

## [CAR.O.L Rahul Bernath - The Future of the Boutique Studio](#)

Lawrence: Lawrence Neal here and welcome back to [highintensitybusiness.com](http://highintensitybusiness.com). Today's topic we are going to be talking about [CAR.O.L](#). Those of you who are listeners to the podcast regularly will be familiar with the podcasts I've done with Rahul, and Ratna, and Thom in relation to the CAR.O.L business and the [CAR.O.L bike](#) which is very popular right now in sort of the high training/smart gym spaces and beyond. The focus of this podcast is to talk about consumer trends, talk about new research, and also talk about an incredible opportunity for you, the HIT studio owner or HIT business owner, who is looking to generate revenue now in a couple of different ways. So stay tune to the mid part of this in order to be updated on the opportunity in detail.

To talk about all of these stuff I've got CAR.O.L's Sales Director, [Rahul Bernath](#), returning to the podcast. Rahul, thanks for joining me again.

Rahu: Thank you for having me. It's good to talk to you again, Lawrence.

Lawrence: Likewise. Thanks for taking the time. It's been a while since we spoke and I'm just excited to talk to you again and check in on how this whole insane, crazy situation is affecting you in [CAR.O.L](#). What are you seeing? So, do you want to just start there? I'd love to hear what are you seeing in terms of consumer response? I think this is really interesting to my audience and myself in terms of understanding how buying behavior is changing.

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Rahul: I mean, it definitely is changing, and I'd even say we've seen it accelerate. I think that in-home gyms and kind of, let's call it, private exercising programs have become more and more popular. And you see that with of course these other companies in the space just having explosive growth. It's not just happened to us but everybody who is selling in-home stuff whether it would be just resistance bands or anything that people can do outside of the communal space seems to have absolutely rocketed. I'm sure that's not going to come as a surprise to most people, now, that people are getting conscious about this virus that's now swept the land and people kind of want to stay at home and in most cases they are being forced to.

But what we were talking just before the podcast started recording. It was really interesting that you mentioned you'd seen some places get back to normal life. I find it really interesting that some of the partners that I work with, they are saying, "Yeah, reopening my doors." And actually seems to be the case that people are coming back in. Even I've heard some people who are talking to me and my sales team about buying [CAR.O.L bikes](#) wanted to know more saying, "Actually, you know, maybe I'm going to use the one at my local studio instead now that things are opening back up again I'm a little bit less scared of the virus." I'm definitely interested to see what's going to happen over the next few months. Definitely that was

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an unpredicted turn in what I would have thought was something that pretty much everybody could have foreseen.

Lawrence: Yeah, let's talk about that for a moment because I'm really optimistic and excited about the future for the studio business for a whole host of reasons. Obviously, the big box gyms are really struggling right now. Several of those are probably going to go out of business or even when they reopen I think they'll really struggle due to an aversion to people wanting to be around large crowds especially sweaty areas. You know, large amount of sweat from large groups of people. Probably also a lack of personal connection. I spoke recently with Luke Carlson and he mentioned how he's been a member of big health club luxury chain for a very long time. He's been a member for decade they don't know who he is. They don't know his name. I think right now with people coming out of homes, they are looking for a personal connection. They are looking for people to know them by name and to treat them like a human being and make them feel special.

I'm digressing, I'm going all over the place here, but other values that are really important are trust and safety right now based on the latest consumer data I've seen. The studio businesses are so well positioned because it's a small studio. There is low exposure to groups of people. It's typically 1-on-1 or small group. In our space, in high intensity training, whether that's strength training or using [CAR.O.L](#), it is infrequent relatively

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speaking. It just ticks all the boxes. It's local. People are really buying local business right now as well. They want to support the local community. On one side of it, I'm surprised because I thought people were really fearful. So I'm surprised about a strong return to studio.

Just for the record, every HIT business owner I've spoken to who's reopened is having a great time. They are having a very, very high percentage of clients return to studio. In fact, there is a couple who have a waiting list. They are doing better now than they were pre-crisis which is surprising. We have to keep our feet on the ground. It might just be an initial surge and it might die down a little bit, so we still have to build a strategy and market with that in mind. We can't take our foot off the gas. But it is surprising. Then, as I said, the other half of my perspective on this is that, or actually maybe it's not a surprise, because as I said HIT businesses are so well positioned for this time that this is perhaps exactly how things would go. That's my two cents.

Rahul: It's interesting a friend of mine who runs in that world, not the fitness world, actually in the political scale. He said that top governments now, their challenge is to convince people that they can now go about their daily lives. Part of the lockdown easing strategies are just as much about making people... For example, in the U.K. now, you can visit friends up to six people in a park. I mean, the guys who came up with that policy, they

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are not idiots. They know that people, you know, there will be bloodlines around that, 2 meters, 1 meter maybe. They know this, right.

And so what I heard, right, I heard. I emphasize that part. That actually the governments are saying, “Look, you know pretty much...” Of course [coronavirus](#) is not going to go away. It’s now a part of daily life. Maybe we’ll get into the point where the likelihood of you contracting this virus is the same as you contracting any other potentially fatal illness that if you had a pre-existing health condition would unfortunately put you in a seriously life threatening situation. That said, they are now trying to convince the economy that they can go back in. So by easing us into daily life people are kind of getting over that initial scare saying, “Oh my gosh, I can’t go anywhere because I’m going to die if I go outside,” to “Okay, now things are easing back.” If all of a sudden they just let the whole thing back to normal, of course they run the risk of having a resurgence in cases, in which case then everybody is just as scared as they were before. The next time they try to ease it out is not going to work. And then if they just let everybody go back to normal right now I don’t think there’s been... Well, they said there’s not been enough of a conversation about getting back to normal life that people would be able to just reinvigorate the economy to go back to where it was. People need time to kind of put up a camp. These studios need time to, and this leads nicely to my next point I want to make. You know, people need time to reopen their business. They’ve now been used to operating 3-4 months with a

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strangled revenue stream, let's say, and they have to adapt. Now, they have to re-adapt back to what it was. So you can't just flick the switch just like that.

I think the point that you touched on earlier kind of nicely touches all what I'm about to say that, I think I agree, that studios are well positioned for this transition. I don't think it's the case that it's just an initial rara and then in two weeks' time all of the people who are on those waiting lists for those HIT studios are now going to die off. I don't know what is going to happen. But I suspect that's not going to be the case. The reason I say studios are well positioned because they can adapt and change to the new landscape far better than these big giants can. The big giants are stuck with red tape and it's going to be difficult. I mean, just think about in the supermarket chains here in U.K., that now at those self-checkouts they have those barriers which stops you from sneezing on the guy next to you. But it took them like two months to put that up. You think how hard can that be to stick up a barrier. But it's because we know the corporate process that they had to go through to get that, right. If you look at some of the big chains and even big chain can be like 30 or above. It's just not that easy to implement these changes that they want. And if they have a well-established business model with well-established clientele, it's just harder for them to adapt. I'm not saying they won't. I'm not saying they can't. And I want them to because ultimately we want people to be going to the gym and be healthy, and fit, and active just like

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the world has enjoyed for decades prior. But the young guys, the smaller guys, the high intensity business owners, those guys I think are in a really, really unique opportunity to kind of take Darwinism at its finest, right, and say those who can change the quickest will survive. And change and go for it.

It goes back to what I'm saying about the strategy of easing it in. People are going to be thinking, "I'm not sure that I do want to lift that barbell that's just been sneezed on by 20 people prior." Maybe I want to wear some gloves or maybe I want to do something a little bit more safe. Maybe going towards like layouts of the gym or using special equipment that does this than the other or having different protocols that can allow for this hygienic exercise will be better. And maybe the reason why, now I'm just really shooting from the hip, but maybe the reason why intensity businesses are working is because they are only in there for a short time. If you sneeze all the time, you only sneeze in 20 times, okay boom, that's less than if you did an hour, so in and out kind of thing. Maybe that one. I don't know.

Lawrence: Yeah. There's a whole list of things that I think those that have reopened and being successful at doing. You know, I talked to [Luke](#) a lot obviously who is the founder and CEO of [Discover Strength](#). I really admire him and his team. They always have their finger on the pulse and they always have very clear plans in terms of what they are going to do. I've been

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collaborating with him a lot through this time because I wanted to obviously deliver as much value to my audience as possible to help them. There was no better person than Luke to do that with. One of the things he was saying they are doing at DS is they are cleaning every machine before every use in front of the customer. That's really important from an optics perspective. I mean, they are really over the top with this. They are telling the customer what they are doing. They are wiping down all the upholstery, all the handles, they are doing it with every machine. Yeah, okay, it consumes more time, but just from a safety and trust perspective it is so important right now. And that's going to directly impact retention and sales conversions. I think it's a fantastic idea. Listeners can go back and listen to episode 270 with Luke which is all about [The Complete Recovery Plan](#) for the fitness studio if you want to learn more about that.

You raised a really interesting point about agility in the smaller business. I hadn't really necessarily thought about that. I was thinking about local supermarkets here in Galway in Ireland where I'm based. I was actually kind of impressed by the speed of which they got stuff mobilized. I don't know. Maybe it's a selection bias. I don't know. And to be honest, it's not like I'm going to the supermarket every day, so to me it seems like, "Oh, they did that quick." But actually quite a few weeks went by perhaps. Actually, I can tell you they do not have dividers between self-checkouts. I'm pretty sure at that. They are behind the curve on that one.



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This is the other thing, right. I don't know. I mean, we don't probably have time or maybe it's not that relevant to talk about our personal views about the virus and what the data is saying about just how serious we should be considering and all that stuff. But I think that's almost irrelevant when you are a business owner. You just have to think about what's in the mind of the consumer. From my perspective and what 've been seeing in the data is the customers pretty fearful right now and pretty anxious. You just have to factor that into the entire strategy and see it from their perspective I think.

So you guys from what I remember speaking to Ratna, she was saying there's been a real surge. Obviously, people buying bikes for their homes. That's kind of obvious I suppose that was going to happen. Can you elaborate on what you are seeing there and what in terms of like consumer buying behavior? Is there anything you want to add that you are seeing?

Rahul: She's right. We have seen, I perhaps underpaid it, the market has exploded. People really are investing heavily in this stuff. I don't really know what else to say in terms of that I think that there is a lot more opportunity in the in-home workout market for sure. I think it's also just fueling more insight into what actually healthy living is. It's actually not just in-home exercise that people are now buying. They are stuck at home so like lifestyle... I've also seen articles and even just people writing online.

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Columnists are saying that they've seen in their communities that people are just being more conscious about their daily choices and the lifestyle that they construct. Even read one guy says that... It's actually a lady who wrote. She said that the party lifestyle of big cities is actually incredibly destructive, and that more and more young people have realized this, and are now dedicating more time to their health. Not saying that all of those guys are now buying [CAR.O.L bikes](#). A lot of those, especially the younger guys, they are probably buying those resistance bands and those in-home press up machines or whatever. But they are definitely, definitely changing. Again, it goes back to what I'm saying, those who can adapt and those who can ride on this wave that's about to come of changing consumer behavior let's say and just general attitudes towards their own health and lifestyle choices. I think those are great opportunities that made the most often when definitely they will be trying to.

Lawrence: Yeah. There's a good point that you raised there which I forgot to mention which is that perhaps people are realizing they need to build a robust body. The need to be defensible. Because a lot of those who are, like you say, are at risk, have pre-existing conditions or senior are realizing that and maybe that's driving the demand for the HIT studio businesses. It's the safest place for them to actually obtain those results that they want. It's multifactorial isn't it. There's a whole bunch of things that play here potentially.

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Before we got started you were talking about some new research around the [CAR.O.L](#). I'd love to hear what's the new stuff that's coming out. What are you seeing?

Rahul: We have actually seen a couple of really interesting things. Now, I can't say where has this come from because it's not been published yet, but the research is pretty conclusive.

Lawrence: [unclear – 16:32]

Rahul: Yeah, exactly. It's a matter of time before we will broadcast for everybody listening. If you do follow us or subscribe to our newsletter then you will definitely be notified when it comes out.

Essentially these researchers have found that riding the intense ride on CAR.O.L which is 220 seconds sprint protocol, doing that just 2x a week is not actually showing any slower increases in your cardio vascular fitness then if you were to do four rides a week. In the context of discussion, Lawrence, meaning that people who have a CAR.O.L bike in their studio, they don't need to tell people they need to do it like 3-4 times a week to get those benefits. They can now realistically say can you do it with two, and we can track your progress and prove that you are getting fitter. And for those of you who are not then we go back to 3 and 4. But

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the research is now showing that that is actually a meaningful recommendation to tell people. I thought that was very interesting.

And on the back of what they've found, they have found that, actually if you are looking to increase cardio metabolic health then actually doing 4 rides is really better. It's not just your fitness I guess that factors into that later metric but you have all kinds of other things that just generally overrule, paint a picture of your health relating to heart related ailments or risk of contracting such as diabetes, stroke, heart disease, etc. When you do more rides a week it looks like they are showing that other bio markers seem to be actually additionally helped as a result of doing these exercises. If you do want to tell people that they should come in and do more rides a week then there is definitely a reason to do so. I thought that was really interesting. It's not something that we knew before. I'd actually thought before that three rides a week was the minimum effective dose. That's all you need to do, so now that seems have dropped down to two which is obviously really awesome. That just I think goes to show to prove even more what I was saying before that there is no biological need to run around for 25 miles in one straight shot. No wonder people literally die during that or they have heart inflammation... I'm not telling any of your audience something they didn't already know.

But doing it twice a week gives you those benefits just shows that your body is actually finally doing something it was really designed to do and

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that is actually really activating those survival pathways that have been put there for a reason. And that we just don't really activate very often in daily life if ever, and certainly those longer forms of exercise don't do. I found that very interesting and I thought it really had a commercial implication of what that means for studio owners or even private in-home users.

Another thing that we found was that the [unclear – 19:33], or the afterburn it's known by, has been significantly... I mean, your riders really do experience an aggressive afterburn after one intense ride for 48 hours. Research is showing that this is actually proven to be a more effective fat loss to then what you typical suspect would be if that was your objective. Again, that is something that has a commercial implication of what we do. And that afterburn that came out very recently as well. They were even surprised as to why that was the case and they actually attributed it. It's written here. I'm actually looking at the paper right now. They are saying that it's because of the AI personalization because they had actually thought that the [Wingate sprints](#), that's the type of sprint we used in the [CAR.O.L bike](#), you would get a very pronounced afterburn any way by doing that. And generally with HIT training it is very commonly associated to afterburn which is absolutely the case. But the AI personalization actually exceeded their expectations of wanting to be able to deliver for afterburn. They are even saying if you are going to do a HIT workout for cardio for fat loss you should probably do a [CAR.O.L bike](#) because it

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knows you better than any other equipment can do, and hence, you are going to just burn a lot of fat.

Lawrence: You mentioned some of the two findings there about minimum effective dose vs. cardio metabolic health wherein the latter being the higher frequency maybe beneficial. Does the protocol change though, for instance, you are doing the exact, the same protocol as you would do twice a week but you are doing it frequently or is it more nuance than that?

Rahul: I get asked this question a lot and particularly by our growing base of studio owners who are like, “What should I recommend my clients? How often should they come in?” The reason I framed it in that context is because a lot of guys are going to be thinking, “I can’t tell someone to come in like every day in a week. They are kind of go against the reason that I tell people to come to my business in the first place, like, come once or twice a week.” Which is why I think the two exercise a week is really interesting because then that kinds of fits more in the three a week. For some people it’s a bit awkward. It’s like three is just a little bit too much, too more often than I want them to come in, two would be perfect. It seems to be like we’ve now proven that we can meet them on their ground and actually further strengthen the synergies of a [CAR.O.L](#) in a HIT studio owner’s operation because it actually would more align with their

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ethos of bringing people in only once or twice a week and they still get those benefits.

In terms of what I recommend to people, it's like... Yeah, so you have that context of what people can actually recommend realistically. Then you have, okay, let's just remove that practical element out of the recommendation and then we just say from a theoretical perspective. You could say, yeah, just 2-3 rides a week and you will get all of those increases in [VO2 max](#) that you are looking for. If you want to increase your cardio metabolic health and just want to keep driving down that risk of getting a heart attack, then do 4-5 rides a week of the intense ride. If you want to burn fat as quickly as possible, do 2 intense rides a week and the fat burn if you can.

I say this stuff because there are different objectives that people have and there are nuance ways to approach it. Even then within that you have different body types and different things that people like to do which they can get away with. It's really tough question to ask because there's almost an infinite number of ways to skin a cat. But those three ways that I said just now seems to be the most popular and the most reliably effective across the board.

Lawrence: I love that because I think that fits really nicely with my audience because they'll be glad to know obviously that they can incorporate in a once or

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twice a week protocol if their general average session frequency is twice a week because they know that's going to get great results. But if they have a customer who's like, "I just love using this and I want to use it 5-6 times a week", and there's evidence to support that's efficacious and it doesn't obviously affect things like recovery too badly, then they can offer that and know that they are doing something that's not necessarily detract from their client's results. So they can still serve that need.

Rahul: Right.

Lawrence: I think there's more flexibility like you are saying.

Rahul: And that's really cool. I was just thinking if you even have someone who is like, "Yeah, I want to increase my fitness." "Great come into the studio twice a week." "I really want to reduce my risk of... or I want to improve my cardio metabolic health." "Yeah, cool, then maybe you should think about getting one for your home." "Oh, excellent, then I'm going to ride it to my house in 10 or come into the business every day." "Go for it because you're almost like a special case. You are someone who is really trying to get as healthy as possible because maybe you even at risk or concerned about something." I think they'd be typically more willing to invest their either time or money potentially even money to actually combat those issues.



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It's interesting, I'm reading something here from again one of the guys who's researching [CAR.O.L](#). By now we have loads of these people who have taken a scientific interest to the product. One journalist asked the guy and said, "If I do more exercises what is the relation between adrenal fatigue and excess stress equals more cortisol equals more damage, and doing a 'really stressful exercise' like a CAR.O.L ride." He said, which is interesting is that, "Commonly people confuse acute stress with chronic stress." The adrenal fatigue stems from the chronic elevations of cortisol from combination of overtraining, inadequate recovery and insufficient sleep - the usual suspect. I had some other factors but what's interesting is that an acute and natural increase in cortisol from a single exercise session is not actually going to damage recovery and it's now actually shown to have any adverse effects that people all worried about and do as typically associate with elevated cortisol or adrenal fatigue let's say.

It's that actually this type of exercise, again, going back to what I'm saying that this what people were designed to exercise. It doesn't actually damage people in the way that they associate damage with other forms of exercise.

Lawrence: Fascinating. Yes, like you said, the context is really important. They probably got nothing to worry about from a chronic stress perspective if they are getting sufficient sleep, they are looking after nutrition, and then I'll go and do a triathlon that weekend. In the context where someone is

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doing 5-6 [CAR.O.L bike](#) sessions and then goes and does some really hardcore endurance activity on the weekend, then yeah, you're probably going to be pretty stressed and going to need a lot of recovery. The context in terms of activity decisions but also genotype is all going to play in this, isn't it. That's where you have to kind of do it of one, don't you, and look at how you're progressing and how these things are being affected every time as a user of your device.

That's was kind of a good opportunity actually just to give a quick overview as well of the bike because we haven't really done that in this episode because we've done so much before.

Rahul: Everybody already knows.

Lawrence: Yeah. But, no, I'll take this opportunity because I know that if people... I want to make sure that everyone knows where to go after this. If you want to dive into a podcast, the first podcast that me and Rahul did about a year ago where he talks about more about the science around the product and also the business opportunity, go to episode 205. It's called [Rahul Bernath - Is the CAR.O.L Bike a Good Fit for your HIT Business?](#) And then after that I did an episode with Thom Tombs, who is the founder of Smarter Exercise, that's episode 246, and that was actually a case study on how he's [generating more revenue with CAR.O.L HIIT bike](#), that's CAR.O.L HIIT bike in his business. And then more recently, I spoke with

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Ratna Singh who is the founder of CAR.O.L, and we talked about an [affiliate opportunity](#), which we're actually going to be talking about again on this podcast because it's relevant to the situation we are in right now. That's over episode 260.

So if you really want to get a lot of information on CAR.O.L, maybe you are thinking about becoming an avid user, or you are thinking about buy one for your home, or you want one for your studio, then I encourage you to listen to all these podcasts. I think you'll get a really good understanding. So, Rahul, do you think it is a good opportunity now to talk about the [Pay It Forward campaign](#). Do you want to kind of outline that for the audience?

Rahul: Yeah. Thank you, Lawrence. The [Pay It Forward campaign](#) is essentially a way for us to thank the people who've been so loyal to us and working so well with us in the past, and to kind of help them in their time of need basically. Actually, I was watching the news. This is ages ago now. I was watching the news and lockdown and there's eminent everything that the whole world is going into shutdown. Actually, more than I was worried about why or anybody's health that I know, I was worried about actually the economy and what small businesses were going to do when... Like I said earlier in the podcast, essentially their business has just been strangled. It's funny, even a pub owner, a very good friend of mine owns a pub, and when the Prime Minister of the U.K., when he announces

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lockdown, the first word he says was that, “Pubs will be shut.” The guy calls me and he goes, “Why did he have to say pubs? Why couldn’t he even have said something else?” But even that rather funny conversation actually I was scared. I was like, “Oh my gosh, what about all the people who work with us and own CAR.O.L bikes and now can their people go into their studio?” That’s really going to be damaging for them.

We actually were already working on a bigger campaign to get the awareness out to reward all key workers who work in the medical, police, whatever emergency service professions to going to give them something back as well. I thought we should definitely extend that to the people who are really, really vulnerable to this situation. So the [Pay It Forward campaign](#), we offer the commercial clients, so people who own CAR.O.L bikes and who are our commercial partner/resellers, they can get \$500 for every [CAR.O.L bike](#) that they manage to sell or that someone they referred to ends up buying. The idea is that it’s going to then if they sell 2 or 3 of these things a month, which actually is not far removed from what most of these guys do anyway before the [coronavirus](#) hit us. It actually proved selling CAR.O.L bikes seem to be a side revenue stream but something that actually was worthwhile for most people to do, and that they did anyway. It seems to be that their customers would have those conversations with those studio owners.

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And as you were saying, Lawrence, oh yeah I love coming in here but I want to do more. I just want to buy it for my home. I'll go buy one on the [CAR.O.L website](#) and you get like a small commission. That seem to actually happen for anybody. I said, it seems like a no brainer. We just up the amount of commission that people can get because if they sell three bikes, let's say, then that's enough to pay for their utilities for the month kind of thing. So at least that is one headache off their shoulders. If they sell 5-6 then maybe you can pay some staff's wages. It seems to be something that was... I thought it was a nice to kind of not ask too much from people to just allow them to do something they are pretty much already doing. Wouldn't take too much work for them to do while they are obviously applying for those government grants and whatever. Because I know that their time is tough and I know that these people have got really big worries on their plate right now. So that's kind of the idea.

Actually, when we launched it a few months ago, we ended up in the first week actually, we paid out like \$3,000. And then, ever since then I think we've paid just under \$10,000 spread over some people. That's it. That's like a few utility bills that we've paid for, and that's really awesome. It's not really, like I said to you before on the podcast, Lawrence, it's not really a money making exercise for us. Like I said, one of your savvy listeners will quickly do the math, to sum the \$10,000. We're not talking like that many bikes. Sure. It's more that we've helped the studio owner, the monetary value, and that we've helped the people. It's more the success

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marker is how many people we've helped, not how many bike we've sold. Because quite frankly, we're selling loads of bikes just online because people are panicking and needing in-home health equipments. They are buying from us anyway. It's not really about that. It's, like I said, helping people who really need a lifeline.

Lawrence: Yeah, awesome. Thanks for going into detail on that. We're going to be talking obviously with details around that now and how people can take advantage of the opportunity. As we are saying before we got recording, studios are reopening around the world which is great and having a great time which I'm really pleased to hear. But there's obviously still, depending on where you are in the world, a lot of countries are still locked down. Many of the states in the U.S. are still on lockdown and many studios won't open until maybe June, July, August, in some cases maybe later. And so for those studios particularly they need to generate revenue. I understand why some of them have decided not to participate in the virtual personal training world. I think that may be a mistake for those that have decided not to. But if it's not a clear congruent fit with their business model or what makes them unique and things like that, then I kind of understand that and is a bit more nuance.

But anyway, I think, this is a time to be creative and define ways to generate revenue for your business. And if you've decided not to do something like virtual training, then you need to figure out what else can

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we sell in order to generate revenue. I thought this was absolutely perfect for the business owner who is like I don't want to do virtual or maybe they want to add it to their virtual revenue stream and wanted to generate some income. Obviously, there's other things they can do as well. Maybe online coaching in terms of more holistic coaching helping people with nutrition and lifestyle more holistically, or other affiliate deals they might decide to do with other brands. But I think it's quite alien to a lot of my audience. They are not used to forming those kinds of partnerships hence why I thought this was such a great opportunity for people.

What I particularly like about you're doing and why I just enjoy partnering with you guys is you offer so much marketing support. So let's just outline this, right. If someone signs up, and obviously they have to qualify. If you are not a studio, you're not probably going to qualify for the opportunity because it won't really make sense. But if they do, then can you talk about the things that you can do to help them succeed?

Rahul: Absolutely. I think it's a good point about the qualification because unless they are a studio or somebody who needs it, it is exactly that we are not using this as a money making exercise and I said a genuine way to help. We're not just paying anytime they can hurry \$500 from some aggressive commission just to get bikes out the door. That's absolutely not the case.

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But with the marketing support, actually it's a nice way to offer a new broadcast because we are just about to launch our new affiliate platform. And that will also be for our commercial partners, our resellers essentially. This is a portal where people can log in. They can access all of the research, new research, research that's been distilled into layman's term so that they can communicate it easily to their client. It will have all of our latest digital assets. It will have all of our latest videos, news, articles. Everything that comes out about [CAR.O.L](#), it's going to be there. We are going to be offering as much education support as we can through that portal. In that portal, we are also going to have different deals that we're running that people can apply to be a part of, that they can apply to be an affiliate for and of course our resellers as well. Finally, it's just really cool that in that platform then people can actually... It's almost be like a little forum that people can talk to each other, engage. It's actually going to be a little community that we've got going on there. I think it's going to be a really vibrant place for people to access that support, and up until that launches. Lawrence, as we are talking, I think it's going to launch in a few days. Up until then, what we do is we offer all of that stuff. We do give people like brochures, print materials. We do give people the research in layman's term. Particular layman's term because a lot of that stuff is just quite frankly not written in English, and so people need to... It's useful for people understand how they should even the people who understand it. It's not always that easy to understand how to communicate that to



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somebody who has just no clue what you are talking about. And so we offer a lot of that help.

And then we also include people on our website, if they want to, include people in our website. It's a place that they can go try the [CAR.O.L bike](#). If people don't want to buy a CAR.O.L bike or they are looking to subscribe to a studio then we have a place on our website that they can just look for the nearest one to them. Also, we've been known to consciously drive traffic to their place. I remember this time last year, I went to the [Biohacking Conference](#) in Beverly Hills. I sent a broadcast to all of our partners saying, "Look, we are going to be there. If you want to send us some flyers or anything we can have them printed out and we'll put them on our booth as a place." So if people want to come in and learn more about the CAR.O.L, like I said, don't want to buy one or interested in learning more about a place local to them we can say, "Yeah, this one is the closest to you. Here you go, check it out." Actually, we were able to drive some traffic to some of the studios that are in that local area which is really cool. We do kind of go out of our way as well to drive traffic to these places.

Lawrence: So that sort of seeded the idea of it to actually create some sort of directory where people could find studios, drive traffic. I mean, that's a win-win innovation there, isn't it? That makes a lot of sense. That's cool. Let's just walk this through, right. Let's kind of role play this. If I'm a HIT

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studio I sign up and I qualify or a fitness studio of any kind, and I want to jump on this. I want to sell [CAR.O.L bikes](#) to my end users who are stuck at home or maybe those guys who are just even after lockdown they are not just comfortable, and obviously there is going to be cohort of people like that. Let's just say I know nothing about marketing, I don't know how to do Facebook ads, or graphics, or emails. How would you guys be able to help with that stuff? I mean, maybe, it's like you say in the forum, the affiliate forum that you're going to be opening up, maybe that will be the solution to a lot of this.

Rahul: If you sign up to the platform, whether you qualify to this [Pay It Forward](#) or not, there will be plenty of other things which you could apply for and even some things that you don't need to apply for, you can just go ahead and promote. In most cases, there will either be some kind of tracking link. For our more technology savvy audience they will know that you can have literal pieces of code that you can embed on your website. And if people go to our shop from there then you get the payout. You can either use that method or you can use the more well-known method of a coupon code. When people use this coupon code, the affiliate platform, on that portal you will see when it has been used and you will see by who etc., so then you will be able to see how well it is performing.

Now, in terms of advertising and support from a technical perspective, we will give pre-approved ads that have been designed for platforms like

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Facebook, Instagram, Twitter, whatever you want to do, and even websites. For example, our Instagram post have a certain aspect ratio, have a certain pixel quality, and have also just some design elements that are good for the platform Instagram. Because what you post on Instagram they are not necessarily be good for what you post on Facebook. They are two different audiences. They go to the platform for two different things. And so, obviously, it's a misconception that you just put some ads out across the board and drops the good in. And so we will have those different digital assets laid out. It's really a good point and actually not something I've thought of and now something we may implement, Lawrence, so thanks. We may actually implement some advice on how to set up Facebook ads and how to advertise online for those people who would be interested in getting to know that more. Because we definitely have the resources to do that and it would not take us a lot of time to put some stuff up and our best practice. I'll definitely look into that and see if that's possible. But it would be this sort of thing that would appear on the forum kind of thing, yeah. To be able to pick each other's brain, "How much should I be charging for this CAR.O.L ride?" "Oh yeah, well, we did this, we did that," kind of thing.

Lawrence: Yeah. I mean, I think it's great that you're doing that because I know as someone who, I absolutely hate anything related to graphics and media. It's not my strength in business at all, and [Canva](#) is my absolute savior. You know canva.com? Are you familiar with that?

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Rahul: No, I don't. No.

Lawrence: It's an online tool for graphics design. It's just like graphics design made simple for people that rubbish edit like me, and it is just browser based. I used it for ages and then eventually they just suck me into their paid program and it was something like \$100 for a year, so it was a no brainier. It's just great because it just makes really easy to create graphics. Anyway, with that said, I really empathize with the studio owner who's not okay with online marketing, and online graphics, and all that kind of stuff. And I know that many of them need that support in order to get this off the ground. You know, it's all good and well hearing, "It's a good opportunity to sell a bike and then \$500 per sale, but how do I actually sell that? How do I actually reach my audience with an effective offer?", right? Just so to reiterate, if you decide to sign up rest assured you will be getting lots of support to help you actually execute on the campaign effectively and actually make sales.

Just on that, Rahul, are you seeing... I don't know. You might not have an answer to this. I'm kind of getting you on the spot. But what are you seeing in terms of tactics from studios that are effective in selling the bikes to home users?

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Rahul: That's a really good question. And actually I'm just thinking of there are a couple of studios who clearly lead the pack and how often they sell. They give fantastic demos. I think where the commercial partner has a... Okay, maybe in the context of coronavirus is... Maybe once they are lockdown it's easy for something to bring up. They have a really unique position where they can actually invite someone to their place and show them how to use the machine. Let's say someone lives 30 miles away so they are not going to come in, but they can spare a Saturday afternoon to come try it out. They have a really unique position where they can give them a great time, sell that bike, and make that sale. Like I said, we've got this platform that's going to have promotions on it all the time. So even when [Pay It Forward](#) is over, which by the way at the end of the coronavirus, when the economy is back to normal. When that is over, there's going to be plenty of other things for people to jump in on and be able to use and show them at the demos.

Until then, you know, there's actually one guy who's managed to sell loads of his unit. He did video demonstrations, so he'd actually like kind of jumping it on the virtual thing who dive in and offer, again, what I think is called an almost unbiased third party perspective, and like, "Look, I'm also a CAR.O.L customer. I went through the same journey that you did. Yeah, sure. I'm telling you about the CAR.O.L bike because I like it and I'm evangelizing it. But not necessarily because, not first and foremost because I'm making money of it. It's just because I think it's awesome and I want you to have it."

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Again, going back to what I said about why this makes a lot of sense for people is because they actually have the audience already at their fingertips. Even if it's not as big as they want it to be, it wouldn't take long to get big. So with a bit of that extra virtual help that we can offer... Well, now that we will, Lawrence, I should say. And with some additional resources on how to actually advertise it they just grow the network in their local catchment area, and then they can schedule those one-on-one personalized things because their market is much smaller than our is. I mean, we address the whole of the U.S.A and Europe. It's a bit harder for me to make those deep personal connections one-on-one with everybody. But I guess studio owners can because realistically their markets are much smaller.

Lawrence: Yeah, and I'm just thinking that, again, many of my audience are not that savvy with tech. They might be emailing customers directly with this opportunity and we are not even talking about email database here. We are talking about one by one emailing, right. I had a conversation with a client of mine recently, he was explaining to me that he emails all of his clients one by one. I'm like, are you kidding me, like, that's wonderful. Don't get me wrong, that's wonderful that you are creating this personal. He might laugh if he listens to this and he'll know who he is. That's great, obviously, he is building those personal connections. But you can be so

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much more effective if you can do drip campaigns and automate certain email shots to your entire base at ones and tailor those.

Rahul: Even if I was really good and put my business man hat on, I would say go and hire some like college grad on a 1-2 day a week basis like part time thing. Because a lot of these people are also be looking for work and get them to run... It doesn't have to be world-changing digital savvy, just someone who knows how to use the platform, knows the general best practices and can put this stuff up and to communicate with people in the local area. You can set those type of things that you only advertise to people who realistically can make it to your studio, have some kind of relevant connection to you. I mean, of course you can go as big as you want. But that's honestly if I was in a position that's what I would do, pay someone half time, give it a 2-month, give it like a 1-month trial period. If you sell two [CAR.O.L bikes](#) then that guy has paid himself back, if you sell three, great, you made a bit of this, 4-5 that's really awesome.

And then I would also, this is a piece of free advice for people. We put a chatbot on our website. You can get a chatbot technology online and in some cases even free. And you put the chatbot on your website. You would not believe how many people have been talking to us through the chatbot. You would not believe. And I was looking online, I was so surprised. The people are like when they are interested, and this could even be CAR.O.L aside, even just people who have their studios

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advertising online, “Come checkout...” Because a lot of the stuff they’ll be offering will be pretty off the wall stuff or revolutionary to some degree. People will have loads of questions. And maybe they don’t want necessarily email, phone call, but would like to maybe chat to a robot that could answer some questions quickly than they are on their cellphone or on their laptop before they decided to venture into the studio. The chatbot actually did have a huge impact on the amount of engagement of the customers. You can also program those things so they can answer by themselves so you don’t have to pay someone to answer. That will be maybe someone is interested that might be something cool they could add.

Lawrence: Yeah, I love that idea. I actually did use a chatbot myself for a while. But I didn’t know if I was using it in the right way. It wasn’t that productive for me. I just thought, you just gave me an idea there. I might actually add one to the site. I don’t know if I’ll regret this but I might add it and just say, “Chat with Lawrence.” And just like see how... I know right, that could be risky. But I think in a world where people are all moving online with their business and becoming less personal, it can be very powerful to combine these tools and innovations with a personal touch.

Rahul: They are becoming less personal. They are.



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Lawrence: Oh yeah. I mean, this is part of my business is all about providing personal coaching and getting personal connection with me and me being active in my [membership](#) in the forum privately to help people. I want to maintain that because I know that's a powerful differentiator in a way I can deliver results. So I was going to literally have like, "Chat with Lawrence", like a chatbot feature to see if that could help grow the business.

Rahul: A lot of our clientele because even like studio owners share a lot of the same customer base as CAR.O.L which is why it's so easy for a lot of studio owners just to sell a CAR.O.L bike on the side because I'm having a conversation anyway. A lot of our clients are like the 45-50-year old plus. It's interesting, I find the guys who are 35, out of our customers, they are typically the ones who talk to us on chatbot. 45-50+ they are typically the ones that end up phoning us.

Just a funny little story, I've got a cousin and he's 15, and he was talking to his friend on SnapChat. Maybe I'm of that age, so I'm the last of that generation who kind of prefers the phone call. And I said to him, "Why don't you just call that person or text him?" He said, "Oh no, it's a girl." And he said, "No, no, no. If I phone her that would be way to soon, and so if I texted her I think that she'd also think that I'm being a bit too serious. Like SnapChat is now the way to communicate." I say, "Wow, texting someone means that you have some kind of intention. Jeez!"

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Lawrence: It's funny. There is almost like gradients, right.

Rahul: Right, right.

Lawrence: Like an Instagram DM is super impersonal vs. a phone call. It's mad how there is almost like 20 gradients of levels of messaging. But, yeah, it's bonkers. I mean, I love a chatbot myself. Like if I want to get something resolved through like Amazon or anyone of these online companies I'm straight on, if they've got a live chatbot and I can get it done there and then, then I'm all about that. Yeah, I think that's a powerful feature.

Okay, so just on the opportunity. My dog is rolling around next to me and wants a tummy rub so badly is quite distracting. So just talking about this opportunity for the [Pay It Forward campaign](#), where are we sending people? Because obviously we need to make sure that people know where to go to sign up.

Rahul: They can still go to the... I can't remember what the URL was.

Lawrence: [carolfitai.com/pay-it-forward](http://carolfitai.com/pay-it-forward).

Rahul: Yeah, that's the one. They can still go to our landing page. But I believe by Saturday afternoon, at the earliest, if not Monday, the new affiliate

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platform will be live. And then the URL is going to be affiliates.carolfitai.com.

Lawrence: Okay, cool. Listeners don't have to obviously remember this. This will be in the show notes. But I just checked it there it's [carolfitai.com/payitforward](https://carolfitai.com/payitforward). All one word, no hyphens, works as well for now. Because this will go live probably in the next few days. It's May the 29<sup>th</sup> now. I suppose if they try that or try what you just said it will redirect to the appropriate place, right?

Rahul: Correct.

Lawrence: Yeah, cool. Okay, so that's where you can get that. Again, I'll be all on the show notes for this episode. No, this doesn't have an episode number so just search CAR.O.L and it will come straight up. Just probably a good time to mention, if you are a studio and you are thinking, maybe you've reopened, and you are not interested necessarily selling bikes to end users for their homes, we've got an opportunity in place for you if you want to buy a bike for your studio. Again, on previous podcast, me and Rahul have spoken about this, me and Thom Tombs, there is a great opportunity to generate revenue and grow your business with a CAR.O.L bike. [CAR.O.L](#) is offering \$250 off your purchase and 6 months free software licensing if you use the code **HIB**. I just wanted to mention that in case you are listening to this and you are thinking you want other options

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to decide on the best fit for your specific business whether that's adding a bike to studio or selling bikes to end users. Obviously, right now is a great time to be creative and be thinking about other ways to generate revenue as we really don't know what the future holds for personal training. As I said, I'm optimistic. But like you said, Rahul, there could be a kind of resurgence of the virus and there might be government intervention to lock areas down again. Hopefully not, but I think you have to be ready for anything, don't we?

Rahul: Absolutely. Fingers crossed it doesn't happen.

Lawrence: Yeah, absolutely. That's all I had really. Is there anything else you wanted to touch on why we're on the call on the podcast.

Rahul: No, I mean, that really does... I was really happy that I got a chance to tell people about the two exercises a week. When I read that, I was like, you must be kidding. It really is a significant. I think it's a really significant finding, and I have a feeling that is going to invite some others to start thinking about how they can build a workout regimen around just two exercises a week. I think that was really cool.

I definitely also want to say that we have a new [website](#). Some people who may know about us but haven't been to us recently, check it out. There's some new stuff up there. We've explained some things differently.

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Some things didn't make sense before, they should now. And we have of course, a lot of the research is available now for download so check it out if you want to know more. Those are good resources. Obviously, if you have any questions feel free to email us, contact us. We have all the contact information online, and we are obviously very happy to discuss.

Lawrence: Yeah. I love the new [website](#) by the way. I was checking out earlier today, I think it's great. It's just super modern and just clear. I mean, the previous website I thought was pretty good but it is a definitely upgrade. I was impressed by that.

Rahul, what's the best way for listeners to find out more about you?

Rahul: If they want to find out about me personally, go to my [LinkedIn](#). If they want to find out more about CAR.O.L, they go to [carolfitai.com](#), and like I said, we'll have everything they want. And by all means, if they want more advanced material, we don't put everything up there just because some of the stuff I think is people just kind of get blinded by the lights. If they want more advanced material, they can email us at [info@carolfitai.com](mailto:info@carolfitai.com), and we will get back to them. Or if they want to call us or email us on the links on the [website](#).

Lawrence: Awesome. Yeah, and to find the blog post for this episode please just go to [highintensitybusiness.com](#) and search for CAR.O.L, and it will pop straight up. Look at the blog post, listen to other podcasts I mentioned. It



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will all be linked in there so you can get a really feel for the offer and for the product so you can feel confident about selling it to your customers. Until next time, thank you very much for listening.

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