

Josh Jarrett (October 2020 Live Q&A)

Lawrence: Welcome everyone to the [HIT Business Membership](#) October 2020 Q&A. We do this every single month. Previously we've had Luke Carlson from Discover Strength, Dr. Doug McGuff who is obviously the author of Body by Science, and his co-author John Little. We tend to have mostly high intensity training practitioners or business experts. Sometimes we go outside of high intensity training to learn from others because obviously there's people in the fitness industry doing a lot of good stuff that we can learn about and use in smart gyms or in high intensity training studios.

In this Q&A, we have [Josh Jarrett](#) who is the owner of [Quantify Fitness](#). Josh is featured on the [High Intensity Business Podcast](#) a couple of years ago and it was such a popular episode. People really enjoyed learning about Josh's approach to marketing as he really is in my opinion one of the best at digital marketing and both online and offline marketing strategy and tactics in our business. Also, whenever I ask [CAR.O.L](#) or [ARX](#), "Who is the best in terms of driving revenue with their product and their business?", they always point to [Quantify Fitness](#). I think there is so much we can all learn from what Josh and his team are doing.

The way this is going to go is if you have a question please raise a hand and I will actually unmute you and you can actually ask Josh your question. Josh might need to ask a fewer question to refine it so he can be more specific in his answer. And if you prefer you can just type your question into the Q&A box or chat pad and I can ask Josh that question for you or he might be able to read that and answer that question. So

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whatever means you feel the most comfortable in answering your question we'll get over to Josh.

Please note this is recorded for members that can't attend and for you guys to listen and watch retrospectively, so if there is anything that you wouldn't want to be recorded or have people listen back to but do bear in mind this is a private community of high intensity training business owners and operators. With that said, please ask your questions guys. Raise a hand and I will unmute you and you can ask Josh any question. I'd really take this opportunity with both hands to ask Josh what he is thinking about especially in terms of marketing. I mean, Josh, I know your skillset goes well beyond that but I just think that's something that I know the guest of this Q&A are going to be very interested in understanding how you are marketing effectively.

A question from Patrick... Okay, interesting. He is asking for some social proof right out of the gate here, Josh. He is curious about the number of active clients and how many times a week. I guess he is interested in active clients and training frequency, and maybe you can elaborate on the ratios.

Josh: We are between 100-150 clients. We were getting close to 150 before the COVID, and we took about a 40% hit when that happen and climb back out of there for the most part. I'd say we have what we call the fitness formula so that's [ARX](#), [CAR.O.L](#), and [Vasper](#) once a week, and about half

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of our clients are doing that. They are coming in 2-3x a week. We encourage them to do an every other day sort of routine. Some people live 20-30 miles away so they'll come in and try to do it. In a couple of days we do have 1 or 2 people that try to do it all in one day. We don't recommend that, but that's what they chose to do. Yeah, I'd say on average 2 days a week is what most people are doing.

Lawrence: Sorry, just to clarify, Josh. Is that twice a week on [ARX](#) as well, or just once a week?

Josh: No, it is just once on [ARX](#). Usually, what will happen is they'll double up on something so we recommend [ARX](#) and then our infrared sauna. And then, if they are going to do only 2 days a week they'll do [CAR.O.L](#) and then [Vasper](#) for like a post exhaust after the [CAR.O.L](#) ride.

Lawrence: Cool, okay. Is that because you think that maybe if they train twice a week on [ARX](#) they perhaps struggle to recover. What's been your experience there?

Josh: Yeah, that's part of it. I mean, most people, if you guys have done [ARX](#) it is mentally exhausting as it is physically. Some people just fret coming. I mean, they got to prepare mentally for that. We've just found that those [CAR.O.L](#), [Vasper](#), [ARX](#) once a week just have better results than they've ever seen so we don't really stray from that unless someone has a specific request that they want to come in and do some isolation exercises on [ARX](#)

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or whatever. But most people aren't doing the compound exercises twice a week.

Lawrence: Cool, okay. Thank you for that. By the way John Zarbock who told me on email yesterday that you are his inspiration. He's wrote all caps, "LOOK AT THAT BOARD ROOM. BOSS SHIT."

Josh: I love John.

Lawrence: Cool, okay. John is asking some pricing and packaging questions here. How do you take upfront bulk payments?

John: Yeah, we will do it. We don't have it on the menu that we do yearly. Some people ask for it so we'll come up with a one offer deal for them. We try to get people on the monthly and then with that try to get them on there for reoccurring appointments so that we just remove one more barrier for getting them in there. So they'll sign up for the monthly, we put their appointments on there. They can reschedule them if they need to but that just has a big impact on retention if they get that reminder text a day before if they got an appointment tomorrow on [ARX](#) or [Vasper](#). We use a chatbot so they can reply to that text and reschedule their appointments so they'll happen to call us or do anything. We try to just get people on the monthly versus pay upfront. Because even with the upfront it's great to get that bulk payment but at the end of the year you got to convince them to... up or whatever versus just what that monthly payment keep going.

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Lawrence: You said there you do do it sometimes if a client asks that they can do that.

Josh: If they ask we'll do it. Yeah.

Lawrence: Okay. Alright. Interesting. It that quite rare though I imagine that they would ask.

Josh: Yeah, we only have a couple of people out of that 100 something that are doing just because they've asked and we'll usually give them an extra 10% off.

Lawrence: Okay. And his second question was how can he increase yearly package sales with a credit card or financing option. Any view on that at all? Can you see that at all, Josh? Can you see that one?

Josh: Is he referring to just the monthly payment? Is that what that means?

Lawrence: John, you might need to clarify that. Hang on, here we go. I'm going to unmute him. This would be better. Here we go. Hey, John!

John: Hey guys! What's going on brothers?

Josh: Hey, John.

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John: Hey, Josh. Okay, so I just, I know when I was there you had a lot of people that were paying upfront for a lot of stuff. I have clients that are starting to ask about these 3-month, 6-month, yearly packages. I'm just curious I thought you guys had a mechanism in place like take up money from them upfront but then like finance it on a third party credit card or something.

Josh: Yeah. I mean, they'll pay with their credit cards but they are just paying that monthly fee with the credit card. When you were there, we probably had a 12-month commitment pricing option. We removed that so right now we have no commitments. Everything is month to month. We actually have a no donations policy, so if someone signs up and they don't show up for 60-90 days we just cancel it for them just to let more people utilize the services and people's money if they are not using it.

Lawrence: Awesome.

Josh: Or sort of the whole smart gym thing that everything we do is pretty unconventional including not wanting the conventional gym new year's resolutions sign up, get everyone's money that's not showing up, or the opposite of that.

John: It's a really good feeling then as a business owner, as business person, that you are calling a client and you are being like, "Hey, you're fired. I don't want your money anymore because you haven't been here."

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Josh: Yeah.

John: A lot of people that tell me that that's not smart. But I feel like from a business integrity perspective, I don't know about you, but I don't want clients or past clients walking around looking like shit telling people that they've worked out in my space.

Josh: Yeah, for sure. I think that's the difference when you're involved, the founder is involved, you are passionate about your business and your clients versus a big box gym. It is just a bunch of people playing business. That's their job. They don't really care as much about the customer as you do.

John: Right.

Lawrence: Awesome. Alright. Thank you very much, John. I'm just going to move on to another question here so I'm just going to unmute you for a second. Dan, you are most welcome. He said, "Hey guys! Thanks for putting together this conversation." There will be a lot more of this in the pipe, Dan, whoever people and maybe Josh will come on again if I can convince him. He said... I don't know if he is referring to you mentioning chatbot today, Josh. He was mentioning that you talked about that on our podcast because I know you use [Bowtie](#). I've noticed you are not using that anymore. But, anyway, let me get to his question. Dan says, "You

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mentioned chatbot. Is that through your booking system? We are on [MINDBODY](#) and they do have an option for that. Has that been a worthwhile thing for you?”

Josh: Yes. We were using [Bowtie](#) before they got bought by [MINDBODY](#). I was little upset that they got bought by [MINDBODY](#) but I get it. If we have an option besides [MINDBODY](#) I would probably go that route, but [Bowtie](#) we’ve been using for a long time. You didn’t see it on the webs. We took the chatbot off the website but the text service we use is still via [Bowtie](#). We don’t have that pop up anymore and that was just out of SEO speed on the website trying to get the site to load a lot faster just from a website perspective. Google hasn’t historically factored in website speed when it comes to search ranking but starting next year their algorithm is going to change. If you are website doesn’t load fast, then you could be penalized when it comes to people searching and trying to find whatever you are trying to rank for on your website. That’s why you don’t see it on the site right now just looking to get away the, make that script load a little bit faster.

Lawrence: Yeah, I love that. Great reason. Good question, Dan. So that’s Dan Spanogle who has [ARX](#), and float tanks, and I think maybe other tools. Dan, forgive me. I can’t remember exactly where you are located of top of my head. I just want to mention your full name in case Josh recognized it because I guess the [ARX](#) smart gym community is still relatively small. Albuquerque. That’s it. Thank you. Cool, okay.

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John, you still got your hand raised. You got another question mate? I can unmute you. Oh no. He's lowered his hand. Okay. Oh no, he is raising it again. Okay, so John asked, "What does your demo process look like?"

Josh: We do a 2-week trial. It is positioned as just [ARX](#). But usually what we do when someone comes in... I mean, a lot of the stuff we do is hard to explain with a Facebook ad or whatever, and most people don't take the time to read about all the science. So when they come in for that intro we show them all of the various pieces of equipment, and then if they are interested we let them try those free as well. We'll do [ARX](#) twice, so 2 weeks, once a week and then within that period if they want to try [Vasper](#), [CAR.O.L](#), sauna we'll let them. And that just helps us get them signed up on that fitness formula versus just ARX big three or big five package.

Lawrence: Cool. Okay. Awesome. John does very similar thing. He's very appreciative. Cool, okay. Do you know what I wanted to ask you just going back to my point about how [ARX](#) and [CAR.O.L](#) always point to you guys for kind of the way to do it. Why do you think that is? In terms of the marketing? I guess the revenue you're generating? What do you think makes you guys stand up from some of our colleagues?

Josh: I think, I mean, probably the best advice that I could give from a marketing perspective are there's a couple of people that I followed for a long time

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that everyone should follow - [Donald Miller](#). I think we've talked about him before.

Lawrence: [StoryBrand](#). Yeah.

Josh: Yeah, [StoryBrand](#). He has sort of rebranded the business made simple. If you own a business stay connect signing up for his course \$300, \$400, whatever it is. Getting access to all that material will just help you change everything about your marketing to really clarify the message and reposition it so that it's not necessarily about you. It's about the client. There's really no secrets but there are systems, and I think he does a great job of laying out that framework for businesses like ours to do that.

Outside of that I think... That's probably step one and then step two are getting experience with something like Facebook or paid search or something like that just focusing in on something and spending enough time to learn it. The only thing we really do right now are Facebook ads. We have one ad and we use a lead form on Facebook so it doesn't require the person to leave Facebook to go to the website. We just spend some time making sure the copy in the ad is good. And if they are interested they click the button, it prefills a lead form in Facebook with their email address. And then once they submit that that goes into our CRM or our email and then we'll email them with instructions on how to get signed up for that intro. It's two seconds. We are trying to remove as many barriers as possible for someone to give us their email if they are interested and we just run that. We don't spend more, maybe \$500-\$1000 a month on

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marketing. Usually that cost to get an email is anywhere between \$5 and \$15. It just depends. And then just track making sure we are tying that back to what can we afford to spend. We've measured lifetime value of our customers and then try to spend about not more than 25% of that on acquisition cost. So that's sort of how we look at it.

Lawrence: Okay. I'm very curious now just a follow on that, and sorry guys I will come to your other questions. In terms of the justification of return on investment on that investment in paid marketing, so for that \$500-\$1000 a month... I don't know if even it's that easy to measure this. Maybe it is. What are you seeing in terms of return on that? In terms of I guess number of clients or average client spend or lifetime value? Could you just elaborate on that so we can get a good picture of what you're getting back for that investment?

Josh: Yeah. Let me pull up my...

Lawrence: Thanks, Josh. While he is doing that, for those that don't know, Josh was really generous in creating a tutorial on how to do Facebook ads specifically for a smart gym or high intensity training business. He walks through the Facebook ad he did for Super Moms I think which might be a bit dated now but I'm sure the principle is transfer. If you want to learn how to do this yourself then I would watch that video tutorial. It is in the [Membership](#) and I will link to it. But if you want to listen to it or watch it straight after this just go to the section on the [Membership](#) called 'How to

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Drive Leads in Your Business', something like that, and it's listed under there like how to drive leads via Facebook ads. So that's a good shot.

Josh, you are a big believer of doing this yourself as opposed to outsourcing it to an agency because most agencies don't get our business. That's your view. right? Is that still your view?

Josh: Yeah. For our size, business for sure I think you run into that illusion of knowledge and they overcomplicate things and make you feel like you need them. I just think you are going to get a lot farther being able to do things yourself because there is no secret sauce. They may claim they have a secret sauce but it's just not true.

Lawrence: I guess another alternative is to hire someone or you already have someone in your team who understands your business to then specialize in that aspect.

Josh: Absolutely.

Lawrence: It will be a way to take more of which.

Josh: So our average market acquisition cost is around \$150 to acquire someone new using paid marketing. We've been open for about four years so we're sort of... and try to calculate lifetime value. But the lifetime revenue for one of our clients is close to \$4000 so it is a pretty good ratio.

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We could probably spend more but it is hard to... You sort of need in the beginning start with one thing from a marketing perspective because the attribution can become challenging and you won't know what's working, what's not working.

We've done everything from radio, YouTube, [Hulu](#) has a small business program now where you can sign up and you can run ads on [Hulu](#) which is cool. I mean, you show up right next to like a Citibank commercial on someone's TV and it makes you look bigger than you really are. But it is harder to get a return on those if you don't really have a good direct response call to action because things like [Hulu](#) there is nothing for someone to click on. You are relying on them remembering you, and then searching for you, and finding you later. For small business it is just harder to justify. That stuff is just going to drive up that acquisition cost.

Lawrence: Sorry if you mentioned this, Josh, because I am just looking around other things here just organizing this. If they didn't come in for that session but then you record how did you hear about us, that's one way of capturing if they've heard you on [Hulu](#), right? So that's one way of working whether that would be a good return on investment on that. Is that something you do?

Josh: Yeah, hits directional. A lot of people they'll say, "Oh, I saw you on the news." But we haven't been on the news for three years, and that was just the ad that they saw where we have the news story. Or they'll say their

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friends told them about it but it's really a variety of things. Their friend may have seen it after they are told them after they saw the ad, and things like that. It is not as easier to just figure out exactly. I think you got to rely on some of that stuff being directional.

Lawrence: Okay, so don't do it for feedback.

Josh: Word of mouth is the best. We all know that. So if you are getting 5, 10 new clients a month from word of mouth and then obviously you start advertising and goes up to 20 then you can start to... I mean, you don't want to necessarily count those word of mouth people as paid marketing.

Lawrence: Cool. I've got a whole bunch of questions here. Dan asks, "What is your main demographic. We found that our most dedicated long term members for the fitness aspects of our business are women between 35 and 60.?"

Josh: We don't do any marketing to anyone under 35. It's just not that we don't have people under 35 but just that overall demographic doesn't appreciate the efficiency as much. I don't think at a young age they like being at the gym hanging out with their friends. It's just they are not old enough and busy enough to really appreciate the efficiency of this style of training. So we have 35 and over. We are pretty evenly split between male female. We have a lot of couples that come in together. They'll come in together and workout. Yeah, definitely 35 and up. Usually college degree, something like that, that's more...

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Lawrence: That's interesting because, I mean, I remember watching a short presentation from [Sherri McMillan](#) who owns [Northwest Personal Training](#). She is really popular in the fitness education space now as well because she's done very well for herself. She was talking about some data, survey data, back in like 2011. I don't think it has changed that much. I could be wrong but 60% of personal training clients are women. They are I believe same age demographic as you've been saying and they are all college degree educated as a starting point. I feel like if someone doesn't know who their ideal target market is, perhaps just start with women to begin with.

Josh: We made the mistake in the beginning trying to go after like the crossfit audience and that didn't work at all.

Lawrence: Yeah, I remember you saying. So Dan just ask. No, I don't think he did missed it, Dan actually. What are your monthly fees at the moment, Josh?

Josh: If you are doing the fitness formula it is \$249 a month and that's everything – that's [ARX](#), [CAR.O.L](#), [Vasper](#), infrared sauna. We use [NeurOptimal® Neurofeedback](#), so only about 15% of our clients are doing that. That's \$379 a month. And then within that people can do ala carte like they could do just [CAR.O.L](#), just [ARX](#), just [Vasper](#) and we have prices. That's all in the website. There is a pricing page on our website.

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Lawrence: Yeah. They've got a great comparison chart, Dan, that I would take a look at when you go to quantifyfitnes.com isn't it on top of my head.

Josh: Yeah.

Lawrence: Cool, alright. Okay, this is another one from John. "What do you say when people ask you if you and your people are 'personal trainers'?"

Josh: We say it is better than personal training. I mean, we have great trainers but then we have tools that allow people not to waste their time. We have friends that are personal trainers but it's tough because they have to get paid by the hour. We are sort of the opposite of that. We are trying to give you back all that time. If someone is doing the fitness formula, they are still not exercising more than 45 minutes a week, so that's the big difference between what we call personal training and what you would get with conventional personal training.

Lawrence: Cool. Okay. Awesome. Patrick asks, "What percentage..." Patrick, are you talking about paid marketing here? I think you are. "What percentage is Google... Google adwords vs. Facebook ads at the moment for you? What's working the best?"

Josh: Right now it is 100% Facebook. We probably will try paid search with Google again. The last time we did it it didn't work very well. I think the only keyword that made sense was personal training just because you

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have an audience that has intent to spend money. I mean personal training isn't necessarily cheap so when they see our prices they are not totally taking that bite. Some people would say expensive. When we've bid on keywords for someone looking for a gym it doesn't work. Those people are looking for a lot of times like the Lifetime Fitness, Anytime Fitness, and just significantly different pricing in what they are really looking for.

Lawrence: Awesome. Thank you for that. Good stuff. Alright, so guys feel free again, ask any questions write in the chat pad, ask in the Q&A, or raise your hand and I'll unmute you. We've got 33 minutes and counting so make the most of it. Josh is a very busy man. Let me see here if I've got something. Oh here we go. Wayne asks, "Do you have a monthly newsletter?"

Josh: We do. It is set up to go out every two weeks so trying to balance how much time we have, the right content, and not annoy people with too many emails so we do every Tuesday. Every other Tuesday a newsletter goes out. We use [ConvertKit](#). That's the email platform that we use just because it lets us segment that audience a lot better – these are the people doing [ARX](#), these are the people doing [Vasper](#) - and know if there's ever a time where we want to message specifically to the audience differently that we have that option.

Lawrence: I'm guessing like the rest of your strategy, Josh, do you track your email open rates, click throughs, things like that pretty closely as well to figure out optimal frequency and timing and all the rest of it?

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Josh: We do and we'll even... I mean, we get rid of the people that don't open emails. We'll send out an email, "Hey, you haven't clicked on anything or opened anything...", just to scrub the list. Yeah, it is not a huge cost difference but you get charge per subscriber, and if you have a bunch of subscribers that are driving down your open rates then you might as well get rid of them because...

Lawrence: Yeah, deliverability as well, right?

Josh: Yeah.

Lawrence: Yeah, absolutely. That's brilliant point. Not so easy like. I don't know if you did this on [ConvertKit](#), but in [ActiveCampaign](#) which I use, which is my email service provider you can setup an automation to scrub the list to clean it. Again, those listening to this or watching this who are not as technical you can delegate or hire out this kind of thing. Get someone to help you manage your email service provider if you need to.

Wayne asks... I know it's... He says, "Do you write the newsletter yourself?" I know this is something you don't particularly think you are good at, Josh, if I remember rightly.

Josh: No. I do.

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Lawrence: Oh, you do. Okay.

Josh: It usually takes some inspiration for me to. I think I have a list of stuff that I want to write about and some days I'm inspired to write so I'll start working on something and that ends up in the newsletter.

Lawrence: Cool, alright. Let me see here. Patrick asks, "What percentage of the lead forms actually convert to first appointment and what is the conversation after the free trial?" I guess he is referring to that could be lead forms in the ads you do I suppose. Yeah, "What percentage of the lead forms actually convert to first appointment and what is the conversation after the free trial?"

Josh: The lead forms we probably get half of them that actually come in that fill out the lead form. And then from there conversion rate on those are probably around 25%, so nowhere close to a referral, word of mouth. Those are like 90% conversation rate. But, yeah, these people that may not have been in the market for exercise convert a lot lower.

Lawrence: Interesting. I suppose that is not too surprising. Okay. Wayne asks, "You mentioned text to clients. Is that a service you use or do you just have a cellphone for the facility?"

Josh: No. That's [Bowtie](#). That's [Bowtie](#) integrated with [MINDBODY](#). I don't know if they integrate with anybody else since [MINDBODY](#) bought them but it

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ties into the [MINDBODY](#) schedule. And then every day, the day before their appointment they get an automated text that they can confirm or reschedule with that chatbot. It's pretty neat. You can do all stuff where if someone says this word, say this back. So you can do FAQs and little marketing campaigns using the text if someone send it.

Lawrence: Awesome. Okay, so Dan has got a pretty long question here. Can you read that or do you want me to read that to you in the Q&A? You see that?

Josh: I popped the Q&A.

Lawrence: Just read it out loud if you can see it.

Josh: "Do you ever feel you are underpricing?" Is that the one?

Lawrence: Yup. That's the one. The bottom one, yeah. I'll dismiss the other ones just so it's clear. I just feel rude dismissing questions but I think that's how I clean this up.

Josh: Yeah, I mean, it's we can probably charge more. I think part of that is geography as well. If we were in San Francisco, Miami, New York or something our prices would reflect that brick and mortar cost or those fix cost. Where we're at right now and fix cost in Nashville, it is a good sweet spot for us because it is not so high that people feel like it's too much to afford. I think we derive there after a lot of experimentation on the pricing,

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and that's sort of why we're at where we're at. We used to charge more. We used to have commitments. And this is after about four and a half years where we've ended up just based on what seems to convert the best. But again, if we move our rent would double or triple if went to another market and the prices would have to account for that.

Lawrence: Okay, cool. Alright. Throw those questions in guys. Oh here we go. "Josh, did you build your website or have someone else build it?"

Josh: I did build it. I've been playing around with websites pretty much my whole life, so that one was built in WordPress but its home grown.

Lawrence: He said, it looks good. I would agree.

Josh: Thanks.

Lawrence: I definitely think it's one of the best out there. And going back to what you're saying before, it's all based on the [Donald Miller's StoryBrand](#) approach where putting the customer the core. It's funny, I came across that strategy and came across [Donald Miller](#) from Luke at Discover Strength when I was midway through the design of my new website which took the complete opposite approach and kind of put me in the center which my designer guy who is, you know, he understands conversions, he understands the [StoryBrand](#) approach. He was convinced that that was better for a podcaster. Not sure if that's true. It was just at a point where I

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thought, “You know what, let’s just get something bill...” Because the original one was like homemade and horrific, and so I just wanted something. We innovated later and do [StoryBrand](#) further down the line. I feel weird telling everyone doing [StoryBrand](#) when I’ve not done [StoryBrand](#), on my website even though it’s not for a studio obviously. There you go, so... Go ahead, Josh.

Josh: I think your brand already, I mean, you played well as the guide. I mean, I don’t think you come off as like you are trying to be the expert. I think everything you built around the business and the podcast is you’re the guide and you’re introducing these experts to the customer. I mean, I think what you’re doing is already fitting well within that [StoryBrand](#) it may just be more how do you message it differently on the website.

Lawrence: Okay, I appreciate that. So, one from Patrick here, “Are all your workouts trainer led and 100% supervised?”

Josh: They are. I mean, that it’s mostly important with [ARX](#). With [Vasper](#) and [CAR.O.L](#) it’s not as important as they’re on there riding [CAR.O.L](#) with the headphones on or they’re on [Vasper](#) for 21 minutes. I still walk over there occasionally. But [ARX](#) is where we always have a trainer standing by unless they have to walk away really quick to help somebody login to [CAR.O.L](#) or strap on the [Vasper](#), but [ARX](#) is the only one where we always have a trainer.

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Lawrence: Okay, cool. Wayne asks, “How long have you been using your current Facebook Ad, and how often do you change it up etc.?”

Josh: 2 years, I would say, and we rarely change it. If anything, we’ll start over. We’ll recreate the ad on Facebook just because Facebook algorithm will play around with that audience its going after. Because sometimes if you run the ad for a long time your cost per conversion starts to go up. I think it just has to do with that algorithm is trying to find the right person, the target. We’ve built it to look alike audience based on our clients. So we go into [MINDBODY](#), export all of our clients that have signed up and have a paid membership. You can upload that into Facebook and tell Facebook to find a look alike audience, and then we target right now 10 miles around the gym. So, it tries to find people that look like the people that are going to be most likely to convert and sometimes it fails, so create a new ad, let it try again. I think a lot of people don’t realize that that can happen so they’ll kill the ad and never do it again because it sucks but a lot of times if you just recreate the ad, it will start over with its learning algorithm and do a better job.

Lawrence: Okay. Have you found the cost of Facebook Ads has dropped quite a bit this year due to I guess lots of businesses pulling out of their advertising with COVID affecting business? Have you seen that?

Josh: Not really. I didn’t turn advertising back on until August. We were shutdown pretty much March-April-May, and then right before COVID we

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had a tornado in Nashville that was right in front of the gym, so we were down for a couple weeks right before COVID because no one had power. And then, as soon as we open back up, lockdown has happened and then it's just what 2020, everything that happened with the protest, and the COVID. It is just people were... We felt we're numb to advertising even more so than they already are seeing all the ads on Facebook, so we just left everything off and rely on word of mouth for those first couple of months when we reopen.

Lawrence: Did you do any sort of virtual training or anything like that in the interim or did you just hit pause?

Josh: We did but we didn't charge for it. We just had our trainers posting stuff on Instagram. We did some blog post. We try to align it with, "Hey, on your [Vasper](#) day do this workout. On you [ARX](#) day, do this workout. On your [CAR.O.L](#) day, do this workout." I'm trying to keep it tied back to sort of the [Quantify](#) brand.

Lawrence: Okay. Let me see here. Wayne asks, "Do you have a strategy to market to former clients?"

Josh: Not really. I mean, they get the newsletter but we don't do anything specific to try to get them back. Usually, if someone's leaving, they're moving or they may have financial issues or something like that. I'd said if someone left because of just money, the newsletter they keep getting.

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We've had some people come back. But usually if we're losing somebody, it's more because they've moved, they lost their job or something unfortunate. Being in Nashville, we have a lot of people in the music industry, and you would think that industry was set for life and they get crushed with the COVID stuff. No concerts, so, we had a quite a big group people that we lost because of that.

Lawrence: Yes. It's really unfortunate. I'm sorry to hear that, but sounds like you got to bounce back pretty strong pretty quickly so not too bad. Oh, so Wayne says, "Has Garth worked out at your facility?" I'm guessing as a mutual friend or something like that. Does that mean anything to you?

Josh: Ahh.

Lawrence: Bum question. I will just...

Josh: Oh Garth, no, not yet. He does have a [Quantify](#) bracelet that I gave him when we get to see him at the... We get tickets and I tried to give it to him. His publisher does come to the gym. But, no, I didn't get him in there yet.

Lawrence: Who is [Garth Brooks](#)? Am I being an ignorant Englishman?

Josh: He sold more albums than the Beatles I think.

Josh Jarrett (October 2020 Live Q&A)

Lawrence: Oh, Wayne's like, "You suck." Yes, sorry Wayne. I'm pretty uncultured unfortunately, so. But now I know who he is.

Josh: He got a song called Ireland.

Lawrence: Well, I'm not Irish.

Josh: I know. I think I thought you were last time I talked to you and you corrected me on it.

Lawrence: Did you? Oh god, I can't remember. It's such a long time ago. Cool. Alright. Let me see. Guys, any questions, just post them in the chat or Q&A or raise a hand then I'll unmute you. I guess it's prudent also to ask Josh. I know, again, I'm sure you're very busy right now but he's still offering consulting, should people be interested in talking to you about helping them with systems and integration software, blah blah.

Josh: Lately, it's just been more happy to email back and forth or quick calls. No, not really doing any consulting right now with a lot going on. I'm at the gym. I still work. I don't know how many people on the call know but I work full time for a large insurance company running marketing and then I'm at the gym every Sunday. So right now, time is precious.

Josh Jarrett (October 2020 Live Q&A)

Lawrence: You have three young boys. There's that as well. I don't know how you do it. I have one young boy who is now almost a year since we last spoke and I'm struggling with time management.

Josh: Yeah.

Lawrence: But it's similar to you, I have 2 jobs. I have [High Intensity Business](#) - the podcast, this, and then we've just opened a training studio here, so similar dynamic to you except, well, one child rather than three. But ironically, Ireland decided to lockdown for 6 weeks the other day, so we're actually in lockdown now and training on the sly. That's a secret. So, Dan asks, "How big is your staff to support your client base, and what operating hours do you find work for your business?"

Josh: We have 3 trainers. I have a one guy that sort of manages the place and then the other two are more part time. We are open 6:30 in the morning to 7:30 at night, Monday to Friday. We do 8 to 4 on Saturday and then I work 9 to 3 on Sundays.

Lawrence: Alright. By the way, just going back to the Garth Brooks comment. I bet he was one of those where if I heard him sing I would know. I know he's face. It's just the name. That's what it is. That's my excuse.

Josh: [Friends in Low Places](#)? You've heard that right?

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Lawrence: Again, I'd hear it and I'm like, "Oh yeah, that song." Alright, but I just don't know the name. I know that's not a good excuse but it's not the first time this kind of things happen to me. Cool, alright. Dan asks, "Do a large portion of your clients come in early in the AM?"

Josh: It's the busiest. The mornings are the busiest for sure, and then we do have another run one to rush and then after workout rush. But mornings are definitely the busiest.

Lawrence: Cool. Alright. Let's see here. Remind us Josh, what is your primary target market these days in your business?

Josh: It's 35 and up, and college or professional degree is pretty much what we do. On Facebook, I mentioned we'll do the look alike audience but then we also refine it by put an ad in there so that Facebook doesn't necessarily target someone that's 16 or 18 or whatever.

Lawrence: Yeah. Because I know you touched on this earlier. The reason I'm asking again is just in case, I'm just curious if you did like a really detailed avatar for your target market like DS do. They have like, they have everything about their target market in terms of their interest, and what they do on the weekends, and all of this. They've really try and build that detailed avatar. I'm wondering whether you felt that's necessary and whether you do that or sounds like you keep it a bit more high-level.

Josh Jarrett (October 2020 Live Q&A)

Josh: Yeah, right now with one location. Like in my other life, that's understanding those psychographic types of things and when you're spending 10's of millions of dollars on marketing, I think you do a lot. Most of what we do in the insurance world for marketing doesn't apply at all to a single location gym. But, I mean, it's interesting stuff to know. I just don't know if it's going to influence what you do differently when you're not spending more than \$500 to \$1000 a month on marketing.

Lawrence: Yeah, good point. What is the long-term plan for [Quantify Fitness](#), because when we spoke last time... Obviously, this was before COVID happened which I know changes everything. But when we spoke before you were kind of flirting with the idea of franchising or maybe opening a second location and retaining ownership with those locations. I mean, I know now you're trying to build up to previous and I'm sure you do that very quickly. But what's the plan, have you thought anymore about that?

Josh: Yeah, that's still in the cards. I mean I would say it's probably delayed a year from COVID. We were heading on that path with more locations and working on set turning [Quantify](#) into a franchise. We have a lot of plans with the data side of everything between the [ARX](#), [CAR.O.L](#), [Vasper](#), body composition data, creating dashboards for clients. And then also my background in insurance, I think there's an insurance applications here, evidence based exercise improve health outcomes, and some interesting things that we want to go down that route at some point.

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Lawrence: I guess we're on this theme of marketing as well. Yeah, you talked about I guess Facebook Ads, [Hulu](#), some other things that you've been doing. Are there any other tactics that you think that you've been doing that are working really well for you right now in terms of driving leads? Or is there anything that you think others can implement, thinking about the back end of this year and going into 2021, what do you think is going to be productive from a tactical sort of lead gen perspective?

Josh: Yeah, lead form. We'll definitely keep doing that. I mean one of the things in our list is how to make it easier for clients to refer. We haven't solved that one yet. We get a ton of referrals but with the stuff the services we offer is not necessarily easy for someone that comes in to tell their friend about this. They can tell them that they're working out 10minutes a week, but most people don't believe them when they say that. So, trying to create materials that we can give to them or something that make it easy to drag referrals, so that's one of the things in our list to do.

Lawrence: Have you tested giving a free workout for every referral?

Josh: We give free workouts already since we give the 2 weeks free.

Lawrence: So, two weeks free if they bring a referral?

Josh: You mean the referrer gets a free workout if they...

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Lawrence: That sort of what I mean, yeah.

Josh: Yeah. No, we haven't done that. We used to do sauna, but it didn't. We give free sauna session when we had a different CRM system that helps us automate the referral process a little better, and we just didn't see a big lift from that.

Lawrence: Okay. Maybe that's one to.... Okay, interesting. What if people are already trial that maybe that wouldn't be productive, and the other thing is... Go ahead.

Josh: I'm just going to say, I mean most of our clients are so passionate. They get results at work and they want to tell their friends so it's not that they are withholding telling their friends. It's just how do you make it just like with marketing, we try to clarify the message. How do you make it easy for them to clarify the message when they tell their friends to get them in there to try it or give them an incentive to come in to try it?

Lawrence: Yeah. You said about this in our first podcast about how initially people are like, right, you work out 10 minutes a week, well that's because you're out of shape. You're tired because you're out of shape and you are unfit. There's no way that's productive blah blah blah. And then once they've been with you for a while then they become much more effective referral machine because hopefully they got some really good results and people go, "What have you been doing?" "Oh, I've been training for 10 minutes a

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week at [Quantify Fitness](#).” So, that’s kind of what you been seeing, the referrals kind of come later in the process. You’ll just trying to figure out how you can get them earlier on. Is that a fair point?

Josh: Yeah.

Lawrence: Yeah? Got it.

Josh: Then I said the other thing... One of the tools we use, we may have talked about last time was [Zapier](#). I can’t remember if we talked about [Zapier](#).

Lawrence: Yeah, we touched on that.

Josh: It’s a pretty powerful tool if you’re using multiple platforms like [ConvertKit](#), and Facebook, and Google just because it allows you to link those worlds together. For example, the lead form, once someone fills up that lead form in Facebook, they’ll get into our email system but then we also put them into a new audience in Facebook so that they’ll start seeing some of the video content that we have on the website sort of describing what is [Vasper](#), what is [ARX](#), some testimonial videos, just to sort of reinforce that initial ad they saw with the lead form. And then that link takes them right to our mobile app for them to download and schedule.

Lawrence: Yeah, that’s such an important point. There’s a lot of people in our industry, the vast majority doing a lot of things manually they shouldn’t be

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doing manually. And [Zapier](#) and [ConvertKit](#) does this to an extent, and [ActiveCampaign](#) is that it uses this conditional logic 'if this, then that'. So if someone does a certain action then a sequence of our events happen that you want to follow that, like you just described. And it is something that we could all be utilizing more to just create more automation and free up more time and energy for other things in the business. I appreciate that Josh. Wayne asks, "Does the keto calculator on your website drive traffic for you?"

Josh: Nah. It just more there for educational purposes, fun. It doesn't really drive any business. There's so many those out there that it doesn't. If you search for keto calculator, I don't even know what page it is on but it doesn't really show up. One of the things we do that works well is we did the [ProLon Fasting Mimicking Diet](#). I did a blogpost about that and that drives a good bit of traffic. Not necessarily all Nashville but that's one of the top performing pages on the website interestingly.

Lawrence: But it's a weird one isn't it because none of those or very few of the traffic is going to be bias. They're not really in their local areas, so they're going to be largely irrelevant but it will kind of help your page rank overall, right? It will help... Is that, I mean, Josh, you're much more of an expert on marketing than me, so is that right? So, it will improve your page rank, so that when you do do content that's more relevant to local area that you'll rank better 'personal trainer Nashville' or 'smart gym Nashville' will rank better, right?

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Josh: Yeah, and if people spend time on the page instead of bouncing right away. That's going to help your Google page rank. We do have affiliate relationship with [ProLon](#), so we make money if somebody... We only have a few of those type of affiliate relationships. Usually ones that we use personally, but we do have one for [ProLon](#), so that's another revenue stream as well.

Lawrence: Is it a significant revenue stream though or is it very tiny?

Josh: Nah. I mean, you can probably say it's like having one or two more clients a month.

Lawrence: Yeah. Interesting. No, it's definitely something that colleagues can explore having certain affiliate offers or partnership offers that will help drive revenue. But I mean yet to come across anyone who generates significant portion of their revenue that way. I know [DS](#) sell protein shakes. They do quite well from that but obviously it's still pales in comparison to personal training and group training and that kind of it. Well, no group training currently because of COVID but.

Okay. Alright, so thank you Wayne for all your amazing questions. Thank you. I've read some awesome questions. This has been a really productive Q&A and really pleased how this is going. Have you got any more

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questions guys? Okay, so Wayne asks, “Do you do any kind of bootcamps?”

Josh: No. We do the group thing where we’ll have a group of friends come in and do [ARX](#) together sort of. We used to call them Quantify Nights where the gym sort of looks more like a night club with the accent lighting and the hue lights that turn pink or blue or whatever, and make it a little fun music. But we haven’t done that since COVID.

Lawrence: I’m just curious, in terms of, you touched on education earlier, and you obviously have the blogposts to deliver on any education. Is that an important part of your kind of retention strategy for [Quantify](#)? Because I’ve just noticed, again, I speak to all the owners, all the experts, so I see the common themes and one of the things I see is that, and I see it in my own studio now of course as well is the more people understand it’s the more, it’s less likely they are going to be that leave and try anything else because they really get it. Can you talk a little about that like what you do in terms of education and just retaining people?

Josh: Yeah. I mean the biggest thing for retention is getting people on the schedule and not waiting for them to schedule themselves because they’ll get busy and not do it. But then education prospectively, do send out the email newsletters. We recently published Mark Alexander’s father, [Philip Alexander’s book on high intensity training](#) which it’s phenomenal.

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Lawrence: Oh wow.

Josh: We licensed that from them where we give that out or sell that at the gym. It's probably the best layman's sort of like [Body by Science](#) broken down into one page slides that's short and sweet that people actually read. So, that's a big help, just because it gets to that whole a lot of the myths people have been brainwashed with over the last 20 years in a very easy to understand way sort of dispels some of those.

Lawrence: And can members buy that book or people that come to the website. How do they do that?

Josh: We have a paper copy at the gym and it's on Amazon. If you just search for 'Quantify Fitness' on Amazon and it will show up because we have a Kindle version.

Lawrence: Cool. Alright, okay, because I think [Owen Dockham](#) told me about that [book](#) and he was saying how it wasn't available. Maybe he wasn't aware that you guys had licensed that, so nice work on that.

Josh: I think [Perfect Workout](#) had it. They licensed it for a while and then we more wanted to go do the digital route but we did do some print copies. We don't give it to everyone but it's sort of one of those things where you read the customer and if they're very skeptical then this may be the right person to give this book to help them especially in the beginning. Once they've been coming for long enough and they see and feel the results. If

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they quit, it's not like they're going to go somewhere else and be able to get that efficient of a workout so it's usually something more in the beginning to help them get through this for 6 to 8 weeks before they really start seeing their body change.

Lawrence: Cool. Alright, so another question here from Patrick, "Do you work with any chiropractors or physical therapist?"

Josh: There are. We have a couple of chiropractic clients that we refer to and then we do have a physical therapist. She's not really on staff. It is sort of more of a arrangement. She works for results, physical therapy. And so she's available. We don't treat people that have new injuries, but if someone has like a nagging rotator cuff or something that they've had for their whole life and we're trying to figure out the best way to adapt any of the exercises we do for them, then show work with them or give them some things they can do outside of the gym - stretches or ways to strengthen certain parts of their body.

Lawrence: Do you have strategic partnerships with chiropractors, physical therapists, MDs, anyone like that who have been good referral contacts for you?

Josh: We get referrals from some doctors. We have quite a few doctors at the gym that will send. But we don't have a specific arrangement or commissions or anything like that. It's not at this point. Not a bad idea though.

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Lawrence: Yeah, I know. Again, it's something that I see when I speak to members and owners. [Blair Wilson](#) does a really good job with that Patrick. If you get a chance to listen to. I'll send you this in case you can't find it, but it's a Q&A I did with Blair Wilson ages ago, and it's in how to drive leads. It's in that section in the content in the membership and in there, Blair gives a lot of detail on how they built strategic partnerships with these types of individuals and how they are basically responsible for so many inquiries into their business. It's just kind of a bit of a no brainer really, especially if you are just getting started. What you think Josh? But just building relationships with these people for your networking groups, so just soliciting their businesses and just saying, "Hey, look we're around the corner. We've just opened. Come in for a free workout. We'd love to show what it's all about." That kind of thing and just going to down so well.

Josh: Yeah. One of our employees there, the trainers, before COVID one of the things we would do is go around to some of the local businesses and do lunch and learns. We haven't done that since the COVID stuff happened just because there's not a big group of people and doing a lunch and learn meeting like that is a little harder. But that's definitely a good way to get around the local community.

Lawrence: Yeah. Awesome. Well, that's time. Josh, thank you so much for doing this mate. Really appreciate it. I think we've created some great content here and some really good solutions and answers that the members can refer back to and check back and listen to this and try and test and implement

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it in their own business. I really appreciate you taking the time. What's the best way for people to get in touch with you or learn about you?

Josh: You can email me at josh@quantifyfitness. That's probably the best way, and thanks for having me on here. Hopefully it was helpful.

Lawrence: It was Josh. You are welcome. Hopefully we can schedule that podcast soon. Probably be early next year at this point have you on the public podcast again.

Josh: That sounds good.

Lawrence: Absolutely. But look, I wish you all the best. I'm sure you're going to rebound really successfully, and excited to watch your journey.

Josh: Awesome. Appreciate it. Thanks everyone.

Lawrence: Alright. Take care. Thanks guys. All the best.