



## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

Lawrence: Welcome everyone to [HIT Business Membership](#). Welcome to this month's Membership content, July 2022. This is the content for July. We do this every single month and work with all sorts of different collaborators from [Dr. Doug McGuff](#), [Luke Carlson](#), [Jeff Tomaszewski](#), [John Little](#), [Bill DeSimone](#), and many more. We look to collaborate with the top business owners and practitioners in the high intensity training and strength training industry to bring you the best strategies to help you grow your strength training business.

Today, I am joined by [Sheila Melody](#). Sheila is a [HIT Business](#) member and also owner of [The Strength Code](#).

Sheila, welcome to the [Membership](#). Great to see you.

Sheila: Hi, Lawrence. I'm so happy to be here. Thanks for inviting me.

Lawrence: You are most welcome. It's my pleasure. What we are going to be talking about today is marketing and specifically a live demo marketing tactic that you deployed successfully. Now, there is a bit of a backstory to this which I want to touch on first because we did a [podcast](#) together, me, you and [Lisa May](#), and you mentioned this idea that you had. And I said, "Sheila, that's a terrible idea. People are going to see someone suffer." So just for context a live demo being, you've got a group of people who are potential prospects, interested in the service, watching someone go through a workout, and this

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

being a way of obviously generating more business. I had you say that and I thought that's a terrible idea. People are going to see someone suffer. They are not going to experience it themselves. They are not going to understand it and they are going to get scared away.

Now, here's what you posted in the [Membership](#). I'm going to read it because it is inspiring.

*"Wanted to follow up with a report after we hosted a mixer for our local Chamber of Commerce last month. Remember I mentioned we are going to do a live demo. Well, we did. We did a live demo on one piece of equipment – the [MedX Pulldown](#) - and it went very well. One of the members volunteered to do it. He was young and in good shape so my trainers set him up and actually coached him through it. I was explaining the method etc. He was trying very hard to keep his cool but it was obvious that it was very effective. It was fun and entertaining. Everyone was laughing..."*

Which is a good thing, right, that community, that social aspect.

*"As the member who is doing the demo tries to keep smiling through it, I explained that we designed the workout for each individual. We also offer a free introductory offer and two sessions to everyone who attended. If they book their first session that night they get our branded sport towel as a gift."*

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

Nice little bonus.

*“As of today...” This was when you posted. This was a month or two ago. “We’ve signed up at least 5 new clients from that Chamber promotion. And now, people know what we do and can speak about it to others in the community. It was a huge success. I’m so glad we did it.”*

Very successful off the bat. Have you had any more sign ups since then from that? I’m curious.

Sheila: Yes, actually.

Lawrence: We’re just bringing up the data.

Sheila: It went really, really well. It was such a good community thing to do also because since then I’ve gone to other Chamber meetings and they know me like, “Oh, that was fun.” People understand it more now. I have been actually doing my KPIs which is the thing that I wanted to accomplish this year. Why do we do things and are they working? I’m working with a consultant to help me develop just the KPI sheet that works for me because they can get very overwhelming. She did them all from January through June. She is like, “What did you do in March and April? Because it looks so good.” And I was like, “Well, we had this live demo.” In March and April we had actually 20 new members come in.

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

Lawrence: Fantastic.

Sheila: Our typical is maybe 5. You know what I mean?

Lawrence: Across two months.

Sheila: Yeah. Or not across two months. Our typical would have been half of that, maybe 10, right.

Lawrence: Got it.

Sheila: Well, that's what we strived for. We doubled the new members and then we had other people be referred by those members. So what we did when we did it in the context of the Chamber mixer makes it a little less like people are not feeling on the spot. If you just said, "I'm going to host a live demo at my studio." I don't know if it would go as well. I think it was because we had the people coming in. We had some drinks and we had a local sandwich shop that provided sandwiches. So that was another community member which by the way she signed up too. We had a little bit of mixing going on and people talking. We had some wine and beer but we also had some healthy non-alcoholic drinks.

Then they filtered into the studio. The Chamber president did their speeches in the studio around the equipment and then he introduced me and said,

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

“Let’s talk.” I explained to everybody what we do verbally. But before that I had been talking to this other member. We were going to have one of the trainers be the person doing the demo just so that we could demonstrate it and see how it goes. And then ask other people if they wanted to try just one piece of equipment. But people come in their business outfits and they are not really ready thinking about sitting on a piece of equipment.

This guy, like I said, was younger and he’s like, “Oh, I’ll do it.” I said, “Okay, great.” He had never done it before and he was strong. I knew he worked out a lot. We did put 200 lbs. on that pulldown for him. And as the trainer... I explained how she was setting him up. Why was she putting him in that position? It matched his body.

Lawrence: That’s key. You had a trainer doing that and you are narrating over the top and explaining to everyone.

Sheila: Yeah.

Lawrence: Okay.

Sheila: And then he was trying to do it and he was, like I said, trying to stay happy. Everybody was laughing. And then it spurred questions after that. They were like, “Well, is it good for older people?” And I said, “Yes, of course. We wouldn’t put 200 lbs. on for you. We would put what works for you. We will

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

find that.” How would we find that? We find that by trying it out and then we time you through that workout and we are looking for failure at a minute and a half to two minutes to start. Then we would know, okay, this is a good starting point. If you are going for 3-4 minutes we’re like, “No, you need more weight.” I was able to explain how we find that weight for each person. 50 lbs. could be intense for you or 200 lbs. could be enough for you. I was able to explain that and people are like, “Oh, okay.”

And by saying if you sign up tonight our trainers are waiting to schedule that appointment for you then I gave them this little... I have a sports towel that I had made and I gave them that. You got that tonight. But even some people signed up after that. They just didn’t know when they could do it that night. We got so many people that signed up. It was almost like, “Oh my god! How are we going to manage this? All these new appointments.” We had 18 people try it out in March and 16 people try it out in April. Because it is two sessions, March and April were good when people actually were signing up, and even into May a little bit. Because some people were like, “I can’t start until this date.”

Now, we have all these members that are also part of the Chamber and I’m actually going to another thing tonight. People know who I am. They know what it is. There’s other people talking about it. It was just such a successful thing to do. I think what is important is because it’s very hard for our business to demonstrate this in a video. I mean, people look at that video

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

and they are like, “So they are going slow. What?” I mean, even if the person is visibly looking like they are struggling it doesn’t come across that. You have to try this or you have to watch. I felt like it was so much more powerful in person.

Lawrence: More visceral seeing them really struggling.

Sheila: Yeah.

Lawrence: It’s the next best thing from feeling it yourself maybe.

Sheila: Even if you are watching, well, you saw the sweat come out. The sweat was coming down. Not a lot of sweat but he was like oh my god. Like I said, he was trying to remain happy and everything but I think he was a little blown away. We all try to show videos and things but it is just not the same even if somebody looks like they are really struggling. I think I would do it in the context of some kind of community based event. I thought that was part of the key to the success instead of just saying, “I’m going to do a live demo for my...”

Lawrence: Yeah. Just to be clear these are all people that know each other from the Chamber?

Sheila: Yes.

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

Lawrence: If you just had a random event where you had people from your email list, non-customers come along, it might be a little bit more awkward and less successful do you think?

Sheila: Exactly. Yes. I was planning to have the VP sit in the hot seat, the VP of the Chamber. But then when this other guy stepped up, he's like, "Okay, good, you do it." It was fun. Now, people can talk about it and refer us to the other members. Usually in the meetings in a regular week we haven't... We kind of in the summer we take a little bit of a break. There isn't a mixer every month. June there wasn't one. Today there is one. I always giveaway a free intro offer in the raffle. Now, people will be like, "Oh good. I'm going to try this."

I felt it was the whole atmosphere that made it so successful. Because we had people talking and mixing and then we went in there. We did the business to the Chamber, and then we did the demo and I explained it. And then, people were just throwing questions at me in the group.

Lawrence: I'd love to just spend the rest of the time just really digging into the mechanics because I want people to hear this and know how to execute it in their own space, in their own city or country, or wherever they are. What does it look like? So you've got the studio set up, you've got tables set up with food and drink all ready to go.



## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

Sheila: We had a lobby that we had all that in a lobby and then they walked into the exercise room that we call it, the equipment room, and that's where we did the demo. We do have space in there for people. They were all kind of standing around or leaning against another piece of equipment. But we chose the pulldown because I feel that one is something that everybody can do. A chest press is a little hard for some people and it's a small muscle group. We chose the pulldown because you're facing out. Not the leg press because some people might be uncomfortable laying down or being in that position. It seems a little more vulnerable.

Lawrence: More complexity.

Sheila: Yeah. Somebody is not going to want to do that in front of a bunch of people. But sitting on the pulldown, you are sitting out. It is a comfortable position. You are just sitting. It is not too difficult to set them up as long as you only have a couple settings that you want to figure out. It is easier to set them up and explain that. Doing the exercise is not that complicated to explain to them.

Lawrence: Technically very simple movement as well.

Sheila: Yes. As he was pulling down, I was even explaining these are the muscles that are working. And we are going to tell you to use those abs, keep your shoulders down, keep your chest out like the form. I was explaining this is

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

what we correct in people as you are doing it. We don't want you doing this. We don't want you doing... It was almost like you were able to do a little mini intro session in front of a bunch of people. What we try to explain to people when we do an intro is you explain all those things. Why do we tell you to keep your shoulders down and why do we tell you to keep in perfect form because it makes it more... You are targeting that muscle group very clearly and fatiguing that muscle group. It is a big muscle group to use. The pulldown is a large muscle group to use so people are comfortable. They feel they can do it. This guy was younger so we put a lot of weight on there. Because he was saying, "Oh, I work out every day."

Lawrence: This is the thing, right, it is like the upper body squat. I think that's what they call the chin up. But a pulldown is basically a seated chin up.

Sheila: True. Yeah.

Lawrence: You are absolutely dead on because it is recruiting so much musculature that it's going to be a tiring exercise. As soon as he stepped off that he was probably heating quite a bit, right?

Sheila: Oh yeah.

Lawrence: Whereas, if you've done like a bicep curl. Well, actually a bicep curl can be quite intense. But a seated leg curl or something like that is not going to

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

have the same visceral effect where he is going to come off and be like... It's not going to have that same impact in the crowd necessarily.

Sheila: Yeah. I think actually I have come to think about it as probably the only one that I would do in a group demo because ab things that's not really... The compound row is hard for everybody. It's really hard to get good form on that for men and women. It is just one of the best, easiest machines. I think that was also a key to the success of it because then it didn't seem too complicated or people were going, "Oh, I'm not going to lay down on that machine." You know what I mean? People need to feel safe and comfortable. I mean, in a group that matters more than when you are bringing that person into their intro offer, their first visit.

Lawrence: The other thing as well is we talked about technically simple it is relatively speaking the pulldown. Also, when you are at failure there is less form discrepancy on that machine versus others. Obviously, you are trying to coach out form discrepancy. But if this person is using it for the first time, so if you have them on a seated row, the [MedX Seated Row](#) for example, and they peel that chest away on that pad and start leaning back. You don't want that to be the thing that everyone sees as the first exposure to you. I'm just really reinforcing your point that you pick the exact right exercise for this. Because when you are at failure on the torso arm, everyone can almost immediately do that with good form. It's not a complex movement at that point.

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

Sheila: Yeah. Even if somebody is going through it and it's taking a little while and you haven't put enough weight on to make it meaningful in that moment, you could do that force failure where they pull down and you could be pushing up on it. And then, you could just show this is what we are looking for.

Lawrence: Did you have them do a 30-second isometric at the end or something just folding it in the midpoint?

Sheila: Right. And see this is what we want you to get to. We want you to get to the point where we are asking you to pull and you are just pulling as hard as you can and you can't budge it. It is not moving. Teaching them also I told them, "This is what we call failure and failure is success here. What that does is it stimulates the muscle. And then we go to the next muscle group until we have a full body." You are going to explain it from there. This is just this muscle group then we move on and we do 6 or 7 of this and you get a full body exercise in you.

Also, the other key to it was I had a few people there that were members that were already members. They spoke up and they were like, "Yeah." One of the women. She is big in the community and she has been coming to us for years and she said, "Yeah, the first time I came here I went home and slept for two hours." It took a two hour nap. That was kind of impactful and then other people spoke up and said... There was one guy who was there and his friend. I guess he was texting her because she had just been a new client

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

that he couldn't come in prior to that mixer. He was texting her, "Oh, I'm at [The Strength Code](#) and they were doing it." He spoke up and he said, "I'm talking to Devon and she loves it here." She said, "Blah...blah..." I couldn't have asked for a better you know. There were a few people speaking up and saying, "Oh yeah, I love this. I've been coming for years." Just a few. You might want to have a few plants when you say, "Would you come and would you just speak up and say..."

Lawrence: Quick story. We had a free workout the other day. A lady was going through a session. I wasn't there as one of our trainers that was doing it. One of our clients who we train virtually, who lives across different parts of Ireland, was coming to Galway because there was a big event called the [Galway Races](#) every year – a horse race. She said she just popped in. We never really scheduled a time. I think she just assumes that we are just in the studio waiting for her like I'm not busy trying to look after two young kids and running two businesses, and so I wasn't even there. He is training this client and she just walks in apparently. She walked straight into the session and I was like, "Oh god, what happened next?" Because she is quite a character as well. And he said, "No, it was great. We are actually at the recapping stage. We've done the free workout and she was just saying how great it was." She's one of our best. Probably our longest standing client. I might train her once a quarter. I'm sure you've got clients like this. Because I don't train her regularly. I just see her and I'm like, "Oh my god, you are literally transforming before my eyes." Her body composition and stuff. And she

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

never loses her passion. The last time we spoke she said, “I’m so passionate about my strength training. I just love this.” I’m like, “That’s so cool.” But, anyways, she was the perfect person for that.

Sheila: She walked in right at the right time.

Lawrence: Yeah, and it probably helps with the conversion. That’s a great idea. Plant those people if you can in that demo. What a great idea.

Sheila: I feel like it is if you don't overplant it but it is just maybe a little. Have it like a mixer. Say it is a mixer. If you are a member of your Chamber of Commerce offer to do that, or a networking group offer to do a mixer at your studio and make it a business networking mixer. That’s what the premise was and then you just get to highlight your business. That’s what the agenda was. It was a Chamber of Commerce mixer. Everybody gets to come and meet other business owners and mix. And then, we heard the agenda of the Chamber doing their speeches and things. We just do this and this and they talk about stuff and then our business is highlighted. It wasn’t like, “Oh, come to [The Strength Code](#). It’s all about [The Strength Code](#).” It is more about, “Come here for a mixer and see our studio.” That was the number one thing too because a lot of people have never been into our studio. And then they are like, “Oh, this is great. This is not like a gym.”

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

Also, it was very interesting. There is another gym in our area called... It is like the tennis and swim center. They have a gym, a regular gym. The manager of that and her assistant came. And she came up to me and she's like, "Oh, I was so curious to come in here and see what you guys are doing. I heard about you guys and I just wondered what you're doing. You're not a competition to us at all." And I said, "Yeah, exactly. We are doing different things. We are not a typical gym where people can come and workout for free. We specifically do this type of training." That was a good thing because then she gave me a pass to come to theirs and check them out. It was funny because we are both talking about the pandemic, and the shutdowns, and what we had to do. I told her how somebody had called the [LA Department of Public Health](#) on us saying, "They are a gym and they are operating indoors." Because my whole premise was we're not a gym. We are not a gym. We are more like physical therapy. We are 1-on-1. We are not just free form. We don't do classes. Somebody called and an [LA County Public Health Department](#) guy walked in one day. Nobody was in there at that time but they basically gave us a warning, "Oh, if you're open, you are going to..." Some woman had called and she told me that someone called on them too. And I was like, "Who do you think it was?" And she goes, "Oh, it had to be a competitor." I was like, "You really think so?" I said, "Wow! That's not cool."

Lawrence: That's low isn't it? That's low.

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

Sheila: But it kind of bonded us because we are not competitors. That was good for her to see. Don't be afraid of other business owners coming in because nobody that might be considered a competitor.

Lawrence: Great abundance mindset you demonstrate there. I think you've done a great job of illustrating and walking us through how to run the demo. I think some of it to me is quite self-explanatory. It's probably important to say that this isn't just something you have to be part of a Chamber of Commerce to do take the essence of what's been spoken about today. You can execute this in a number of ways. You could try it with your existing client base and prospect list. You could certainly experiment with that.

Sheila: Maybe do a bring a friend mixer thing. Bring a friend mixer or something. I would say make it in the context of it being a community mixer or a networking mixer or something so that people aren't feeling on the spot. That's what I think a lot of people don't like. They don't want to be on the spot like, "Oh, they are going to want me to sign." You know what I mean? I think that was the buffer.

Lawrence: Yeah, no obligation, no pressure, no expectation. It is like an event.

Sheila: Yes. And then it allowed them to just have a good time and see the place and not feel like they were obligated to, "Oh god, I'm going to have to sit through this talk for about half an hour. What if I need to leave?" You know



## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

what I mean? I think it was good just because this is a community get together. It is networking. You get to see the studio. Just walking into the studio I think is a good thing because a lot of people may not have come into your studio. When you have it as a community thing then they at least just walk in and then they might be like, “Oh, this is not what I thought it was.”

Lawrence: Yeah, what you are saying is absolutely true. It is like if you are part of any of these networking organizations where you are trying to find business through each other, it is so important that people see your place of business and they see how you operate. Therefore, they are going to develop a better understanding and they are going to understand the value and they are going to be able to talk about that more effectively with people they meet in terms of sending you referrals. So that’s pretty important too.

Sheila: Yeah, and I would like to engage other local businesses. We had this deli that is owned by a couple and they provided sandwiches where we just cut them up into smaller pieces. We provided something for them to eat, something to drink. You can work with the other businesses in your community so that they get an opportunity. It’s a community thing. And then you are making it more of a, especially at this time, I know there is another round of [COVID](#) going around. Maybe in between this one and the winter when we’ll probably get another one, do something because people want to get together these days. I feel people are really enjoying getting together again.

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

Lawrence: I agree. Can you just talk to us about follow-ups? I'm just curious if you had a bunch of people sign up, a bunch of people do free workouts or have two free sessions and then become clients. Were there cohorts of those who didn't and you had to follow them up? Can you talk to us about that?

Sheila: Well, that's why it was also good to do it with the Chamber. It was a Chamber mixer event that required an RSVP and he gave me the list of people after that. The list of people that were there, he gave me the list. And so I could check off the people that did come in and then I can market to the people that didn't. I have them in my lead marketing thing. I have [MINDBODY](#) software so I have this automated drip campaigns going to people that are in our lead management but may have never come in. I'm working on I think this Fall I want to get at least a part-time front desk person then I have that person call people. We also have the [Texting Messenger AI](#) so we can every once in a while we just send those people a text, "Would you like to come in? You visited us and you could still take advantage of your intro offer."

We do that probably I would say every few months, every quarter I take a look at that. And I'll probably do it again come to think of it. [unclear] was in March. Probably in May I think I might have followed up with some other people, "Would you like to come in?" I'm actually going to see some people tonight so I might get a few other people to sign up again tonight at least for the intro. But I always offer the free intro to my Chamber members and other networking business or networking group members. I offer the free one. I

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

don't like to offer the free one to just anybody. Because I know that they will probably they are not going to just flake. Offering that free one when it's somebody that you are in a group with I think is valuable because we all know they have to get into that equipment and they have to feel this in their body themselves. That's our goal is to get them in and whether it is one or two visits. That's up to you. But getting them in the hot seat is the important thing.

Lawrence: Obviously, if you are a new or existing high intensity training business owners, it is probably important to look at the marketing mix. All the different things that you can do a great business. There is obviously a long list – PR, social media, networking, SEO, lots of other stuff, direct mail. But I think one of the things that is often gets overlooked and it's probably the thing that most of us should test first is networking. It is so powerful whether it is [BNI](#) or Chamber of Commerce, or fill in the blank local networking event online and offline. If you have a virtual service then online. Actually, it doesn't really matter. You could still invite them into studio online anyway. But online suggests that they are not necessarily local so then in that case you only better serve them if you had a virtual training offer which we do. We tend to do that sometimes.

But the point I'm trying to make is that it seems to me that networking is beyond just delivering great service and generating referrals which is key as

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

well. It's probably the most important thing. The next tactic down the line is typically some kind of networking for generating new leads.

Sheila: And like you I know you had mentioned before you do I would say give it a year in any group. I think you had mentioned that before. Because sometimes you just get to feel, "You know what, this isn't working for me and my time. I'm going to try another..." Where you find your people. I've been doing that over the past few years. I was part of a couple groups that I have now said, "You know what, that's not worth my time right now. I'm going to go to this group and look for more of a community. I feel the community feel has been the best for me whether it is the Chamber or there is a one women's group that I have been a part of years and they have that community feel. For me, that's what works so that's what I'm going to focus on.

I might have something, I'm planning, because we are about to celebrate our 10-year anniversary.

Lawrence: Congratulations.

Sheila: Thank you. So we are going to have a little... I'm going to spend money and have a party. Not in the studio because I don't want somebody to spill anything. There were a couple of things I have to clean up. Not big deals but I was just like, okay, I don't want to do that again as far as in a big where there is food. So I'm going to do a party for my clients. And have it be at a

## July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing

local, very close by. I'm looking at this really cool boutique hotel. That will be another opportunity to just maybe have them bring somebody and give them free. I'm going to celebrate some of our clients that have been with us forever. Things like that.

Lawrence: Sounds great. I love to hear how that goes. Sheila, thanks so much for doing this. I think this is a great tactic - a live demo marketing - that members can experiment within their business. What's the best way to find out more about you and learn about [The Strength Code](#)?

Sheila: Just go to [thestrengthcode.com](http://thestrengthcode.com).

Lawrence: Great. Awesome. Just for everyone listening or watching, this is obviously going to be transcribed as well so if you want to read the content you can do that. Just a quick teaser, next month we have [Blair Wilson](#) from [MedX Precision Fitness](#) coming on to talk about scheduling, policies, rollovers, memberships, pricing and packaging. They've been doing a whole revamp on that stuff lately. I've been fortunate enough to be privy to some of that and so I'm excited to learn from him. I know that I get a lot of questions about scheduling, and policies, and things like that. What's the most efficient way to do it for our type of business? The truth is it's highly nuanced and there is no one way. It's about designing on what works best for you. And so that will really help you do that and that will be early August we will be recording that together.



## **July 2022 – Sheila Melody – Get New Clients with Live Demo Marketing**

Last thing I'll say is thank you, Sheila, for doing this today and thank you to everyone for being a member. I really appreciate it. Yeah, that's it. I guess we'll reconnect very soon.

Sheila: Sure. Thank you. This has been my pleasure.

Lawrence: Thanks, Sheila.