



Live Q&A – September 2021 – Hannah Johnson

Lawrence: Alright. Welcome everyone to the September 2021 [HIT Business Membership](#) presentation. We do this every single month. Previously, we've had [Dr. Doug McGuff](#), [John Little](#), and [Bill DeSimone](#) talk about mostly exercise and personal training, and we tend to alternate with business. One month we'll do business, one month we'll do personal training. On the business side we've had [Luke Carlson](#), we've had [Jeff Tomazewski](#), and [Hannah Johnson](#) for business.

Today, we are joined by [Discover Strength](#) Vice President of Sales and Marketing, [Hannah Johnson](#). Welcome, Hannah. Great to see you again.

Hannah: So good to see you.

Lawrence: The topic we're going to focus on today is how to use social media to grow your business. Although your presentation title might be slightly different from that, that's the gist. For everyone in attendance, please feel free to ask any question via the chat box in the Q&A. What I will do is probably batch those at certain intervals during the presentation. Please know this is recorded for members. Just bear that in mind when you're asking questions or if I do end up. Actually it's not to be too concerned about because I won't be unmuting people. But, I don't know, maybe you want to bear that in mind when asking questions perhaps. But just remember this is a private community just for [HIT Business](#) members.

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Hannah, I'm so excited to learn from you today. I'm sure I'll be taking notes on my own personal training business as well and be revisiting this. Let's share your screen shall we.

Hannah: Let's do it.

Lawrence: I think you've got permission don't you. Excellent. There you go. Alright. I love your presentations at [DS](#). They always look so prestigious.

Hannah: Well, thank you very much. Thank you for having me on. I am so excited to do this. Lawrence knows that I recently had a baby so I'm getting back into the swinging thing. It was fun to revisit all of these contents that I've been presenting for the last couple of years. I wanted to start at a little bit more high level. We're going to get into the nitty-gritty, the tactics of social media strategy towards the end of the presentation, but feel free to ask questions all along. But I do want to start with the difference between marketing versus branding.

Branding is really how you make the customer, the prospect feel. This can come in different ways. This is what your graphics look like. The voice of your company. Do you come off more educational? Do you come off more funny? Do you come off more serious? It's really the voice of your company and what stories are you telling? Who is the hero of your story? We've talked about [StoryBrand](#) and really diving into your story script before on [Membership](#). I know Lawrence has read [StoryBrand](#) as well. So

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understanding who your target market is, and then what transformations and successes are you showcasing to your prospects? How are you making them feel from a branding standpoint like visions in the future? How are you going to make them transform into this new person? How are you going to make them feel? What kind of successes are they going to feel? That's our branding.

And then marketing is who you are and what you offer. This is what you want people to really memorize. This is your services, any slogans that you have. When someone says, "Tell me about the blank. Why should I work out there?" That is really the answer to that question is what you want them to continually say over, and over, and over again. The act of memorization is the marketing side.

I just wanted to take a step back and kind of talk about those two things because really when it comes to your social media, you're going to be doing both of those things. I want to talk about both of them individually.

Lawrence: Can you give an example for [Discover Strength](#) for that last bullet when someone says, "Tell me about [Discover Strength](#). Why should I work out there?" Do you immediately go to the three uniques? I'll let you answer that.

Hannah: Three uniques is one, but we typically go to our one liner. You know how busy people don't have time to waste on workouts that don't work? [Discover Strength](#) offers 30-minute twice a week strength training with an expert

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educated trainer who'll help you look and feel your best in a fraction of a time. That's what we want our staff to say. That's what we want people to continually say after they come to [Discover Strength](#). They may not say it verbatim like that. But they'll say, "Oh, wow. Yeah, I was really busy and I couldn't get my workouts in. They are really efficient and I love their trainers because they are educated experts." It's both of what you said because we utilize our uniques within that one liner.

Lawrence: Yeah. And for everyone wondering how to construct an incredible one liner, just like Hannah said there, read [Marketing Made Simple](#) by Donald Miller and there is a chapter in there that shows you exactly how to do that. Yeah, it is such a powerful way to summarize your business. No, that's great. Thanks, Hannah.

Hannah: Yeah, I mean, there's so many times when you ask someone, "Hey, what does xyz company do?" And they don't have an answer and they drown on for 10 minutes. At the end of that 10 minutes you still don't really know what they offer. That's what the one liner allows you to do – to be succinct, to tell what problems that you solve, and how you are going to make them feel after.

Lawrence: I use the one liner which is similar to yours. For Optima Strength, our studio, and I use it in a [BNI](#) format networking. Just straight away off the bat within the first few meetings like I got 3-4 clients from the meeting because they

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are so enamored. It just clicks. It's like problem, solution, differentiator. Got it, right, that makes sense.

Hannah: Exactly. Especially from the HIT community, a lot of us know that it's hard for us to communicate what the workout really feels like until they come into the door. You're like, "No, it's different. It feels different. It's more intense." You want to educate them and you're trying to get them on the door just to make them feel the difference. The one liner is a way for you to be succinct about what makes you different to get them in the door before they can actually feel it. We use ours in [BNI](#) as well.

Lawrence: Wow, cool. Okay, interesting.

Hannah: Your filters. Going into the rest of the conversation is first your target market. You can't do anything social media related unless you understand who you are actually targeting. Your messaging is going to click differently with a 12-year old versus a 30-year old versus a 50-year old, versus a female versus a male, versus a runner, versus someone who has never strength trained before in their life. You have to really understand who that target market is. Who is your hero in your story? Understanding your target market. What problems do you solve for them? Having that laid out in front of you. The only thing any business is put in this place to do is to solve problems. If you are not continually solving problems for prospects, you should not be in business. Because that's only what businesses do. [Panera](#), the problem that they solve is hungry people. The problem they are solving for me is I want a

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sandwich, I want bread, I want bagels. That is the problem that they are solving for people. You can say it for any business, if you don't know what you're solving, then you need to identify those and make it very, very clear to the prospect what kind of problems you are solving for them.

You need to understand what makes you different. Not what makes you better, but what makes you different. I know you guys have had many conversations around this on [Membership](#) but even on your [podcast](#) as well. I'm not going to dive into really the three uniques. You need to definitely detail out what makes you different from your competition.

I put say-do gap is 0. What is that? We want to have a say-do gap that is this space. What you are saying in your marketing versus what you are doing in your studio has to be exactly the same. If you say that you're efficient, you better be 30 minutes or less, or twice a week. Most other personal trainers that aren't doing HIT can't really say that they are efficient. If they are saying that they are efficient but then they are having you come in for an hour 4x a week, that's a big say-do gap. They are not doing what they are saying in their marketing. If you have a big say-do gap, you're going to realize that you're going to lose trust very, very fast among your prospects. And they are going to tell people about that. They have a glitz and glamour marketing department that's just pushing out stuff, but when you actually go in there, it's not what it is. That's not what they are doing. I don't trust anything that they are putting out in the marketplace anymore. You can earn trust really,

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really quickly if you have a small say-do gap. You can also lose trust really, really fast if you have a big one.

Lawrence: Just very quickly on the three uniques. I appreciate what you're saying. I think it's just worthwhile mentioning that for some people this might be the first thing they come across when they join the [Membership](#). They might be, let's say we end up selling outside the [Membership](#), who knows. Just with that in mind, I just want to very quickly mention something out about the three uniques and I always like this way of describing it. People will remember why you're different, not why you're better, right? If you take a dream of operators and owners and you say, you point someone out in the room and say, "What makes you unique?" And they say, "We have great customer service." And then if you look at the rest of the room and say, "Raise your hand if you have great customer service." Everyone is going to raise their hand. Whereas if you say, "Okay, what makes you different?" And someone says, "We only do a 30-minute workout." You look at everyone else and say, "Who else does 30-minute workouts? Just 30-minute workouts, raise your hand." It's much more likely that only one person or only a couple of others in our niche are going to raise their hands. Actually in our niche it's probably quite common. But in the wider fitness industry, it's not.

And so that hints why you have three, so that a competitor that has one of yours, and you've got two more to help differentiate you. So it's about being different because that's what people remember. And in this case of [Discover](#)

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[Strength](#) you got efficient, evidence-based, expert educated trainers. Expert educated means they've got a minimum of a degree in exercise. Evidence-based means everything is based on the preponderance of science and literature. It's like a clear objective in terms of what that means and why you're different. I just wanted to elaborate. Please feel free to add on to that, Hannah.

Hannah: Yes. The ultimate point of having three uniques is so that you don't have to compete on price, right? You're carving out a place in the consumer's mind that puts you in a bucket that says, "Okay, this is how [Discover Strength](#) is different from [Orange Theory](#)." Okay, they are not the same. It doesn't matter what their price point is because I'm going to realize that whether it's [Orange Theory](#) or [Discover Strength](#), those uniques resonate with me differently because of how I perceive their differentiation.

For example, this comes from the book [Different](#) by Youngme Moon. This is an example from the book. She talks about toothpaste. You are walking down a toothpaste aisle and you... Everybody has walked down a toothpaste aisle. Unless you are four years old and you don't like toothpaste. But you are walking down a toothpaste aisle and you are trying to decide which one to go with, okay. What's really hard about toothpaste is they are all in the same size box, they are all in tubes, they all have glitter on the front of them saying that they whiten your teeth, they all somehow get rid of the plaque and the tartar, they all are recommended by dentists. You can't tell the difference. They are all exactly the same. How do you decide which

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toothpaste to go with? Well, you look for the one that's on sale probably. Because you're like, "Well, I can't tell the difference. They all have the same things that I need. They all have the same things that I want. This one is cheaper so I'm just going to go with that one." There is no way that I can put value in any differentiating component of those toothpaste. If you are speaking to clubs, if a club says, "The thing that makes me different is I have yoga, I have spin classes, and I have a kid's zone." And another studio says, "Well, I have yoga, spin class, and kid's zone." But the prices of them are, one is a luxury one, and one is a little bit lower. They are going to go with the lower price because they see the same things. They don't understand how you're different. The only thing that's different is your price, so that's what they are going to choose.

Lawrence: I love this. I never had it said like this but it's so obvious now.

Hannah: That's what you're trying to avoid. You are trying to avoid lowering your price to make you different. Choose something else that makes you different. Choose something else that the customer will value so that when you get to the price, the price is irrelevant. It doesn't matter what your price is because they find you so different and those differentiators resonate with what they value and what's going to solve their problem, so you never have to compete on price. That's the whole point of three uniques is, yes, you want to carve out in the consumer's mind what makes you different so you don't say you're not the same as other competitors. But the only reason you do that is you don't compete on price.

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Lawrence: Yeah, brilliant.

Hannah: Alright. Now, we are going to get into some ways that we can communicate some content. Do I need to tell [Luke Carlson](#) to pipe down up there?

Lawrence: It's okay. He is fine.

Hannah: Okay.

Lawrence: For now he is okay.

Hannah: Hey, Luke Carlson... Sorry about that. Getting into 5 ways that we can communicate content. Now we are trying to get more into the knitty-gritty of social media. Everything that I'm laying up here and examples that I'm going into are going to be more around [Instagram](#). Now, you can translate this to [Facebook](#), you can translate some of this to LinkedIn. If you have questions like how this differs from platforms just chime in and let me know. The most of this is going to come through [Instagram](#).

5 Ways to Communicate Content

The first way that you can communicate content is educationally. I think taking a step back when you are looking at what do I post on social media. What is my strategy? We have to think about what different buckets of

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information and content we want to put out there in the marketplace. I'm going to go through 5 different ways that we can do that.

The first one is educational. What information can you provide that will help your prospect better understand something? This could be a variety of different things and I'm going to go through actual examples of what this looks like.

The second is inspirational. What can you show that will inspire your prospect?

The third is entertainment. What could you provide that is intriguing or enjoyable? I think a lot of social media leans into the entertainment heart. Everything is basically for laughs or just something to... I mean there's social media platforms that are, one is called [Upworthy](#), and they lean on entertainment heart. And it's just like, oh, that was a nice little piece of information that just warmed my heart today. It doesn't educate me, it might be inspirational, but it mostly is just leaning into that entertainment bucket.

The fourth one is utility. How can you make your audience's life easier? Or how can you help them achieve a particular goal?

And then the fifth one is information. What do they specifically want to know about you?

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Again, I'm going to go through examples of all of these so we can have some rich dialogue around if this where you have questions on this.

Educational. This may show empathy and authority as the guide. I'm talking in [StoryBrand](#) terms right now. As the company you are guiding your hero through their story to achieve success. Okay. You are trying to understand where their problem is coming from with empathy but you are also providing information and your expertise from authority to get them to success. A great way to educate around their internal problem and then also creating a story loop. When I say creating a story loop, I mean here's three ways to do this.

A way that we do this at [Discover Strength](#) is the truth about core training. We put a question out there and we try to educate as much as possible around exercise. We all know that there are so many myths and misconceptions about exercise, and we are trying to constantly break those things down. We are throwing that out there on the big picture, put that in the content below. We'll go into the actual education piece. We are catching their eye with the graphics, but then we are actually educating more in the actual content below. Another way that we do that is, another piece right here, the truth about double progression. Sometimes we don't have a picture of humans on there. Sometimes it's just we educate within the piece of content itself.

You could do it either way. I tend to lean more towards having great graphics, having a person working out so that from a branding standpoint

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they know that it's coming from someone who actually is a personal trainer or gym of some kind. With the one that doesn't have a graphic behind it or a person working out, if someone is just scrolling through they can be like, "Oh, is that gym or is it not a gym?" Where is it coming from? Where the one on the left tends you to understand that we are talking about working out more so.

Education is really trying to create a paradigm shift. It's really trying to throw out what you typically think and we are trying to educate you on what is the reality. Here is what you typically think, here's the reality. That's where you have to have some authority behind your name because they are going to try to look for the source like, "Where is this coming from?" "Why do I trust this person?" "Why do I trust [Discover Strength](#) to tell me that this is the reality? You are citing different things. If you use "regram", you can do that too. But educating in multiple different ways.

The second bucket going to - inspirational. We are really going to showcase different people's problems but then you also want to show the transformation through testimonials. A great way to do this is through testimonial whether this is video, whether this is just a graphic, a picture. We supposedly had a plan who set up their entire gym at their cabin to do virtual training with us, he never misses a workout, he maniacal about it. These are also the clients that you want to tap into to get referral or to get testimonials from. Because, frankly, they want to tell their story. They want to share it with the rest of your prospect.

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Lawrence: [unclear] has the most amazing garage I've ever seen.

Hannah: I know it's like his second home.

Lawrence: For his second home.

Hannah: Yeah, casual... He is maniacal about his workout. When we reach out to clients for testimonials it's really important that you give them a framework of what you're looking for. If you don't do that, they are going to give you a long drawn out story. They are going to tell you every detail. And ultimately what you want to know is, what problem were you facing when you came to blank. How did that make you feel? What was different about your experience with us? What does your life look like now? I have the questions here showing what you should do or how you should approach testimonials. When you give them that, you're going to strike gold with the information that they give you. Because you're going to realize very quickly that they are speaking to your uniques, are they speaking to the things that you think solve their problems. You're going to understand the transformation that you've provided to that person. They are giving you a glowing review but also highlighting how you can help other people just like them. When you post this, you are going to have other people that say, "Oh, that's me. I'm that person. They can help me transform. I want to do that transformation."

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I just have another one here. This is just another person not in video form. We asked if we could take their picture during their workout and then we asked them the same questions to get a response. So just a little testimonial on the picture itself but then that full testimonial in the actual description.

Lawrence: That testimonial is a bit briefer, isn't it? It's more like just doing these last three bullets.

Hannah: Yes.

Lawrence: Is it okay to do that then sometimes?

Hannah: On the graphic, yes, because you don't want to put tons and tons of copy because people don't tend to read tons and tons of copy on the actual graphic itself on [Instagram](#). We put it in the copy itself below so that if they want to read more they can so that they can read the entire description below. But we want to pick out the most impactful sentence to put on the graphic.

Lawrence: I know we are going to get there. It's a couple of questions that actually I as well ask now is in terms of the graphics, are you using [Canva](#) for all of these mostly?

Hannah: Yes.

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Lawrence: Do you do it yourself, Hannah, using [Canva](#)?

Hannah: I used to do it myself but Taylor actually runs our social media now so she is doing all of the graphics. We've created templates to plug-and-play and make it very cohesive and easy for her to plug things in for sure. When I started with [Canva](#), there were like two templates. Not very much going on [Canva](#). But it did allow you to edit things very easily as opposed to [Adobe](#) or something like that. Now, the free option for [Canva](#) is so robust and so intuitive like you don't need to know a lot about anything when it comes to graphics. You can plug anything in and it makes it look beautiful for you. They have tons of templates, great ideas. If you're not using [Canva](#), it's a great resource for you moving forward.

Lawrence: I'm also just thinking about owners and operators who maybe don't have the resources, can't hire a marketing person so maybe they are doing the stuff themselves, and [Canva](#) is the obvious choice. Because it's like a graphic design tool for idiots. I'm terrible with graphics. It's not my strength, and maybe sometimes that shows but [Canva](#) really helps me out. The free version is good but the paid version is better I find. It allows you to resize images which I find very helpful, like if you're trying to meet certain dimensions for a certain platform then that's really helpful.

Just a quick question on the different content types, so you've got entertainment, inspiring, educational, etc. I mean, maybe you're getting to

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this, but is it a case of just doing all of them or do you do 1 or 2 and see how they resonate or you just. What do you think about that side of things?

Hannah: I have some take home at the end, but we can dive into it now. When I think about each bucket, there's some that we play into more and there are some that we don't. That depends on your brand. That depends on your voice. That depends on what you want to put out into the marketplace. Like I said, there's a lot of companies that focus on just one of these things and that is all they put out on social media. There are some that, I don't know if you follow any food things like [Tasty](#)? [Tasty](#) is a food social platform. It literally started on Facebook and the only thing that they do, an example that I have under utility. The only thing that they do is show you how to cook at home. That's it. They show you simple recipes and everything is measured out in little cups. They show you how you can make a simple recipe from start to finish in like 30 minutes or whatever.

Lawrence: Sure, my Mrs. is aware of that.

Hannah: Yeah, yeah. I mean, they play into utility only. They are not educating. They are not telling this nutritional information or educating us on where the region that this place came from. They are literally just showing us how easy it is to cook at home. That's how they want to make our lives easier in that case.

Inspirational, like one of the examples I give is [Upworthy](#). If you guys haven't followed [Upworthy](#) there is inspiration but there is also entertainment. There

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is inspiration for this kid who came from nothing and now is going to college, here is how he did it. Just inspiration, right. There's brands that play hard into one of them.

I would say for us we play a lot harder in education. That's just our brand. We like to educate. One of our uniques is educated expert trainers. We like to play into that a lot and frankly we have the ability to do that because there are so many myths and misconceptions about exercise. We've said for the longest time that we're just not a very funny brand. We don't do a ton of that in our voice. That's just not how we come across on our social media. That's not bad. If you want a different way to educate that is also entertaining, that's great too.

Like I said, and I'll get to one of these as my points, you can find inspiration from other brands but don't copy other brands. You have to figure out your voice, and what works for you, and who you are as a human. I think when you start getting bigger you have to understand, okay, what's the voice of the company and not what my voice is specifically. But I try from an education standpoint, from a social media standpoint, I try to emulate [Luke](#) because he is the face of our brand. And so I'm trying to understand, "Okay, how would [Luke](#) say this? What aesthetic would Luke want for this?" And that might be totally different for a different brand, and that's totally fine. You have to find out what is authentic to you.

Lawrence: Well said.

Hannah: Okay, so entertainment, let your voice shine in this area. Again, we just started doing this. We are so new to this. Entertainment for us in the past

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has been showcasing our trainers, getting different certifications, or introducing a new trainer so that our customers know who they are. I'm going to share two different examples with you now.

We just started doing this on [Instagram](#). We started using [Reels](#) which we're late to the game on this. This is basically the [TikTok](#) version of Instagram. Instagram now has shorter videos that you can overlay different sounds, voices over these videos. We've done two of them so far. But we seem to get a little bit more interaction and people seem to like them so far. This is our first stab at funny/a little bit more entertaining. We're not educating here. We're just trying to resonate with our clients on a workout basis so understanding their pain. It is more of an empathy thing. We are trying to emphasize with them like we know what it feels like when your trainer tells you to do a 30-second pull that failure. We know what that feels like, right. You can go and watch those on our Instagram and like them if you like them. This is kind of our first stab at it. We are going to try a couple more. If people seem to like them, we are going to continue to do them. If they don't, then we are not going to continue to invest time.

I think that another take home is understanding if it takes you a long time to do these social posts and you're not getting a huge return, try something else. Don't feel like you need to be just wasting all of this time on figuring out these different components of each social platform if it's not giving you the return that you want. Try something else. I think that's the wonderful thing about marketing but also the hard thing about marketing is that you're always

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trying, you're always tweaking, you're always changing. And so the strategy has to be there, right, your three uniques, your target market. Those things have to stay the same but the tactics of how you actually do them are going to be changing all the time. You have to bend and twist with how people are utilizing the platforms.

With Instagram, Instagram literally put [Reels](#) at the center. You see the center, you see right here down in the middle, that's [Reels](#). They are trying to get you to look at [Reels](#). They are trying to not have you put anything on the home screen anymore. They are trying to get you to not use [TikTok](#) anymore. It's what they are trying to do. They are also going to be putting that up in there it's your page more often. They are trying to put those things at the top of your feed because that's what they want for their platforms. Sometimes they are handholding you or forcing you into a way to use the platform that you're not used to.

We realized, hey, we are behind on this. We haven't used [Reels](#) at all, and I think we are going to fall behind if we don't start using them soon. We had to decide within our framework of our target market, our three uniques, how we can utilize [Reels](#) that's going to resonate with our client.

Lawrence: I love this one as well because I'm thinking this really resonates with existing clients more so who have actually experienced what is that like. So then they have a good giggle watching it and end up commenting or liking it and then

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potentially sharing it with their network which is potentially that's going to drive new business.

Hannah: Exactly. I would say that our social media is a retention tool. Yes, we will get some prospects on there. A lot of the time it's our clients continuing to understand why they do the workouts that they do, to feel more connected to the brand, to have a laugh every once in a while. But then also to showcase them so they can share that with their network as well. If you are creating shareable content, you will end up getting more prospects from that because they'll share it with their friends. If it's informational, if it's making their life easier, and they are also a target market they are going to share it and they are going to be like, "Oh, those are some helpful tips." "Oh, they do that every Tuesday? I'm going to follow this account because I want to see another tip every Tuesday", or, "I want to know that stuff in my feed."

It's a trickle down effect. It's not an instantaneous type of platform. When it comes to marketing, nothing really is. I'm going to be honest there like there is no one tactic. There is no one silver bullet. There is no one thing that is all of a sudden going to make you all of this money or generate so many leads that you don't even know what to do with, right. It takes time and consistency, and tweaking, and changing.

Lawrence: I appreciate that.

Hannah: Another example of entertainment is you could potentially show them what they would lose if they didn't work with you. An example of this is [Mr.](#)

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[Mayhem](#) from [Allstate](#). I don't know if you know who [Mr. Mayhem](#) is. But he is basically the bad guy and he gets into car crashes, he messes up people's days because he is basically what would happen to you if you didn't have [Mr. Insurance](#). You could say, "Oh, that's an interesting concept." We would like to show potentially what failure looks like if they didn't work out with us.

An example for us, and this is a very mediocre example because I'm coming off the top of my head, would be showcasing how much time they would lose in a week if they didn't train with you. What are the things that they could be doing instead of working out with you only twice a week? What are the things that they are missing out on if they were to be training with somebody else? You could make an entertaining type of post with that, like sitting on a park bench feeling sad and feeling like missing out on stuff that they should be including on. Again, that was a mediocre example. I was just trying to [unclear]

Lawrence: Just one more thing, Hannah. I'm just conscious of the time as well because I know I keep interrupting you. When is your hard stop today?

Hannah: In 15 minutes.

Lawrence: How many slides do you have?

Hannah: 3 more slides.

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Lawrence: Okay, I'm not going to interrupt anymore. Please go.

Hannah: Okay. So, utility, and we've talked about this a little bit already. How do we make it useful? This is really a lot of how-tos. How to perform the perfect rep. This is how we do utility. How to perform a perfect rep? We give step by step ways to do that. You see the interactions below. We even have someone commenting about [Drew Baye](#) for example recommends at least 5 seconds each and 10 better. I'm not exactly sure what that person is trying to say but we always respond. We always try to engage with those conversations and talk about this is what we think is a perfect rep.

Another thing that we like to provide is protein recommendations. We don't do a lot of things about nutrition but protein is something that we do feel that we can provide our clients and educate them around. This also makes this specific graphic. So an education post, the way that it's different is you can educate them on how much protein to get. That's an education post. Utility is giving them a list of things that have great protein in them. How many grams? Where to get them? A tip, if you use coffee creamer, a great way to cutback in calories is that protein, right. This is just making their life a little bit easier.

Information is your call to action. This is your 80/20 rule. You're doing this 20% of the time in 80% of your marketing. Okay. You're not constantly trying to get them to sell or get them to come into your workout. You're not constantly trying to sell them anything. This is really what you want them to

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know but it's not the main bulk of your... We do this once a week. Once a week we'll put out a post that is following up with your work again with the [Discover Strength Franchise](#). Get a free workout at [Discover Strength](#). Join the [Body Comp Challenge](#). Those are different examples of information. Sometimes the information is "We're close today." That's just information that they might need to know. This should not be the bulk of your social media because you may be able to provide value throughout the rest of the time so that when you do have a sale or when you do post something that you want them to take action on, they fall in love with your brand. They trust your brand that if you want to sell something they are going to buy it. If you are constantly trying to sell, it's going to become white noise.

Lawrence: Love it.

Hannah: Okay, four important things to leave you with, and I think we've covered almost all of them. But, the first one is to build this into a content calendar and schedule it. The main success that you're going to see with social media strategy is consistency. You need to be doing it and you need to be doing it on a consistent basis. I don't care if it's once a week, twice a week, 3x a week. I would suggest you post every day because you're going to get lost in the shovel because there is just so much content out there. But whatever you do, be consistent with it, put it into a calendar. And so many tools that provide you capability to schedule it out in advance. [Hootsuite](#) is one of them. You can put everything into [Hootsuite](#) and it will just schedule it for

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you. You can do it all on Sunday afternoon. That's your block of time where you go all your social media and then you schedule it out for the week.

Lawrence: Do you do [Hootsuite](#) with [Discover Strength](#)?

Hannah: We don't use [Hootsuite](#). We utilize [HubSpot](#) as that.

Lawrence: This is the same thing, does it?

Hannah: Yup, so you can schedule it out on [HubSpot](#). [Facebook](#), you could actually schedule it right on [Facebook](#) now too which is really nice. If you don't want to utilize that then [Facebook](#) is one of your main drivers for social media then you could schedule that right there. [Instagram](#) does not have that capability nor does [LinkedIn](#) so we utilize a different platform to actually get scheduled out. Because trying to do social media every single day that's where it becomes the bottom of your list of things to do and other things are more important which I totally understand. But your social media is not going to work unless you're consistent with it. Which is my second point, be consistent. The way that you're going to be consistent is by building it into a calendar and actually scheduling it out.

Third, we touched about this a little bit, but be authentic to your brand. Take inspiration but don't copy. If you start copying, we're going to start becoming like a toothpaste aisle, and no one is going to be able to tell the difference between our brands. Take inspiration. Understand that there is so many

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different ways that you can provide information and content to your prospects. But think about what is authentically you and authentically your brand.

And then, we also talked about this, there is not one marketing campaign or tactic that will solve your problem. You're playing a long game and there are no shortcuts.

Lawrence: I love it. Blunt.

Hannah: That's all I got for you though.

Lawrence: That's great, Hannah, because that gives me 11 minutes to follow other few things. I guess this is kind of obvious, but each platform is different. But with [Instagram](#) it's a little bit limited with regards to links, right? So really, you can only change the link, at least this is my understanding now... You'll know just by listening to me talk about social media that I am terrible with social media. I have a real love hate relationship with it because I understand how effective it can be for growing your business, and retaining customers, and all the rest of it, but at the same time it can be an enormous distraction when it is misused. I think invariably it is misused. People waste too much time doing stuff on social media that is sort of business and planning a business but not really growing the business. And then when you compound that by seeing how spread thin people are across so many platforms, I tend to think that you should actually focus on one and get really good at one. When you also factor in the fact that the algorithms and the way that you use the

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platforms changes so frequently. So keeping up to day is really hard, you get FOMO, if you're missing out. You always want to be up to date. I could keep going on. But you showcase this really well with [Instagram](#) and the [Reels](#), right. That's a relatively new feature which again you need to learn how to use and it can be very overwhelming. Anyway, that's my personal opinion on social media.

I can't remember the original point I was making now. That's it, links. So with [Instagram](#), you can only have the link under the profile and so every time you do a post you think, well, post for next week might have a completely different call to action. And so the call to action in the original post if there was one is no longer relevant or accessible. Unless maybe with [Instagram](#) maybe when you get a certain number of followers you can then have more links perhaps.

Hannah: You can link it in your story if you have over 10,000 followers, so it takes a while for you to be able to create links within the story itself. Yes, we have to change our bio every time that we post something that is relevant to say link in bio to do this, right. That's why when you're having your call to action host. That's why we only do one per week. Because we are like, oh my gosh, if we are doing a call to action every single day then we have to change our bio every single day. And people are clicking on it and they are not able to find what they are doing. We keep the link up for the link in bio. We try to keep it up for a day or two and then we'd change it back to discoverstrength.com because ultimately people want to go to our website. And then hopefully people will comment on the certain post that they say,

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“Hey, I can’t find this link. Can you send me this?” Then we’ll do that. We get back to them right away. Or a lot of people just directly message us. We have a lot of people that just DM us and we can get them the information that they need as well.

Lawrence: That’s really helpful. I guess it is important to talk about results, right? You said before this is a great retention tool for you - social media. But I’m assuming it has also helped you to grow the business and generate leads as well. Have you got anything you can share on that now? Because I know you guys generate loads and loads of free workouts every week. It’s phenomenal what you do. I know a lot of that is word of mouth as well and people searching on Google and that kind of thing. Can speak perhaps some of the results you’ve got from social media in terms of lead generation?

Hannah: I would say that most of our lead generation is from social media if it’s not paid, which we can discuss paid if you want. If it’s not paid it’s from our clients sharing it on their social media. They’ll say, if they schedule a workout, they’ll post it on their own social media. And then their friends will start following us and then we might get a DM that says, “Hey, I want to try a free workout.” Or when we do an inspirational post we’ll try to tag them in it so that they can share it on their own social media. It’s still semi word of mouth which is really interesting. Our education, inspiration, entertainment – all of those are for our current clients. But then it’s for, when we actually get referrals, it’s typically because our client has posted it on their own social media about their own workout. What they are experiencing, how it makes

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them feel on their own social media. And sees their results over a period of time or whatever the case may be.

Lawrence: It's worth saying perhaps you and I could do paid marketing separately one day because I think it's a whole nother thing, right? We have got content over from [Josh Jarrett](#) over at [Quantify Fitness](#) on paid marketing which he basically does a whole walkthrough on how to use paid [Facebook Ads](#) I believe. If people want to learn how they can execute [Facebook Ads](#) specifically for their strength training studio then they should it out. I'll put the link in the thread to this.

How do you guys track, when you talk earlier about you've got to test different things to see what works? You've got to perhaps ditch the stuff that's not working and maybe do more of what is working. Social media can be very confusing, very overwhelming. I am supposed to be a millennial and I get confused by it, right. There's all these things like vanity metrics like you see views, and likes. And people think, "Oh, is that important? Does that mean that that's going to help me grow my business?' Well, no. It's vanity metrics. These aren't necessarily metrics that actually mean you are generating income. But they might be kind of leading indicators that something is going to be shared more or what have you. How do you track performance in some of these organic social media stuff?

Hannah: Typically, the only thing that we like to look at is when people comment on your social status. I think that's a really, really good thing. It puts things at

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the top of it. It puts it in front of more people that want to comment. Commenting is really good. It also gives you an opportunity to interact with your customers or prospects. When people comment on your social status, that's a good thing. When you look at the insights, and you can click on 'view insights' in each of your posts, the thing that we like to look at is shares. How many times was it shared and how many times was it saved. If people are saving that, that means that they like it. They are saving it for their own reference going back. And then share is like wow. We want nothing more than an extension of our marketing, right? If people are sharing your stuff, that's great. And you should continue to do that stuff. So you're looking at comments, you're looking at shares, you're looking at saves.

Lawrence: Love this. It's just about building in those periods over whatever interval where you actually review all of your content and see which is being, in the case you just described there, what's being saved and shared the most. They'll usually be a distribution something like that, right. You'll see an 80/20 there and then you just focus on doing what's working more often.

Okay. I've got a couple of things here. I'm just checking to make sure we've covered all the terms so to speak. I think we've covered most actually. 90% of what I have has been discussed.

Hannah: Sorry.

Lawrence: Go ahead, yeah.

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Hannah: Going back to your comment about just doing one platform and doing it well. Again, I think, that goes back to your brand and where you feel your brand thrives. For us, we're not on [Twitter](#). We have a [Twitter](#) account. We don't ever use it and we don't focus on it. It's not something... We know that a lot of people are there, we just never use it. It's just not for us. But we utilize [Facebook](#), [Instagram](#), and [LinkedIn](#). In [LinkedIn](#) we find a lot more success. A lot of our clients are there. A lot of prospects are there. We've really tried to focus on [LinkedIn](#) in the past year and we also do our paid work as well.

Lawrence: That's so interesting, yeah. I think the filters are the most important part. One of the most important parts of this entire presentation. Because most people don't have filters. They just start using social media. They just go on and start an account on every platform. But when you have filters, it really makes it much easier because then you are only qualifying in certain things that are authentic to your brand as you described during this presentation.

Hannah, this has been so helpful. I'm definitely going to be executing on this stuff. I really appreciate your time. Just briefly talk about [Discover Strength Franchise](#) and [REC](#) for those who might be interested.

Hannah: Yeah, absolutely. Two very exciting things. We started a franchise company. We have two franchises that are going to be opening in December. We're super excited about that. If you are interested in joining [Discover Strength](#) as a franchisee, you can head to discoverstrengthfranchise.com. It's a very

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simple mutual discovery process where you get to meet our leadership team and figure out if we are a good fit for you.

And then for the [Resistance Exercise Conference](#) coming up on October 22nd and 23rd, this is the highlight of my year. A lot of people's year, where strength training practitioners could come together and learn the latest on resistance exercise from experts from around the world, researchers from around the world. It's also a great time to connect. We've been away from each other for far too long and so we are so excited to be together in Las Vegas this year. This is the first time we've been outside of Minnesota which is super exciting for all of us to be able to travel together again. If you have questions about that, you can head to resistanceexerciseconference.com.

Lawrence: Thank you, Hannah. I really appreciate it. If people want to email you, any questions about this it is hannah@discoverstrength.com or they can post in the [Membership](#) too, right?

Hannah: Yes, so hannah@discoverstrength.com.

Lawrence: Thank you. Just for everyone in attendance, this will be recorded and transcribed for future reference. If you prefer reading it, we'll have a PDF with images from the presentation and will be transcribed. Thank you to everyone for being a member. And just very quickly, the presentation for next month is to be confirmed but there will be one which I haven't decided who and what. But in October, Luke from [Discover Strength](#), [Luke Carlson](#),

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CEO and Founder, we'll be talking about retention. He is right behind Hannah there. He is the big dog. We are going to be talking about [Paul Bedford](#)'s recent presentation at [REC](#), and talk about the data around retention. I'm sure it will be a seminal piece of content on retention for your business. What's the mindset strategy, tactics for retaining clients based on some of that data from Paul and just your own strategies and your own experience at [DS](#). I'm really excited for it. That's in November so you'll hear all about that soon. We'll have one before that next month and I'll email all of the members with the details of that soon. Hannah, I know you've got a shoot. Thank you so much. This was amazing. I really appreciate it and hopefully talk to you soon.

Hannah: It's a pleasure. Thanks, Lawrence.

Lawrence: Take care.

Hannah: Bye-bye.