



Live Q&A – October 2021 – John Zarbock

Lawrence: Welcome everyone to the October 2021 [HIT Business Membership](#) presentation. Just give me two seconds, I've a couple of notes here which have just disappeared. There you go. This is being recorded as in October. We do this every single month. We alternate between personal training and business. Today we're going to focus more on business. In fact, we have done the last few about business but we'll make up for it with more personal training content in the future. Previous guests include [Dr. Doug McGuff](#), [Luke Carlson](#), [Jeff Tomazewski](#), [John Little](#), [Bill DeSimone](#), Hannah Johnson who is VP marketing at [Discover Strength](#), [Blair Wilson](#) and many more. We go to all the top people in high intensity training, top strength training studio owners and executives to give you the best insights and help improve your business.

Today, we've got one of those. We've got [John Zarbock](#) who is the Founder and CEO of [BioFit](#). They use the latest fitness technologies and their passion for training and coaching to uplift as many humans as possible. Currently, [BioFit](#) has the highest throughput of any [ARX](#) business owner on the planet. There's so much we can learn from how John and his team are doing things at [BioFit](#) in terms of I'm sure of every aspect of the business whether its customer acquisition, customer service, retention, marketing, all the rest of it.

Today, we're going to focus on how to get a great customer experience. Great customer experience is ultimately what's going to lead to better retention and more referrals on your business. I think this is something that we all need to be paying a lot of attention to whether we are an [ARX](#) based high intensity training

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business, or any strength training studio, we really need to focus on creating a great customer experience. John, thanks for being with me today.

John: Thank you so much for having me. The list of guests that you've had in the past, those are big names, and I'm very humbled to be included in that list in some form or fashion. Guys like [John Little](#), and [Dr. Doug McGuff](#), and [Luke Carlson](#), it's because of individuals like that, the giants that I get to stand on the shoulders of, that continue to inspire and motivate me to contribute to the high intensity training community and to the fitness industry at large. So, it's an honor. Thank you, so much.

Lawrence: Thank you, and your humility is probably your greatest asset John, I appreciate that. Let's get started shall we. You got the slide deck there. We've got slides up in front of us. Let's go through these and we'll explore each one and ask you questions as we go.

John: Okay.



Lawrence: Number one, client acquisition. We're going to talk about this first are we? Do you want to just kick off how you want to talk about this and then I will dive into it with some questions.

John: Yeah. We have a few different methods of how we acquire clients. Primarily we've been working off referrals. Probably like 80% of all of our new clients come from a referral source, whether that's a collaboration partner that we have with another business here in town that aligns with what it is that we are doing. What that would look like is there is so much to what goes into the results in the progress of any exercise regimen or fitness lifestyle. Exercise is obviously a very big pillar, a very big part of it, but there is so much more of the recovery aspect that is in my opinion actually the more important piece of the equation.

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We have a very simple formula here at [BioFit](#) that we follow and then we just educate our clients about, and its work + rest = growth. Very simply, when you exercise and you do damage to the body through that exercise, it's not the exercise that is giving you necessarily the result that you want. It is the recovery from the exercise. You have to be able to tear your muscles down accordingly and create those metabolic processes in the body to force the adaptive change which we obviously do very well here mainly because of the technology that the [ARX](#) and [Vasper](#), and the [CAROL](#) that we use. But it's the sleep, it's the nutrition, it's the hydration. It's the restorative, the rejuvenation aspects, the cortisol levels being managed, and stress being managed accordingly so that the actual changes can happen. We've created a lot of partnerships or collaboration opportunities with a nutritionist, and a couple of chiropractors, and acupunctures. I reached out to who I believe are high powered authentic transparent practitioners in as many modalities as I can find that I would believe will help my clients and get them to their results and their goals as quickly as possible. But we get a lot of referrals from people like that because we share a lot of clients back and forth. And so referrals is number one.

Number two, you know, obviously social media - Youtube, Facebook.

Lawrence: Sorry, John, just to stop you for a second because I want to ask some questions about number one, referrals, because it makes more sense to ask now while we're here.

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John: Of course.

Lawrence: That was fascinating hearing when you talk about that. I'm just curious, maybe this is obvious, maybe I'll say it now. But in terms of how you go about creating those partnerships, do you start off by saying, "Hey, company ABC, nutritionist or chiropractor, I'd love to send some business your way. I have some clients who are in need of your services or interested in your service." Is that how you might start it so it's like delivering value straight away and then by providing them with clients? They're obviously going to end up reciprocating and giving you those referrals. Or if not, how do you go about building those partnerships?

John: I have my own regimen, routine so to speak, on how I execute the work-rest-grow formula, and in that, I have practitioners here in town that I prefer to use that I consider to be the best of who I've experienced. I lived here my whole life and so I'm very aware of who is all practicing for the most part. Obviously, I ask for recommendations all the time for different people. But once I find one that I really believe in and that I feel is best for my clients and then for myself, I simply just ask them if that's something that they are interested in pursuing. I'm already a client of theirs. They already have me convinced that what they do is helpful and that works, and the relationship that we built around that is already very powerful. If I'm using the service, and I'm getting results, and I'm feeling better, looking better in making progress, well then, it stands to reason that so would my clients because my clients do the same thing I do. I think it has a lot to do with my leadership velocity in the military where I lead from the front. I'm always going to be the first

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person to try something or I will always be in front of people who I'm trying to lead, and I do that by example. And so, I would never refer my clients to someone or something that I don't believe in or that I haven't tried myself or I'm currently doing or using, so there's a lot of credibility where that's concern.

I believe that as an entrepreneur in the sense of a business professional in general, I think that referral power is a type of currency that can be used in the business world. I take very good care of that reputation and that credibility. Because when I tell my clients about a masseuse or an acupuncturist... There is a place here in town called [The Wellness Agora](#) that is like a biohacking recovery space that has cryo and float, and I am cleansing in salt rooms and all bunch of stuff. When I refer somebody to that place to go try it, they don't question much about what it is that I'm saying. They just go and do it. There's a currency to that. If you can get me to buy the thing you're doing, there's a hundred other people behind me that you can to a degree count on also at least try it at once. Some of the ways in which I go about recovery and relaxation that don't necessarily resonate with everybody, right? I'm a huge fan, a huge component of flow tanks. And I have plenty of clients who have, just taking my word for it, gone and tried it, and it's just not for them. That particular experience, the isolation, the darkness, you know being alone with your thoughts that freaks people out. That's not something that some people are ready for.

But the point is, it works. It's the experience that I'm wanting them to have and it's the mental shift that I'm hoping that they make that gets them into thinking about,

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okay, this particular modality might not be the thing that resonates with you but we've got to try to find something like it that's going to help promote the recovery so that we can get you to do your results. It's about going out, trying to find who I deemed to be very good or the best at what that offering is for that piece of the puzzle, and then I offer to them, "Hey, what we do is very complimentary. It makes sense that we would share clients. Would you be interested in having a conversation about what that could look like, whether that's just referring people back and forth, discounts?" I give a lot of discounts to a lot of clients who come from some of those referral partners. It allows them to obviously give value to their clients as well, right. It gives them another opportunity to get to know their clients a little bit better outside of just one thing, that vertical thing that they're offering, right. It allows other practitioners and professionals to engage with their clients in a way that they would have maybe not thought of or just haven't been doing yet.

It's really about conversation. It's about winning. It's about trying to set a win-win situation between me and another practitioner or another business because when the tide rises, all the boats rise, right. If I'm winning, they're winning. If my clients are using their service, their clients are using my service. I'm not a chiropractor, I can't adjust, and I can't fix subluxation. I don't really know all the things in their brain on how to treat a patient. But I know it's important. I know that it works and I know exactly who to send them to, and so I try to develop relationships with those professionals accordingly so that I can get their confidence and me because those are their patients. They want to know that their people are being taken care of. Because if they're not going to be here to take care of them, I have to be that proxy.

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It's just going around town within some type of a radius of where you operate your studio or your practice. Go find people who are in-line with your values and how it is that you want to show up for your clients. As long as that is complementary to the thing that you're offering, it makes sense to do that. I just go around and I find as many people as I can who are in alignment with what I'm trying to offer to my clients, and I just simply ask.

Lawrence: I love that. Just to add on to that, a lot of the members are familiar with me talking about the value of [BNI](#), networking. This is quite a nice synergy. I hate using that word, but the only word that comes to mind is something like [BNI](#) because you basically create what's called a power team. You have individuals who compliment your business – physiotherapists, chiropractors, nutritionists, or sort of nutrition coaches, that kind of thing, fat loss coaches. If you can identify those people, find good ones obviously, and then have them join [BNI](#) or maybe find them within [BNI](#), then not only you're going to see a lot of referrals back and forth anyway having those partnerships and giving you each other business, but also if you can channel it to something like [BNI](#) and it's going to amplify that. And you're going to get even more business because everyone else in [BNI](#) is going to see how much of a great contributor you are and so people in your local chapter and they are going to give you business as well. I think that's a great compliment to what you said.

Okay, just touch on this for one more thing here. Actually, you know what, you are going to go on to talking about other ways you acquire other clients. I'll let you do

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that and then we can obviously move on to talking more about the customer experience once they become a client.

John: Yeah. I mean, obviously social media, so Facebook, Instagram, YouTube, websites, all the traditional digital marketing methods, LinkedIn, stuff like that. We don't get much traffic at least yet from those things for probably two reasons. I don't know which one is probably more prevalent than the other. But, one, would probably just be that we don't have a very big marketing budget. As we discussed yesterday, I'm sure we'll probably get into it at some point today. I have a methodology or philosophy of how I kind of run business so that I put people before profits.

I have to charge accordingly in order to keep my business going and I have to pay my people and make sure that there's a survivability so to speak. But that doesn't leave me with a whole lot of extra money at least yet to reinvest back into big digital marketing campaigns. We're not running like Facebook Ads constantly and we're not all over the news and the radios and all these things. We've had plenty of offers, plenty of opportunities to do those things, and we offset some of those costs, sponsorship type of things with bartering. That kind of rolls into the 'sacred commerce' aspect of how I like to do things. With a lot of other business owners that we collaborate and share referrals with, we just barter. Or we heavily discount the thing that we're providing for each other in order to better benefit long term, not only our clients, but ourselves. And so there's paying full price for a lot of the recovery things that I get to experience but it's by virtue of that it makes sense for them to discount my service and some of my client's services because of the sheer

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volume of new customers and things that I'm able to bring to the table. Obviously, when somebody has a great experience they have a very high propensity to want to share with other people.

And then the second thing would be that the reason why I feel like marketing at least for an [ARX](#) or a smart fitness studio such as mine doesn't work as well is because it is so difficult to explain what I do. I have yet to find somebody who can fully comprehend and understand what an [ARX](#) workout benefit entails without having them physically try it. It's just there's no amount of explanation that I am going to be able to give you. There's not enough science, there's not enough time in my day to regurgitate as much [Body by Science](#) or [Nautilus Bulletin](#) or [Deep Fitness](#) that I've read and consumed that's going to get them to understand it. They have to experience it. They have to feel. Now, let's say that it's probably very similar to [MedX](#) and [XForce](#) and all those machines. Just high intensity in general because it's so unfamiliar, it is so unknown, that in any marketing attempt that I've made, I get so many more questions than I do like inquiries to want to come in and try it, if that makes sense.

Lawrence: Let me just interject a moment here. I think it's interesting because it's a common theme in the strength training industry where the successful faster growing businesses are acquiring most of their customers via referral. A lot of them don't have large external marketing spend or allocation of budget because simply they don't need it. They focus more on operations and generating referrals. I like to just

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spend a little more time there before we move on and just ask you when it comes... Well, actually, you correct me because we're obviously going to be in the next couple of slides here. We're going to be talking about your customer experience, what that looks like. And maybe that's going to answer my question which is how does that lead you generating referrals from your clientele because I know you've got referrals. What percentage would you say comes from your partnership versus your existing clients in terms of referrals, and if you know those numbers or could guess?

John: I don't really know. I don't know the numbers but I'm going to guess a little bit. I would say it's like 70-30.

Lawrence: In favor of what?

John: 70% referrals from existing clients and probably 30% from the partners.

Lawrence: Wow. That's great. With that in mind then, shall we start moving into what a customer experience looks like once they become a customer?

John: Let me offer one more thing.

Lawrence: Go for it.

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John: And I think I brought it during our first interview last year. I believe I did briefly. But the thing is, again, this is a method. This is how I did it. This is how I feel like it could work for some people. Expectation management is a real thing so I don't want to offer advice and then offer it in a sense that like, "Hey, this should work for you but if it doesn't there's something wrong," or your mentality is off or whatever. But what I noticed or what I noticed in the 3 years that we've been open, especially in the first 2 years for sure, as an entrepreneur and a self-funded entrepreneur for the most part, I have an exorbitant amount of time and inversely no money. If you don't have a marketing budget, if you don't have the ability to use money to work for you a lot like investment because that's what exactly what you're doing is you're investing in some type of a marketing program or something that's going to produce fruit in the sense of customers coming in or clients being aware of you. If you have more time than money, then just spend the time. Invest the time marketing yourself, right?

For example, when I first started, when I only had 2 or 3 clients an entire day, and I have 18 hours in a day to maximize my productivity and what it is that I'm trying to do and grow, well, I would spend that time in the studio with clients. And as soon as the clients were done, I hit the street. I was knocking on doors. I was offering collaboration opportunities to people and offering for those business owners to come do the thing and for free. It's not free in a sense that- it's still costing them their time which is like the most valuable thing any of us ever have. But if you don't have the money to spend on marketing, then you are the

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marketing, right? Become a product of your product. Be the walking billboard for the thing that you are trying to offer or sell and you'll spell yourself. Your results, your product of the product is what will be the first impression that would be the thing itself. If you don't have a lot of capital or money to invest into marketing, then just go do the marketing yourself. Just go and ask people. That's a really scary thing for some people to do if you don't have the people skills or if you don't have the confidence to just strike up a conversation with a stranger and then have the courage or the confidence to just talk about yourself and your passion and the thing that you believe is going to help fix the world. That could be very challenging, and I understand that completely. It's a lot easier said than done.

I take it for granted sometimes just how easy it is for me to do that. But I think that has a lot to do with just my life experiences, all the different types of jobs that I've had in sales, or just being in the military, and being a leader and being in front of people counseling. If you don't have the money that probably means that you have the time. Just spend the time going and educating as many people out there about what it is you're doing and just realize that it takes time. It takes time to grow. I'm not a farmer. I mean I grew up in the city. I'm like a concrete kid, right? I've never really grown anything with my life in terms of food or plants, but I do understand that when you plant seed in a field, you have to like to tend to that seed. You have to water it. You have to talk nicely to it if it's a plant or something. But you have to wait, like, there is a planting time, and then there is a time to reap – sow and reap.

Lawrence: Something like that.

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John: But it takes time. You can't just think that you're going to put a Facebook post or an Instagram story or whatever out there, and then like 3 days later, just people are going to be pouring in your door. That's not how it works. Just be patient, use your time wisely, and accordingly. And if you don't have the money to spend on client acquisition whether it's through some type of a lead generation or maybe you can't afford a [BNI](#) group or something like that. But like networking and just being a product of your own product and just being out there, outside of your business, talking about it, generating interest and awareness, that is going to pay in my opinion at least in the beginning of things. That's going to pay such larger dividends given what it is that we do and how hard it is to explain, then just like throwing out some ambiguous information to people who may or may not even be looking for the thing that you're offering.

Lawrence: Great advice. Go out there and hustle. Get as many people in for free workouts as possible in the beginning, honing your craft, and get practice. Realize that the person in front of you might not be the ideal fit for your business but they probably know people who are. And so, if you're going to always think about giving the best experience possible to everyone you come across, then they're going to be talking about it with others. If you see someone in front of you and you're like, well, they are not going to sign up and you give a crappy workout then that is terrible because you just lost a ton of potential referral opportunities right there.

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You're right, I think if you're in this business, if you really believe you're absolutely changing lives, if you understand the value that we offer all of us in strength training and you just believe so much that people are just stupid if they don't invest in this, you have to believe that I think. It just became 10x easier to sell it. If you don't believe that, it's going to be more challenging. If you have that, and like you say, get out there. I saw a lady today who I see all the time, walking up and down the street near me, she power walks. She does it every single morning. As I was driving and I saw her and I thought, you know what, next time I see her and it's convenient, I'm going to pull over and I'm going to talk to her. I'm going to say, "I see you power walking every day. What are you trying to get out of this? What are your health and fitness goals?" Strike up a conversation. "I know this is weird. I know you don't know me but I see you every day. I run a personal training facility that I really help you get amazing shape in a time efficient manner. There you go. I mean, that's the attitude we'll have to have. And like you say, if your budget is low or there is no budget, there's tons of free networking groups. Just get in front of people and get people in for free workouts. That will explain about anything else is just getting them to experience the stimulus. Great stuff John. Where do we go from here?"

John: Let me add one thing real quick just because you...

Lawrence: Just be conscious of time.

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John: Yeah. Just real quick. I know I got it. When it comes to those [BNI](#) groups though, when you're in those networking opportunities, I would just offer. And this is a lesson that I learned from one of my clients who is a health business life coach. When you're meeting somebody for the first time in a professional networking environment or just in general, sometimes the person who you are trying to sell to or sometimes the person whose problem you're trying to solve, that might not be the person who you need to meet. But that person probably knows someone else who you need to meet. I would just offer that. When you're in a circumstance when you're talking to somebody and you're trying to explain to them what you do, if it doesn't end up resonating with that individual at first, don't take that as a loss necessarily. Because the thing is, and this just happens time after time after time, most of the people who I meet, the first level of person that I'm talking to at that moment, the majority of the time that is not the person who I was destined to meet so to speak. It is someone they know. They are the gatekeeper to the other person who I'm way more resonated to meet with, or that I need to meet or work with, or whatever. I would just offer that like in a network capacity. The [BNI](#) groups are great. They have a lot of power. There is a big engine behind that in terms of referral.

But just if you're meeting somebody and talking to them, and if they don't seem like they are interested in the thing that you're offering, it could just be a timing issue. There are so many factors that will go into a no as opposed to an immediate desk, but just don't take that as defeat. Maybe ask them if there is someone they know who would be interested. For every person you meet there are 100 to 500

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people who are friends, acquaintances, or family that they know that you probably need to just move through in order to meet that next person. Don't take that initial 1-on-1 interaction as all or nothing. That's not the W or the L that you're looking for. It's probably somebody else that they know. Does that make sense?

Lawrence: Totally makes sense. Love it. I completely agree.



John: The next thing would be client experience. Once we get someone interested and committed here, in the studio, to experience what it is that we do, the very first thing that we have everybody do is obviously we do a demonstration. We put them on the Alpha on the [ARX](#). We give them the big three which is the chest press, the seated row, and the leg press. We give them a tour of the studio and we explain what it is that we do, why are we different, what are the benefits of doing it like

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this in comparison on how they are either used to doing it or how they think they understand how they are supposed to be doing it based on what the fitness industry is telling them through all the marketing garbage that comes through Instagram and magazines and things.

We give them an hour. The workout itself takes 3 minutes, 3-5 minutes tops. On average, across the board. Even it happened this morning. We gave somebody a 3-minute workout. She did 3 movements. She did the big 3 and she completed all three in 2.5 minutes. The time under tension, the time underload, and exercise time is 2.5 minutes. The session itself was 6.5 or something. I was taking my time. Normally I can get that done in like 4 or 5 minutes. But then I immediately ask, literally as soon as they are done with the leg press and they haven't even rebooted their central nervous system back online, I ask them based on how you feel in your body. Like check in with you how long would it normally take to feel as fatigue and tired as you feel right now. Almost across the board, on average, 45 minutes to an hour is the most regular answer that I get.

What I do is I show them when they are done with the workout, I show them their summary statement on the screen and I say, "Okay, in 2.5 minutes we were able to produce what an hour's worth of exercise feels like." That's a very powerful revelation for them. And it's then that they start to really understand, okay, now I've already experienced the workout. They know what now muscle failure should or does feel like. Most people don't even know what true muscle failure really feels

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like or momentary muscle failure. But then we transition from that to efficiency. Now it's really starting to make sense. Now they know that they are going to feel a certain way that they are going to be able to bring their body down the most appropriate hypertrophy and fatigue in the body. They are doing it efficiently so now they know there is a time factor. Now they are starting to think, "Wow, what are all the other things that I'm going to be able to accomplish and spend my time doing without being at the gym."

Let's be honest, if you spend an hour at a gym, you are not working out for that hour. You might only spend 15-20 minutes underload with weights in your hands. The rest of the 40-45 minutes, you're walking around. You are watching people. You are checking out Sports Center on television. You are going to the water fountain. Maybe you see some cute girl in the corner. You're doing chest over here but... It's her leg day but all of a sudden your chest day just turned into a leg day, right, because you just want to be around that person.

The thing is, guilty. I can't tell you how many times in my 20s that I was like I'm doing this thing over here but then some cute girl walked in, and I was like, "Well, looks like I was just going to follow her around the gym today because maybe hopefully she'll talk to me." Personally for me if you're in the gym and you're firing compliments whatever on a female that's the super duper worst, wrong place to ever do that. If you go to a gym and you think hitting on girls at the gym is the right place for that. Hard no. Now, if they break the ice with you first then it's game on. But for me personally, I'm 37 years old. I think I have probably only hit on 2 or 3

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women in my life at the gym. Because I know why they are there. They are not there to meet me. They are there to do stuff. That's why I should be there. I shouldn't be there for social hour. I should be there because it's a part of my fitness and wellness regimen.

We start with feeling in the body. Then you give them the aspect of, okay, look at all the time you're going to have back to do whatever it is you want to do. Most people want to spend more time with their family. Most people, including my clients, either want to spend more time with family or more time working on their business because those are the two most important things in their entire life. Those are the two things that they have the least amount of time that they feel like they have. Now, feel, body, physical, and then time efficiency we do it. And then we fish with explaining to them or making sure that we check in with like, okay, even though it wasn't very comfortable and you get to be in charge of your own experience. You are in charge of how much intensity you experience or that you feel.

We reinforce that there should never be paying. I'm always very upfront and open about "No pain, no gain" is dumb. It's unintelligent and it's no way to actually get to where you want to go productively. We reinforce, yes, this was not very comfortable. But if you noticed you weren't in any pain, right? And we are doing the exercise biomechanically, nearly perfectly every single time. We are pointing out things like you're not going to be able to lock your joints. You don't even have to think about it. The great thing about the [ARX](#) that we completely take those two

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aspects of high intensity training, we take completely out of the equation. Things like focusing on your range of motion and focusing on the time under tension, or the kaitens, the interval speed for the concentric and the eccentric. [ARX](#) takes care of that for me and the client so they don't even have to think about it. I set the machines in 5 seconds out, 5 seconds back. The only thing that they are having to worry about is breathing and just don't quit. Just do your best and breathe. Obviously, because it's high intensity most people forget to breathe. And because the breathing method is so much different with high intensity training than it is with conventional training. If you are only producing force through the concentric then you have to reframe. You have to reteach them how to breathe accurately or accordingly. I take what could be done in 5-10 minutes and I make that last an hour. I seat these people down and I say, "Okay, why are you here?"

Lawrence: Just stop there. Now, you're going into the consultation? Are you doing the consult like asking them questions learning about their needs before you do the demo and go through the differentiators and the benefits? Which way around you are doing things?

John: I will give the demo first. Like I said, most of the people who come here were referred to. They were told that they should and need to be here. And then whoever is referring to them very similarly to how I treat my credibility in my referral currency, they just do what they are told. Majority of my clients are business owners, business professionals, C-suite executives or business owners in some form or fashion. Their referral power is very strong.

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For example, [Dr. Eddie Weller](#). He is like the [BioFit](#) official chiropractor. He is who I send every single person to that has any neurological issues that they would need to fix or prevention methodology. When he tells his people to come here, they don't question. They just do it. Now, he is able to guarantee that they become clients? No. Am I going to be able to guarantee that? Absolutely not. But them showing up for the experience is all but guaranteed simply because he just told them to do it. And it's not costing them anything but time.

Imagine being able to go to a restaurant and like picking an entrée off the menu that you've never had before and having that be free every time, like, every restaurant you go to. That's unheard of. That has never happened. Restaurants would immediately go out of business. But that is a risk that I have decided because we're offering the entire week free. Yeah, I don't really spend a whole lot of time gathering information before they get here mainly because I want to learn that information from them organically. I want to be face to face and I want to be present with them when I'm learning about it.

Lawrence: I was just going to say it was just interesting because most people do the consult before because they will then tailor the experience to that in terms of not only the exercise they do but also the talking points. Like if they really care about bone mineral density or strong bones preventing osteoporosis. They will focus on that in their rhetoric during the exercise. Now, obviously, with [ARX](#) it's pretty much a

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set thing right. There is not a great deal of variety by design. And let's face it most of the goals, if not all of the goals, people have will be addressed with what you're delivering with the exercise. I'm curious, I guess, why you don't do the consult before just so that you can probably tailor the communication even more so to what they care about? But, also, do you now find after the workout some people, if not most, are so exhausted and fatigued that they are not really that useful in terms of having a conversation. What do you think about those points?

John: Actually, that's a good point. It doesn't happen as often as you'd think. We have had clients that after 3-4 minutes of a demo on the [ARX](#) and they are really bringing the heat. There is no lack of try and effort that they displayed during that demo. Yeah, sometimes it takes people 30, sometimes 90 minutes to be able to have a conversation. I feel bad when that happens because then that's not what they were expecting. They may have to push an appointment or meeting to reschedule because they literally can't move. I have had people throw up from demos after 2 or 3 minutes. We have that [Vasper cooling pad](#). I've had a few clients literally pass out there. Not unconsciously pass out but like fall asleep just because they are exhausted and they have never exerted that much energy or force out of their body before. But, surprisingly enough those are the biggest fans. The people who come in and they really give their all, and they really buy in to how uncomfortable this needs to be in order to make the progress that they want. They are the most loyal clients that I've got.

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But again, because I have the opportunity for them to come back 5 days in a row if they have that in their time schedule, their time budget, then I spend the entire week getting to know them. I get them into the habit of coming here. For the next 5-7 days I'm already like, okay, come in. "Tuesday what time do you want to come in?" "I don't know." "What do you have available?" "I don't know. 3 o'clock." "Done. Wednesday what time are you coming in? Because Tuesday we are going to do the [Vasper](#). Wednesday we are going to do the [CAROL Bike](#). Thursday you are going to come back and we are going to do an all isometric exercise on the [ARX](#). Friday you are going to come in. You are going to do your [Fit3D](#) body scan and then I'm going to explain to you what body fat, lean mass, BMR, and all these." We go through the experience and if we can do that on day 1, right, then we do... We don't have a very rigid system formula necessarily that we go through. I know that for me personally I don't like sitting in front of the computer as I'm going to another practitioner and spend 15 minutes, 20 minutes answering a bunch of questions that quite frankly I'm not even sure if they are even looking at. I like doing all of my consulting in person because there is a reason why I'm asking certain questions. Again, it goes into the experience. And just because you're filling out a questionnaire or a piece of paper, that's not necessarily going to resonate with somebody to make them feel like you give a shit. But when you're in front of someone and you're asking those questions, you can have all of your questions prepared and ready to go. But the way in which you ask them and how present you are able to be with that client, that potential client in that moment, that is invaluable in my opinion and in my experience in comparison to just having a bunch

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of questionnaires that I'm going through and then trying to guess how I'm going to respond to that.

I like having everything happen organically and with transparency. I like being authentic. For me, I'm able to just react to the environment, into the circumstance very quickly.

Lawrence: Just to clarify. It's like a demo, talking about what makes you different, talking about the benefits of your services, busting any myths along the way. I'm sure there's plenty of that, then you go into more of what are your own goals, what are your needs, the kind of consultation phase afterwards. Is that correct? What happens there and after that point as well?

John: For most people they want to sign up and become members that day. But like what we're saying yesterday with you and [Mike](#), it's not that I don't like accepting your membership but just that we won't accept payment the first day. People are like, take my money, and they whip it out their credit card and they are like, "How do I sign up?"

Lawrence: Throwing cash at you.

John: Yeah. And I'm just like that's not how we do it here. Again, how I run things here works for us. It works for me. I would assume that it would work for most other people assuming that they have those skills to bring to that conversation and to

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bring to that consultation. But it just works, you know. We are in a people business. We are personal trainers. It's a very personal experience that these people are having. There is a lot of vulnerability that people are, not everybody, but some people are opening up to. They are having to say out loud the things that they don't like about themselves. They are saying that to a complete stranger, and then asking for help of having to surrender and admit to yourself that the thing you are trying to accomplish you are unable or unwilling to do yourself. There is a lot of responsibility where that is concerned with the trainer or facilitator. In my opinion, I am not going to be able to capture that value and that love and support system and feeling by knowing anything about them before they get here. In 3 years, I've never asked anything of anybody prior to them walking through the door.

Lawrence: Yeah. I mean, I completely agree. I do all the consultation in person for sure. Maybe occasionally I do [unclear] Of course, I'm happy to speak to anyone who is interested in our services. You actually got me thinking. What you said there was quite profound about people opening up in some cases when they are talking about what they really want from fitness, from their exercise program. I think it is important to understand that it might be more effective to have privacy whether that's a tiny little office or just out of the way. If you've got a busy training floor where people can overhear that's probably not ideal. You probably want to give that prospect some privacy so they are more comfortable opening up about what really matters to them.

John: For sure.

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Lawrence: Just too also say, I appreciate you caveating this presentation by saying, “Look, this is what works for me. I’m insane. I’m obsessed. I work all the hours.” I love that. I think that’s important because hopefully members in the [Membership](#) are smart enough to listen to this presentation, or watch this presentation, and do the whole [Bruce Lee](#) thing, right. Take what works for them, discard what doesn’t and create what is uniquely their own. I’m sure there is stuff that I say that John doesn’t agree with, and stuff that John says that I don’t agree with. But it doesn’t matter because ultimately we are just taking gems from one another and then implementing them in our businesses. I mean, look, everything John says is something that you should go ahead and implement? No. You should think about it. Use your own critical thinking skills to go, “Okay, is that going to be a good fit for our particular brand and our vision for our business?” Maybe some of that goes about saying but I appreciate you bringing it up. Back to you, where are we headed next?

John: After that, after the client leaves, within usually 4-6 hours we follow up immediately. It’s a very simple follow up. There is no asking for anything other than just, “How are you doing?” “How are you feeling?” “How are you experiencing your body right now based on basically a near death experience?” Like checking in on them. We start the process or the system so to speak like, hey, you are not just a client. You are not just someone who is going to pay a quid pro quo transaction or membership, come in, workout and leave, and then we don’t think about you for the rest of the day or the rest of the week. You are not a forgotten soul. Every single person who comes in is a part of the community, and we bring them in. We love people no matter where that is. It’s an unconditional love or unconditional

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support that we try to instill with the relationship that we have. But immediately, the same day, everybody gets followed up with. And then we say, “Hey, if you have any questions? Is there anything we can do? How else can we show up for you?” Sometimes most of the time they are good to go. “Hey, I’m all set.” “Hey, thank you. It’s a great experience. I’m looking forward to coming back and giving it another shot.” But every once in a while you get somebody to like, “I can’t lift my arms.” “I can’t wash my hair.”

But what’s really fascinating and what I love about how we do things in high intensity training world is even though, there is definitely a soreness especially if you have never experienced anything like this before, it’s not a debilitating soreness where they can’t function or use their bodies like they normally would experience with delayed onset muscle soreness or the overtraining that most people were doing. Because that is what’s really great about [ARX](#), one of my favorite things about the [ARX](#) is that it tells me exactly when to stop the exercise. There is no way to over train on accident on the [ARX](#) machine. If you have more soreness than you should, it’s because you purposely went past 40% inroad. And we explain why we don’t do that. Some people want to go do that. Every once in a while depending on the circumstance we’ll up that. But we do it as a way of reinforcing. We do it to reinforce. Here’s what 70% feels like. Why are we even doing this? Why are we even wasting this time? Why do you want to feel that tired? Take your ego. Put it in your purse. Put it in the bag, in the closet, because that’s not what we are trying to do here. Anyways, so we follow up. They come in, they demo. We establish a relationship. We get them to understand our philosophy and

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why we workout, exercise the way we do it here, why it works, why it is effective. We get them to feel it in their body and then we get them to understand it conceptually in their brain. And then, within 4-6 hours, depending on when they've come in for the demo. Always follow up the day of. That is imperative because again this is not a transactional relationship. I'm setting the conditions for them to immediately understand that and feel that day one. And then we just rinse, wash and repeat every day they come in.

Even if they are not coming in. Even when clients don't come in if they are once a week. At least 2x or 3x a week I am following up, "Hey, how is it going?" "How is life for you?" "Do you need anything?" Because we have an entire community of people who have the capacity, the desire, and the ability to help. If I ask you if you need help and you turn that down, and you actually do need help but you are too afraid to ask for it. Well, I can only do so much. Again, it's about pouring into the community of people because at the end of the day sometimes as trainers and as fitness professionals we want it more for the client than they want it for themselves and that gets exhausting. But if you can set the conditions that they feel like they are just as responsible and accountable to the process, to their goal, to what they are trying to accomplish as we are, then it becomes a partnership. Now we have a relationship that we have established because they don't feel alone. And that's the last thing that in my opinion you want any of your clients to feel is alone and that you only care about them when they are at your studio or when they are cutting the check.

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Lawrence: I love all that, John. I know you only got 14 minutes left. I know we've got a whole bunch of slides. We're going to need to be a little bit more efficient to get through this. You've shared some gold so far. But I'm just conscious we've got a few slides and a few key points you want to make so I'll let you push on. But I just want to let you know we definitely need to wrap up in 14 minutes. Go ahead.

John: I can make that happen. I've only got 4 slides.

Lawrence: Cool.



John: We're already halfway there. The next thing that I've learned and developed, and this is kind of my own thing. 'Sacred Commerce' isn't really a term that I coined. I actually got that from a business called [Café Gratitude](#) in Kansas City which is really

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what inspired me to run my business the way that I run it and just the metaphysics of it. Getting into what clients are actually trying to accomplish and then reframing, restructuring that paradigm or that thinking shift is a very, very big part of what we do. I'm sure you can attest to when you have clients that are only used to exercising in a conventional environment and then you introduce them to high intensity training, and you try to explain to them that you only have to work out 20 minutes a week. That requires a lot of unlearning. That requires a lot of restructuring the neural pathways in the brain in order to understand why and how that is. When people ask me what am I supposed to do when I'm not here? Well, you're not supposed to just sit on the couch. You are not going to just want to be sedentary. You can do other things. You can run, you can cycle, swim. I've got a guy... It's frustrating. I've got a guy. He comes here once a week and just destroys himself on these machines. He just can't get enough. He will leave here crawling sometimes. And then, this crazy motherfucker, he'll do 5 days of [CrossFit](#). It blows my mind how this even happens and, one, how he is able to do it, and two, even after being a client of mine for 18 months he is still in this thinking paradigm of more is more.

Meeting people where they are at and putting the person before the profit is what fills me up in the sense that when I can get... A lot of how I get paid, how I choose to get paid comes in the form of feedback and testimonials and just knowing that I'm making a difference in people's lives. Because when I get the feedback that I get, the quality and the length of testimonials and emails and text messages and the phone calls and all the things, the way that makes me feel. I can't go to the store and buy that feeling. There is no commission check, there is no W2 paycheck

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that you can itemize and be like, okay, you are going to feel really satisfied from this particular thing. Here is a \$75 commission for this thing you solved and that's going to make you feel good about literally saving somebody's life from an existential crisis. Or giving them a new purpose for living in a way that's going to serve them better and the community better. I lead with those things. And I choose to believe, and so far it has been proven true, that when I lead from a metaphysical perspective and I lead with pouring into people and making sure that they are getting everything that they need in and outside of my studio, the profits just come. Money will show up. The seed will bear fruit. But I don't need to stand over the seed every day and wait for it to sprout so to speak. I spend an exorbitant amount of my time making sure that my tribe and my community are taken care of in any and all ways, so not just with exercise.

Lawrence: Let me just check this. At this stage you've got 99 clients. Is that right?

John: Yeah. We actually just signed up our 100th client.

Lawrence: Congratulations. And so 100 clients, that's a lot of people to be checking in multiple times a week to see if they are doing okay. It's a lot easier once you have systems i.e. email service provider which will send automated emails to people based on a set of triggers. Maybe they don't show up one week and an email pings out and says, "We missed you last week. What happened?" Or maybe an email goes out a few days before their session to remind them. And obviously you can set these things up in a software like [MINDBODY](#) and an email service provider. Let's talk

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about how you do it. I mean, are you still keeping in touch with that same level of intensity with all 100? How are you doing that without going insane?

John: I have figured out how to perform as effectively and efficiently as I feel that I need or I can with about 6 hours of sleep a night. I spend the rest of the 18 hours a day just engaging. So throughout the day I'm sending emails. I really don't even send them emails. I send text messages. I'm reaching out, "Hey, how are you doing?" I go through the entire day's calendar and I'll send out 30 text messages in 4 or 5 minutes. I have a list of people who I'm just like, okay, I haven't heard from them in a day or two. I go back and read maybe 3 or 4 previous messages that I do or that we exchanged back and forth, and I just engage. We're busy, but how many friends do you keep in touch with on a daily or weekly basis?

Lawrence: Is that a question for me?

John: Yeah.

Lawrence: A very small number to be honest. Handful.

John: In my mind and in my heart I have 100 best friends that I'm very much interested in and bought into their happiness and success. My client's goals become mine. I absorb what they are trying to accomplish and now that is a goal of mine. That is a thing that I am now trying to accomplish. My task list is really long and it keeps getting longer because we keep getting more clients. It's so important to me that I

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keep in touch with all of these people. And I do better with some than others. The thing is, some people need more pouring than others. Some are just self-starters. I might send a text message to somebody on Monday. I might not hear back from him until Wednesday because they are busy. It just flows. It's so hard for me to explain. I just do it.

Lawrence: What about when you're deployed, the military, how will you do it then?

John: I'm actually super sure about deploying overseas. But I am actually really excited about how I execute that program so to speak. The [ARX](#) connects to the internet. I have the ability to be overseas in Kuwait and I can administer an [ARX](#) workout for every single one of my clients online if I wanted to. I can control the machine if I wanted to.

Lawrence: Okay.

John: I don't even have to be here and I can still provide the best workout on the planet. What that looks like is just the same thing. I still have access to the internet over there. I can still send text messages and emails in Facebook, Messenger, whatever. As a matter of fact, I'm actually going to have more time over there to do that more deliberately than I do here. It won't take me as much time when I'm there to do all the things and keep in contact with everybody as I do here because I have way more distractions here. There is a lot more... Life is more dynamic here than it is over there. It's really simple. They ship us over there. They lock us in a box in the

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desert. We are there for a year. We have missions and things that we are doing. But for the most part, I'm in one spot, one thing. I have one job and that's it. It's actually a lot less stressful for me when I'm over there.

Lawrence: Do you miss [ARX](#)? Or do they have an [ARX](#) there as well? Did you tell [Mike](#) about that?

John: One of the things I thought about doing was talking to [Mike](#) and [Jayson](#) about... I got to get over there and see what's possible. I have to figure out where I'm going to put this thing. I very much am trying to figure out how to get an Alpha ship over to Kuwait for at least my unit, my division, so that I can train on [ARX](#) when I'm there.

Lawrence: Otherwise it is dumbbells and press ups, right?

John: Yeah. That is something that I am pursuing. I just hadn't brought it up to them yet. But now that they are listening we are going to talk about those guys.

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Lawrence: Awesome. Okay, so we got 3 minutes. Let's get to this final slide and wrap this thing up.



John: Okay. I'm obviously, probably the loudest proponent for [ARX](#) outside of the [ARX](#) team - [Jim](#), [Mike](#), [Jayson](#), [Ryan](#). But it's because I believe in it and because it works. When you ask me, "How do you have time to do all the things that I'm doing and to follow up with the client?" Again, I don't want to project on somebody. I don't want to put any unrealistic expectations on how I do it. I'm very grateful that you had acknowledged that earlier about me. But it's like I don't know how to explain it other than this. [John Zarbock](#) the consciousness, the sentient being that is [John Zarbock](#) on this planet, in this time, at this time, I was put here to do exactly what it is that I'm doing right now. My purpose for living in my life span between 1984 and whenever I die 140, whatever that math is, I was put here to influence and

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help people achieve their maximum potential or as close to it as we can get together. How I am expressing that, how I am manifesting and showing that up in the world is through high intensity training exercise as via [ARX](#), [Vasper](#), and [CAROL](#) and soon other biohacking equipment and modalities. I believe the same way that you believe, like, do you think the sun is going to come up tomorrow?

Lawrence: I certainly do.

John: Yeah. In 5 years there is going to be 10,000 [ARX](#) machines peppered across the globe and people are going to not use free weights. If you are using free weights in 5-10 years... And I believe this in my soul based on what it is that I've seen and experienced, and I see the momentum growing, and the education is blossoming and broadening. If you are using free weights in 5 years, that is going to be like playing [Super Nintendo](#) now. It's going to be cool for about 20 minutes but then you want to put your VR goggles back on or convert back to [XBox 6](#) or whatever. There is a nostalgia that will always remain when it comes to throwing weights around and living out your dream of living in [Pumping Iron](#) for a gym session or whatever. I am convinced that the future of exercise has everything to do with the technology that will continue to be produced. And that there will be [ARX](#) machines or something like it in every fitness facility on planet earth. And so I'm on the forefront of one of the most revolutionary and disruptive technologies that the fitness industry has seen literally since the [Nautilus](#) machines.

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I can't work enough hours in the day. I can't not get enough sleep. I don't sleep deprive myself. But the reason why it's so easy and simple for me to just do the things that I do and get into the meta of business and with people and with client interaction is because this isn't work. This is literally my life, and I live it that way. I live what I do. I'm not going to say that you necessarily have to adopt that same level of passion because I don't believe that that's necessarily necessary in order to be successful. But of course, being successful means different things to different people.

The [ARX](#) is the greatest thing that has ever happened to me in my entire life. Reading [Body by Science](#), discovering [Arthur Jones](#) and the high intensity training, and then accidentally falling into the smart fitness studio concept that [Josh Jarrett](#) has with [Quantify Fitness](#) in Nashville. Those three things in the last three years have completely changed and revolutionized every single aspect of my entire life, not just with my fitness and exercise routine. How I approach life is now better and different, and it feels better. I feel closer to being self-actualized. Doing what it is that I do and knowing what I know now in contrast to what I didn't know for the last 25 years, I feel closer to self-actualizing now than I ever have in an entire 20-year career in the military. Because of my self-actualization through the realization that I actually had during a float experience about 2.5 years ago, my peak on the [Maslow's hierarchy of needs](#) is only attainable if I can help other humans self-actualize. Not my version of what self-actualization means but their version, and I pour into what they want. I don't like it about me.

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Now, it's a very selfish thing that I'm doing. I call it extreme selfishness. There is a book that was written by [Ayn Rand](#) in like probably the 60s or 70s or maybe even the 50s called [The Virtue of Selfishness](#). What I have found is that by being extremely selfish in my desire to self-actualize myself, I have to be willing and able to give that to other people and help raise everybody up to get to where they want to be. And when I can do that, I get to feel like I matter and that my purpose is being fulfilled. The advice that I would have with all that is, if you could tap into whatever version of that is for you and how you run your business. My business is like my kid and I'm growing it and I'm putting myself into it. I have unconditional love that I bring to the experience. Not only with my business but with the clients of my business because it's all the same to me. If you could do that on any level or shift to maybe incorporate that into what it is that you're doing and how you offer your special thing, then the sky's the limit.

Lawrence: John, that was awesome. What a great way to finish. Your passion is palpable my friend. I really appreciate this very different but very inspiring and useful presentation from you. I certainly learned a lot. I'm sure members did as well. Best way for people to find out more about you and [BioFit](#)?

John: Let's see. My website biofitstl.com. There is a business line, a phone number on there that's not my personal number. I don't mind if people reach out to me personally so my cellphone number is 314-413-1893. My email, john@biofitstl.com. Or on social, Facebook, you can reach me with my name or BioFit STL. If you just do a Google search for 'BioFit' or 'BioFit STL'. BioFit STL is

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probably more appropriate because apparently there is some Canadian freaking supplement out there called BioFit that's basically like [Hydroxycut](#) but terrible or equally as terrible. I'm very easily found. There is not a whole lot of Zarbock out there.

Lawrence: But also you are a member in the [Membership](#). John is also a member in [HIT Business Membership](#) so if people have questions, you can probably post under this. If you don't see that I can certainly bring that to your attention, John, if that's okay?

John: Yeah, of course.

Lawrence: For everyone in attendance, this will be transcribed for future reference as well. If you prefer reading we'll have a PDF with transcript and images from the presentation as well. Thank you, John, for being a member. Thank you to everyone else for being a member as well. I really appreciate it.

Just so everyone is aware, next month we've got [Luke Carlson](#) returning to the [Membership](#) and we are going to be doing a whole presentation on how to retain clients. We are going to be using the data from [Dr. Paul Bedford](#) which was shared on his virtual [REC](#) presentation on what data shows in terms of what works to help retain people. Also, we are going to combine that with the latest insights from [Discover Strength](#) on retention and retention strategy. Think of this as the ultimate seminal retention content for a strength training studio. It's going to be a must

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watch for everyone in our space. I'm really excited to put it together with [Luke](#). You can register for that in the Business Live Q&A section in the [Membership](#).

John, thank you so much. I must shoot to [unclear] but I'm really grateful for your time today.

John: Hey, thank you so much, Lawrence. I really appreciate everything.

Lawrence: You are most welcome. Talk to you soon, mate. Take care.