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Lawrence: Lawrence Neal here and welcome back to highintensitybusiness.com. This is episode 264, and today's guest is [Logan Herlihy](#). Logan is a high intensity practitioner of over 3 years - experience and supervision - of over 5,000 high intensity strength training workouts. He is ACSM certified and more importantly, [HITuni](#) certified as a high intensity resistance exercise specialist. Logan graduated in the top-ish of his class from the University of Central Florida with a degree in Broadcast Journalist and a minor in Personal Fitness. He's been with [Discover Strength](#) for over a year and a half. Before that, worked for [My Strength Studio](#) which are now called [MYO Strong](#). I had no idea about that. Is that a recent rebrand?

Logan: Yeah, rebranded it very recently.

Lawrence: What was the thinking behind that then?

Logan: You have to ask Kevin. I think he'd be a great guest on your show at some point.

Lawrence: Yeah, that's long overdue actually. I should do that. I definitely contact Kevin. [MYO Strong](#) is a super slow training studio in Minnesota. In his time with [Discover](#), Logan has become a regular presenter for the company in monthly client education seminars, and has a passion for everything high intensity training. Luke's first book on... Jesus, Logan's first book. It's because we are talking about Luke so much before this. You didn't actually tweak that, did you?

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Logan: My plan worked.

Lawrence: Logan's first book on high intensity training, [How 2 Look Good Naked: The Least Amount Of Effort, To Look The Best With Your Clothes Off](#) is currently available on Amazon and has a perfect 5 star rating. He's in the process of finishing his second book which should be out some time by the end of the decade. Right on the end of the decade if we are talking about this decade.

Logan: Yeah, next decade. By the end of the 20s I think I'll have this next one ready.

Lawrence: Okay. Right, so it's kind of tongue and cheek sort of a joke.

Logan: I'm trying to keep up with the British humor, apparently not doing very well, so.

Lawrence: Well, even that or I just have a terrible sense of humor, so there you go. But I know, I did find it funny when I was reading it. But no, obviously everyone will be familiar with you. You've been on the show before. You're on the show before talking about your book, [How 2 Look Good Naked](#), which I really enjoyed and since had a number of friends of mine and listeners buy it and really enjoyed it as well and get good results.

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Logan: Thank you for that.

Lawrence: You are welcome. Really excited to catch up with you Logan. Obviously, we talked recently about some other stuff and we kind of go on to the topic of what we might want to talk about in another podcast together. So there's a few things we can talk about. But I guess it would be only appropriate to really firstly sort of talk about what's happening right now with this whole [COVID-19 crisis](#). You know we're all in lockdown. You're doing virtual training sessions for DS from home. What it's been like for you, guys? Can you give us a perspective on how that's been for you?

Logan: Yeah. Man, the whole situation is just surreal and I'm sure you know you can empathize with that. But really more than anything what it's made me realize in the last few weeks especially is just how lucky I am to work for the company that I work for, for [Discover Strength](#). I mean, you've kind of been keeping everybody up to date with how this progress is been going but we literally... I listen to your podcast with Luke on Sunday. I went in to work the next Monday, took clients all day, finish my clients at 8pm that night and then we were officially closed that night. By Wednesday of that same week, we were virtual training company. I mean, just the speed at which, you know, we started even hypothesizing about how we would change directions to the actual pivot has just been so ridiculously fast. I mean I don't think most companies would be able to do what we've done and now we're really seeing success with it, and it's just awesome. So, obviously not an ideal situation but I just feel really blessed today to be

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with a company that has such great leadership, not just Luke but the entire leadership team. They've just done an incredible job.

Lawrence: I was so impressed by the speed as well. Just how quickly you guys pivoted your offer and made your brand and everything that you do congruent with that. It was just unbelievable. In a weird way I kind of, and this is going to sound kind of weird because I know a lot of people are going through some real hardships by now, but I enjoyed seeing you respond to a challenge like this and seeing other business owners around the world respond to this and see how people respond to this pressure and this test. No, I was really impressed. Can you give us insight into what it is like being a trainer in DS, like, how much input did you have during the process or was it like the leadership team kind of decide on how things will going to go. And it was like, "Okay guys, this is how it is going to go." I'd love to hear and I'm sure the studio owners who are listening to this who want to become better leaders, better managers, could you kind of elaborate on what the experience for you.

Logan: Yeah, for sure. That's a great question. I mean, first and foremost, it's just been really cool to see... You know, we hear people talk all the time about leadership and Luke specifically talks all these books he's read and he talks about Winston Churchill in monthly meeting and stuff, and that's great when times are going well. But you really see what people are made of in tough times and it's like I said, it's just been really cool to see this pivot and how people have stepped up. So from our perspective, I mean,

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the biggest shout out I think needs to go to David Gschneider, who's our Director of Operations who I know you've met before. I don't think he's been on the podcast or anything. But David basically got this to-do from Luke which was, "Hey, we're a virtual training company. We need some workouts. What are we doing." David within a matter of days... I know you're semi familiar with the [Discover Strength](#) process but we have a huge exercise menu, a huge offering that we bring to our clients. And we said, "How are we going to make this something that they can do in the comfort of their own homes." And David took that challenge head first and just created an incredible virtual exercise menu that we've been able to implement and then kind of tweak as we go along. So that's the first part of the answer.

The second part is, yes, we've had a lot of our own say as trainers and how to kind of tweak these process but none of that would be possible without David actually taking the initiative to just kind of create the format and the outline, and then allowing us to just manipulate it as we see fit.

Lawrence: And then you've been having these regular calls, right? I don't know if that's still going on but in the beginning you're having regular calls?

Logan: Yeah. Every day for the first couple of weeks. It was for an hour. Now, we're doing 30 minutes, every day, so we'll have another call as a company. So typically we do meetings in-house at locations. But because of the situation and the fact that we're all kind of spread out and nobody's

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actually in facility, the leadership team just thought it was a special imperative that we work together as a company to do what Luke is always talking about which is rowing in the same direction which is I'm pretty sure he gets from a Patrick Lencioni quote. So, just making sure that everybody is on board, and we all know what we're doing, and just kind of working out any kinks along the way, so we've been doing that.

Lawrence: How many people are on those calls?

Logan: 40-ish?

Lawrence: How do you run a call with that many people on it?

Logan: Mute your mic and turn your camera off. You know, and then if somebody has something to say, we're very polite as far as like, "Hey, Lawrence has something to say. He's going to unmute his mic. He's going to put in his two cents sends." The leadership team will respond appropriately or maybe I'd say, "Lawrence, that's great idea. I've been doing that with my clients as well." And then we move on to the next issue or whatever it might be.

Lawrence: Okay. What were the directives for you, guys? How quickly did you have... what did you have to do to get ready for this?

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Logan: You know, make sure you feel comfortable using [Google Meet](#), creating Google Calendar invites. You know, like I said, David did a fantastic job of even formatting a lot of the programming to a way that's familiar to the trainers. He created it Excel docs that look like our workout carts, right. It's just kind of a digital version that we have to acclimate to. But he just did such a fantastic job of creating something that we're familiar with. So it really didn't, you know, my job is and always has been just blow people up, give them an exceptional customer experience, and then the leadership team's job is to just make sure that I have the tools to do that. Honestly, it did not take much on my end. My sacrifice is like a dork in sweatpants these days, so.

Lawrence: Yeah. I should say David is great. David has been not on the public podcast yet although we have got plans to do a free podcast with James Fisher to talk about some research. I think David actually pulled some questions from you guys that James can answer some of the research his done. We actually postponed that because of everything that's happening and there are just other priorities. Obviously, David is super busy with helping you guys run this, but he has also contributed some great stuff in [HIT Business Membership](#) which I'm very grateful for and he's just phenomenal. He's great at, you know, he's clearly very passionate about exercise.

Logan: Yeah. Do you have a Google Calendar that you use?

Lawrence: I use iCal. I don't really use. Yeah, why?

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Logan: Okay. But you use like a digital calendar? Just a funny side not.

Lawrence: Yeah, yeah.

Logan: So David was talking to me the other day and he asked me if I would, you know, during all this like you've said he's running around like crazy. He still asked if he could train me. He's like, "Hey, I want you to get on my schedule. I want to do a virtual workout with you." You know, he's doing his workouts religiously. And he's like, "Yeah, just pull my calendar up on Google and then just throw yourself in there." And Lawrence, I'm not kidding you, I had a panic attack. I looked at his schedule and I was like, "Holy fuck!" Like it is just layer of layer every day. I even told him that I was like, "Alright, it's going to take me a couple of days to schedule something. This is making me have some anxiety just looking at your schedule."

Lawrence: Wow.

Logan: I just thought that was funny.

Lawrence: Wow. Yeah, that's not so. Are you guys all training each other virtually now? Because I know at one point you were still going into the studio. Maybe that's not safe anymore. I don't know. Is it all virtual trainer to trainer stuff?

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Logan: For the most part I would say 90% of it is right now. You know Minnesota is not entirely on lockdown. We're trying to kind of set the bar with what we're delivering to our clients as well, so the message from the higher ups has been like, "Hey, we should be utilizing this as well." That's not to say that we can't occasionally go into studio. You know, I've been making some calls from the studio at some points, but for the most part, like I said probably 90% we're from home.

Lawrence: Yeah, good idea to eat your own dog food, isn't it, and really understand how the customer, what they experience. Yeah, it's really hard to meet them where they are unless you're actually gone through it yourself I suppose.

Logan: Well, yeah. I mean a lot of us haven't done bodyweight squats for a long time either, right? So you need to know if you're going to tell somebody to do some kind of crazy finisher at the end. You need to know what that feels like otherwise you're just being a dick, right. So you have to kind of, like you said have a taste of your own medicine, for sure.

Lawrence: Absolutely, yeah. As you know I had a workout recently with Xavier. Am I saying his name right? I don't know if I'm saying it right.

Logan: We just call him Xavier, but Xavier sounds way cooler. That's like the X-Men.

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Lawrence: Xavier likes the X-Men. Yeah.

Logan: Yeah, exactly. No, for sure.

Lawrence: X-avier. Cool, okay.

Logan: And I'll be Wolverine, there you go. Yeah, we got half the crew.

Lawrence: That was a really great workout and I literally fell to the ground after the wall sit finisher in the end, which was preceded by a whole load of lower body exercises. And I just fell over and he was just kind of laughing. We had to wait a good, I don't know, 10-15 seconds before I could actually get up to say, you know, can debrief because I was just so out, you know. I don't know if that's typical. I don't know if I was just being punished or whether that's just a normal experience.

Logan: Xavier is pretty brutal, man. I try to work out with him. I think I mentioned this in my email. I try to go out to Northeast when our studios were open and I was working out with him on a regular basis and he's awesome. I would say that's a typical, and I'm going to call him Xavier as well. That's a typical Xavier workout for sure.

Lawrence: Cool, alright. One last question on this and we will move on to some other things we wanted to talk about.

Logan: Yeah.

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Lawrence: Can you give me a perspective or give us perspective on how you feel that personal trainers are really feeling right now, not just in DS but just, because maybe DS is a little bit exceptional because it's such a great business and you have such great people and great leadership. I feel like you're really well looked after. But I'm just curious what you think, maybe you talk to other trainers outside DS, I don't know, but I'm just curious on how you feel trainers are feeling right now and what are they going through, how they are reacting, what's going through their minds, and with that, how the studio owners can really think about they can take care of their team.

Logan: Man, I think if you have the right mindset and you have the right perspective, what you're looking at right now is opportunity. You know, we've had a lot of discussions internally about this as just a company of the fact that obviously this is a terrible situation and this is something that we would never purposely want to happen, but, great companies, great people rise through tough times and create new offerings. They take advantage of the situations and become better because of them. And I think the companies that we see that stand business after this will have such an amazing offering to bring to their clients going forward. I mentioned this to you beforehand, I've been talking with some other colleagues across the country. And to me, we've just opened up the marketplace to 7 billion people, right. So, you know we have this mindset before, and I've mentioned this to Luke in the past, like even in Minnesota

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I think [Discover Strength's](#) offering is so good that if we had another high intensity studio open up right next door, I truly believe that both could be profitable and successful. Because in order to succeed in this business, you don't need a huge market, right. You can have a hundred clients and have a wildly successful business depending on what your goals are, right? So now that we've had this opportunity to get basically a masterclass in virtual training. I really think that we're going to be able to bring an offering to the market place that's never been seen before. And out of this, whether it's [Discover Strength](#), whether it's Perfect Workout, any other company that's making this pivot to virtual, if they really focus on this and create something great out of it, I mean man, the sky is the limit with potential as far as you can reach. That's kind of how I've been looking at it. You know it's tough right now but I think the silver lining is we just have this opportunity to create something new that we never, never in a million years with Luke have ever said like, "Hey, let's train people from their hotels." On the road, like, it just wouldn't have been worth their time. But now we have no other options, so here we are. I don't know if that answers your question but.

Lawrence: Yeah, absolutely does. Yeah, that's the right mindset to have. What do you make of... I don't know if you've seen much in the way of criticism from people. I've obviously seen a fair bit of it. Some people think that it's just not as effective as you using the machines that we know and love in HIT. Some people think that it devalues the proposition because it puts us in this wider market where online services rise up and offered, scale for many

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years. The difference is obviously, I think, the difference of a HIT studio is you're offering a much more effective, efficient, expert based, evidence based workout that is different in the marketplace and will be worth its value, its price point. But what's your take on the criticism you're seeing about this style, about this offering?

Logan: Yeah. I think that's a great question. I heard you ask something similar to that [Q&A](#) the other day. And all I could think of is these people really don't know their market. The people who were asking that, if they're studio owners, because when I see our clientele especially our higher end clientele that drive up... You know, we've got one guy that drives a, it's not a Bugatti, Bentley. I mean a \$500,000 car, right? He does not care about the cost of training at the studio, right. Not all of our clients are like that, but we have enough people that even if this offering is great which I do believe it's great, they are always going to pay the premium to have the premium service, right? So you can get by perfectly fine in a Volkswagen Jetta but you buy a Bentley. Why? Because you can and you want to, right? I think there's always going to be a market for [MedX equipment](#). I think there's always going to be a market for great in person studios until something amazing comes along and kind of shifts the foundation of the industry which this might be that to some extent. But I think there were always be people who want to pay for the premium service. What I think studio owners should be thinking is, "Oh my god, I need to change my offering and my price point to really tap into this market of people who might not either be in my area or be able to afford my service. But now, I

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can virtually come into their house and give them a great workout.” And you can reach people wherever you want. To me, you just have to kind of flip that mindset like there’s always going to be clients. And myself as well that like I just like equipment, I like doing that stuff. I know how brutal a bodyweight workout can be but I just like going to the gym. In my mind, I hope at least for our industry’s sake, there’s always going to be people who feel that way. Now as far as the efficacy, man, I would challenge that person to do a [Discover Strength](#) virtual workout. You know, I know someone that’s experimented with a lot of stuff over the years. I think the difference is you have to be mentally strong to continue to see benefits from at-home training. It will really test your mental grit in a way that using a machine might not, if that’s make sense, because you are in control at failure, right. I can’t be there with you to really see if you’re there. I can’t add in that extra weight and give you some negative, you have to push yourself. To me, that’s the real challenge is getting people mentally strong, and that’s a whole different conversation.

Lawrence: Yeah. I completely forgot where my mind was going. I had something... That’s it, yeah. A lot of the listeners wouldn’t know that you have a background with all sorts of kit. You know, you’ve worked for [MYO Strong](#), formerly [My Strength Studio](#). So you’ve used all the [RenEx equipment](#), you’ve used [MedX](#), and [Nautilus](#), so, you are someone who has used all these different machines and yet you still really appreciate the value of bodyweight training. Do you suspect that.. What’s your prediction on, I love this, everyone’s trying to predict what’s going to happen when things

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re-open. Aren't they? It's interesting just to talk about it. Do you have a prediction on how you think habits going to change, do you think this going to be like a cohort of people that will continue virtually and then a cohort that will resume the in-person studio workouts? How do you think is going to play?

Logan: Man, I can't even really pretend to know.

Lawrence: Well, no one knows.

Logan: It's going to be interesting to see how long this thing extends, yeah. I think once we really get some definitive data on how dangerous this [virus](#) actually is because right now, it's still a lot of speculation, right. Like we know its killing people but you know at least in layman's term, I have no idea if this is really significantly different than like a bad flu season, if this is something that's going to stick around for the next two years. I just don't know. I've heard so many different things. So with that in mind, I just think to trickle back into all public space might be pretty slow and if that's the case I think places like I'm thinking of Owen Dockham's place in California. What is it? Live Oak and then EverStrong?

Lawrence: EverStrong.

Logan: They only do one-on-one. You know, [MYO Strong](#) formerly [My Strength Studio](#) only do one-on-one. Maybe that's the way we kind of have to transition forward is people are just sketched out about being in large

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groups of any kind. Maybe there's a mandate for the next 6 months such as you cannot have more than 10 people in any facility, right, so then we have to change our whole business plan. I'm sure that our leadership team will adapt to that but I can't even pretend to know. I for sure think that people will continue to do the virtual training that are hesitant to maybe get back into large groups. And honestly, my best kind of prognostication that I could tell you right now would be, "Hey buy some, invest some money in selectorized dumbbells if you haven't already." Because I'm really thinking about throwing a thousand bucks in the PowerBlock stack. I think there's going to be a lot of people that are trying to build home gyms just in case something happens in the future. The biggest take away though that I hope happens is I hope people start putting a priority on their health. I think that would be the big silver lining out of this whole thing is that people who are overweight, diabetic, pre-diabetic, obese. You know, 50% of Americans start realizing that they are the high risk group and unless they do something to counteract all those contraindications they have, the next time something comes around like this. They're the ones who are at risk, right? So, you know, I'm hoping there's some kind of shift in just the entire mentality of the population as far as, "Okay, I have to do something about my health." And there's this great virtual offering or in-person offering that I can take advantage of.

Lawrence: Yeah. I totally agree. Like you say, the day is quite unclear. Like you look at the fatality rates but then you don't know how many actual cases are out there. Only the confirmed cases, so the percentages are really off. It really

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bothers me because I go to like, you know, I check in on the numbers every now and again, trying not to do it all the time and I see like, is it the US right now according to one of the apps it is 5% fatality rate, and that's totally off, you know. It's probably less than that.

Logan: Yeah.

Lawrence: But they layman will see that and then become very fearful, and start panicking, and their behaviors goes out of control. So that's worrying and frustrating because it doesn't need to be that really.

Logan: Yeah, for sure. And let's not pretend that either of are infectious disease experts but at the same time, right, it makes sense to me that I probably if this [virus](#) is contagious as they say, I probably been exposed. There's a fair chance I've already had it and potentially recovered from it. And we don't have that data, right. You know, to your point, that 5% death rate especially in concentrated areas like New York, it could be significantly less. I hope, I pray that it is, but we just haven't done the test to actually to see that right. That's what I mean as far as like as the data comes out we get better testing and people who are hopefully asymptomatic and go on and go, "Oh my god, I have this thing. I was kind of sick for a week and now I feel better. Oh okay, I got to give those numbers to the CDC and let them know, hey, you know, let's bring that percentage point down a little bit." That would be my hope but again I have no idea what I'm talking about.

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Lawrence: Yeah. No, not at all. That's a good point. Have you seen the Chuck Norris meme that was going around?

Logan: Yeah. What is it, Chuck Norris contracted the [corona virus](#) and now it's spending two weeks in quarantine.

Lawrence: Yeah, that the virus is in quarantine for 14 days. Yeah.

Logan: Yeah, that's funny.

Lawrence: Which, I don't know, maybe that's a little insensitive. You know people are going through some shit right now.

Logan: Yeah, for sure.

Lawrence: We got to find ways to take the tension off a little bit. Yeah, no, great points and you know I think you made some strong cases. I think it's going to be interesting to see... I think it's my understanding that some countries that are reopening operations they sort of staggering it so they are still not opening businesses or organizations who might have large groups of people - bars, restaurants, events, conferences, sport events, things like that. I guess if you're in events or if you're in your business where you hold large groups of people together, then I think you're probably a little bit, screwed is a wrong word, because you can pivot and go online of all that stuff and do virtual summits and things like that, or if it's food you can do

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delivery obviously. But I think that your traditional business might be on lockdown for 6 to 12 months in most cases but that's entirely based on my predictions so we will see.

Logan: Well, hopefully [REC 2020](#) in the Fall. We'll see.

Lawrence: Yeah, actually that's a good point. I didn't think about that. So hopefully that's okay to go ahead.

Logan: Maybe we can just do it in a park or something so everybody is spread out.

Lawrence: Yeah. I can't imagine doing that virtually that will be pretty poor. I don't want to do that. I'm glad we go on to that stuff because I've just wanted to get your take on everything's going on. But I also want to talk to you about something you brought out when we are talking offline which I thought we have to talk about that because that is so inspiring. I think right now inspirational stories are really important. So just with that said, when we did our [first episode](#) together, you kind of went through your background but you left out some stuff. Some tough shit you've been through. Can you talk to us about that and I know, as you said there, your challenges of alcohol? I think it would be just really great to be able to understand where you've come from and how things have really transformed for you.

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Logan: Yeah, for sure. I think I mentioned in the [first podcast](#) when I was with you that I owed a lot of my passion and my gratitude for high intensity strength training to [Kevin Ness](#), the owner of [My Strength Studio](#) in Minnetonka. The real background of that is, yeah, I struggled with addiction for a long time. I started drinking when I was like 14 yrs old. And it was fun for a long time until you know as I say it wasn't fun anymore. And towards the end of my drinking lots of you know without going too deeply into specific, we can ask questions and dive off if you want. But the really short version is things got really bad. I was in a life that I did not enjoy very much. I work in hospitality for great many years, about 10 or 15 years as well, so bars and restaurants. So drinking was just something that came as a second nature. You know, you get all at the end of the night, you party and drink. And like I said it was fun until it wasn't fun anymore. And then towards the end I moved back home to Nashville. At that time my mother was diagnosed with dementia, and so I was kind of taking care of her. And then sort of the stimulus that led to me trying to get some help was my best friend actually died in his sleep from alcohol poisoning, he aspirated.

Lawrence: Jesus.

Logan: Yeah, and we went and recovered his body the next day and I got scared, man. I started throwing up a little bit my own sleep that night and I was worried that I was going to end up the same way, so I asked my family for help. You know, fortunately or unfortunately, however you want to look at it I come from a family history of alcoholism. So my family was kind of

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waiting in the wings for me to finally ask for their help, and they send me to a great place called [Caron](#) in Pennsylvania which is a medical treatment center, so I detox up there. It was miserable.

Lawrence: How old are you at this point?

Logan: I was 28 years old.

Lawrence: Okay, so just to pause you for a moment. How come you got started so early when you're 14? Like how has that happened?

Logan: I think it just, you know, I feel like anything an English person can relate to that, right. You guys even have a drinking age?

Lawrence: Well, it's 18. But yeah, no, I hear you. I hear you, some people do get started 14, 15.

Logan: Yeah. I mean it was, you know, it wasn't always blackened out when I was 14, right. It was sneaking beers here and there. My drinking started to really turn pretty regular when I was about 16. My parents got divorced and we had alcohol around the house. My dad was travelling a lot and the kind of stimulus that sort of set things off I guess was my best friend and I in high school at the time would just kind of... Both of our parents were divorced and we just go back and forth to each other's houses when our dads were out of town and just drink our dad's wine. Literally by my senior year of high school, drinking became like a daily thing, you know. And

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then in college, I was able to kind of keep it under wraps I guess. You know, I got really good grades, like I said top-ish of my class. I graduated with honors somehow. But, you know, I was functional for a long time until like I said I just wasn't anymore. I can't tell you exactly like why I started that early just kids I was around I guess, you know.

Lawrence: How did you fall into hospitality? Sorry to cut you off.

Logan: No, it's okay. Yes, so in college as a lot of people do, I just started bartending. I was in fraternity, so just an easy way to meet people, meet girls. I like the lifestyle and stuff at that time. And then I went to party school. UCF is a great school, but at least when I was there it was people like to have a good time and you could find trouble to get into every night of the week, and I usually did. I think you've mentioned this too, like going to [REC](#) and stuff. Now that you're in your 30's, you have a couple pints and it's like you wake up in the next and it feels like you got hit by a freight train, right. But we never felt like that in our 20's, right. I was 18, 19, 22 you like drink beers until 5 in the morning and wake up at 8 ready to play a game of basketball, right?

Lawrence: Very true. I remember, I used to do that. I used to have a session on a Sunday morning, not a drinking session, a basketball session.

Logan: Ah okay.

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Lawrence: I couldn't think of anything less. But I would go out on a Saturday night, get ready hammered, stay out until 2-3 in the morning. This would be, you know my sort of mid 20's, and then go to this basketball session in like 9 in the morning, and just be... And even sometimes do it faster too, you know, and just be like sweating out, you know. I just can't believe I used to do that. I look at back now, there's no way. I mean, I hardly drink now and I feel like a different person. But anyway, yeah sorry, I cut you off. Please go on.

Logan: No, no. It's true right? So, you know, in those days, if you pick your friends wisely, if you pick the situation as you put yourself them. Like I said I've always been relatively smart. In college for instance, I was able to kind of to take advantage of the system, right. If you get good grades, you get to select your classes first before the rest of the student body. So after my first semester in my freshmen year, I make sure I got all A's so the next semester I could select my classes first. After my first year, I've never had a class before 10 am again, right. I kind of prioritize the drinking habit and the fact that I knew that I was going to feel like shit the next day, right. So I kind of prioritize my life around it and I was able to make it and manipulate it and still get good grades, you know. By my senior year, I was only having classes 3 days a week because I selected the classes that only were once or twice per week, spread them out throughout the course of the week and never had anything probably before noon, right. So 4 days a week, I could do whatever I wanted to do, and probably still 7. But when you're in that, especially in the early stages, you make your life fit your

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habits. And it doesn't seem abnormal until you look back on it later and you go, "Holy crap! I completely manipulated my entire educational career to suit my addiction."

Lawrence: Do you know I used to this... This is so funny because it really takes me back listening to you. I used to have a class on Friday morning. So I did English and Media at university, or we call it university, you call it college, and I only split it, so I did English and Media because we don't do a major/minor thing, we just typically do one subject.

Logan: Got you.

Lawrence: I mean, to cut the long story short. I went to university just because it was a done thing. Parents expected me to go. All my friends went. And I chose English because I was good at it. But I decided that doing English in isolation was boring, so if I did Media it sounded kind of interesting which just gives you some variety, right. Anyway, so at 9am on a Friday was a lesson in Media called Pop Music, where you would go and learn all about popular music culture and how that has changed over the years.

Logan: Lesson 1, The Beatles.

Lawrence: Very good. So yeah, a bit of a cut out lesson really.

Logan: Yeah.

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Lawrence: Anyways. So Thursday night was like the big night, right, where we would all go out and get absolutely hammered. I never ever went to that lesson on a Friday morning not hangover. So I would go but I'd be sitting in the back, shaking, with a RedBull in my hand, and a friend of mine was always great at taking notes. And I said to him, "You know what, James, I'm going to copy your notes up later. Is that alright?" He's like, "Yeah, yeah." I was like, "Thanks, mate. You do me a huge favor." I never ever once copied his notes up later. Yeah, that whole module was a total waste of time for me because I completely failed it even though it's relatively simple subject. Yes, so I can... You know, it's really funny listening to you because I'm like, yeah, I probably didn't go as far as you certainly, but I had similar habits, sure.

Logan: Well, that's the key and like this is not to say that if you done any of the things I've done, I'm not saying by any means that you qualify as an alcoholic, right? When we're in our teens and early 20's it's like we're all stupid, especially men. We do stupid things that we probably regret later on. But the difference is you probably stop for the most part after you got out at the university. I found a way to keep the party going so to speak. You know what I mean?

Lawrence: Yeah.

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Logan: And I had a lot of friends that I partied really hard with in college that as soon as college was over, they stopped, you know. They'd have a beer at the end of the night and they started their careers and they're started working, and I'd come back in town and visit, and they might rage with me but they definitely couldn't keep up anymore kind of thing, you know. You quickly see that the rest of the world is moving on without you and you're just kind of stuck in this cycle of doing the same thing over and over again. I think most people at least that went to the school I went to probably had similar experiences as far as like if you would have kept up you might have qualified as an alcoholic. But I don't think being an idiot 19-year old necessarily makes you a somebody with addiction.

Lawrence: Yeah. You spoke about how you got into hospitality. Are you bit of a ladies' man, Logan?

Logan: No comment.

Lawrence: Why no comment?

Logan: Maybe it fancied myself back in the day. But, yeah. I mean, not so much anymore.

Lawrence: Fair enough. The reason I asked that is it's easy to get FOMO, right? If you are in that scene hanging out with type of people who like to go for a drink

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and it's almost more about socializing than it is about the actual alcohol. Did you struggle with that? Because I can relate to that.

Logan: Yeah, for sure. I mean, I got into hospitality and into bartending in college, and then it was a great way to meet women. For whatever reason there is this universal understanding that if a guy comes up to you at a bar it is like gross and weird. But if you are the girl and you are initiating contact with the cute bartender there is nothing wrong with that. So for sure there was part of that that was a draw to being behind the bar. But I found a job at a bar that I really enjoyed and moved up in management position through there, even through like functional alcoholism essentially. Again, it depends who you surround yourself with, right? I'm only bad compared to Brian who is way worst. In comparison, I don't look so bad, right? You know, Brian misses his shifts. At least I'm here every day, right? I might be hangover but I'm here.

It just continued, so I worked with that company for a long time, about four years, and then I finally got set up there. I actually took a walkabout and went to Australia and moved and lived over there for a year thinking that the change of scenery would give me this brilliant wakeup call, and I would find my calling and get my life together. Sure enough, I just ended up getting a job at a bar in a different country and doing the same thing all over again, right. We are in [unclear – 42:38] but with cooler accents.

Lawrence: Debatable.

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Logan: Yeah. Well, there's some British people there. It wasn't all Aussie accents, so lots of different people over there. But yeah, so changing the scenery is not going to do is kind of the point of that. I did that for a long time. I guess I moved back home. All that sequence of events that I just mentioned happen and then I decided it was time to get some help.

Lawrence: What happened kind of during and after rehab then?

Logan: Okay, so [Caron](#), is like a medical place in Pennsylvania that I went to. They detox you, they put you on drugs to help you with seizures and stuff because that's one of the ways that people actually can die from coming off alcohol is through seizures and delirium tremens. So they have to make sure they have you closely monitored there. I detox for a few days, so I went into this facility, learned about my Cognitive Behavioral Therapy (CBT) and like the history of why I do what I do, right. This is not to downplay it. This place was very helpful but it didn't really provide a foundation of this is going to keep me sober. It got me sober but I knew in my heart that it didn't give me the tools to stay sober. Before I decided to move back home to Nashville, I was talking to my counselor there and I was like, I think I need something else. And I couldn't afford to stay at this place. Just to give you an idea it was \$32,000 for 28 days at this facility. Yeah.

Lawrence: How are you affording that?

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Logan: Long story. I wish I still had that money back. I actually ended up getting a little bit of money from an inheritance from my grandfather before this happens. A lot of weird serendipitous events that kind of led to I've got this money that I never had in my account before, I should do this thing that's really expensive. Needless to say, all of that money is gone. None of it still exists in my savings right now. I could really use that at the moment.

But I found another place in Minnesota actually called [The Retreat](#) out in Wayzata which is just a small suburb out here. That was a 12 step based place and I did another 30-day treatment there. And I found kind of the thing I was looking for as far as what I thought I'd actually work to help me stay sober. I'm not from Minnesota, right. After that 30 days, they asked me if I want to do, so we're living here, which I did not. I wanted to go home. But at that point I was smart enough to realize that I shouldn't do what I wanted to do, so I agreed to do that. And then long story short, I'm still here three and a half years later.

Lawrence: Wow, so amazing.

Logan: And that's where we can get into Kevin's stuff and all that.

Lawrence: Yeah. Well, what was it that fixed it for you there and what was the solution?

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Logan: I mean, I don't want to get too preachy or anything on here because I don't think that's helpful, but I found help through the 12 steps of [Alcoholics Anonymous](#). That's what I use today. I go to meetings. I meet with a sponsor. I have a couple of guys that I work with. But I think there's plenty of ways. You just have to find what works for you and I just know that [AA](#) works for a lot of people.

Lawrence: And so you are completely a teetotaler now? Is that right?

Logan: Teetotaler? I didn't know people actually said that. Yeah, I'm completely abstinent. I take CBD but my sponsor knows about that.

Lawrence: Okay. But that's just a...

Logan: I know. I'm just kidding.

Lawrence: Oh, okay. Why did you laugh when I said teetotaler? I totally missed the joke there. What was the...?

Logan: That's just not something we say.

Lawrence: Is it not?

Logan: No, it's not something we say. But they actually say it in [Alcoholics Anonymous: The Big Book](#). They say teetotaler quite a bit. But you would

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never hear an American person say teetotaler. They wouldn't even know what it means.

Lawrence: Why? Is it triggering or something? Oh, really.

Logan: No. They just don't know it. It's not in their vocabulary. Yeah.

Lawrence: Oh okay, so Brits will always say that. Like Brits will say, "Oh, I'm going teetotaler", or it's just part of the vernacular, you know.

Logan: Yeah. I would say sober or like abstinent maybe.

Lawrence: Okay, okay, yeah. So for you, if you did have a drink it could be like that could set you off kind of thing? It could be really a bad idea. Is that right?

Logan: I mean I'm 3 years sober at this point, a little over three years sober. I wouldn't drink, right. At this point I've found a time in my life where even if the thought on a sunny day, right, like, "Oh, a beer sounds nice." Which occasionally not as much anymore but occasionally pops into my head. It's like I know what the ramifications of that are, and it's never... Do you listen to country music at all?

Lawrence: If it's on air I enjoy listening to it. But I don't typically go out of my way to listen.

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Logan: Yeah. So there's a few songs that I'm sure have used this line but it's like, "One is one too many. One more is never enough", right. I can't stop when I start. There is no like happy medium for me. It is completely sober or the wheels fall off the wagon. And that took a long time to accept but it's the truth for me. So, yeah, I'm a teetotaler.

Lawrence: It's really interesting. First, I just want to say I really appreciate you talking about this and being vulnerable. I know it's not easy, so I really appreciate that.

Logan: Yeah.

Lawrence: But, you know, when you first told me about it I was like surely not just because you look like the picture of health. You look so vibrant and healthy and obviously great physical shape. I just had this I guess false narrative in my head which I thought you just had this seamless upbringing, you know. And clearly not. Clearly you've been through some really hard stuff. It's just you should never judge a book by its cover is kind of what I'm trying to say here. And I shouldn't be doing that.

Logan: Yeah. But it's really easy to do that and I think one of the benefits of living a spiritual life and trying to really be grateful for getting into the position I'm in is that I get to share my experience with people. One of my favorite things just being at [Discover Strength](#) is a lot of people ask me how I end up here like, "Oh, you're not from Minnesota?", because there is so many native Minnesotans here. "What brought you up here?" At first I was very

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hesitant to share the real reason but the longer I've been sober, the more I realized that so many are affected by addiction whether it's personally or somebody in their life, someone who's valuable to them that they care about that they just can't seem to do anything about. I'd had so many amazing conversations and connections with clients that I made simply from a fact that I don't drink anymore, right. And I'm able to empathize with them and connect with them in a way that I would argue none of our other trainers are because I get what they are going through. Some of the most successful people I've ever met struggle with crazy demons inside, right, but it's how we... Do you listen to [Jordan Peterson](#) and all?

Lawrence: I love Jordan Peterson. Yeah.

Logan: One of my favorite quotes of his and I'm going to massacre this, but it's something to the effect of you can't truly experience gratitude and being a good person until you've dealt with the horrible thoughts and the demons that we all possess, right. Essentially somebody who is good because they were brought up to be good and that's all they've ever known, that's great. You can be an awesome person and it's probably nice to be around you. But your goodness is not as authentic as somebody who has seen evil and has chosen to be good in spite of it. That's kind of what I try to practice.

Lawrence: Yeah. Good for you. Yeah, [12 Rules for Life](#) was a total game changer.

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Logan: Amazing. Yeah.

Lawrence: Seriously, that combined with just stuff on YouTube and his appearances on Rogan changed my life completely.

Logan: Yeah, for sure.

Lawrence: I was exposed to that one, so I was living here in Galway, in Ireland, and it just made me grow up like really, really fast. It allowed me to take my relationship to the next level, you know, commit in terms of marriage. So obviously, we are engaged and then have a child together. Also, just made me feel a hundred times happier. I don't know how to define being depressed and maybe if I don't know how to define what depression is maybe I've never been depressed. But I can certainly tell you that during a lot of my 20s I just wasn't really feeling it. And just since coming across his work and really changing my mindset on things, and just learning how to think differently. Also I should say, this is really important, I had therapy for the last few years every single week. I don't have it so much now because I don't have as much stuff to resolve, but I had a lot. And we all have baggage. That was kind of in parallel with discovering [Jordan Peterson](#) stuff. Altogether that had a huge impact on me. I'm a huge advocate of, you know, when people say to me, "Should I do therapy?" I'm straight away like, "Yes, and this is who you should contact", if they are in the UK. The return on investment from therapy is enormous just in terms of being able to speak, talk about your thoughts and your

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insecurities, and your challenges and all of those things makes you just able to be so much happier and more productive in everyday life.

Logan: Yeah. I mean, especially as men we feel this need to kind of keep everything self-contained and that's the slow killer of men for sure. The only other thing I'll say on that will be like [Jordan Peterson](#) stuff and just in general in the recovery community a lot of similar principles that he outlines in his book. One of the weirdest things I've experienced with this whole [pandemic](#) going on is just this overwhelming sense of gratitude. There is not a chance in a million years that if this was 3½ years ago before I got sober I'd probably be dead in my apartment somewhere just blaming the entire world for my situation and just feeling like 'poor me' this whole time. What I've been able to feel, even though I'm scared, even though I don't know what's going to come out on the other end of this I'm just so thankful that I'm not in that life anymore. That I'm not in that position and that I get to do something that I love. Even though now it's changed I just had this feeling of gratitude every day when I wake up. I owe that entirely to doing that self-work like you're talking about.

Lawrence: Just gives you perspective, right, on the situation.

Logan: 100%, yup.

Lawrence: Yeah, I feel similar way. Yeah, that's awesome that that's been the outcome of all of this work you've done. Let's carry on from where we left off there. You finished in the rehab place but you still have obviously some

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ongoing support there. What happened when you came out? You were like, I'm just going to stay in Minnesota. What's the first job you got coming out there?

Logan: Well, oddly enough I worked at a bar.

Lawrence: Not a good idea.

Logan: Yeah. Well, so we have like a halfway houses here, we call them sober houses in Minnesota. The treatment center that I went to here called [The Retreat](#) has a few houses that they actually own and I moved into one of those. I lived there for my first year and a half in Minnesota. I stayed well passed like the six months they recommend. My first job was actually my old job that I talk about in college. I worked for a company called World of Beer, and I found a World of Beer in St. Paul. I was like, I know how to do that, and I just need some money at the moment. I was actually a cocktail waitress there, you know, just a server instead of a bartender because I figure I could just hand drinks off. But maybe going back there making drinks probably wasn't the best idea. And then I was looking for jobs. I did have that background, you know, I'd always exercise and I had a passion for resistance training but had never actually been a personal trainer before. I was applying to a bunch of different places. I applied with Lifetime, a couple of other places. I didn't have any other certifications yet though.

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I was studying for my [unclear – 56:42] at that time and I found [My Strength Studio](#) in Minnetonka, and I reached to [Kevin](#) and he agreed to have an interview with me. He even said in his LinkedIn job application wherever it was like indeed, “You don’t need a certification.” As I was like, “Perfect! That’s me I can do that.” So I go to this studio and we have our first interview and he is just the nicest man I’ve ever met. At this point, I’m probably four months sober, 3 or 4 months sober. And we’re chatting and he kind of asked what brought me to Minnesota and this was the first time talking to somebody not in the community where I was just completely open with him and I told him my whole story. He just sat there with his mouth hanging open because he’s really a wonderful Christian man, like great family upbringing, he’s got five kids. He’s just the nicest man I’ve ever met. He is kind of letting all of this noodle around a little, and he’s like, “You know what, let’s do our second interview like I want you come back. I’ll give you a workout and we’ll see how this goes.” He invites me back and we do a workout, and I thought I was going to die. I was like, I work out. We do super slow on a RenEx leg press and he blows me up on a pulldown just unlike anything I’d experienced before. I was like, “Okay, this is pretty cool.” And he decided to give me an opportunity, so I learned everything from him.

I mean, at that time I was planning on going and training with Josh Trentine. That was the eventual plan to get my actually super slow certification but there was just a variety of things that came up along the way where it couldn’t happen. So he was just kind of training me in-house

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and it's a small operation so at some point I just need to start taking clients so I was shadowing him a bunch, I started taking clients. Before I know it it's six months in and he's like, "Yeah, we probably didn't get your certification but you're doing great so just keep up what you're doing." I built a real foundation there and learned a lot, and read of all Ken's work, read Arthur Jones' bulletins, and Kevin and I would just have these awesome discussions about the philosophy of exercise and like different ideas. He never shut anything down. He always wanted to hear my thoughts and just kind of let me naturally grow. The reason I say, I owe everything to him, is he told me later on about a year into my training that when I came in he was unsure about offering me a position because I was only 4 months sober at the time and he's got a small business. He didn't know if it was worth the risk. You know, right, what God forbid.

Lawrence: He saw something in you. Didn't he?

Logan: Well, he told me the story that got me really teary. He's talking to his son who's like 5 or 6 at that time. And he asked his son, "Hey, here's what's going on. What do you think?" And he's like, "Do you like him?" He's like, "Yeah, I really like him." And he's like, "I think you should give him a shot." So he's like, "You owe my son your job because he's the one that convinced me to give you a shot." Yeah, I have a really soft spot in my heart for [Kevin](#) and [MYO Strong](#). I owe him everything.

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Lawrence: Well. I guess we've touched it before but then I'd love to hear since joining [MYO Strong](#), getting a foundation in HIT, super slow, and then obviously moving on to [Discover Strength](#) to continue that growth. How has that changed you?

Logan: Well, I was just a ship without a compass for a long time. Pardon the crappy analogy.

Lawrence: That's a great analogy.

Logan: But I was just floating around mindlessly floating through life and feeling sorry for myself and not really knowing what I wanted to do. I think one of the archetypes for somebody who is struggling in addiction as they have all these big ideas but will never actually execute on anything. I had all these grandiose plans of things that I wanted to accomplish but meanwhile I was finishing every night dropping the bottle as I passed out in bed, right. Never actually took any initiative on anything. As soon as I started with [My Strength Studio](#) I started writing my book which eventually became [How 2 Look Good Naked](#). I was reading all the time. I all of a sudden had this new bigger and I just wanted to learn and I couldn't get enough information and why these things worked the way they did, and then [Discover Strength](#) just took that to the next level. You know, we do a lot of learning in-house and I had great discussions with my trainer Bronson who brought me on when I was there. I've been able to challenge the process countless times at [Discover Strength](#). Not all of those things that I throw against things [Luke](#) talks about is if you left, like you should

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thrive in your work that if you left people will remember that you were there. I feel like I've definitely left my mark on [Discover Strength](#) and will continue to do that. And they have given me the opportunity of really blossom with the seminars that I've been asked to do. I did my last on [Body by Science](#) actually, so that was great. Had a big turnout for those just talk about 10 big take aways from the book [Body by Science](#).

Luke is helping me in the future so that I can start speaking at seminars at other places. I'd love to be a keynote speaker at some point. And they are just really nurturing that growth in way that, like I said, I'm so grateful for.

Lawrence: Yeah. You're a great communicator. Having you on the podcast, the [last episode](#) and this one, you're very clear in your speech and articulate. I think that's why you make a great contribute to this podcast so I appreciate it.

Logan: Well, thank you. I appreciate that.

Lawrence: I think that it's definitely working to your strengths for sure and it's great that he's helping sort of stir you in that direction. I was going to ask actually what is the long term look life for Logan?

Logan: Man, I don't know. I think I had kind of an idea of what that might look like. But what's that quote is, "Man plans and God laughs", right.

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Lawrence: I said that when I had a child.

Logan: Yeah, yeah. My goal right now is make it out the other end of this and then kind of reevaluate. At the moment I'm just trying to bring as much value to the table as I can every day. I mean, I'd like to look ahead and say at some point that Logan is a multiple franchise owner of [Discover Strength](#) locations, travelling around the country helping educate people. That's one of the things I'm most passionate about is just getting people excited about high intensity training and sharing my passion with them. But honestly, I don't know what the future is going to look like at this point. And really, I just want to flash forward to 8-10 months from now, and then you can check back with me and tell me what I think the future is going to look like then.

Lawrence: You said there about joining [MYO Strong](#) and then going on to [DS](#) has clearly helped you and given you direction. Now, making you more aware of your future, how you want to prioritize your time now. How has that helped your addiction if at all?

Logan: I think just having focus is super important. We're reading a book as a company right now for what we call PTG, Personal... Growth, and it is Victor Frankl's [Man's Search for Meaning](#) which you recommended and that's why we're reading it. I think the answer is within that book in the sense of having a purpose, having something to wake for that gets you out of bed. You know that last time we did this together, you asked me

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what success looks like and I said, it's not wanting to snooze your alarm in the morning, right. I truly believe that. There was a very long time in my life where I didn't feel that there was anything worth getting out of bed for. Today, I can truly say that I get the opportunity to help people and that excites me, to educate people really excites me. Thinking about the future can get a little daunting but trying to stay present and just realize that I get to help people today, that's more than enough meaning and more than enough of a driving force to help me stay focused.

Lawrence: People need you now more than ever. I mean, I'm just looking at myself and my exercise and diet habits have fell off quite a bit. My fiancé has been baking banana cake in the kitchen like all day today. She is baking all these things because she is keeping herself whilst looking after Arthur, and so I'm struggling. I'm doing okay. I'm using intermittent fasting to my advantage. You know, I'm pretty disciplined and consistent with diet and training, and like if I'm struggling then the average joe is like. No, that makes me sound really arrogant. Someone who is not into training and diet is really... In this stressful situation people are under stressed financially, people are bored out of their minds. It is important right now that obviously we take on new skills, and maybe start that online business you wanted to start or whatever it is. But a lot of people are struggling to do that. So right now I feel like having someone like you in their corner to help them stay on top of their training is just more valuable than ever. You know, more valuable pre crisis because it is helping people get through this and keeping their health intact, improve their health during this time.

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Logan: Yeah, for sure. One of the things that I'm extremely fortunate that [Luke](#) has let me do, and then I'm still doing at the moment, is about 8 months. Probably almost a year ago, I asked the leadership team if it would be okay if I started training guys in early sobriety at some of the [Discover Strength](#) locations just as something that I wanted to do on my own. Like not wanting to get paid for it, doing it outside of work hours, just allowing them the opportunity to come in and do something productive that they can feel good about. That program was great. I think we gave away something like \$3,000 in services that I was able to donate my time for last year. I'm hoping at some point to increase that amount exponentially over my time with [DS](#). But I've been able to FaceTime with guys in their sober house that last couple of weeks and then give them a virtual workout. You know, it's the highlight of the week. These are guys that are locked in with 10 or 12 other guys that like you said just climbing up the walls, right. I think that's the perfect example of somebody who's maybe struggling emotionally and mentally, like you said, financially probably strapped because they are on early recovery and then got all these things going on through their head. So you can just extrapolate that out from somebody who is in recovery in early sobriety and just apply that across the board like releasing endorphins, getting some work. [Luke](#) has said in a few of his Instagram videos just like blowing off steam, doing hard work with muscles is one of the most important things we can do to relive stress especially right now. So what we and all of our colleagues are offering I think is just more important than ever.

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Lawrence: Yeah, totally agree. Awesome. Well, I just want to say thank you for going full of that. I think what you've done there in terms of the pro bono training for people trying to get sober is very, very impressive. That's wonderful thing that you're doing. I didn't realize that and I hope you should definitely continue that for sure.

Logan: Yeah, and I have to give a shout out to the rest of my team at the Woodbury location too because they have all been great advocates as well. They all know my story and I asked if they'd be able and willing to take sober guys when the opportunity rose, and they all without even blinking an eye agreed to do that and take time out of their day. I'm just again really thankful for my team there as well. Jay, Christian and Karli, thank you.

Lawrence: What is the difference in the culture. I mean, obviously it sounds like you've worked in some pretty dysfunctional cultures and teams in the past and hospitality perhaps. I'm not sure whether you've got many reference points but what it's the [Discover Strength's](#) team culture like versus cultures you've experienced in the past?

Logan: That's a great one. Again, you talk about gratitude. I think the definition of hospitality could be dysfunction as far as teams go. It's basically varying levels of people in addiction essentially is the majority of the industry. Lots of dysfunction before there or before coming to DS and struggles that

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Kevin maybe had just as a small business owner. But that was a big step up from all the things I'd experienced in the past, and then coming to DS which is like this well-oiled machine. Just the amount of gratitude I have to be a part of that is... I mean, even when I'm frustrated at work it's nothing compared to what I've dealt with. If anything, I feel sorry for the people that this is their first job and potentially to move on to something else at some point because they will probably never experience something that runs as close as this again. For this to be your first thing and be frustrated which unfortunately some of our trainers are because Luke gets them right out of college. So to think that this might be dysfunctional is like you got a tough road ahead of you. I don't know if that totally answers your question.

Lawrence: No, it does. Yeah, I said it before but I think if I were growing up in Minnesota I'd definitely apply for a job at DS without a doubt. Yeah, I'm a huge fan, that's no secret. I'm probably too much of a fan. I probably need to stop interviewing you guys and start talking to some other people.

Logan: Yeah, you even called me Luke in your intro. Got a little love triangle going on there.

Lawrence: Oh god, don't say that. But I've had Luke on the podcast so much. You know, sometimes I think even Luke email me once and said, "Lawrence, I think people are going to get annoyed with me." I'm like, "How can you say that?" Actually this is quite the opposite because every time I do

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content with Luke I get such great feedback. I just don't think there's anyone better at articulating and discussing the different aspects of business. He has just so much class in the way he does it. It's so valuable because with him I can... I mean I have different styles, right, so this is really. I enjoyed this because it's very conversational. It's very unstructured. I have some questions obviously pretty planned but we are going in all sorts of directions and I love that. But at the same time what I love with Luke is I can have a structure and I'll know he'll follow that to a tee.

Logan: Yeah.

Lawrence: It makes it sounds like a cyborg. Doesn't it?

Logan: No, no, but I know exactly what you mean. Yeah.

Lawrence: But we can also go off and have a joke or he'll go off in a story or tangent and then we come back. He's very, very aware of that and that's really, as a host, it's very easy for me to create something of quality when I have someone like that. So it's like I think you have to be quite adaptable but having experience with different people in this industry I'm able to try and get the most out of them for different contexts, so that's quite fun.

Logan: Well, I think it's just going to add more authority going forward to to all that content you've created with him in the past as we move passed this hard

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time. And you guys continue to recap how [Discover Strength](#) has made this pivot and continued to be successful in this challenging time. All that lip service that he may be paid to be an entrepreneur, how to create a successful business, right. You could say that that's like talking to Warren Buffet about how to invest in stocks, right. Well, now, he is putting his money where his mouth is and the rubber meets the road here to just continue to draw analogies, right. You know, we're seeing that all that stuff that he talked about he actually does. I think if anything it's going to even add to the authority of that content you've already created and you're probably going to have people thirsting from more of his content going forward.

Lawrence: Yeah, I think so. I agree. I think we've already got a library that's completely free on the podcast of practically a formula for building a successful business in high intensity training or in fitness in general. You know, when I was planning for our studio here in Galway which is unfortunately on pause obviously because of all this. I was really listening to every [episode](#) I did with him like going through each one and using that to help with our strategy and also reviewing some stuff in the [membership](#). You don't even need to join the [membership](#). I mean, there is such great stuff...

Logan: Don't say that.

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Lawrence: No, I mean, there is value in the [membership](#). Obviously, they get other value from me, and community, and Q&As, and exclusive stuff, and great stuff from Luke in there and other people. But what I mean is you could still get so much value from the free content.

Logan: For sure.

Lawrence: Obviously, I've had some loads of great guests, but we're talking about Luke specifically, and just listening to the first few [episodes](#) he did on the show where he talks about uniques, differentiators, target market, how to generate revenue, retention, all these things is just awesome. Yeah, it's just to have someone you can talk about it within our niche so well is really useful.

Logan: Yeah, for sure.

Lawrence: So now I've been through that and planning for a studio which unfortunately has been postponed but we'll be back on that soon as things return to normal. My business partner has more important stuff to worry about right now of this whole [crisis](#) affecting other interest of his.

Logan: I could imagine. Yeah.

Lawrence: Awesome. Obviously, we went through your story there which I really appreciate. That was really good to learn more about what you've been

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through and how that's change you as a person which I think is actually quite a good segway into going back for a moment to talking about this [crisis](#) in relation to the studio strategy. You know, I think we've spoken about this offline before. I think you have a great head for business and you've really immersed yourself in high intensity training and you see what [DS](#) do. I understand certain things that [DS](#) do that are private and confidential so those things we probably couldn't talk about. But I just really love to hear your perspective on what you think the HIT studio owners and trainers should be doing right now in response to this [crisis](#). Obviously, there is virtual training. But do you just want to elaborate on what you think is important right now.

Logan: From a business perspective?

Lawrence: Yeah, both business and as a personal trainer. I think both.

Logan: Yeah. I mean, I think the best thing you could do right now is just contact your clients that you currently have and using the email list that you have at your disposal. And whether or not they see value in virtual training, one, don't be afraid to make the ask of like, "Hey, I'm going to offer you a complimentary session", if you feel confident in what you're doing. "Because I think there is so much value in this and I want you to experience it for yourself first." Even if they've been with you for 10 years. If they are on the fence but you know that you're not going to open up any

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time soon, hey, offer them a free session. Get them back in the door, win them over again.

And then the bigger thing than that is just, even if they don't want to continue with you at this point whether it is financial, or they just don't feel that they can do anything at the moment, be in their corner, you know. Be supportive. Let them know that you're thinking about them. You know, one of the biggest things I've been doing with the emails that I've been sending to people, or the phone calls that I've been having, is getting away from like cookie cutter templates and just saying, "Hey, Lawrence. How is your kid? How are you doing? How is your fiancé", "How's life? Are you okay?", "Is your job alright? Do you want to talk on the phone?" I think one of the things we do so well at [Discover Strength](#) that is so powerful in our culture is that we cultivate relationships with people, like, they are clients that I genuinely care about. And it's most of them if not all of them, right. I definitely care about all of my clients but I definitely created relationships with people where even if they're not training I actually care what's going on in their life.

I don't think you can necessarily create that out of thin air, but you can for sure try to build those relationships now as a business owner, and just let people know like, "Hey, I'm in your corner. If you need anything, if there is some equipment that I have that you're closed by that you can come and pick up so that we can do these virtual workouts, "Hey, come get it. I'll drop it off to you." Whatever we need to do to just add that value of you're

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not just a client to me, you are a friend in business and I just want to continue this relationship through this though time.

Lawrence: Yeah, amazing advice. I think that's great. I think everyone should be executing on that 100%. Yeah. I mean, just in terms of services, so you mentioned obviously virtual training which I think it's probably ideal for most of our colleagues to really invest in right now. But what's your take on alternatives. I know you guys have started doing a subscription model for providing email, workouts for your email, there's people out there doing video courses, I don't know, fit tips for your email, YouTube. Maybe they are expanding on the virtual training to do more in the way of like live coaching session, nutritional coaching as well. But what's your take on the service portfolios that could be explored there in this crisis do you think?

Logan: You mean, again, from like the studio owner perspective?

Lawrence: Correct, yeah. How they might be able to pivot in other ways?

Logan: Yeah. I mean, I think if you are a small studio owner, you know, getting yourself comfortable reaching out to colleagues. Like we've had quite a few people that I've reached out from different businesses. I don't necessarily want to name any, but that have contacted Luke directly and said like, "Hey, can we kind of see what you guys are doing?" Like I said, right now we've got 7 billion potential clients, so all of us building our brands together virtually nobody is going to be left behind as long as

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you're bringing something high quality to the table, right. I think this works if you're a one-person shop. I think it works if you're like us, 40 people. I think it works if you're Perfect Workout, and you've got 60 locations. As long as everybody is rowing in the same direction as a small studio owner, I think dialing into people's living rooms is probably even more advantageous to you because you've created those really valuable relationships. Or like you can take an hour with someone, catch up, have a little coffee before. And if they are willing to pay the full session price which hopefully they are, you don't necessarily have to do as many sessions as you might be in the studio to "keep the lights on" right now. Because I know a lot of people are struggling with or figuring out ways to like pay the rent or defer their rent for the moment, right. Hopefully, overhead for a lot of people is down at the moment and they just need to worry about getting some kind of revenue stream in. I think if you are a place that has nutritional supplements maybe try and do deliver those to people, add some revenue that way. You could maybe help people get equipment delivered. I think you just have to be creative. You know, the business side I'll leave to Luke. That's not really my wheelhouse.

Lawrence: No, it's fine. It's just interesting to get your perspective as someone who is on the inside looking at what's happening around you and what you guys are implementing. But those are some good ideas and we've got... I've already recorded a podcast that I just did in the tank that are going to give people so many ideas. As we were speaking talking about offline I'm just trying to get my partner who helps me with that stuff to just get this

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produced ASAP because it's not helping anyone when it's on my laptop. It needs to be out there published. I had a really a conversation with somebody who is not even in HIT. He is just an entrepreneur who helps fitness businesses generate leads and he is very successful, very successful. He was telling me that one of the best things to do right now is just text. Specifically texting because SMS has a much higher open and response rate than email. Email is still good but text is better if you can get it, and just personal text like you were saying to all of your clients and former clients. It's a good reactivation strategy too and just offer free virtual workout.

Logan: Yeah, or call. I mean, you know it seems like...

Lawrence: Or that, yeah.

Logan: Yeah. In our industry we tend to attract an older client base anyways so they actually remember a time before cellphones and cordless phones, and rotary dials and stuff like that. These are people that might be a little archaic for them to but getting a phone call from someone that's not solicitor is going to be welcome, right. I've talked more on the phone in the last week than I probably have in the last decade. So I don't think there is anything wrong with texting but I think if you're going to add that personal touch and talk to someone it is just super beneficial. Just thinking about all of these we're kind of chatting. I don't think there is anything wrong with the subscription model and like creating videos for

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people to do. But I just think as a trainer, as somebody who understand the value of supervision being able to chat with somebody and look at them and see their performance of the reps just gives you so much more value in the marketplace. Because right now Beachbody is making a push. All of these other virtual training companies, Chris Hemsworth has one and it's like Centr, or something like that.

Lawrence: Really?

Logan: There is a thousand virtual workouts that you can do. My Instagram has been flooded, absolutely flooded with new at home technologies. I'm forgetting the names of all of them right now. But like little things you can mount on the wall that are essentially like a Peloton for at home workouts. Some of them have resistance built in. Some of them are just it's a kickboxing thing, right? There is so much competition in the marketplace but the biggest difference is that person is not actually seeing you, right? It is still a video. It's still a recording. And if you've ever done any at home workouts before like Beachbody, P90X, any of that stuff, you know, you're just going to take a break. If it gets hard you're going to take a break. There is nobody there to hold you accountable.

Lawrence: 100%.

Logan: So the level is not the same, right. You have to add value by seeing someone, by actually being there.

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Lawrence: That's where the price point is justified. When you are charging premium price you are getting a much better value and much better service. You know, you are 100% right. That is one of the downsides of content, or products people can buy. Well, in the case of content if we look at live video training a lot of this is commoditized. It's free. You can just go on YouTube and there's already tons and tons of workouts on their, even HIT workouts, you know, if you are somebody strict about finding something that's really productive in a HIT context. You know, it is commoditized and so it is hard to sell that and it's hard to sell it at a price point that's going to make sense. Whereas you cannot commoditize your expertise, you know. You guys are so well trained. You've got strong backgrounds and that really sets you apart and there's a lot of value in that. So that's how you can really differentiate yourself because I know as we were saying at the beginning of this, there is a lot of naysayers around you aren't be able to charge this price point for very long. I completely disagree. I know for a fact that, as you were alluding to, there are people who have been offering virtual training, online coaching services. That's kind of what I do in the HIT business context, right, for a long period of time charging astronomical figures to provide that.

Logan: And a lot of those programs aren't even viewing you, so that's the biggest differentiator too is like I think of Gary Knight. I don't know his personal setup that he has with people but I remember listening to his conversation with you and he is talking about creating programs for people, right. So

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you are talking about charging say \$300 a month to do a virtual coaching session with someone and then give them a workout prescription that they are going to do on their own. I'm just making that number up, \$300 a month, right. You are still not there. Right now, I feel like all of a sudden the industry has just had this turn on because when I thought of virtual coaching before too, I thought of those as two separate things. There is a workout prescription that you give to someone, that you create based on their needs and then there is the coaching afterwards. And hey you are going to take videos on your own and send them to me and I'll critique you into all the stuff. It's like nobody had the idea to go, "Oh yeah, I can just dial in. It's 2020 and actually watch you do what you're doing." So I think it's just kind of opened up this whole new marketplace at least in my mind because I wasn't having that idea before for sure.

Lawrence: I mean, both options work. Obviously, one is more leveraged than the other, you know, you are trading your time. That's the only limitation with the virtual training. But it depends on what your goals are and it obviously work very well. Yeah, it is funny how you wouldn't have thought about this before really. I wouldn't have really thought about it either. And it's like would your customers have even thought about it if they weren't forced into this position, you know.

Logan: Yeah.

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Lawrence: Which is interesting because now that they are forced into it they are like, “Oh, actually this is really valuable.” A cohort of those people may decide they want to just continue that which still works for everyone.

Logan: Yeah, and going back to your point you had before about, like, is this going to devalue what we do. I mean, I go back to that car example. If we are living in a world where all of a sudden cars disappear and your only option is a horse and buggy which might be what we are doing right now with virtual training. Like, “Shit, if you need to get across town you’re going to take the horse and buggy.” But once we make that evolution to go back to having Maserati, and Bugatti, and all the great stuff, you might buy your Maserati again, right. You probably are going to. I think our market is the people who are willing to do something right now because they understand the value of it and they know that it’s such a step up, you know, in the horse and buggy example from just walking across town. Well, now you’ve got that quick, efficient, evidence based approach to get to where you are trying to go. I don’t think it devalues the fact that there’s also a higher level which might be the studios.

Lawrence: Yeah. And make no mistake as soon as my studio is up and running here I will be training in there as often as possible. No more bodyweight stuff for me. Or at least not for the facility, but I’m excited about getting back on the awesome machines, so I’m a huge fan.

Logan: Yeah, for sure, for sure.

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Lawrence: One last question for you, mate.

Logan: Okay.

Lawrence: I'm just curious, and I have spoken to a few people. I'm not being that good with the whole video course. We've done a few but I'm interested to know how this is affecting you generally. Not just as a trainer but just your life. What habits have changed for you? How has this affected you really? I'll be interested here.

Logan: Just like day to day?

Lawrence: Yeah, yeah.

Logan: I mean I'm valuing the sunshine a lot more now. Honestly, I've been joking with my managers and stuff like, I feel like I'm working more now than I did before. And I think the reasoning for that is because we are just kind of always on call at the moment, right. Like we are having all these conversations all the time as a whole company. We are trying to really pay attention to our Slack channels in case there is anything important that comes up. It's just a little more conscious awareness all the time. But as far as day to day, I mean, besides sitting in my chair at home as opposed to being at the studio really not too much has changed. It just feels different because I can see the window from where I'm sitting and I know

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that I'm at my house, so there is this kind of cognitive dissonance of like, "Wait, am I working or am I at home?" That's still taking some time to adjust to. But overall, I mean, I get outside when I can. I think a lot of us are probably realizing how much we didn't do as much as we could have when we have the opportunity to do it. A lot of us just go through the motions of we go to work, we come home, we turn on Netflix. Now we are just taking out the go to work part. So I think hopefully it's going to create an appreciation for nature, for getting outside, for seeing friends, for going to a restaurant, that that's the outcome of this.

Lawrence: The rules here are it's a "in lockdown" but we're allowed to exercise once a day outside and it's supposed to be for an hour. I think that might be the U.K. I'm not sure if that's Ireland as well. But then everything is closed except some sort of cafes, and restaurants you can actually go and then collect food but you can't sit down and eat. Supermarkets are open obviously but it is like 100 maximum can be in there in any one time, and it's one in one hour. So that's basically the gist. Although I am breaking a lot of those rules because I am walking the dog like four times a day, and going for a walk with the Mrs. and the baby, so yeah. But we are sensibly social distancing, so I'm not doing nothing too bad. Is that the same in Minnesota? What the situation in Minnesota then?

Logan: I mean, so people in Minnesota when it gets to be about April when the sun comes out just absolutely lose their minds because we've been lockdown, and the winter and the doldrums of that for 6 or 8 months by that point. What I can tell you is there's definitely still people out, like, I've

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been trying to go for bike rides and walks. There is a little lake in a park right by my house that I've been going to and there's people there and they are practicing social distancing as they are walking, or riding their bikes, or whatever it might be. But it is not nearly as concentrated as it usually is. I mean, I'm not kidding you, Lawrence, like when the sun shine comes out here even if it's 40°, like that first day of Spring, people are in shorts. They are absolutely crazy. They are just everywhere all over town. They just can't get enough of it.

Lawrence: I love it.

Logan: Yeah. It's definitely less concentrated than it normally is but I think people are still trying to get out when they can for sure.

Lawrence: Yeah, yeah. And by the way for context, if anyone is listening to this thinking, when they did record this. This is recorded on April 8th, so the 8th of April 2020. And it will probably be published towards the end of April, not quite sure yet. Awesome. Logan, this has been a lot of fun. I think even better than the first one.

Logan: Yeah, agree.

Lawrence: What's the best way for people to find out more about you and get your book?

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Logan: Yeah, so www.how2lookgoodnaked.com. I've had a friend who lives in Thailand that's just redone the whole [website](#) and looks amazing now. I'm really, really happy. Yeah, you should definitely check it out.

Lawrence: I'm checking out now.

Logan: There's links all over there to purchase the book. You can just type it in on Amazon as well. You can reach me at logan@how2lookgoodnaked.com or just at logan@discoverstrength.com.

Lawrence: I'm looking at it, it's just loading.

Logan: Yeah.

Lawrence: Oh wow! Yeah, awesome. Very nice.

Logan: Yeah, so she's put some really cool graphics and stuff. I need to still update some of the content but it's a 1000x better than the last time we spoke.

Lawrence: You do look like a catalog model in one of those pictures. I mean, like you are one of those, I don't know, like big thick retailer catalogs. You know what I mean?

Logan: Yeah, yeah. My dad is a photographer so that.

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Lawrence: Okay, that's useful. Awesome. Yeah, looks great. Awesome. Okay, so good stuff. I really appreciate you taking the time.

Logan: No, it's been a pleasure.

Lawrence: We'll be doing more in the future. I hope things return to normal as quickly as possible where you are.

Logan: Yeah. You as well.

Lawrence: I know it's a great opportunity of virtual training. Yey! All that good stuff. But let's be honest we want to be back on the machines. We do want to be back in the studios. We want to be connecting with people physically face-to-face. Don't think that's going to go away, you know.

Logan: 100%. I've heard some people talking about how, you know, handshakes are going to leave. In my mind, I mean if anybody is going to let me when I start seeing clients again, everybody is getting the biggest hug they've ever gotten. I can't wait to just have those physical connections again for sure.

Lawrence: Awesome. For everyone listening to find the blog post for this episode and download the PDF transcript, please go to highintensitybusiness.com and search for Episode 264. Until next time, thank you very much for listening.



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