believe in exercise physiology or

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

kinesiology. And then also probably certifications on top of that. So you have to have a minimum level of education. And by having those three things that really differentiates Discover Strength from their competition. So similarly we are going to be using the differentiators, efficiency and evidence-based probably. And then I think the third and final one is high intensity strength training. Which just hit me one day, I was like, it's so obvious it's staring me right in the face. But we will be the only business in Ireland, let alone Galway who will be providing solely high intensity strength training services. And so I think that's obviously again another differentiator that may appeal to our target market.

Lawrence: Another thing I want to say in regard to what has been helpful from [the membership](#), and obviously since starting the studio or at least preparing it and planning it out, I've been heavily involved in [the membership](#) and leaning on the resources in there that have been provided by some very generous people in high intensity training. People like Luke Carlson and Skyler Tanner and Patty Durell and many, many more. And utilizing those resources and actually implementing them in the business and there's going to be so much more cool things I can report on that, especially when we start executing on marketing tactics and operations and personal training practices and things like that. But one of the things that's been really useful lately is that Skyler and Owen Dockham have been really generous in helping with providing waivers, health history questionnaires and service policy templates. So thanks guys.

[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

Lawrence: If you're listening to this, that's been really helpful to us in terms of helping us create our own resources for that. So using yours as just a rough template was really helpful. And then just, it's been helpful in terms of posting messages in the community and asking questions about showers and are stairs going to be a problem? If you have stairs leading up to the studio, is that going to deter people from wanting to come into the studio who can't get up the stairs? So I'm going to be using the community a lot going forward and I think it would be very valuable to you, if you are either thinking about starting a high intensity training business or you have an existing business and you're trying to get over that 500 K or \$1 million revenue mark or beyond, then I think you're fine being a member. Incredibly valuable and useful in helping you achieve that.

Lawrence: And so if you're interested in that, please go to [highintensitybusiness.com/membership](https://highintensitybusiness.com/membership) and that's really the end of this guys, I just wanted to give you an update on what's happening with regards to the business. Those are the things I've really been focused on in terms of getting everything ready for January, 2020. There's a lot going on. I've got a baby due end of November. I've still got a lot going on with the podcast and the [membership](#). I'm still really passionate about providing as much value via both platforms as possible. So 2020 is going to be a big year and so watch this space and I'll keep you posted through the show, but thanks again for tuning in. I really appreciate all your support. To find a blog post for this episode, please go to



[Link to episode: 247 - Lawrence Neal - How to Start a HIT Business Part 2](#)

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