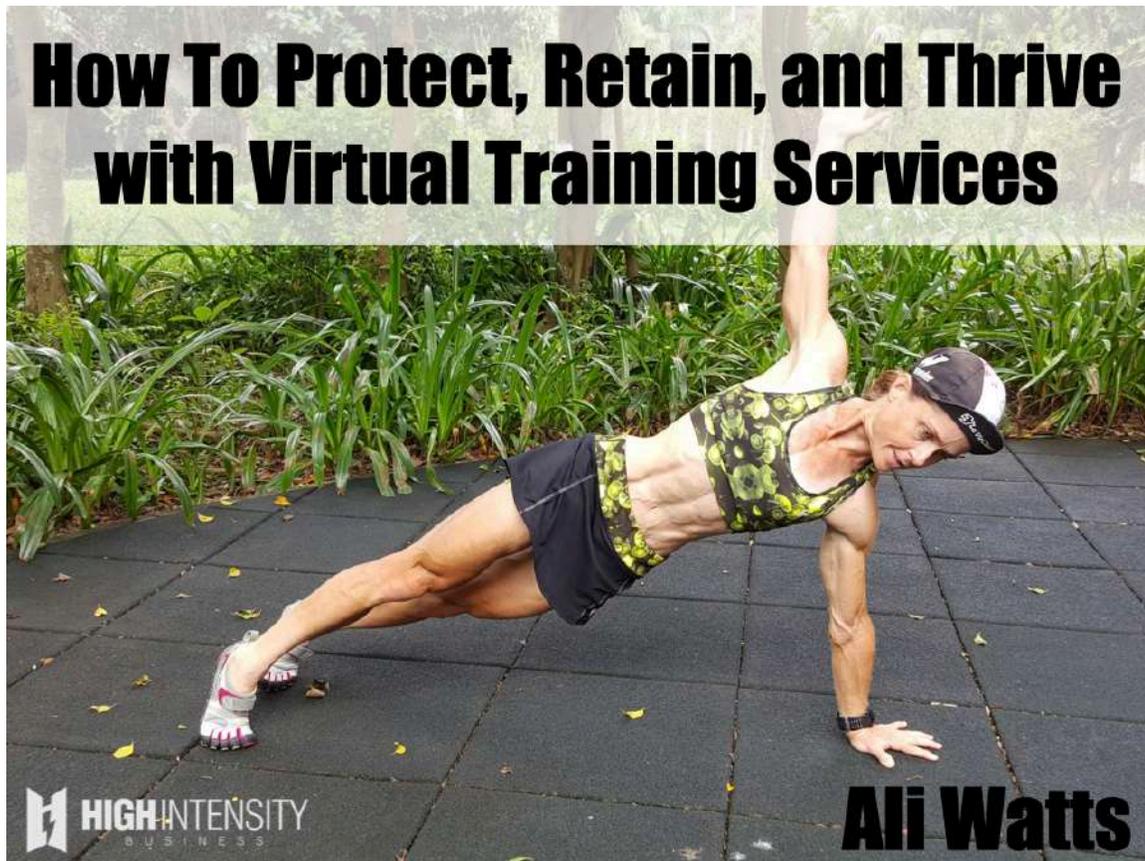


March 2020 – Retain with Virtual Services



Lawrence: Welcome everyone to this month's presentation on how to protect, retain and thrive with virtual training services. Just to really set the scene, the time of this recording, the date is the 24th of March and we are right in the midst of the [COVID-19](#) pandemic which has had a huge effect on obviously people and their livelihood. Sadly, a lot of people had passed away and lot of people are sick. But it's also had a huge impact on the economy globally. In the context of this presentation and our businesses in high intensity training, you know, a lot of you had suffered even massive, massive cancelations. I imagine at this point most of you are

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even locked down in cities by this lockdown and you've had to temporary close your studio, and that obviously poses a huge threat to business forcing you to diversify of alternative solutions, and of those being virtual training services.

Today, I have the wonderful [Ali Watts](#) joining me who's kindly offered her time to collaborate with me during this presentation to really show you exactly how to transition to offering virtual training services in your business and we've got some alternative ideas as well that I think you'll find incredibly helpful during this presentation. So what we're going to do is we're going to kind of go through how the current situation is affecting change, the different options available to your business, and how exactly to sell, price and deliver those as well, so here we go.

Ali, do you want to just, for those that don't know you, obviously you've been on the podcast before and just a lot of the members would've heard you on the podcast and would know your background. But do you want to just describe why you are particularly qualified when it comes to helping people with fitness businesses online and offline.

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Ali: Yeah. Lawrence, thanks for having me. I guess first of all I like to say, look, I'm sorry to hear that businesses are closing and everyone is going through hard times. I think the important thing is to really think about your clients right now and there's always someone worse off than you at least with our health and keep reminding yourself with that. But, yeah, in answer to your questions, Lawrence, I've managed gyms. In fact, I've just move from New York Manhattan to Singapore. In New York, I was running a strength and conditioning studio which actually didn't have an online component until very, very recently. But I've always had an online

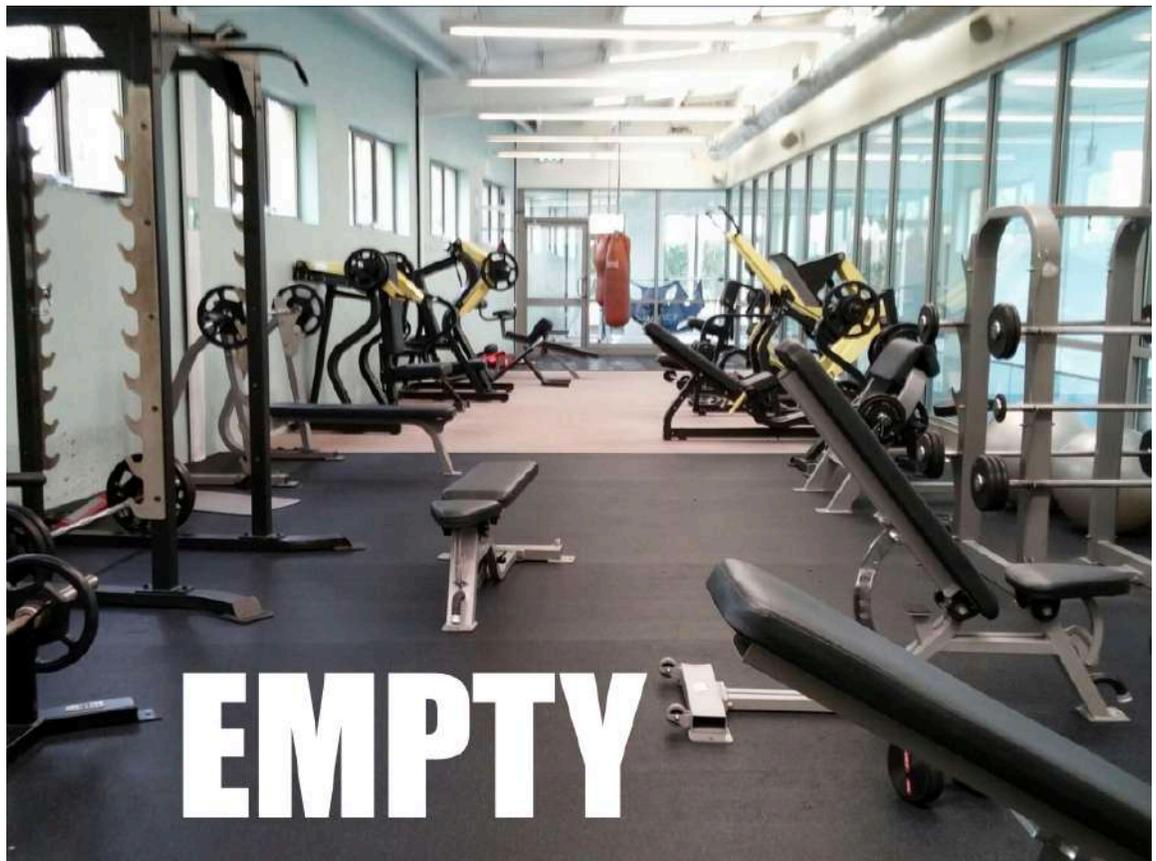
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presence as well. Not necessary for times like this. But I believe that having a couple of different revenue streams for your business is always the best way to go. I guess originally built out my business just by word of mouth and people knowing me. But then coming from Australia to Hong Kong to Manhattan to Singapore, I thought the best way to run things was globally. I didn't want to leave clients behind and so I guess I was sort of forced to go online which isn't really my nature. I love in person and I'm sure most of your clients are the same and hence they run a personal training studio. But I think now we're being forced to create new revenue streams and I think embrace it. The way I've done that is I've offered different programs online and originally just promoting it to my clients not worrying about Facebook ads and all that sort of thing until later. Really establishing myself with, I had given online presence with my current clients which I think is really crucial to begin with and especially important for your clients today.

Lawrence: Awesome. Thank you, Ali. I appreciate that. Just to add to that it's kind of ironic, myself, I probably have more online fitness business expertise than I do offline. And so even though this is a tragic time for many of us there's an opportunity here for myself in order to be able to help as much as I can with my own expertise. I think the two of us Ali would be able to offer a lot of value here because I'm actually working with people know actively, currently in the [membership](#) be a private coach and to help them transition online and also through [HIT Business Intensive](#) which is a high level program I run where I deliver custom 101 consulting via phone on a

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weekly and also working in that way to help people during this tragic time as well.



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This is unfortunately that the current situation around the world right now, lots of empty facilities which are just equipment gathering dust. You know, who knows how long these shutdown or lockdown is going to last for maybe a few weeks, maybe 12 weeks, maybe 6 months, maybe 12 months. I really hope not the latter as I think that's going to just have a tragic impact on the economy.

People want right now an in-home solution. They've got this habit built up where they are used to personal training regularly and suddenly that's gone, so it's just really important right now to try and help people maintain that habit of training on a regular basis. Ali, do you want to just speak on this for a bit. What's your opinion on what, I guess, the members can do right now in terms of dealing with this situation and the lockdown happening here?

Ali: Yes. I guess the great thing about all of this is that your clients come to you for a reason. So why am I coming to you, and I think this is what you need to address with each of your clients. You may get different answers for each client, so I don't think it's a one set sort of I'm going to offer this product or this thing. Think about why your clients are coming to you. And then I think something natural will come out of that.

To give you an example, I obviously had moved several different places and countries over the last 10 years, and for whatever reason that client doesn't want to leave me, I've got some sort of relationship with that

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client, I know how their body works, and I've got that in person relationship already build as you do. It's a no brainer for me to be their personal trainer and to keep training them. And so naturally I became an online trainer to all of these people that I left because I moved country. It wasn't a matter of do you want to keep training with me, it's like how are you going to keep training with me? Should we just do it over skype, should we do it over Zoom? What method shall we use in order to train with me? This is where it sort of depended on the person a bit, so some people didn't really need me standing there and watching their form. They would prefer for me to assist some of their videos. They were more of a A type personality where they didn't need the motivation they just wanted me to write a program, so each person I felt was like a different needs and wants depending on them. And so what is it that your training your client for? Is your client actually just using you as someone to talk to about what's happening in their life? Sure, you're helping them with their fitness but what else are you helping them with? What are they really wanting you for? And then I think naturally the answer will come as to how you're going to look after them now. It might even be a matter, you know, having the session time and having that personal contact where you're actually talking to them about nutrition, and about their life is weaken, and how they are managing their relationship in, and then obviously you know feeding in some mobility. It's really about what's your relationship with each of your client and what is it that they really want. Because you're actually giving them something that they are paying for right now that they don't want to give up so just keep giving it to them.

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Lawrence: Yeah. I love all of this. I was certainly going to go into the details of what you just said in a moment. I just want to make sure I try and do this in a more orderly fashion, so yeah. I mean, kind of the thing you just said there, Ali, I think this so key, that timing is so critical right now for operators now is to transition to some sort of virtual offering in order to actually retain customers. The big issue right now for a lot of this especially high intensity training, person trainers who might be operating for decades and feel a little aversion to moving online. Maybe they are not very good with tech and just feel like, “Oh, you know, it will be fine when I reopen people rejoined.” But we have to remember is there are organizations out there that specialize in offering online coaching services. I don’t have a gym and I’m doing it for years. Right now, they are doubling down, they’re gearing up, they’re spending money on traffic because its cheap right and now they are going to be bombarding your clientele while they are at home. The problem is if you’re not nurturing them, if you’re not providing a service to them, you will likely churn a significant percentage of your customers by the time you reopen. You might lose a lot of them and obviously we do not want that to happen. And so we want you to be there by their side and that this presentation is all about showing you exactly how to do that.

Also, I think there is an opportunity here in that a lot of people are going to become very sedentary. I mean, I don’t know. This is just my opinion because you could argue, “Well, maybe some people found what’s

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exercise now.” I don’t know. But I think there are going to be a lot of people who are going to be sedentary, eating badly putting on weight, not exactly as focus on their outward appearance because they are not socializing as much and all these kind of thing. So by moving your service online and if you do decide to make this an extension of your business over the long term the opportunity to scale and actually help people that are in your geography who have fallen to the sedentary trap could be enormous, and could generate a lot more revenue for your business in a long term.



Another thing I want to talk about, Ali, with you is about future proof in the business which I kind of just touch on there. You talked about how you’ve moved a lot and you realized that obviously you couldn’t train people in person so you went online. What is your feeling about building/having a long term strategy with something like this to future proof your business during hard times that are sure to come in the future as well?

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Ali: Yeah. I guess it comes down to revenue streams sort of what we were talking about before. And really, your clients respect you and will do anything you say, so being able to help them with all aspects of their life essentially. I don't mean just flooding them products. I mean, getting them to live their best life by using products and services that you honestly believe in. Why wouldn't you want to share those with your clients. I guess it's making the most of your clients but at the same time making your clients the best people that they can be and helping your revenue streams at the same time.

Lawrence: Yeah, absolutely. Again, I know that a lot of you listening might be thinking, "Oh, I will provide virtual services temporarily." But I'll do one day if it's worthwhile continuing to hold on to this new arm to your business to handle the cycles that we go through, the economic cycles, in terms of future recessions where maybe people can afford personal training, who knows? I mean, this is a very, very unusual situation. Who would've thought that we would all be self-isolating right now. So there you go.

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The other thing I want to talk about before we get into the HOW is more about the WHY as it relates to increasing value. Again, Ali, I'm not sure if you know this but a lot of the clients I have in high intensity training they're for the most part just focus on strength training services, personal training, maybe they do a little bit of body composition testing, but didn't do much outside of that for the most part, and so having an online really can increase the value. What's your take on how this might increase value for some of the offline facilities you've worked in the past?

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Ali: Yeah. Well, I mean, another aspect to that too is travelling. I often have clients that travel and so them being able to tap into you while they're travelling is another great value add. But in terms, so Lawrence, are you sort of referring to other things that you can provide your clients that you can't just do in person on a day to day sort of brick and mortar?

Lawrence: Yeah. I just think this is a powerful argument for why online services are a good investment right now. And not just for the current situation, but also potentially to increase the value of your services over the longer term whether that is in terms of just providing it like you say is an addition to someone's options whether they're traveling or they just can't get to the gym for whatever reason. Or is a way to actually hike up your price if you're delivering more value in terms of they pay monthly for both perhaps in person personal training and also online services as well like coaching, helping you keep accountable in nutrition, health, hygiene. Having a coach there could be another value add to something that might help these businesses every long term. That's kind of what I mean.

Ali: Yeah. I think especially nutrition is... I mean, as you know I run a [transformation program](#) which is lifestyle but obviously a big part of that is nutrition. There's no better way to do that than online because you can use a program that provides all the content, that provides the videos, that's very structured, that allows them to give feedback in their own time, and I don't think you can do that in person, so absolutely value add for your business. It's almost like we've been given an opportunity now to

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close the door, sit back and work on our businesses. Whereas, up until now we're so busy chasing our tail and working in the business that this actually could be a blessing in disguise.

Lawrence It could be and it's really hard to see that right now but you could be right. Before we get into the HOW and nothing elsewhere, you know really keen to obviously get into that. But I think, I wonder whether this even after things, let's say what best case scenario, operation has recovered globally in the next few weeks or next month or two and then kind of back to normal and the economy recovers, it'll be interesting to see how quickly people are willing to go to the gym. Now my prediction is that the big box gyms will suffer because people wouldn't want to go to the high traffic people area. But I think the private boutique studios, those that I work with, should do okay because they are promoting a private environment with few people in the location, less usage of machines so easier to clean that kind of thing. Do you have a view on how you think people are going to think about personal training facilities in the future? Do you think that this massive surge in people investing in online training is something that they might, "Do you know, I'm just going to continue doing this", and therefore we see a drop-off? Or do think when things return to normal like the gym is still going to be pack? What is your take?

Ali: Well, obviously this is just my take and my opinion. But I'm in a bit of different situation to most of the world at the moment. I'm living in Singapore and you're probably familiar with what happened here in

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Singapore. We actually got the virus a lot quicker than the U.S. and the U.K. because I guess with China being the start. The other thing is Singapore, a very controlling country, to give you an idea I think there were 13 hangings last year. They just basically hang you if you deal drugs. So their very rule on the intended company... So what they did as soon as the virus hit the country they put in some huge measures to the point where they would come to your house, knock on your door and say, “You’re in a taxi with a person that had a virus. You’re not allowed to leave your house for the next 14 days.” They would then ring you on Skype three times a day and if you didn’t answer, you are deported and fined and so is your company.

Lawrence: Wow.

Ali: So that’s how they have controlled it, and that’s why there’s been 2 deaths here and only recently. In saying that, it’s obviously easy to control this because it’s a small area and there’s only 5 million people. As a result of that, they’re actually quite lax at the moment, so all our gyms are open except the ones where they’ve actually had the virus. But to your point and to the end to your question, Lawrence, what’s actually happened is a lot of the big gyms are very quiet. A lot of the personal training studios were they’re only taking in a couple of clients at a time and they’re very small and boutique almost have about 90–95% occupancies. There’s not a lot of people that have said, “I don’t want to train this time.”

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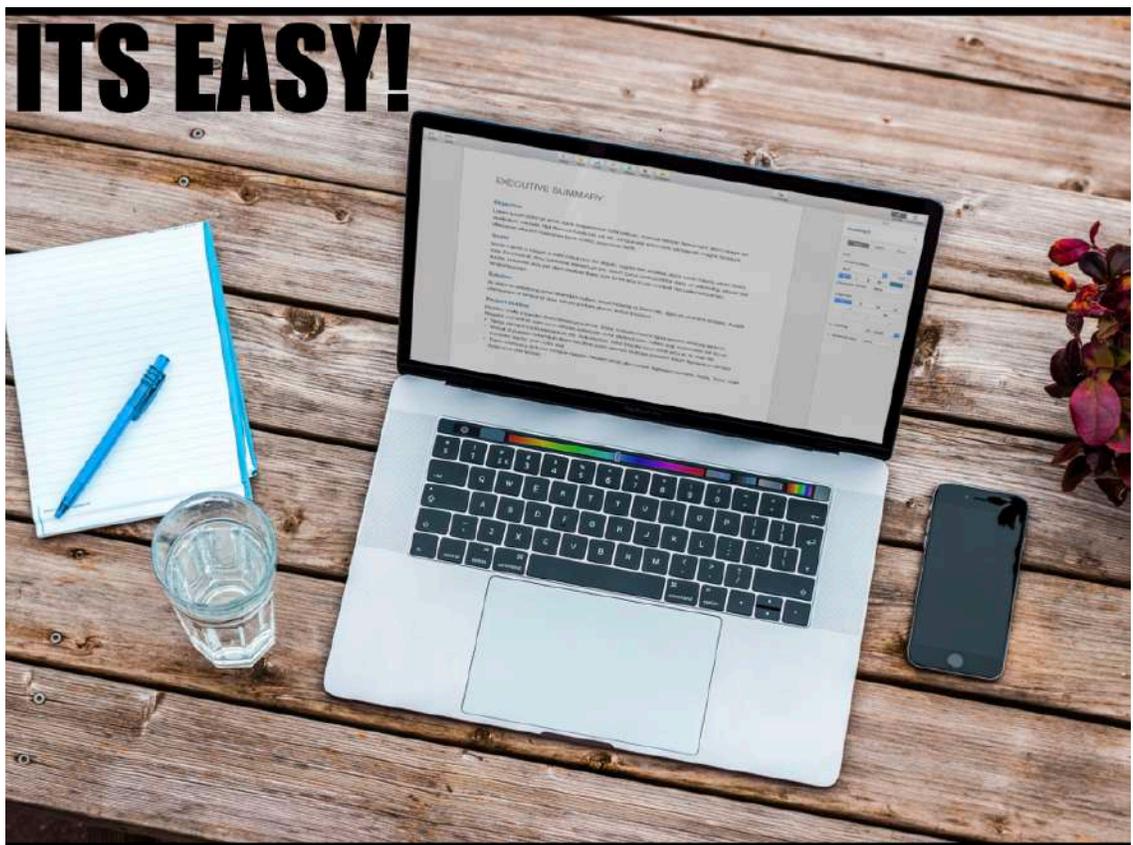
So to your point, I think you're right. I think definitely small boutiques and small personal training studios are going to come out on the top. It's a matter of surviving and keeping those relationships throughout the hard time. It could be two years. I think it's really going to depend on the place, on where you live. Like in Singapore, I think in a month's time, two months' time it is all going to be over with except obviously they're not going to let many people into the country. So, yes. I would say, hang in there, and if you're a small boutique it's all about relationships and I think people are going to go stir crazy and want to get out as soon as they can.

Lawrence: Yeah, good point, good point. I think, yeah, I think you're right. I was talking to Luke Carlson who is highly respected in our industry and he was telling me that he's most important thing right now is to provide as much free value as possible, cultivate relationships and listen. That was his advice. I think those that do that, those that lead in that way will benefit more of the long term.

Just to end this part of presentation, I think you know going back to why we should be considering virtual services, huge market for this. It does restrict you to your local geography and as long as people have access to the internet, they could use your services, so that's something to think about. It's got enormous potential to scale and it is highly leveraged. You know, we're going to be talking here about one-on-one virtual coaching which obviously less leveraged because you're having to be there to train people. But there are other things you can explore in your business such

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as online memberships, much like [HIT Business Membership](#). If you think about my [membership](#) and putting that into your context in your business then you're able to provide assets, community, training videos, things that work for you when you're not actually present. We'll get into that more in a sec but these are more reasons why this is a great opportunity in that sense.



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So Ali, let's get into the HOW. You know we had a phone call the other day and you and I both agree that it is very easy to get started and you don't need to make it complicated. What's been your advice to people on how they get started with this in the simplest way?

Ali: Yeah. I think back to your point, Lawrence, you don't want to lose any of your clients to these online big companies that do this for a living because you've got this relationship with your clients and you just don't want to lose that. So my immediate thought would be business as usual. Let's keep training. You've got a 10 pack still left with me, how do you like to use that, and giving your clients some value add and even making it even better than what they are already doing. So for example, you might be, I guess a lot of your clients Lawrence would be doing like 30-minute sessions right now.

Lawrence: Correct yeah.

Ali: Yeah. And so, you might even say, "Look, we could do a 30-minute session. But you know what, I really like to stay in touch with you more often than that, how about we do two 15-minute sessions and spend some time also talking about..." You know, whatever is interesting to them. Like for example, you might have a conversation with your client about nutrition and they might just be really struggling and they're not sure how and what to cook. So you might go, "Look, you know what would we

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could do this week is we can do a normal session but why don't we do an extra session. I'm not going to charge you for it. I'm actually going to take you through a recipe. I'm going to show you how to make that shake that I was telling you about or that dinner that I was..." And so adding value where you know the client is going to be really impressed. So that's something that I would jump on to straight away is basically business as usual, let's keep training, and over Skype, over whatever mode, you know Zoom, and we can talk more in detail about that. But just keeping the momentum going.

Lawrence: Awesome. Now, would you, just regarding tools... You've mentioned Skype there, you mentioned Zoom, you sent me something I've always wanted to do was using YouTube Live. What you think is the best solutions, the simplest most low-tech solutions that people can use?

Ali: Yeah. I think this is important because it depends a bit on the age of your client and what your clients going to be comfortable with. Because you got to remember that your client doesn't currently do this so it's going to be a bit weird for them. So making it as smooth as possible and so this is where like their age, and their experience comes into it. But I've seen as simple as just doing it over Skype, especially the one-on-one, or over Zoom, or something like that I think is suffice. I've actually got my videographer to give us advice on a whole lot of different programs and different ways that they can video that and I'm not sure if you're going to share that with your audience or not. But there's a lot of different ways you

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can share that especially if it is classes and things like that. So, I guess this is all about getting it happening straight away, so what's the quickest easiest method that you can implement today.

Lawrence: Because I'm just thinking, how would you do it in practice, right? I'm just curious on your take on this. Let's say, you go the simplest method, you get a video call. Here's the thing, a lot of my clients will be working with the older population. So if we think about the most challenging demographic like 50-60+, something like that. You know, are they going to know how to use Skype and Zoom? Is that going to add friction? Should you instead just use a basic video call, FaceTime for example, and then train them in that way, right? So when you're there, how would you actually conduct the session? How would you just do it from start to finish? Let's say we're doing a basic strength training workout.

Ali: Yes, so I would get them to setup a space in their house that they are comfortable working in and having that ready to go before those sessions started. And then also getting them to setup their either phone or preferably laptop, whatever computer desktop that they've got, and actually just practicing videoing themselves on FaceTime, so that they get comfortable with it. And then it's just a matter of them setting that there and starting just by talking to each other. And then getting them to do a few exercises and just saying, "Hey, that's a good spot where you're standing there. I can see your form quite well." It's as simple as that. Typically, I normally use Skype. That's purely because most people have it

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and it works. But definitely FaceTime is probably... I think I started before FaceTime existed that could be why. But definitely I think most people are comfortable with a phone and therefore FaceTime.

Lawrence: Yeah, I'm just thinking, would you demo the exercise first as the trainer, show them how to do it and have them watch you and then you watch them and give them guidance. Was that the kind of way you were doing it?

Ali: Well, once again, I think it's going to depend a bit on how long you've been training them for what they know already. Say for example, you've done this particular exercise with them several times before. You could actually just say, "Okay, start doing this exercise", and obviously they know what it is. You know, on the first session do everything that they're already familiar with. Don't try and make too many new things because you don't want to take them more out of their comfort zone especially if they're older and whatever else...

Lawrence: Yeah, absolutely. So keep the workout really simple, trying to keep it as similar to what they're currently doing, and if they're on some sort of machine based workout and obviously don't have access to that then like just say just keep as simple as possible. I think it's really important to underscore less is more here because I think it's quite easy for businesses to think, "Oh, we have to do this really well." We have to make it look really professional and use all these different softwares and provide those

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additional features and it's just not necessary. What matters is you're able to firstly, time right now is critical, so you need to get this live ASAP and then just deliver a great experience that's congruent with your brand and what you're about and then just getting results and that's all really matters. You know, less is more.

Ali: Yeah. I was just going to say, Lawrence, once again, knowing why they come to you. So, you know, what is the underlying reason why they come to you and continuing that value throughout the session.

Lawrence: Yeah, absolutely. Just one more thing to say on this, you know another great tool is Google Sheets which is free. It's a great way for you to create templates, workout templates and then actually record client progress and results during every workout with your measuring reps or time underload or what have you, you can record that in the spreadsheet. I'm actually going to create probably a 4 or 10-week training plan. I'm going to set it out so you can change the exercise depending on what equipment are there available. But they'll be like columns with muscle groups and all the different exercises depending if they have a home gym versus nothing at all, and what you could do for different exercises to address this muscle groups. So I'm going to create something like that and then actually put that into the thread below this presentation. Okay...

Ali: Lawrence, another...

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Lawrence: Oh, go on, yeah.

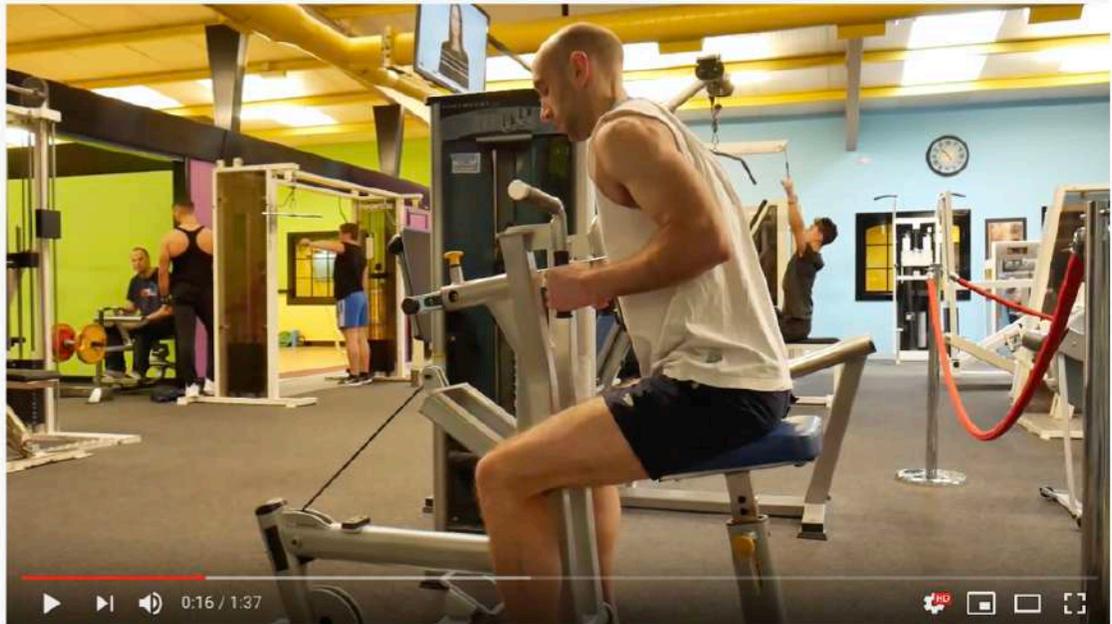
Ali: Sorry, I'll just going to say, another huge value add that I've seen a couple of U.S. businesses doing or some of them are cross fit gyms but also... I know one of them was more like a high intensity studio. What they've actually done is they've hired out without a charge, just as part of their normal membership some equipment. They've got this gym full of all this equipment that they're not using, so they've actually hired out pieces or actually in this case given out pieces to some of their clients, so I thought that was cool. And then one of the cross fit gyms did is they've said like they actually had bundles so they're like you get a kettlebell, you get a box, you get a dumbbell, you get a whatever it is, a band and come and pick up your bundle.

Lawrence: I love that. Yeah, haven't seen that happen. That's really smart great idea during this time.

Okay, so training videos. Here's a training video of me from quite a while back before all the baldness. As you can see there, I'm doing a seated row in a big box, well, relatively big gym here in Ireland. And this is just another alternative. I don't know if you agree with me on this, Ali, but I

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TRAINING VIDEOS



High Intensity Training Seated Row

think right now you need that, as per your sales letter that you sent me earlier, people need the urgency, they need to retain the habit, and sending them a training video is not going to cut it. You probably need to actually work with people one-on-one via video call and actually train them. I think this is too much of a remove from that. But this is the kind of thing that might be helpful over the long term in terms of actually creating training content. You mentioned, there are certain individuals who they don't need necessarily need the personal touch, the one-on-one training session. They might be good to go with a video. So there are probably individuals in your clientele who will get a lot of value out of this. And then there's also the fact that you can actually record yourself doing the

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different exercises and obviously most of your client base are going to have access to lot of kit at home. And so you could be in your facility doing basic things like wall sets, lunges, push-ups; show them how to do the form, video it like I have here and this is just on YouTube, and then actually upload it. YouTube perhaps is unlisted content or public whatever you want to do or upload it to another platform and have it there as a reference for people, and then it could be repurposed for future projects in the future as well. So what's your take Ali, what's your take on training videos and doing those kinds of things at this time?

Ali: Yeah, I think... You know, once again, it depends on your clientele a bit too because you got to think, are your clients coming to you. I'm assuming most of your clients, Lawrence, are running personal training studios, not many classes, and it's mainly this one-on-one attention.

Lawrence: Correct, yeah.

Ali: Yes. If that's the case, those clients aren't the people that are going out and buying online, watching a video and doing it. They're a different clientele. Now all be it, it's a picture of you doing it so that's at least they've got that connection there. I think as added value content, it's great, but I think it still needs to be personalized. So for example, Lawrence, with a seated row, I feel like you could be contracting your lats a lot more. So why don't you watch this video and you'll get an idea of what I'm talking about. If it's specific to them and relevant, then I think yes.

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But just as a general here's a whole lot of videos, come and do it, it may not be your personal touch that you need for that client. So really once again, it's about knowing your clients and what your clients need. Maybe Lawrence you're thinking about growing your business and tapping into other people and now, yes, you are getting those people but aren't interested on videos. And so really, it comes back to what are you trying to do here? Are you trying to maintain your current clientele over this period or you're trying to get new clients? And so really, it comes down to what's your intention.

Lawrence: 100% agree with that. I think that's great advice. I think you're right. This could be not very effective as you say with the one-on-one training clients at this time. Or maybe like as you say is more value adds perhaps. There's one last benefit I will say about doing something like this is this kind of content again can be repurposed for lot other stuff. So you could repurpose this videos for marketing, you could put them on social media or on your website as a way to drive more interest in your business once this is all over as well. They great for staff training since when you hire new trainers you need to demonstrate different exercises and obviously you could do that in person, but having training videos can really help with that as well. And then as I sort of hinted out earlier in this presentation, if you do decide to start some sort of online membership which I will come on to a moment, then you could have a library of videos like this which your clients can refer to.

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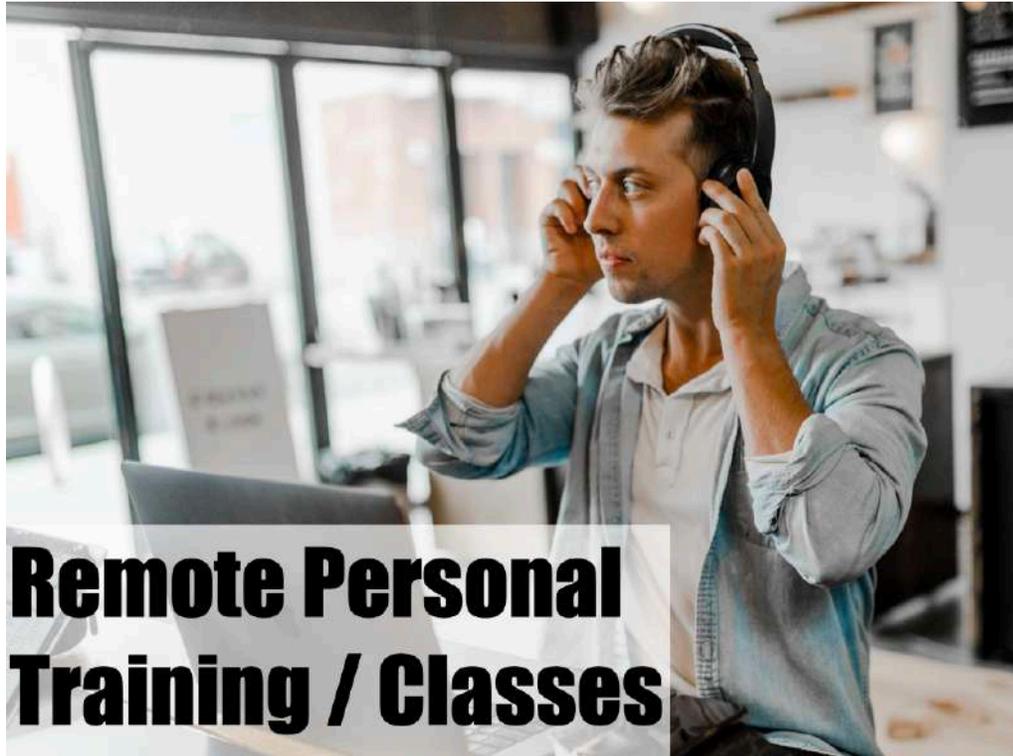
As Ali was saying just there, I guess it's more likely that this type of content will resonate with people you don't currently work with. This is kind of going a bit further out there in terms of us talking about you growing this new online arm to your business and actually attracting people from outside of your area to be able to take advantage of your expertise and obviously grow your business.

Ali: What I do like about the videos is actually working at in the opposite direction. You might write a program for your client, you might be training them once a week and twice a week you want them to do their own workout and they the video. You just select a couple of exercises you actually want them to video themselves and then you give them feedback on their form.

Lawrence: Yeah, great idea. I've hear someone do that before actually in our niche. I think that's a great idea too. Awesome. Okay.

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where I think you're going to have a lot more knowledge than me. We talked about remote personal training one-on-one. But what about the idea of running classes, how would you do that?

Ali: Yes. What I found here in Singapore is that obviously even though there's actually no lockdown on gyms, people aren't taking to their classes right now for obvious reasons. So what I'm actually doing I'm running classes outdoors and like the classes are booked out because the way we're selling it obviously is fresh air, you're well and truly away from everyone, you bring your own mat and it is super safe. I'm not sure if all your clients have got access to an outdoor area and that sort of thing, but just sort of thinking outside of the box and offering classes outdoors is a good option.

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And then obviously classes online to give like a value add. So for example, you might be saying to clients, “Look, during this hard time we’re still going to do one session a week with you online, personal training. But as an extra bonus, we’re going to get everyone together and we’re going to run classes online, twice a week, live this time. Obviously, that document that I sent to you outlines the different options there on how you can video it from very simple setup to add more complex.

Lawrence: Yeah. We’ll definitely have that document to the thread under this training so people have reference. It’s quite good. It gives you like option once super simple basic retouch done, and then at the top for which is more advance than the, you know, depending on your skill level and how much you want to invest in this then you can obviously choose the options that’s best for you.

Yeah, I think, what about the idea of you know let’s say you’re training a family or friends who is stuck on a self-isolation together. They’re running a group class, something maybe that is more affordable rather than the one-on-one as a means to train more people that could be quite effective. How would you do that differently do you think virtually? Would you just have them again setup a space in the house where you can get them all on film and then demonstrate an exercise or have them see some exercises beforehand, then watch them perform and then give them tips on form and motivation, and track variables as you watch them train. So the same way, really.

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Ali: Yeah. I think it is sort of it depends a bit of what type of training you're doing. But if it's sort of strength or something like that then yes, you can slow it down, demonstrate it, really work on technique and sort of watch each individual and give them feedback as they do it. Absolutely.



Lawrence:

Yeah, okay. Awesome. Alright, so this is something I just wanted to touch on quite briefly which I think in my opinion the holy grail when it comes to a lot of online businesses. So, [10XPRO](#) is a platform available right now where you can build an online business on it and it's very simple to use. You don't need any technical whatsoever. And if you think about my [membership](#), and the membership you are part of, that was very complicated. I had to stitch lots of different software together. I had to hire people, experts to come in and make sure it's all working together and

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talking to each other effectively and then I have people help me maintain that as well. This platform does away of all of those issues. It's very easy way to build an online membership. So what you can have there is an online website community where you've got forum community. You've got your clientele in there talking to each other, supporting one another. You've got sections in there where you can install all of your information products so your training videos that we touched on during this presentation, podcast, audio files, PDFs, anything like that you can put in the membership. And then people obviously get access to that if they join and become a subscriber. You can also do one-to-many coaching which again many of you will have experiences within [HIT Business Membership](#) where you have a private chat thread with me, and I check that practically daily, and I can actually help you with current situation and point you to the right resource that you need right now in order to keep things simple and focus. And that's a very low touch thing. It doesn't take much time at all to do that. It's much, much more leveraged than let's say jumping on the phone with people on a regular basis. Those are main elements really, and then you could do things like a live Q&A as well which kind of like what we're doing currently but we were just not doing the Q&A component. Also, me and Ali are collaborating on [GoToWebinar](#) recording this. But I also do live Q&As monthly where I have you guys participate with an expert guest and ask some question and I upload that too. So all of these stuff you could put inside in online membership product. This is also based in the principle called [Own The Racecourse](#) which I believe coined by an online entrepreneur called James Schramko. All it means is that you're building a

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platform which you own, you have the domain, you have the WordPress website backend, you have all these assets under your control or more control versus if you built your business on Facebook.

I know Facebook's very appealing because there're lots of people there and that's where a lot of the attention is. But the problem with investing too much or putting all your businesses on a Facebook group is if Facebook decide to change the algorithm or close down your group, there's very little you can do about it. And if they change the algorithm so that your post reaches a fraction of the people it used to reach for example and that could really kill your business. I remember Tim Ferris interviewing someone on this. In fact, it wasn't an interview, it was a conversation he had offline, and the individual had a business on Facebook. It was doing something like a million dollars a month or something. Tim asked him, "What was it like having a business that's on Facebook?" And he said, "It's like having the most successful McDonalds on the world on top of a volcano." That really is a perfect metaphor for having businesses built on social media platforms is highly, highly risky. I think they're wonderful to promote your business. They're excellent tools to use. I mean I use them regularly and I'm not actually that great. I'm using them, I should use them more. But I think they're wonderful tools but it's my belief that you should building your own asset. You should be building your own platform and [10XPRO](#) is how you can do that.

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A couple of things just quickly on the membership benefits. Again, we talk about leverage, you could build assets, you can create community where you don't necessarily have to be there obviously coaching people. People are getting value when you're not there, they will access the membership, and just access all the resources., I've obviously really able to enjoy that business model myself for the last couple of years. You know, you can make it so that you can charge obviously a recurring fee for people who get access. That gives you a sustainable business that's more future proof. We've already talked about future proofing in line of the current situation. There might be similar struggle in the future and knowing having something like this will help you be ready for that. Just like a personal training business where you've got clients on autopay monthly. You got predictable revenue there. You know where you're going to be. You know how much income you're going to generate a month from now or two months from now. At least you have a good idea and obviously that really helps you with forecasting.

And then last thing to say on this business model is it is very low overhead. You're not paying for a studio. You're not paying for utilities as much. It's extraordinarily inexpensive to run and it has a high profit margin which obviously a great feature of a business model. It's not to say that you absolutely have to do this. I think this is perhaps tiny bit more advanced than what we're talking about here which is just virtual coaching. But I wanted just to put this on your radar and it's something that I can help you with personally. If you want to talk to me about this

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after you've watch this, start a private coaching call with me and I will help you build this because I just think this is a great option for a lot of you out there who wants to augment your personal training studio with some kind of online membership product as well, so I just want to cover that.

Ali, do you have any thoughts. This is just kind of a slide output in there that I want to cover quickly. But have you got any thoughts on this type of business model? Have you got any experience yourself?

Ali: Lawrence, can you write programs in that software as well or is it not for that to say?

Lawrence: When you say write programs what exactly do you mean?

Ali: Is there a library that you can actually already column that has a whole lot of different exercises similar to like just a general online coach sort of product?

Lawrence: If I answer you rightly, no, because [10XPRO](#) isn't fitness focus. It's just an online business platform for any business, so you would have to create your own content. You could syndicate with YouTube and actually upload stuffs that pre-existing stuff into there. But obviously there won't be as much value because people could just access that on the public domain. So you would have to create your own stuff and then put it in there. Is that what you mean?

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Ali: Yeah, yeah. So it's not just for fitness business but it's just in general?

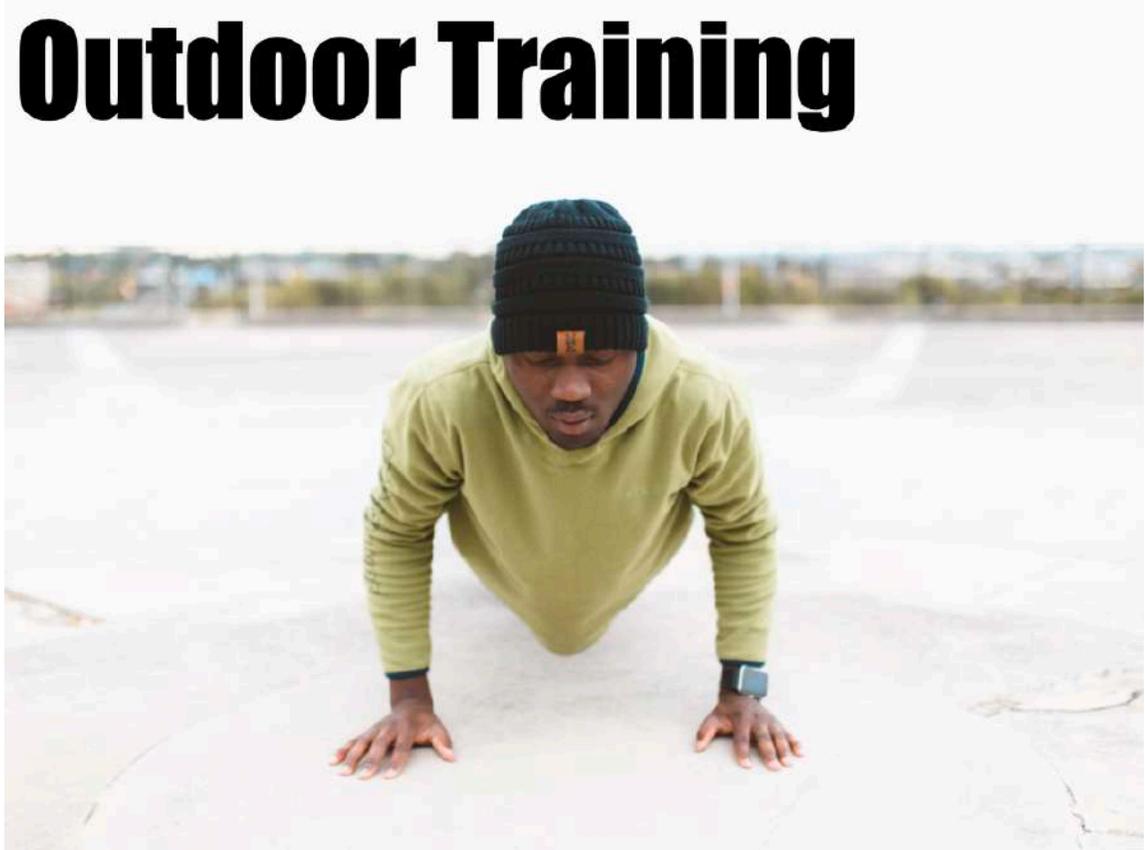
Lawrence: Right.

Ali: There seems to be a lot of products out there and to be honest I am not familiar with [10XPRO](#) but the ones that I have used I haven't been totally impressed with so I wouldn't mind checking out to next time or so.

Lawrence: Cool yeah. No, that's cool. Yeah, check it out. There are various products I'm not even aware of which related you alluded to there. This is just the one on my radar right now. Awesome, okay.

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Outdoor Training



So we already touch on outdoor training a bit already. You mentioned that as a way to think outside the box. Obviously, everyone I guess if it's a full lockdown this might not be an option, right. I was creating this the other day thinking by the time we do this presentation it's the lockdown, going to mean that this is not an option for people, and that might be the case for a lot of you listening or watching. I guess if you do do some sort of outdoor training, then you just have to enforce the social distancing policy of 2 meters or whatever it is. Do you have anything more to say on the

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outdoor stuff, Ali, or do you think we've probably covered that one already?

Ali: We covered it, yeah. I guess lower overheads too. You don't have to pay for rent space and most lockdown places still allow you to exercise outside.

Lawrence: Yeah, really? Okay. Even in big groups?

Ali: Well, as long as you're social distancing yourself.

Lawrence: Yeah, okay, cool.

Ali: Maybe 20 meters apart to be safe.

Lawrence: What is that?

Ali: Maybe 20 meters apart to be safe.

Lawrence: Yeah, cool. Okay. Yeah, you make your point actually because a lot of people who build a successful businesses and fitness businesses, you start off doing stuff outdoors. Because they haven't got the capital to invest in a studio facility or pay for a lease. And so this is a very good way to get started to and then eventually transition into a fix space if that's something you want.

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BUILD A COURSE



Daily Lifestyle Lessons

Eating clean & exercising should be a true lifestyle, not a "crash diet". We'll help you understand the importance of nutrition as one main element paired with movement, sleep & stress management.



20 Minute Exercises

We'll share our formulated combination of exercises & movements designed to tone & strengthen muscles, while giving you a full workout.



Personalized Feedback

With full access to an Ali Fitness Coach, you'll be able to get the clarity you need & make adjustments along each step of your journey. They'll help assess your progress & give you tips to improve your results!

LET'S GET STARTED!

Okay, so this is another. So we talked about how we're going to go for other options. You know we've talked about virtual one-on-one offering, and we're going to get back to that in a moment in terms of the how to, how do you sell it, and how you deliver it. But there's a number of options that you can use to generate more revenue in your business now and into the future. You know, Ali hinted selling other products and services that are congruent with your brand. Ali has an incredible course which she's been kind enough to give me access to which is her [28 Day Transformation](#) program, and I'm so impressed. You log in to this thing and it's very, very professional. It took Ali six months to create this. It's

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very highly professionally produced with lots of great video content. So it can take a while but this can be an interesting option for people. So Ali, what's your take on, what's your advice on people for building courses in their business at this time.

Ali: Yes, so six months but really three years of refining as well and getting feedback, and then adjusting it. In my experience, if you're going to build a course then you need to be true to your brand. I'm assuming most of your clients are going to be perfectionist and want to have a really good product. I believe to build a really good course you need professional videos, you need professional digital marketers and what have you. It's expensive and it's a lot of time and a lot of work. It's something that you really are going to want to have to want to do. I don't think it's a quick fix and if you're thinking, "Look, I just want to get through the next six months", then I don't think building a course is really the best option.

But if you are thinking long term like actually to have a course to complement what I do. For example, this particular [course](#) is a 28 day transformation. It's all about education and lifestyle so it's more longevity, and education around nutrition is a big part, obviously exercise, a lot of breath work, and just education around the whole sleeping, and everything to do with life and finding that balance. If that's something that you believe in and want to share with your clients over a longer period of time, then I think it's great. But I also think that you better off, if you can, partnering with someone. Find someone that offers a really great like that and saying,

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“Hey, why don’t I sell your course to my clients. I’m partnering with you.” and get a ready good cut. Or working out something there that so in essence you don’t have to put anything into it. All you need to do is market it to your clients and it will give you a great revenue stream.

Lawrence: Is that an opportunity that you have as well? Could people partner with you, Ali, if they want to resell your or partner with you and resell your course to their customers.

Ali: Yeah, absolutely. In fact, there’s a couple of different options. With my [course](#) it’s not a set-and-forget course. It actually involves a coach so I actually employ a couple of coaches in the U.S. as well as here in Singapore, and I coach myself. We give like feedback to the clients. We also have a Facebook group where all of the clients are members on and can interact, and we have the coaches to answer questions there. So there are a couple of different options you could actually, if you’re qualified like a health coach, then you could actually be the coach to your clients. Alternatively, you could just get me or one of my staff to do that. And then finally, I guess, if you have a lot of clients you’d like to offer it to, we could even potentially talk about rebranding it so that it actually looks like your product and can even be sitting on your website. The [course](#) can actually be set up to look like it’s your course. So there are a lot of different options really.

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Lawrence: Awesome. Just on that, let's say they have a different training philosophy to you, Ali. Would they be able to make it bespoke so that...? Because obviously as you said to me before it's really important that any product and service they resell or promote is congruent with the brand. Could they I guess modify if necessary your [program](#) to achieve that?

Ali: Yeah, absolutely. The other option I guess which is really the fourth option that we didn't talk about is they could essentially buy the license to the [program](#) and then they can re-adjust it to fit exactly their formula. I haven't had anyone do that yet because I don't have a dogmatic approach when it comes to nutrition. I don't believe one size fits all. It's very open. I've run thousands of people through the course. I've had vegans, I've had paleo, I've had people that are vegetarian, pescetarian, and it doesn't really matter. It's all about educating them around the general common sense. Well, I don't know if it's common anymore but you know what I mean. But absolutely, yes, so anything is doable. But I can tell you to build a course from scratch is a lot of work.

Lawrence: Yeah, absolutely. I guess it would make sense also to say now that obviously there is a lot that goes into someone's results from their workout, you know, nutrition, sleep, stress which are all addressed in your program. This is not to say just sit here and sell this program. Although, I think it's certainly worth considering for many of the members. There are obviously other courses and programs out there that I'm sure you can find

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if you think they are a benefit for you. It's really just finding the best fit for your customers.

Ali: And making sure that you get a good cut. Depending on which option people choose most people I partnered with will make \$200 a program so it's worthwhile being an affiliate or whatever you want to call it. But that's definitely a way to increase your revenue as well.

Lawrence: Yeah. This is one of those, you know, we've talking about things people can do outside of the virtual one-on-one stuff which maybe is a bit more effort long term. But this one in particular, partnering with someone, is a very, very quick win because it probably wouldn't take long to partner with someone like you and be able to actually offer this type of program as an adjunct to their client's training, and generate revenue quickly which might be really, really welcome right now in order to provide cash flow this time.

Ali: Essentially, I could give them a code, like an affiliate code, and they can start making money straight away. It's all about really what can you do right now to make sure you got some good revenue coming in.

Lawrence: Absolutely.

Ali: And also, really, let's face it now is a great time for clients to go through a transformation to really concentrate on clean eating and breathing and doing all of these stuff that they never have time for.

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Lawrence: 100%. Yeah, I mean, especially the psychological challenges people are having right now being isolated, being indoors a lot, being stuck in the same place. This type of holistic health approach could really be powerful right now, so I totally agree.

PRODUCTS AND SERVICES



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That brings us on to additional products and services. You know, we talked there about potentially offering your [course](#) there, Ali, and others as an affiliate which is just where you basically refer a product to someone and you get a percentage of the overall value of that product, but then you don't have to do any of the delivery of that.

So one example, many people know that I'm a big advocate of [HiTuni](#) who provide high intensity courses for individuals and personal trainers. I've been promoting their courses for years now and I basically get a small percentage of every course I sell and I'm very happy to do that because I have gone through the courses myself. They are incredible. They are so well put together. I'm really impressed with what Simon has created, so I'm very content to promote that to people when they are asking for related services like that. That's a good example of a product that's just a great fit with my brand. So you need to think about what's a good fit for your brand because if it's not congruent then that's probably not going to work as well for you and your clients aren't going to be able to make that connect.

The images we got here the advertising for the [chiliPAD](#) which is something that you promote. Don't you, Ali? Do you want to talk about your experience promoting products and services that complement your brand?

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Ali: Yeah. I mean for me, to be honest, I just want to help my clients in the best way that I can. So anything that I believe in as a product then I would sell regardless of whether I got a kickback or not. But a couple of the products that I believe in and I use myself and I've seen huge benefits with my clients are things like the [OOLER](#) which is the next level of the [chiliPAD](#) which is a great product. If you're not familiar with it, it basically cools your bed down because most people wake up during the night because they are actually too hot. So that's an awesome product.

The other product that I don't actually get a kickback on of being offered, or being an affiliate but I just sell it anyways, the [Joovv](#), their red light therapy. I use that on. The [Oura Ring](#) is another one that I'm affiliate with. But once again, if I don't get any money back it wouldn't... I don't do it for the money. But in this times when you are looking to increase your revenue finding products like that you believe in yourself, you know are going to help your client, and you help your bottom line as well, it's a great time to do that because your clients believe in you.

But in saying all of that, I think it's really important we don't do what a lot of people are doing to my inbox at the moment and that is flooding things. Because everyone is stressing and going how can I make more money so I'm just going to email people about this. I think I shared with you, Lawrence, someone trying to get me to sell a fragrance, to make your own fragrance. Things are bombarding us left, right and center; and you don't

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want to be one of those people. So it's about really believing in the product.

Lawrence: Yeah, absolutely. You know, I was thinking before this about different products people could promote that would be congruent with their brand. I love the [chiliPAD](#) because as you can see there on the image on the bottom right, the cool thing is that you can have different temperatures for you and your partner. So if you're a person that actually enjoys sleeping in a hot environment then your partner doesn't have to put out with the same crap. You can change the setting for each person which is why it's a great fit for the fitness business owner. And then other options as well, you know... Sorry, Ali, go on.

Ali: If anyone want an introduction to those guys like if they want to become an affiliate or whatever then just tick me up and I'll introduce you.

Lawrence: Awesome. Thank you for that. Ali's details will be at the end of this presentation as well. Yeah, I mean, I was just thinking here other things that you might want to explore for your business as an affiliate or reseller would be I guess protein drinks, protein shakes, services like [Blue Apron](#) and [ButcherBox](#) that deliver food and/or recipes to your home if delivery is still a thing where you are. And then also, I don't know if ever calm do this, but I think the app [Calm](#) for meditation and meditation apps in general, meditation services might have some sort of affiliate scheme where you can promote their service. Obviously, all these things right now are so

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important for helping people's nutrition, sleep and stress so that they get better results from your service and you just benefiting their lives at this difficult time.

Ali: Yeah. Another great couple of companies that I work within the U.S. was... I can't remember the name of it but I think it was [80](#) something. It was prepared meals. I can definitely look that up and put you in touch with those guys there also. So prepared meals, and also [Dry Farm Wines](#) was a good one as well.

Lawrence: Good stuff. I'm just curious how would you offer this to your clients, Ali? Do you want to describe how you would do that? Again, like you said, you don't want to spam people. You don't want to look like you're just really trying to flood something desperately. You want it to be a very natural offer essentially. How would you do that in your own marketing?

Ali: So say, for example, and I can say this is something we haven't really spoke about much but I'm sure people are finding time to do now is adding value by adding content. So sending out maybe some information or maybe you've got time now to write blogs. One of your blogs might be on how to get better sleep and what are the things you can do to prepare for sleep and what are the things you can do to sleep better, and that might include different supplements that you might take, and how to prepare turning off the lights two hours before, and getting black out curtains and etcetera, etcetera. And then within that article you might

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mention, and I use the [chiliPAD](#), and this is why and just having a simple link on that. Or doing a Facebook talk about it or whatever video, or whatever medium you're using. So that becomes just a part of the bigger picture.

Lawrence: Love it. Yeah, leading with value, providing something really valuable in terms of content and then promoting the service within that context. That's really powerful. I'm also a big fan of the super signature technique and email which is when you send a broadcast email out to your list of people, your list of clients or prospects and you send them the latest content. You could just do "Regards, name. P.S. If you want to improve your sleep or nutrition please check out these guys...", and then you could just link to them from the email. You have to be careful with affiliate links in email so you normally have to use a redirect. And if you need help with that I can help you in the private coaching or in the [membership](#). Have you got much experience in affiliates at email, Ali?

Ali: Yeah. Well, Lawrence, I was just going to say and maybe that [10XPRO](#) product that you're talking about would be a good place to have a special offers for members. So in the case of the [chiliPAD](#), of course, I get a kickback, but I also get you as a customer 25% discount. So like a member discount page where, you know, these are all the products I believe in and I've arranged a discount at these places, another place for that obviously. If you didn't have that [10XPRO](#) program you might just have on your website.

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Lawrence: Yeah. I guess you just have to be careful because if you're going to have an exclusive offer and it's only for your perhaps paid customers then it wouldn't fair for you to then offer that publicly. Is that fair?

Ali: Yeah, totally.

Lawrence: Yeah, cool. Alright. Awesome ideas. We're getting through, Ali. Okay, so this is really just coming on to how we position and offer... So this is now going back to virtual coaching because we just gone through a whole lot of ideas, things you can do now, things that you can do into the future to future proof and build a more resilient business on going. But now we're kind of coming back to, okay, you've got this very, very basic virtual offer one-on-one personal training. How exactly do we actually sell that and get our clients to sign up and deliver it, etcetera, etcetera?

9 WORD EMAIL

Quick question...

Ali Watts

Quick question...

Hey Ali,

Do you want to get into amazing shape from home?

Lawrence Neal
+44 7919037386

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This example here is something called a 9-word email which is a popular tactic made popular by Dean Jackson who is a very well-known online marketer. I've use this with great effect in the past. This is a really simple email. People are so bombarded these days that catchy subject lines and direct one line can work really, really well. So in this one, I just create an email there to Ali. Quick question, always gets a higher open rate. It depends. If you overuse it then obviously it won't get high open rate but I doubt you've used it before. I think it's probably unlikely so you're probably fine you get very high open rate. You want to do this obviously through an email management software. Hopefully, you've got that and you got a database if not you need to start doing that. That's really important for your business having that email list of people.

So what I've done here is I just said, "Ali, do you want to get into amazing shape from home?" Alright. I guarantee if you send that to your list of clients and your prospects you're going to get a large number of responses, then you can start a conversation and you can describe your offer in that conversation. Maybe get them on the phone. I would always encourage you to call all of your clients at this time anyways. You should have phoned all of them by now. If you haven't, do that now to tell them about this offer because there is nothing more powerful than getting someone on the phone. I would encourage you to do that. Tell me, Ali, what's your take on the 9-word email approach here and how would you personally offer this to your clientele?

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Ali: Well, I'm a big believer of... You know, you're a personal trainer you've got an amazing relationship with this person, I think email for me is even too cold and I guess it depends on where you live as well. I use WhatsApp even when I was living in the U.S. doing a lot of business development for my clientele helping their gyms grow. I tested the theory, I tested email versus WhatsApp and versus just text messaging. If they had WhatsApp or text messaging it works way better. And also making it really personal. I think people are going to find they've got lot more time on their hands now, so rather than just making a generic question, I would even make it more personalized by going, "Hey, Ali! Great to talk to you the other day about your knees. Do you want to get amazing shape from home?" Or something that's really relevant to your last conversation or something about them because then I know that you haven't just sent that out to all your 150 members.

Lawrence: Yeah. I actually 100% agree with that as well. I guess it depends on your context. But you are right people got loads of free time at the moment.

Ali: And they are also going to... emails like that. Not necessarily 9-word emails which I've much... I mean, I can't tell you how many emails I've got recently on advice about the coronavirus. Do not send any of your clients advice about coronavirus.

Lawrence: Yes, yes, I completely agree. You're right. Context is so important. This is a strange time we're in and it kind of changes the rules a little bit and how

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you should engage with people. I'll just say it's actually a 10-word email not a nine, but the strategy is called the 9-word email, so there you go. But, no, you're right. I found personally DMs, Facebook messenger, WhatsApp, text work incredibly well to build rapport and connect with people, and obviously more likely to get a response than an email probably these days.

Okay, so as you were saying there, you would actually just essentially text your clients, phone them. You know, one thing you said there was really, really important is you mention something that's relevant to them, that's important to them right now. You show that you care. I think that's really important before your just jump in making an offer or whatever.

Ali: Yeah. You know, these are people you got relationships with. I would expect to get a more generic email from someone I don't know and I probably won't read it. But if they are talking to you about something that's important to you straight up and then they are getting to their question, you've already got my attention.

Lawrence: Yeah, 100%.

Ali: ... message Lawrence and said... Let's say I have an agenda or I want you to help me with something, but if I started the conversation with how much sleep did you get last night with your baby. I'm assuming he is already up now or whatever. You're going to be like, "Oh, my baby, that's

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the most important thing to me. They are talking to me about my baby.” You know, I’ve already got your attention so you’re going to answer my question.

Lawrence: Love that. Yeah, a great advice. What’s everyone’s most interesting subject, themselves, right? Okay, good. On the same slide, I will just mention, if you want to see amazing examples of what your colleagues are doing right now during this difficult time I would really just pay attention to [Discover Strength](#). I know everyone is sick of me talking about these guys but they’re just really been on the offense in terms of adapting to the situation. And this is again more tactical stuff about how you can make sure you effectively offer this to your clients, so we talked about text messaging, emails, phone calls, but other things you can do. You know, DS have a big fat CTA, call to action, on their homepage of their website something like, “Start doing virtual training here.” Like you want that right now. Shouldn’t be hard for you to set that up. Get your web designer, or host if you don’t know how to just put some kind of button on your site that says, “Start Virtual Training HERE”, that is in my opinion an absolute must. Further to that, again, this is stuff I’m picking up just looking at our colleagues like [Discover Strength](#) is doing videos, short videos, and posts on social media, Facebook and Instagram is probably the best places for this kind of stuff, which is just full of value. Again, [Discover Strength](#), Luke himself the CEO of the business is doing all these training demos in their gyms. He is very good at like doing the demo and then being really clear as he explains it, and then he tells this is the protocol, this is what you do,

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and this is just a way to I guess nurture your clientele. Not everyone is going to sign up for this, you have to remember. So you're going to need to do content and add value to them while they are sitting at home being bombarded by other adverts, right, another marketing. This is going to really help in terms of retaining those people. But it is also just going to help keep your clients motivated between sessions, give them ideas for how they can train on their own, and just tips. You could post tips on health hygiene like we've talked about on this call, and nutrition, sleep, stress management, other things that will help them get good results. Maybe it's the time right now to really crank up some of that content. Doesn't have to be complicated. You know, I do this short videos that are like 1-2 minutes long and my format is literally introduction, tip, close. That's it. And you can just do something like that to start with. Just keep it really basic.

Another thing I would just say is I think you really have to make sure that you are congruent with your points of difference during this because it is a highly competitive space. I think it's important to highlight what makes you different. If you look at what [Discover Strength](#) are doing, their three uniques are – evidence based, efficient, and expert trainer. And they are making sure that they are delivering on those three attributes through their virtual training. Like you were saying, Ali, they are keeping them relatively short training sessions like 30 minutes. All of the trainers who are running those sessions are expert trainers. They usually got some degree or further education in training, and all their workouts are based on evidence and they are all based in latest science. I think it's really important to make

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sure that you position this change in your offering and make sure that they do align with what makes you different. Otherwise, people are just going to put you in the same box as everyone else. So that's just something to bear in mind. And just be authentic. Don't look at Discover Strength on what they are doing, or Max Strength, or Live Oak Strength, or any of these guys out there. Don't copy them because if you do it's not going to work. It has to come through your own voice and has to be aligned with your own business model, and your own points of difference, and USPs and what you're about. So just really bear that in mind.

Ali, have you got any further thoughts on ways that people can effectively sell this effectively?

Ali: I like your idea about looking around what other people are doing and then finding what works for you because there are some creative ideas coming out now. And it's really looking at those and then going well how is that fitting with my style. I think really at the end of the day it's just really thinking about what's going through your client's mind at the moment. It's really how to do that because right now you're probably just thinking about you and your horrible situation having to close the door and not getting any revenue. That's horrible but just know that there are people out there that are worse off than you and it could be one of your clients. Try to turn that into how can I help my clients, what are they going through right now, what do they need. If you can add enough value, then they'll find the

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money to pay for that. I really think it's just thinking about them, thinking about your clients.

Lawrence: Yeah, well said. I think that goes back, makes me think the importance of really nurturing them right now like caring, showing empathy for their situation. As Ali, you're saying, there's people that are by far worst situations and it's about being able to provide them with value right now. Maybe part of that means taking a hit if you can in order to be a little bit more understanding perhaps. That's are just really my thoughts on that.



Okay,
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is called recurring income. I'm not sure if the image is that congruent but the whole idea is that if you're generating recurring income monthly or annually then it's a lot easier than having to resell a package or a session every time. I'm not the first one to say this in high intensity training. And I

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think there's just so many benefits as to why we should all be transitioning to monthly memberships or autopay recurring income models.

A couple reasons for this. People are going to want to do this ongoing. They are not going to want to do it for... And just a side, Ali, I'm interested to hear your honest, candid thoughts on what I'm about to say as well. For the most part they are going to be doing this for their, ideally for life, and so they are going to be happy to pay something on going in order to help them maintain healthy body for the long term. You only have to sell once. You know, you sell this solution once to someone and then you don't have to... It's not like they do their 10 sessions and you have to resell it again. So that's really beneficial because then you don't to worry about constantly reselling to clients. There is less client acquisition. You know, listeners and people watching here know this already in a personal training business. If you've got 50-100 clients, depending on the size of your studio, you can generate a really, really good income. You don't need a lot of people to make a personal training studio successful and it's the same thing with online. Right now there's probably millions of people who want online health and fitness services. All you need is, I don't know, I've not even thought of the numbers that much, but you might only need 50 or 100. And that is a small amount. If you got them on some kind of a recurring subscription where it is monthly or annually, probably more likely monthly to make that, sorry, it's monthly work at this time, then you're not going to have to worry about constantly going out and acquiring new customers. That's another reason why I'm really passionate about online

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memberships because I just want to serve a small group of people, entrepreneurs. At the moment in [HIT Business Membership](#) we have about 70 studio owners. I just want to be able to add as much value to their business as possible doing presentations value like this.

Again, we talked about predictable revenue and security. If you've got customers on a recurring subscription on a monthly basis, then you know you are able to forecast better. You know what your cash flow is going to be. And people like this. People are used to paying subscriptions on software. Everyone has got Netflix. Everyone has got like different content subscriptions they pay for, and software, and what have you, internet. People are used to paying in this way so it's not alien to people. And so you can argue that is better for your and better for the customer. And there's less friction for the customer. They don't have to go through the sales process or transact again and again as they re-sign and pay for more sessions. This might be an obvious one but I still see a lot of people not doing this kind of thing. I think certainly in an online business context this makes a lot of sense.

Ali, what are your thoughts on recurring income versus one off payments for services like this?

Ali: I agree with you to a certain extent in that I think it's great. I think it's good for you and it makes it easy for your clients. I disagree with you though that you don't have to keep selling. I think you do depending on your price

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point. Because when I say you keep selling, you'd always got to be adding somewhat value that it's not a question to them to think do I really need to pay this this month. Because I feel like you're selling, Lawrence, this sort of service that you're offering, you're almost selling every day because you are adding this value that's essentially selling them to keep paying. I don't think it's giving you as much freedom as you're thinking and you're making it sound they are better than it really is.

In saying that, I think there is a price point to where you're not having to sell because it is such a small amount that people don't care. And that's something like your Planet Fitness or something like that where it's like \$10 or \$9 a membership, and I think they've got like free pizza one day. So you get your free pizza and you're like, "Oh yeah, I already got my \$9 worth. I don't even need to go to the gym." I think people that are paying anything under sort of \$10, or depending on the demographics of your clientele, it is almost like they don't even think about it. But I think at a certain price point they do think about it and they do ask themselves consciously or subconsciously, "Am I getting value?" And so effectively you're selling them in that yes you're getting value.

I do think it's a great, you're not having to get them to commit. We'll put it this way, you are getting them to recommit which is easier than getting them to commit initially. But I do think it still is work and you still need to make sure that you provide value, so yeah. I do like it. I do think you need to add value.

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Lawrence: Yeah, I agree. I mean, you'll be doing that anyway if you are selling one off you'd still be having to deliver and you'd be selling in that delivery, and that you're offering value commensurate with the price they paid. It's just with a recurring you don't have to necessarily make the offer over and over again. I guess, we are talking past each other a little bit, but I agree with your point. And I'm bias obviously so everyone take that into account. But I think... yeah, I mean. Go on, sorry.

Ali: No, no. I do also like the idea obviously, and it is definitely a good revenue model.

Lawrence: Yeah. But you're absolutely right you do have to obviously, you are effectively selling every month. I mean, I'm always trying to make sure that I've got resources, content coming that is going to be commensurate with the price that people pay on a monthly basis. Again, just on this quickly, it's not about... Again, it is about less is more because a lot of people think and then you need to have a membership full of content to make it to justify the price point. But it's actually not true. I thought that in the beginning of doing this, and I actually went a bit mad with content, I actually had people tell me, "Lawrence, this is paralysis by analysis. It's just too much I feel overwhelmed." And I was like, "Well, how interesting." And then I've been speaking to other people that do a similar business model in different industries and it's not really about the volume of content as it is about the quality and just getting people results. If you can get

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people results and have a great experience, then you are going to keep them and retain them as a customer. I think I've done fairly well with the [membership](#) and certainly that the numbers would support that in terms of very, very low churn. Yeah, so I think it's just about really focusing on, again, the common theme of this whole presentation, Ali, which you've keep saying which I really appreciate and it's just really understanding what your customers need and delivering on those need. It's quite simple when you break it down to that.

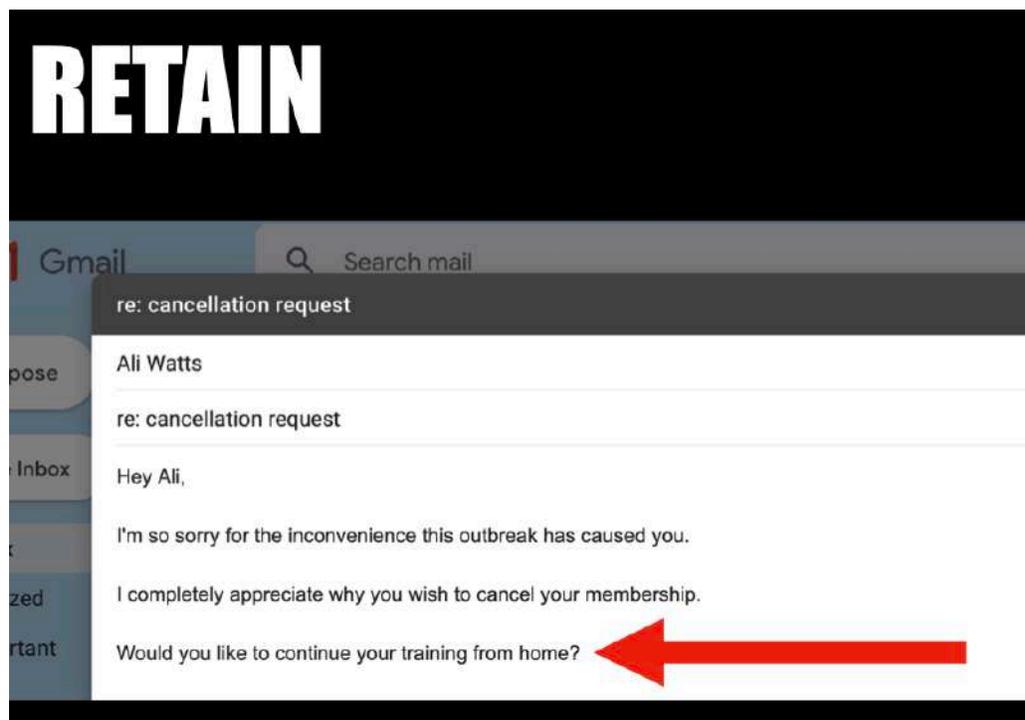
One thing I would really challenge you on is I'm not a big fan of a low price subscription personally. I think the problem in this context is it can really devalue the offering. Yeah, I mean, obviously you need to make sure that the value you provide is commensurate of whatever price you position it at. But then obviously if you got a very low price point then you you're going to need a lot more clients to make it work as well. I think the reality is... Again, it comes down to like you were saying your target market people are willing to pay or certain target markets are willing to pay more for certain things, so it depends on your offering. Obviously, it depends on what you're delivering to them.

If you take, for example, a lot of the high intensity personal training facilities that are working with busy high income professionals, these people are paying \$400, \$500, \$600 more plus per month for personal training services. I personally think that you could actually charge quite a lot more than I guess not a \$10 for a monthly subscription if you are

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working with those people. So as long as you're delivering a lot of value, I mean, there is no reason why you couldn't charge people \$50-\$100 a month, maybe more. I'm certainly seeing that happen in lots of our industries in online services. I know people that charge hundreds, if not thousands for access to online platforms in different industries. So I absolutely 100% think that you could do that, maybe not thousands, in this as well.

Ali: In this industry, I absolutely agree. Personal training you are already at the top price point so without a doubt if your main role is personal training then your subscription is obviously going to be a high price point.



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Lawrence: Yeah, cook. Okay, so next slide. This is a slide to really address what you do when people try to leave or make a request for cancellation. Again, this is just an email example of what I guess I would do. Again, so really kind of showing some empathy, “I’m sorry for the inconvenience this has caused you. I completely appreciate why you wish to cancel. Would you like to continue training from home?” And this is a way to try and rescue, this is I guess reactive retention and trying to rescue someone’s cancellations. And again, transition them over to a virtual service. This is kind of how I would have done it. But, Ali, I’m guessing you would have done it more on a personal basis, phone call, text. Talk to me about how you might handle massive influx of people saying, “Sorry, I have to cancel my membership.”?

Ali: I would ring at everyone. I mean, but I think it just comes down here to personality and individuals and relationships. I’m not saying my way is the best way but I feel like having a conversation I’d really get to find out what their true pain point is. It would give me the chance to actually be able to delve with it a bit deeper, if that makes sense.

Lawrence: Yeah. So you would use the phone call to just...

Ali: Because I feel like with an email...

Lawrence: Yeah. Sorry, go on.

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Ali: Well, it's just if you sent me this email I might go, "No, thanks. Things are a bit tough at the moment. Thanks anyway. I really appreciate your help. Thanks for the email. See you later." And you would be like you wouldn't respond to that or you'd be like, "Okay, thanks!" What else are you going to do? You've cut the conversation. Whereas, if you rang me and said that and then I responded by going, "Oh look, thank you very much but things are a bit tough at the moment." You could then go, "Oh, what do you mean tough?" And then I could explain and then you could say, "Oh." And then delve a little bit deeper and then by the end of the conversation. I'm like, "You know what, actually I'm so stressed right now that if I don't exercise I don't know what my health is going to be like. In fact, I would actually like to do some sort of training with you."

Lawrence: Yeah, I would agree with that. I think that's a much better strategy. I think that this email might work in some cases but, yeah, I do think that's smarter at this time especially nothing can be just sort of jumping on... Yeah, go on.

Ali: It depends on the person too. Like I feel comfortable talking to people in person and on the phone about things like this. Whereas, you might be a real introvert and not like confrontation. I'm just thinking like from my husband, my husband's point of view. I can't imagine him ringing and having that same conversation. It's just not in his personality to do that, so that could be where you might actually need someone else to help out.

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Someone that's actually quite good at sales to actually step in and go, what if I'll make the phone calls, or something.



Lawrence:

Yeah, absolutely. Okay, so delivery. I did an exclamation mark because I was kind of going to say, "Delivery!" You know, like when you say that when you're delivering a... I don't know, when someone knocks at your door they shout delivery. It is supposed to be funny but clearly not. So this is an image of just obviously an Uber Eats cyclist to illustrate delivery. So let's talk about... we talked already a little bit about how you would deliver this in terms of via video, chat, Google Sheets, email, phone, from things like accountability and coaching. What about frequency? You've talked about some different options during this call about whether you would do

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it a couple of times a week or... You know, again, if we just try to keep things really basic, Ali, and we talk about virtual coaching, personal training one-on-one. How would you think about frequency of contact?

Ali: Well, this is really going to depend on the clients' goals and what sort of results they are looking for, isn't it? Because my understanding of your clients' businesses are HIT style training, and my understanding of that, although I'm sure it's not as good as it should be, is that you don't actually need to train very often. It might be once, it might be twice, probably maximum three times a week. Is that right?

Lawrence: Correct, yeah. Yeah, absolutely spot on.

Ali: But then if they are at home doing more over sort of a calisthenics space because of their limitation to equipment they actually may need to do that more often to get similar or any results.

Lawrence: Yeah, absolutely. Yeah. Like you say the frequency would depend on training frequency but then also I guess what else are you offering, right, if you are doing more in terms of nutrition or other things that you are helping them with, their overall health hygiene and you may want higher contact, right?

Ali: Yeah, and so then once again, I think you can't just have this sit-and-forget sort of one size fits all. That's going to have to come back down to

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the client and actually having a discussion with them and going, “What do you think would work for you right now? I’m thinking given your injury here and your questions about nutrition, and this, and this, and the fact that you’ve got this gym already set up in your house, I’m thinking this. What do you think?” And really having that individual conversation because we are not talking to big box gyms here. We are talking to boutique gyms that have relationships with their clients.

Lawrence: Yeah, absolutely. Well said. I think we’ve actually covered this quite a lot already in terms of the delivery doing it via Skype, YouTube Live, FaceTime, obviously keeping contact via email, measuring progress and performance results with something like Google Sheets and providing workouts. And I talked about how potentially you can potentially put all these inside an online membership model. We talked about the importance of really the kind of leading filtering question should be, what do I need to do in order to meet my clients where they are meet their needs, their goals, their desires and motivations right now, and how do I give them a great experience and great results, and don’t stop those good habits that they’ve obviously been building with me over the last few years.

And just to elaborate more on what I said about the spreadsheet. I think I’ll just give some narrative on this and I will put something into the [membership](#) about this. But what I meant by the design I just talked about, so for instance if you’ve got in one column on the far left you’ve got

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biceps and back. You could have then different columns depending where they got access to. So if they've got a fully kit at their home gym, they are relatively wealthy individual then, then you could say seated row. And if they haven't got a gym but they've got let's say a TRX you could say bodyweight row. And if they've got absolutely nothing at all you could do something like a simple timed static contraction row where they would lay on the floor and just drive their elbows into the floor with their arms out at their sides over a minute, minute and a half, and growing in intensity in order to fatigue those muscles. And you would need no equipment to do that. So that I think is a logical way to build workouts with people because then you can make sure you cover all the key muscle groups and then utilize whatever equipment they have access to them. As I said, I will put something like that in the [membership](#).

And I also want to highlight a resource for everyone right now. I know that a lot of us get so focused on using machines because all of our gyms are kit out with MedX, Nautilus, ARX, etcetera, and it can be quite easy to forget about all of the different alternative training options out there. If you want a resource where it will give you progressions for many, many bodyweight exercises then I would encourage you to buy [Drew Baye's Project Kratos](#) which is written for high intensity training audience and all the different exercises that are super beginner level. So some of your clients who are less capable will be able to start there and then progress over time. I think that's a great investment right now. Another thing you might be able to do if you're working with people in self-isolation who are

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maybe in groups of friends or families, they can actually partner. So we talked a little bit about how you can train groups. Luke, did a great demonstration with David Schnieder over at [Discover Strength](#) where they just had a towel. One of them held the towel and the other one pull them through a rowing motion. Again, another way you can leverage people in your family and work together to get great results. Again, that's something that you can work with your clients and help them do.

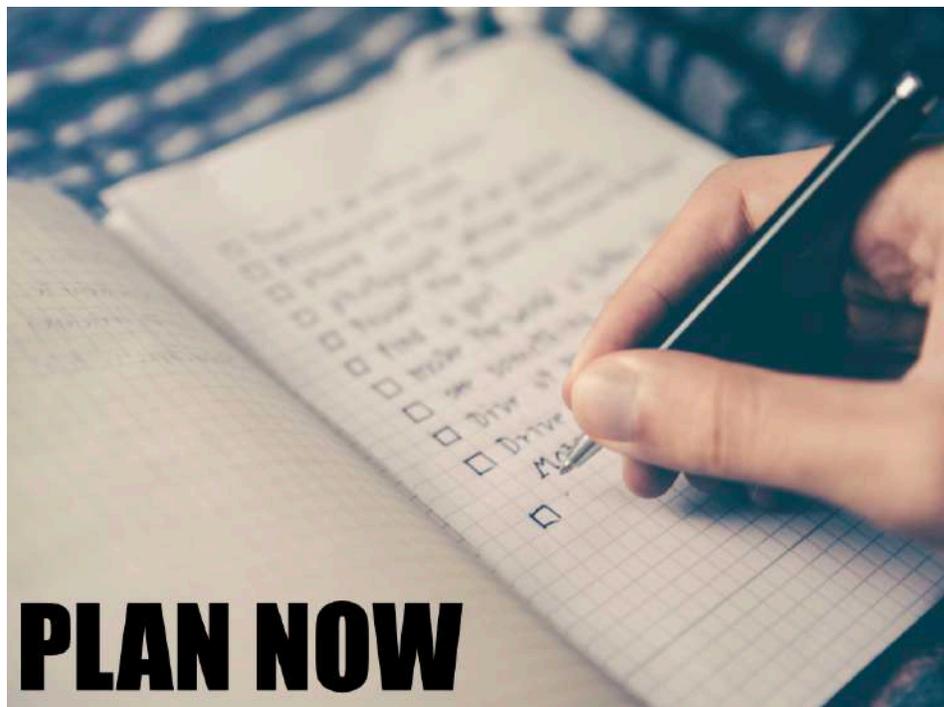
Is there anything from we all said, Ali? Oh, there is one more thing I want to add, sorry. And I've been talking a great deal, is I just want to highlight the fact that the people listening to this are incredibly knowledgeable. I mean, you are all veteran personal trainers. You got enormous amount of knowledge when it comes to exercise. You probably know your stuff in terms of nutrition, health hygiene, stress, sleep. You are constantly educating all your clients on these elements all the time in your business anyway so already you have the skills, the knowledge, probably a lot more than a lot of people doing online coaching to be honest with you. There's a lot of people doing that you probably shouldn't. I really feel like it's a real waste if you're not putting this knowledge and knowhow to use in this format. And I know some of you are maybe having some kind of underlying issues in terms of believing in yourself that you can do this. And I 100% assure you that you absolutely can and that there are a lot of people out there who already benefit from what you know. And as I've been saying during this presentation I'm very happy to help you uncover some of that and put it into practice and implement it.

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Ali, any further thoughts on effectively delivering this. Anything you think we haven't really touched on at all on this particular slide?

Ali: No, I think you've covered it.

Lawrence: I appreciate it. Okay, so we are almost at the end, Ali. I'm so grateful for you being flexible of your time.



This is just something I wanted to touch on briefly. I think it's so important right now that we all contingency plan. The future is very unknown. We really don't know what's going to happen. I've been talking to a fair few of my clients on the phone and I'm just shocked when I hear that they

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haven't really formulated a plan longer than next week. It shocks me because they've got in some cases really high overhead, big businesses in the context of personal training which they really do need to plan. Tim Ferris popularized the idea of [Fear Setting](#) which is basically where you right down the absolute worst case scenario. Like what if there was a 12-month or 2-year lockdown. What would you do? And then your just stream of consciousness write down all of the ideas, all the things you could do to make ends meet and maybe that's moving on your services online, maybe that's spinning up a new business, maybe that's seeking employment, maybe that's taking some benefits. Who knows, right? Just writing down all of the ideas and options that come to mind. I think it's absolutely critical right now that we all have a contingency plan for the absolute worst case.

You know, Trump keeps going on about pent-up demand and maybe he's right. Ali, you kind of felt maybe people go crazy for joining the gym but we don't know how thing are going to recover. And that's the thing, there is so much unknown. Like if we're in lockdown for 6 months or even just 12 weeks, maybe it will take a few months after that to recover. That's why I think it's so important to plan for the worst case scenario. I think the quote for this is "Prepare for the worst, hope for the best". You know, if you are a super optimist and you don't plan and then the shit hits the fan and you haven't plan for it, you're going to be in deep shit. So I think it's really critical that we all plan. I've done the same for my business. I've journal the absolute worst case scenario and what I would do to make

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sure that I continue to support my family and all of that. I think it's just really important and best practice that we all do that. And then beauty of doing it is once you do that plan you immediately reduce any anxiety you have. Because if you haven't done this you would constantly be thinking at the back of your mind, "Oh, what if that happens? What if this happens?" But when you actually put it all down in paper and say, "Okay, you know what? If the absolute worst case scenario happens, I've got a high level plan here." And then it's almost like you're taking all that anxiety and you're putting it in a box. And then you can use that energy that you just freed up to focus on what you can do right now. And that's how it can be most productive is what can we do right now and not let this anxiety distract us from the day to day. It's going to be far better off if you're doing an exercise like that. Obviously, as part of this presentation I strongly believe that an online service is some kind should form that strategy for you.

Ali, what about yourself? How are you thinking about long term planning? You know we had a call the other day and obviously lots of changing in your life. You are able to get out out of the U.S. before the lockdown fortunately and obviously things are easing up slightly in Singapore but how have you been thinking about contingency planning yourself?

Ali: Interesting question. Actually, Lawrence, I'm about to get deported probably in a couple of months because my husband just lost his job. And to stay in Singapore you need to have an employment pass and so his

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plan was to get another job so that he can get an employment pass and then I get a dependent pass. The problem is that all the jobs are actually on hold now. Also, the government has just come out and said we're not providing any employment passes during this period.

Lawrence: God, so sorry to hear that.

Ali: I could be deported in a couple of months. But to be honest, I'm just grateful actually that I've got my health and a year and a half back I was actually in New York hospital with extensive pneumonia and so everything is relative, right.

Lawrence: Yeah.

Ali: I sort of think things will all work out. Plus, I've actually become quite good at day trading so I'm looking at other, I'm learning other skills as well. I honestly believe that if you're passionate about something and you do the right thing by your clients you will always be fine. You will always be looked after if not by them by the universe. Like you said, having that plan and writing down worst case scenario you will always be grateful because that would have never happen, and there is always someone worse off than you. I'm sort of maybe I'm too much of an optimist but I can't... I mean, I just talked to someone that's worse off than me and then I realized how good I've got it.

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Lawrence: Yeah. I love your attitude and your generosity. I agree and I think that's a great way to look at it and obviously really sorry about what you're going through and hope things do work out. I'm sure they will because like you say you got the right attitude. It's funny you said you're dipping a toe in day trading because I forget you have a really strong background in banking, don't you, before you go into the whole fitness thing which we talked about on the podcast, so that's coming quite handy for you then.

Ali: Yeah. But also I'm lucky in that all my clients are fairly affluent as well. And so, yeah, money is not normally an issue when it comes to like subscription models and that sort of thing.



Lawrence: Yeah, good stuff. Alright, so we are coming towards the close of this now. And just some actions here. You know I mentioned during this

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presentation that I'm very happy to obviously help all of the members transition online and I can do that for you in the private one-on-one coaching thread. But also, I'm going to offer everyone a 1-hour phone call which is just part of your [membership](#). I'll put a link to that in the post for this. We can talk about your current state of play in your business. How you are handling the crisis? How we can help move more of your services online and we can really elaborate on all of the things that Ali and I spoke of here. I have a lot of experience and expertise with online business so I feel very confident. I can help add value there. As you've been saying, Ali, has got a wonderful program that might be a great fit for you, so if you are interested in finding out more and partnering with here please email Ali, ali@ali.fitness.

Just a very quick note this will be transcribed with the slides, these images within the transcription. So, if you prefer to read as I know many of you do then that will be available in the [membership](#) as well. And just a quick teaser, we've got a really great guest for next month's Q&A in April with [Stuart Phillips, PhD](#) who many of you know. He is very well-known resistance training and protein amongst other things, a researcher out of McMaster University. A side note, he has a wonderful Facebook page right now where he is just talking about all of the [COVID-19](#) stuff and he is just filtering all the bullshit which is quite useful. But, yeah, Stuart Phillips is going to be available to answer your questions live at the end of April, and there will be a link very soon to register for that in the [membership](#).



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So that is it. Ali, I'm just so grateful for you pushing back the slow. We had some issues regarding sleeping babies my side. I really appreciate your flexibility and I'm just so grateful for you helping me do this today.

Ali: Awesome. Thank you. I appreciate it.