

## April 2022 – Blair Wilson - How to Acquire Clients

Lawrence: Welcome everyone to the [HIT Business Membership](#) content for April 2022. We do this every single month and we tend to do it with an expert in business and/or personal training, in strength training business, or high intensity training business. We've done previous content with [Dr. Doug McGuff](#), [Luke Carlson](#), [Jeff Tomaszewski](#), [John Little](#), [Bill DeSimone](#), and many more.

Today's guest is my friend and [MedX Precision Fitness](#) founder [Blair Wilson](#). [MedX Precision Fitness](#) is a strength training studio located in Toronto, Canada. Blair in my opinion is one of the most modest individuals in our space. I will do most of the complementary talking because I know he won't big himself up very much. They have a very successful studio business.

How many members in your team currently, Blair?

Blair: We dropped down to 4 including myself now. We were up a little bit higher than that pre-pandemic time. We're crawling our way back up.

Lawrence: You do amazingly well. We were talking about how you responded to [COVID](#). And then since things have started to open up a little bit more how you've been focusing on growing the business. It's really inspiring. I've seen that whole journey. I think it is more to the reason why I think you're someone we can all learn from in terms of growing our business and how successful you've been with [MedX Precision Fitness](#) over the years. I'm excited to learn more from you today.

## April 2022 – Blair Wilson - How to Acquire Clients

I was looking at all the things that the members really value and enjoy in the [Membership](#). No surprise, but marketing tactics are right at the top of the list. Even though retention, systems, and other things like that are of equal if no greater importance. But this is also fairly important too.

You said I've got two killer marketing strategies that are working really well for us right now. I'm really excited to get into that with you. I'm going to present it here on my screen. If you just bear with me for two seconds everyone. This is the presentation from Blair on two marketing strategies working for us. I'm excited to learn what you guys have been up to.

Blair: Yeah, I worked this through this morning really quickly.

Lawrence: Thank you.

Blair: It's an interesting case study right now because we were closed through until around the beginning of February. We are shut down from a [COVID](#) perspective again. We stayed open like we've talked about with medical exemptions. But every time we close, our medical exemption clientele is about 60% of our open clientele so dropped 40 points right off the bat. This last round of shutdown was really interesting. We didn't really get the same level of interest uptick as every other reopening. I don't have clear reasons for this. But it wasn't just our facility. It was gyms in general. I've got a brother-in-law that owns a cross fit gym. [Mike Petrella](#) and I were talking

## April 2022 – Blair Wilson - How to Acquire Clients

about it and other people in Ontario. Nobody was really getting the action that they were getting from every other reopening. There is [COVID](#) conversation to blame for keeping people hesitant. And then, there are also some pretty interesting protest related things going on in Canada at that time that had people preoccupied. We had a really rough re-entry to the New Year like 2022 was slow.

We stepped back and implemented these two things with really, really good success. We started seeing a payoff right at the end of February. And then, all the way through March and April is just rocking with this.

Lawrence: We are talking about 2022 February, March, and April.

Blair: Yeah.

Lawrence: Okay.

Blair: It has been a pretty rough two years as we talked about but we were lucky to still be here. We've kind of had to hit reset on everything. Our retention numbers are not accurate depictions of what the heck is going on because we are starting as 2022 being, "Let's go. Let's hit the ground running again", because we've been open and close so many times. This is cool. I'm excited to talk about this.

## **April 2022 – Blair Wilson - How to Acquire Clients**

Lawrence: Yeah, sweet. We've got two strategies here. Is it the two here? Local business associations and condo building groups?

Blair: Yeah. Condo building is for us. You could also think about this as a homeowners' association too. You can do one of those things.

Lawrence: Okay, cool. Can you describe what each of these is? It's not obvious.

Blair: Yeah, for sure. Toronto is a big city made up of a whole bunch of different little communities and each one of those communities has their own business association or resident association. From our perspective, it is called the [Old Town Business Association](#). It's made of many city blocks. And that association works with all the businesses in the area to do promotions, advertising, and provide value for the people that live there or visit there. They've got Instagram pages and Facebook pages. They send out newsletters. They are constantly looking for content which is a perfect marriage for a small business.

Lawrence: Just to back a second. Local Business Association (LBA), does that include like Chamber of Commerce? Is that the same kind of thing or is that different?

Blair: I think it is a little bit different. It's a little bit more micro than that or a little bit more local than that. Our [Old Town Business Association](#), if you're a

## **April 2022 – Blair Wilson - How to Acquire Clients**

business in the area, you are automatically a member. They've got somebody employed that runs all their social stuff. It doesn't cost anything to join. They have x number of Instagram followers or x number of people in Facebook Groups. They do a combination of advocacy, advertising, and just general. I guess they do surveys and all that kind of stuff too. They work with the Chamber of Commerce and then they also work with small business associations, and then they would be in communication with local members of parliament or city parliament.

Lawrence: Okay, cool. I guess we'll get into how you go about finding that in your local area in future slides. Is that right? We are just defining what they are at the moment.

Blair: Yeah, for sure.

Lawrence: Alright, so condo building groups. What is this one?

Blair: Condo building groups or homeowners' association. Where we are in Toronto, we're surrounded by high rises and medium rises. We are right downtown. Inevitably, you're going to have people from the area that live in one of these places. We just have tapped individuals to see if they would help us either get in touch with their property management company or into their locally run Facebook Groups. We've had a huge amount of success with that.

## April 2022 – Blair Wilson - How to Acquire Clients

Lawrence: Wow. I love this. Let's get everyone a little bit excited. Literally, our mutual friend [Bryce](#) who people recognize, [Dr. Bryce Lee](#) from featuring on the podcast and in the [Membership](#), and as a member of [HIT Business Membership](#). He recently finished... Which one did he do – condo building groups or HOAs?

Blair: Homeowners' Association.

Lawrence: Homeowners' Association or same thing, right?

Blair: Yeah.

Lawrence: He's had a good response from that after following up which is a key thing. He's had a great response which looks like it would go somewhere. Adding on to that, can you talk about some of the return on investment you've had with both of these strategies and then we'll get into the nuts and bolts.

Blair: Yeah, for sure. We launched into the condo association not with the property management group. We'll talk about some pros and cons of each of these in other slides coming up. But we did it through locally run Facebook Groups. I think that's the way to go if you could do it but there is nothing wrong with the property management side of things. We launched towards the end of March with that specific campaign and we have sold 13 of those

## **April 2022 – Blair Wilson - How to Acquire Clients**

promotional intro packs since March 17<sup>th</sup>. That's 13 new people from one post shared by a current client into a Facebook Group.

Lawrence: One post on a Facebook Group.

Blair: Yeah, the way we've done this is I have a marketing guru, his name is Tom. He is the best. Hopefully, he listens to this and understands how well we appreciate his efforts. He just had a graphic design. That graphic was given to the client. The client posted it in the Facebook Group and those people contacted us and came in for an intro session and then bought it.

Lawrence: Okay. Just to clarify. This one was for condo building groups?

Blair: Condo building groups. Yeah.

Lawrence: I'm just making sure we are talking about that one. One post in the Facebook Group for that particular property or group of properties, and that resulted in. I guess we'll get into the nuts and bolts of the offer in a moment. But from one post and some graphic design, that's not a great deal of time and effort, 13 new clients. Was it 13 conversions or did you have 20 workouts and 13 out of 20. How did that work? Just so I can understand the result better.

Blair: This particular campaign is for an introductory pack of 7 sessions plus the free introduction, so 8 sessions in total. The discounted package that leads

## April 2022 – Blair Wilson - How to Acquire Clients

into a conversion to a membership. If you do the math on that in terms of the average visit per visitor and all that kind of stuff, we've seen probably 30% of those people finished those 8 sessions in total so far. We don't have actual conversion metrics on that yet.

Lawrence: Too early on. But the lifetime value of a client at [MedX Precision Fitness](#) is roughly?

Blair: We'd have to recalculate that one too. Our average tenure right now is 6 years which is pretty good considering we've been closed. And then you do 6x however much we cost a year, \$3600-\$4000.

Lawrence: Yeah, so \$21.6K. Lifetime value is when you consider that you might convert, let's be super conservative, like 10% of those 13 into members. I mean, it's very conservative obviously. You are looking at a very good return on investment on that campaign you did. That was really innovative. I love that.

Blair: Yeah, it is fantastic. You can even put a local number on that. You sell 13 packages at an average of \$400 a package. You are looking at a pretty substantial jolt to your revenue that month. 10% is pretty conservative if you're providing value. It's totally worth trying.

Lawrence: What do you suspect it will convert then? Because I was just throwing a percentage out there.



## **April 2022 – Blair Wilson - How to Acquire Clients**

Blair: We're finding our version of the proven process to be pretty cool right now. People are really liking it. I'd be shocked if it was less than 60% to be honest. We've got to start calculating retention at 6 months, retention at 12 months. We've got systems in place for that. Like I said, we are using 2022 as a bit of a refresher. I'm excited to see what happens and what we're looking at in December and November and so forth.

Lawrence: I'd love to check in on those conversions further down the line to see what actually happened and what the outcomes were because it sounds like it's going to be better than my conservative estimate.

Blair: Fingers crossed. They would be awesome.

Lawrence: That is such a great start. Do you think we could get some screenshots of the actual post so that people can just get some inspiration on their own graphics and also their own copy? We can do that after the facts. Is that okay?

Blair: 100%, yeah. I would be happy to send it through.

Lawrence: Thank you. I'll get those posted up in the thread in the [Membership](#) for that so people can get a bit more of a visual on what they need to try and achieve for this.

## **April 2022 – Blair Wilson - How to Acquire Clients**

There was something else I was going to say related to that but I cannot remember. Hopefully it will come home from my brain a bit. What about in terms of this local business association in terms of results for that? Can you speak on that for a moment?

Blair: Yeah, for sure. We started doing that at the start of March. We have simplified our membership option. We kept the auto pay going so membership charges down the first of every month. But we switched our packages to what we call an 'essential' and an 'unlimited'. The essential is once a week training and then the unlimited is self-explanatory. If we average the cost of those two memberships out, we get \$430 as an average price point. If we use that and we look at what we've got just from advertising in the local business association, which is free by the way and they push for you, we're looking at 5 new members signing up under recurring and 7 new members in April just from that passive Instagram follow. That's \$2100 and \$3000 respectively added to recurring revenue from basically taking 5 minutes to fill out a form and having them push to their Instagram.

Lawrence: You don't even have to be on social media to benefit from that at all?

Blair: No. We've talked about this a bunch candidly just between the two of us. But we use our social media as more of a reputation thing. We don't pay for advertising or anything like that. We basically maintain a branded existence

## **April 2022 – Blair Wilson - How to Acquire Clients**

so that if somebody hears about us and they go to Google us or check us out, we exist. And our branding is consistent and this is what we do.

In this particular case with the business association, they get you to fill out a form, submit some pictures. This one we are only giving out free introductory sessions which are not anything outside of the ordinary. We do that anyway. And they posted on their media and then you share it on your media which just increases the spider web of connectivity. It doesn't cost you anything other than a couple of buttons. It is a bit of a no brainer too if you have an active business association.

Lawrence: That's great. Thank you for that. That is so inspiring because it is just great to hear the results you've got for such a little effort. I think that's what we all want to hear is what is the most efficient marketing tactic that we can do for the greatest return, right?

Alright, let's move on to the next slide. We're going to get into a local business association. Do you want to expand on this particular tactic here on this slide?

Blair: Yeah, for sure. One of the reasons this is so cool is because these people are always trying to provide value to their followers or their newsletters or anything like that. As we can all attest, sometimes coming up with unique content to push to your people can be a little bit of a challenge. They are

## **April 2022 – Blair Wilson - How to Acquire Clients**

looking for you to be able to push what you have to offer because it provides value for their followers. It is an easy conversation. They probably already have a system set up that you can just meld into and push your narrative. They are always, always fishing for content. They plan a month ahead or two months ahead so you can set up six months of programs with them in one shot. You don't have to change your deals like that last point there. We've just put forward the same deals of all times. If it is not stagnant and it's still working, if it isn't broken don't fix it is sort of our deal there. I think from the seasonality perspective you could probably push different messaging for Christmas and New Year and all that kind of stuff. But keep it simple and just get your brand and your name in front of the people that live and work in your area.

The other thing that can be tough for me is finding adequate social media content. We've got all our "strategies", and that might be sharing information, it might be sharing posts, it might be making announcements. But anything like this that provides organic content that is pushed to other people's followers that you can share is just content you didn't have to create. You are getting free marketing and you are also getting free content.

The one thing that we've learned through this is figuring out how to accurately track the interaction. I don't know what most people do here for their website and their social and all that kind of stuff. But for every one of these campaigns that we send out for a month, we have a unique login code

## **April 2022 – Blair Wilson - How to Acquire Clients**

or password so that we can track exactly where it's coming from and what the success of each thing is so we know what we have to change or when we have to change it. Our website is currently run on [Squarespace](#) which makes things pretty easy. You can just build easy landing pages and put them locked. People can pump the password in, it goes to a spreadsheet, and then we contact the people. You need to find a way to track everything so you know what works.

Lawrence: Okay, alright. That was the unique identifier so you could measure the success of that campaign. Let me just clarify a few things. They actually create the content for you? Is that right?

Blair: Yeah. In our particular case, they've got a form that they send us and we have to submit a logo, a photo if you want, and a brief description. But they are responsible for... Remind me when I send you the screenshots. I'll send you a screenshot of their post and you can see what I'm talking about. But they send out a newsletter. There is a Facebook post and a social Instagram post. They put all of your stuff in and organize their newsletter. You just have to submit the stuff that you want put in there.

Lawrence: This sounds too good to be true. Not that I don't believe you. Of course I do. It would make me think that there's a lot of companies utilizing this resource but it sounds like there isn't.

## April 2022 – Blair Wilson - How to Acquire Clients

Blair: In our area there's a ton of businesses. It would be cool to find what that number is. I think the last Instagram share was four slides of probably three businesses tagged per slide. And then they have a link to their website where the actual promo exists.

Lawrence: Okay. Remind me. What is the name of your particular local business association? Is it just the one you've been utilizing or multiple?

Blair: Yeah, just the one. It is called the [Old Town Business Association](#).

Lawrence: Okay. What is their reach like? I'm asking this question because obviously everyone is going to find their own equivalent in their local area local to their studio business. I am just trying to understand what they need to look for in terms of certain metrics. So [Old Town Business Association](#), is that what you said?

Blair: Yeah.

Lawrence: Do you have any data on how big they are in terms of followers on social media or other metrics so we can gauge similar associations in different areas.

Blair: I don't have my phone on me so I can't look at their Instagram or anything like that. But we are talking about many, many, many city blocks here. In

## April 2022 – Blair Wilson - How to Acquire Clients

terms of our particular area, condo buildings, however many people live in condos plus however many businesses there are. I don't have that directly in front of me but I can put that in the screenshot so that when you share it, it can be a highlighted thing.

Lawrence: This might actually be fine. Forgive my ignorance. Is [Old Town](#) the area name?

Blair: Yeah. I guess it would be equivalent to riding within the city. There are different neighborhoods within Toronto. For instance, I live in Cabbagetown, I work in [Old Town/St. Lawrence Market](#). There is Yorkville. There is Rosedale. All these little areas.

Lawrence: Better question might be what would be the coverage of this particular association in square miles? Or something like that.

Blair: I don't know how to refer to that kind of stuff.

Lawrence: Or the size of town would be fine in terms of people roughly. Again, this is just trying to find similar sized associations for the members; local to where their studios are.

## April 2022 – Blair Wilson - How to Acquire Clients

Blair: Toronto's population is referenced in millions. I'd say the number of residents and people that commute into the [Old Town Business Association](#) would be like hundreds of thousands.

Lawrence: Okay, cool. No, that's fine.

Blair: Other associations are going to be less dense but probably a little bit more interactive and direct.

Lawrence: Yeah, absolutely. I'm probably making this too complicated. I don't really need to go there. What I am also trying to understand, and I know you've already answered this, so I'm going to ask you again for my own benefit. I don't think they are called local business associations. Maybe they are. But let's say I'm in Galway, Blair. So take my position. What would I Google to find my local business association for Galway in Ireland?

Blair: Galway small business association. You referenced the Chamber of Commerce, your Chamber of Commerce would likely have a business association listed in their directory. I would be shocked if they didn't.

Lawrence: Okay. Yeah, perfect. So you would just Google that. Obviously, every city, town around the world is going to have a different label for these things. Everyone just goes to dig and see what comes up.



## April 2022 – Blair Wilson - How to Acquire Clients

Blair: Yeah, that's what we did.

Lawrence: Who gave you this idea? I'm just curious.

Blair: It's a good question. I'm too smart to take credit for it but I can't point out exactly who it was. There is an independent association here called the [Canadian Federation of Independent Businesses \(CFIB\)](#), and I think they got me onto it like a visit back during the pandemic. They came knocking on everybody's doors to make sure everybody was doing okay. They pointed me in that direction. That's a bit of luck I think.

Lawrence: That's awesome. Let me just see here. I want to see if there is anything else I want to ask about this that we haven't covered. Yeah, can you just remind us, what was the deal exactly that you offered? Because you said you didn't really change it. You kept it the same. What was that deal again?

Blair: That local BA deal was just a basic advertisement. "We are [MedX Precision Fitness](#). This is what we do – intense, brief, infrequent, safe and sustainable training. Come try us out for a free introductory session. No commitment." And then, our contact information was listed on the ad too.

Lawrence: Okay, cool.

Blair: Again, I'll send a screenshot of that for you.

## April 2022 – Blair Wilson - How to Acquire Clients

Lawrence: That would be great. Yes, thank you. One last question just on the Old [Town Business Association](#). I know I'm making this complicated now. But do you know typically roughly how many Instagram or how many Facebook followers they have? Are we talking thousands, or tens of thousands, or hundreds of thousands?

Blair: I don't think we're talking hundreds of thousands. It would be more than thousands. If it's tens of thousands it is not 80. It is 10-15.

Lawrence: The reason I asked that is, again, I live in Galway which has about 80,000 people. Ireland has about 5 million, the whole country. I think that each person listening to this the vast majority are in the U.S. or watching this I should say. Most of them should probably have access to similar populations. But there are some who are dealing with smaller populations who will need to just think about that when they target different groups to promote through.

Blair: I think it is scalable too to be honest with you. I don't know this for sure. I don't know how I would measure this. But I would think that a smaller group would probably, from a percentage basis, get your message in front of more people than a bigger group.

## **April 2022 – Blair Wilson - How to Acquire Clients**

Lawrence: That's inspiring and a good reason why we shouldn't be deflated if we've got access to a smaller group because it might actually be more effective. Should we go to the next slide?

Blair: Yeah, bring it on.

Lawrence: Alright, so condo building. Let's talk more about this strategy then.

Blair: This one was cool. It took me some trial and error to figure out the best way to go about it. There're property management companies that run these buildings and they run them like businesses. They are efficient, well-oiled machines that come with pros and cons. I found out about the local resident Facebook group when we first moved into this location a couple of years ago. I found out about it because somebody stopped by the gym as we are setting it up. There was a buzz about a new facility moving into the area. That's interesting. How do we access that? We are not residents. They are not going to let us just join the group. Then it kind of had to marinate a little bit. And I think it is actually the way to go for a bunch of reasons that we can talk about on the next slides.

Lawrence: Okay, alright. As you said there, two ways to access. You can find out who the property management companies are for these condo building groups and contact them directly. And/or find the local Facebook group and

## April 2022 – Blair Wilson - How to Acquire Clients

individual that is the admin for that or running that basically and contact them directly.

Blair: Just really quickly. You talked about [Bryce](#) earlier, and Bryce went through a homeowners' association. And my understanding is that if the homeowners' association has an office, he referred to it as a clubhouse, which would be the same as the property management company.

Lawrence: Okay, got it. Thank you. Alright, so pros and cons of condo building property management companies.

Blair: These people, they've got offices, they have administrative staff. They have people that are responsible for communications with them. They are an official communication tool and likely to have an open rate which is cool. If you have a catchy headline or you can actually get in the film to do a specific promo like that is huge. They also have direct contact information for most residents. So if you have two people living in one condo, they are going to have both of those people's emails ideally if they place it on the lease or the ownership document. Again, just like the business association, they are always looking for perks to share with the residents so they can justify their existence. Because there is probably a management fee that is going to them to provide value for.

## **April 2022 – Blair Wilson - How to Acquire Clients**

The issues that I had with this approach was the bureaucratic chain of command. You are likely going to access these people through a front desk security guard or somebody like that. I didn't have any luck at all. Like literally 0% success with a cold email to an administrative staff of a property management company. None. It was actually the most frustrating thing ever. But what I did have success with was going directly to the security guard in these cases and saying, "Hey, I'm Blair. I'm the gym around the corner. I'd really like to be able to advertise within your newsletter that I know you have. How can I do this?" Then I would get a direct email to somebody in the administration.

Lawrence: You went up in person and did that. You actually spoke to them in person.

Blair: Yeah.

Lawrence: Yeah, got it. Okay.

Blair: You could do it as friendly as heck. You are walking with a big smile on your face and asking for help because you're a local business. They want to talk to you. That's super cool. And if you are nice, they are nice. It goes back and forth. But the hoops that we have to jump through were a bit of a turn off to be honest with you. We found also that because it wasn't coming directly from clients, it was less of a qualified share. You are getting your message from a company different from the business association whose purpose is

## **April 2022 – Blair Wilson - How to Acquire Clients**

to share businesses. Whereas, the property management company is supposed to share information about the building sort of thing. We did get one or two from this. But from a time commitment and speed perspective, not as valuable as the Facebook Page.

Lawrence: Right, okay. The Facebook Page for the condo building was way more productive than direct communication and collaboration with the property management company.

Blair: I would say that this is a viable route to try. But don't feel bad walking away if it causes you a little bit of friction. Because the Facebook Page is significantly better 3x, 4x.

Lawrence: Got it. One thing we haven't talked about is the target market. I'm not going to get really specific on avatars. But the vast majority of us are targeting men and women over 37-40 years of age, busy professionals, relatively high income, and middle to high income. Had you already thought about that before targeting condo buildings? These are probably I guess fairly affluent, expensive condos on average.

Blair: It's a pretty wealthy neighborhood. The avatar conversation is actually super interesting for us right now. Previous podcasts that we've done we've been located in the financial district of Toronto and busy professionals between the ages of 35 and 55, split 50:50 male to female, was our bread and butter.

## **April 2022 – Blair Wilson - How to Acquire Clients**

What we've noticed since moving to a more pedestrian and community based sample size is that our range of age has increased dramatically. We've got 27-year olds up to 89-year olds because of the pedestrian nature of the neighborhood. I'd say that our average income has increased dramatically too which is super interesting.

I think with everybody working from home nowadays and the younger generation being able to just walk out of their house and come to a workout at 11:30 in the morning, and then go back to work is responsible for a lot of that. I wouldn't say that we are in the process of redefining our avatars. But they have gotten turned upside down. We're still pretty split 50:50 men to women which is super cool. But our age has definitely changed. I would say that our average income has gone up which is pretty neat.

Lawrence: What do you think it looks like now roughly on average?

Blair: Average income?

Lawrence: Average income and average age.

Blair: Average age is tough.

Lawrence: Like a median.

## **April 2022 – Blair Wilson - How to Acquire Clients**

Blair: We would be under 45.

Lawrence: Okay, interesting.

Blair: That would be interesting. I'll follow that one up. I'll actually dig in because we got super easy figures.

Lawrence: No stress on that. That would be interesting. I guess it is helpful before members invest in these strategies to know who your ideal customer is to make sure these strategies make sense for your particular business. But invariably they probably do. I think that's a fair statement. Isn't it, Blair?

Blair: Yeah, for sure. I think a combination of these two things gets you in front of a very broad audience too. What is the likelihood that a 27-year olds can interact with the business association? What is the likelihood that an 89-year old interacts with a Facebook Page? I think from a low hanging fruit perspective, a combination of these two things gets you in front of a majority of your target market like the mass of your bell curves sort of thing.

Lawrence: Yeah, good point. Alright, next slide.

Blair: Yeah, bring it on.

Lawrence: Alright, so the Facebook Groups for condo building.



## **April 2022 – Blair Wilson - How to Acquire Clients**

Blair: This is super cool. These are super, super cool. I don't know much about this because I've never lived in a condo. I've been a part of groups like this. This came pretty much solely through people actually coming to the business or were already in the business. We found out about this stuff from existing clients that live in the condo buildings. You pick and choose who you are asking to help you with this. The typical client is one that's been there for a while.

Lawrence: How did you find that out? Did you ask the client for advice on marketing or for referring to their friends? I want to know how that happened because that is key.

Blair: That's one of our questions in our introductory sessions like, "How did you find out about us?" And on our form to fill out to sign up for a free introductory consultation. We have 'referral', 'friend', 'other'. And if 'other', we ask people to provide a reason like you're in our building, or I live across the street. It is always huge. We highlight that and try to bring it up.

In this particular case, we highlighted four consistently active clients that have been with us for over 6 months. We did this in a really interesting way or I think it's a really interesting way. We approached them and asked if they would be willing to share a promo on their Facebook Group and then we offered to give them kickbacks if people signed up. Every single one of them refused to accept a kickback and we're just happy to help post.

## **April 2022 – Blair Wilson - How to Acquire Clients**

Lawrence: Hang on. In their Facebook Page or is this in a group? Sorry, I am trying to understand.

Blair: Yeah, the Facebook Groups. Each one of these condo buildings has a resident Facebook Group that has an admin.

Lawrence: Each one of these people had a different condo group?

Blair: Yeah, they are all in different buildings which are by design.

Lawrence: Got it. How did you find that out? That's what I'm trying to understand. How did you find out that they were in a condo?

Blair: Just in conversation with the client. 'We live close by' would have been the option that they selected on the free consultation form or came up in conversation. You're not going to ask somebody this question or for this favor if they've been into your facility twice. You would ask somebody who's been consistent and has had a good experience. It is a super qualified share. They are willing to help and they want to help. Most people are. The refusal of kickback was pretty neat. When I say a kickback we're just going to give them a discount on their next month if somebody were to sign up which is a pretty good way of paying for advertising.

## **April 2022 – Blair Wilson - How to Acquire Clients**

These groups to my knowledge are super active. They are active in good and bad ways like noise complaints, or who the heck left their garbage out in the hallway, and all that kind of stuff. It is also active in terms of, "This new gym just opened up in the building. I've been going for a while. Here is an advertising promotion that they told me I could give everybody in this group."

Lawrence: Wow! That's awesome. How many people are in these groups on average? Do you know?

Blair: Many hundreds. These condo buildings are huge.

Lawrence: How does everyone live in these condo buildings where you are? Is that very common?

Blair: Our area is predominantly condos. Let's say 80%. If you are a little bit farther east, you are going to get into townhouses, but mostly condos where we are.

Lawrence: Okay, cool. That's awesome. Thank you for that. What's next on this one then?

Blair: Checkout the cons there. You've got to be ready to do a couple of things. You don't have direct access in most cases to these Facebook Pages. You can't field any questions. Your offer has to be really well written, well-designed, and succinct from an attraction perspective. You can't expect the

## **April 2022 – Blair Wilson - How to Acquire Clients**

client to do work for you. They are going to be willing to answer questions. For example, our ad that we put up, which I'll send to you, has a QR code on it. That QR code is amazing. You scan your phone, it goes through a website, you type in the password that's on the ad, and then your name gets added to a list and then we contact you to set up your appointment. But you're going to get all types of people that know how to interact with technology in different ways. You have no control over these conversations whatsoever. You have to go into it with as much information as possible so that the client doesn't have to get stuck doing a sales pitch for you.

We did learn that sort of the hard way on the first one. Our password was case sensitive and the case was different for the password that was on the listing. The poor guy was so good about it. He emailed me and was like, "Blair, I think I screwed up. I don't know what I did and was just like a [unclear]." "You're good. I'll change the password. Thank you for pointing that out." And then he reposted it for us. It was great. You've got to think about the problems before they exist and make sure the client that is helping you knows that you'll be super responsive if they have questions about the thing that you've asked them to post.

Lawrence: You know this is going to sound funny. I actually wouldn't know what to do with a QR code. And that's not because of a cultural thing. That's a personal thing. I just have no idea. How does that work? So they would see that on Facebook on their phone? It has to be on the phone, right?

## **April 2022 – Blair Wilson - How to Acquire Clients**

Blair: Both. If someone is seeing it on their computer, they can use their phone camera to scan it and it will pop up the website.

Lawrence: And it pops up on their phone. Does it?

Blair: Yeah, it pops it on their phone. If you are looking at it on your phone. Now, there are updates to operating systems. There is an option to just open it up on your phone. I mean, it's becoming a bit more popular but it's not intuitive yet.

Lawrence: Why can't you just have a link? Why a QR code? What is the benefit there?

Blair: Great question. We're trying to push the QR codes because we are now putting them out on our windows like client facing street level. Everybody in Toronto now was starting to use them for restaurant menus, advertising on windows, and all that kind of stuff. Like it's on buses. It's on bus shelters, and all that kind of stuff. We are just trying to create a consistent way of doing things. The problem I think is it is still kind of new, right? We are just trying to push through with that.

Lawrence: You've had good compliance with QR codes?

Blair: Yeah. I think 13 from QR codes.

## **April 2022 – Blair Wilson - How to Acquire Clients**

Lawrence: How do you create one? What software or technology do you use for that?  
How do you do that?

Blair: There's websites for it. You've got the landing page already made. You've got to take that URL and you go to a website and it creates a QR code for you. I will 100% send you.

Lawrence: Thank you. Yeah, that would be great. Just for clarity for members, when Blair says landing page, he is talking about a page on the website where people can give their details to have someone contact them for a free workout. That's basically that, right. Like a form fill, name, email, maybe a bit of copy about where they should opt in to get a free workout. That's all that is. Then you are just creating the QR code for that website and then sending them to that page. Okay, that's great.

Blair: They can do that too.

Lawrence: Great. Thank you. Any other cons we need to talk about here?

Blair: Those are the only three that I can think about. You are going to have to monitor your Facebook Page or your social media because people might go to one of those instead of directly going to your website. But that's fine. And we tend to typically do that anyway. Not having direct access to the group is a thing you should pay attention to. Just make sure that your offer has all

## **April 2022 – Blair Wilson - How to Acquire Clients**

of the questions – who, what, where, why, and when. Also the call to action. The call to action has to be at the top of the page not at the bottom of the page. It's got to be clear and you have to be responsive.

Lawrence: Very important. Okay. Is there anymore? That's the last slide I think.

Blair: I think that's the slide.

Lawrence: Okay. Is there anything else you want to say one these two strategies that you haven't already said that comes to mind?

Blair: No. Just do them.

Lawrence: Just do them.

Blair: Do them and don't worry. I mean, we as small business owners that push through these kinds of things and counter problems, and can sometimes get deflated and then instead of figuring out the problem go try something different. These are low hanging fruit initiatives that don't cost you anything other than a little bit of time. Let's be honest, yes, our time is worth money. But we are also always spending time on these businesses. So allocate a little bit of time to these things that are free. And then you can really, really focus on retention and referrals. That's how [unclear]. This is free messaging. If you have to give somebody something in exchange for it to

## April 2022 – Blair Wilson - How to Acquire Clients

push, don't be shy. Don't screw yourself over. Don't be shy because it's an opportunity cost.

Lawrence: I like the idea of at least offering some benefit to your clients who share this knowing that probably many of them as you've experienced will push back because it is just a gesture.

Blair: It is a gesture. If you think about your experience in this whole game. When you ask somebody for help that you've been interacting with from a business perspective for x number of times. They are going to be happy to help you. They are not going to say, "No, I won't do this", because they are coming to you for a reason. You've been giving them value and something they are transactionally engaged in. They don't not want to help.

But the problem with straight up asking for referrals is it can be a little bit awkward but too broadly specific. If I say, "Lawrence, do you know anybody who wants to come to [MedX Precision Fitness](#) and try it?" You are going to think of 10,000 people that you know, but then also absolutely nobody at all. "Hey, do you know anybody that lives in your condo building that has expressed interest in trying out something that you've told them?" They are going to think of three people who are going to go directly to that person. You've got to narrow your funnel and push to the things that give you the biggest return on investment. These things don't cost anything so it's pretty easy to have it on our investment.



## **April 2022 – Blair Wilson - How to Acquire Clients**

Lawrence: It is so simple, right? These are free. There is really nothing to lose. They don't take a great deal of time. And you've been really open with the what's and all which I love. Quite a lot of the time people promote a marketing strategy like there is absolutely no cons whatsoever. But you've been really open about there are some downsides that we need to be aware of. And then it is like you say, it comes back to the principle of then focusing on retention and then generating referrals. Obviously, we need top of funnel stuff like this as well as referrals in order to build up enough clients to really start generating more referrals.

Do you anticipate, like if we look at 2022, are these the only external marketing activities you've really done this year or have you done other things as well?

Blair: No, this is it. We haven't even tapped our internal referral system yet.

Lawrence: But you've got some organically I suspect just from operating and giving great workouts.

Blair: Just from being open. With the consideration that we were closed in December, January, and first half of February, I think we are up to 30 new clients which is great. But that's a byproduct of gyms being close as being open. People shying away from bigger boxes in favor of smaller boutique

## April 2022 – Blair Wilson - How to Acquire Clients

firms to the safety concerns and all that kind of stuff. We haven't really gone internal with our referral system yet which is awesome.

Lawrence: That is awesome. What do you anticipate doing throughout the rest of this year? Will you do anything else in terms of external marketing or do you think you will just probably focus on this as long as it keeps working for you? How are you thinking about that across the rest of this year?

Blair: I'm going to focus on this. We are going to continue with the business association stuff as long as we can. We'll probably do some seasonal things with golf, and return to tennis, getting on your bike, and all that kind of stuff. The Facebook Groups are just the best. You can change your message weekly on that if you want to if you've got a willing participant. You've got to be mindful of not abusing your relationship there. We'll have another one go out in May with the Facebook Groups. It will just be a slightly different deal and a different graphic and get your butt in here sort of thing.

Lawrence: Cool. Alright, awesome. Blair, this has been amazing. I'm not just saying that. This is something that we are definitely going to do in our studio. I'm sure a lot of members are going to be really excited about this. I'm excited for people too.

Just bear in mind guys, Blair is inside [HIT Business Membership](#). Blair is super busy and I have to chase him up in our WhatsApp group. But the point

## April 2022 – Blair Wilson - How to Acquire Clients

is we can have a discussion about this inside the [Membership](#) inside the thread if you've got questions about what Blair has spoken about today and the tactics. I mean, we've got into quite a bit of detail on the how and why and the rest of it. This is an evolving discussion where we can all share how it has worked in our own businesses. I intend to do that in the thread in the [Membership](#) for this which is quite exciting. That's part of the whole reason about the [Membership](#) is being able to have dialogue and share experiences using all these different types of systems in the business.

Blair, what's the best way for people to find out more about you and just checkout your website? What is the domain for that?

Blair: Instagram – [@medxpf](#) is our handle. Our website is [medxpf.com](#). Hit me up in the [Membership](#). I'll make sure that I pay a little bit more attention to it and see if I can get a bunch of screenshots in. I can either send it to you or just post it myself.

Lawrence: Either or. Whatever is easiest for you, mate. And then I'll get that sorted. Thank you so much. For everyone in attendance, this is recorded. You know that. I shouldn't even say that. It is such a redundant comment. But it is also going to be transcribed into a PDF. If you want to read it, you could do that too. Blair loves to read the old transcripts especially of his own podcasts. Thank you to you for being a member. I appreciate it. And thanks to everyone for being part of [HIT Business Membership](#). It's really great.

## April 2022 – Blair Wilson - How to Acquire Clients

Just a quick teaser. Next month I've got [Brad Stanke](#) coming on who is a [Discover Strength](#) franchisee. He is a very experienced recruiter talking about how to find and persuade great trainers to join your business. He was on the podcast recently but we are going to do more of a deep dive, high value recruiting content on how you can really dial that in. That will be coming out in May, next month.

Blair, thanks again. I really appreciate it and talk to you soon.

Blair:        Thanks!