September 2022 – Matt McGunagle – Strength Portal Software Demo

Lawrence: Welcome to the Membership content for September 2022 in HIT Business Membership. I really appreciate you being a member. As always I'm excited about today's content.

We do this type of thing every single month. Every month we focus on different aspects of running and growing the strength training business whether it is marketing, or operations, or pricing and packaging, hiring a team, managing the team, all the stuff like that, as well as the personal training side which is obviously everything. It is the product. We have people on to talk about how you can really improve your personal training operation, delivering workouts, doing certain exercises, coaching, all the rest of it.

The top people that we have on to talk about that are people like Luke Carlson who is CEO of Discover Strength, John Little and Dr. Doug McGuff who are obviously famous for offering Body by Science, personal training biomechanics like Bill DeSimone, Jeff Tomaszewski who is a successful high intensity training business owner himself. We try to get the best people but within our niche for the most part to really provide action oriented insights on these different aspects of growing the business.

Today, we are joined by Matt McGunagle who is the CEO and Founder of Strength Portal which is a software to help you track and manage client workouts and share progress. I'm really excited about the software that's been really embraced by our niche which is so cool to see. No one has really been able to do that until now. Because I've seen so many different apps and platforms as you know that just don't really work out and not really get traction and people are always reverting to pen and paper or Google Sheets. So this is really cool to see and I'm excited to obviously be part of your journey and help you.

This is a Q&A so if you're joining this and you have a question, then please raise your hand, or you can just type in the chat box, or I can actually unmute you can actually ask a question live. We don't mind. Just be mindful this has been recorded so anything you'll say will be recorded. But just be aware this is a small niched community so it's not like this has been published on the wider internet.

That's it, Matt for preamble. Let's get started shall we. Do you want to share your screen there and then you can start with the demo of Strength Portal?

Matt: Yeah, absolutely. I will go ahead and do that. Thank you for the intro. I'm really happy to be here.

Lawrence: You are most welcome.

Matt: I think first things first just to give a little bit of context about Strength Portal overall. As you mentioned, we have been around for some quite time as a software platform specifically for fitness businesses. I think it is important to provide context for the market overall in probably as to why I'm specifically here. There is a wide range of personal training software out there. Let's just say anywhere from 10-15. But what we found over the years is that most of them tend to focus on independent personal trainers, maybe that have lost a big box, or working at a personal training studio just renting space, running a business by themselves doing in person and online. But there's a real gap in the market for software that allowed training teams to work together in studios or also if they were scaling up to multiple locations. With my personal background just exposure to the industry that's where our team interest led us.

We have started to really grow and build a lot of momentum as a business over the last few years. Our software platform has really started to become a strong value add to businesses like within your community specifically. I scrolled down a little bit just to provide a little bit of backend for that. We do work with everyone from independent single location personal training studios up to 100 location gym chains like Equinox. We do have support integrations with companies like Jonas Fitness and more specifically for your community which is relevant here with MINDBODY. And to talk about that a little bit further, over the last two years we've made some heavy investments to build our platform so that it's essentially turnkey for a personal training studio to come on with MINDBODY integration. Turn on the lights, get all the accounts set up and then just start focusing on building the right content for workout programming and tracking that's going to allow you to deliver the best service possible to your clientele.

I'll be going over all of these in detail. But really the main point that we are driving to here and how most of our customers interact with our platform on a day to day basis is that we have a responsive web app that allows you as a trainer. If you are going to be writing workout programs for your clients, you can pull a workout app on a tablet through a browser. You can view the workout tracking interface and then an experience like this looks really professional especially compared to you having a smartphone or something on the floor. Having a tablet is a big difference. When you walk into the studios for different members of this community here, you'll see that they'll be using tablets in tracking workouts, building data, and starting to build up a really rich client history so that we can do cool things.

With that I can start to jump into a little bit of walkthrough for the platform, explain the different nuances here, and just jump right into it.

Lawrence: Yeah, go for it.

Matt: First things first when we engage with a potential customer we are looking to figure out are you using a pre-existing platform that we have a support integration with that we can leverage for all of the account generation for team members, training team, and also all the members, all the clients. So if it's MINDBODY as I was mentioning earlier it's essentially turnkey. What we do is we just connect System 1 to System 2. And then, we'll pull in the information so that when you log in you'll have your full training team and also the clients that are existing in your MINDBODY account.

The cool thing about that is since we're leveraging MINDBODY as your source of truth for user creation in this example. If you add a profile into MINDBODY it automatically gets pulled over into Strength Portal. If you're talking about scaling up your business kind of removing different jobs this is something that definitely has a huge benefit to that whether you are one location and have a training team that's growing or multiple locations. We do have the ability to streamline that as well.

Lawrence: Quick question on integrations. Obviously, some of our colleagues will not use MINDBODY. They will be using Wellness Living which is quite popular I think in Canada. I actually don't know other platforms really that well. Glofox is one. Maybe there's other ones like Acuity.

Matt: Glofox, Marianatek**.**

Lawrence**:** Okay. You know them better than me. Now, are you looking to integrate with any others? What's the roadmap there on integrations?

Matt: We have three support integrations with billing and scheduling or platforms that could be used as a source of truth. We are always looking to add more. We have talked to Wellness Living. We have talked to Marianatek. We do have plans to continually add more to just make it easier for more companies to easily onboard to our business. I think that is a key strength that we have. If you look at other platforms in this space, a lot of them have tried to either focus on different paths that wouldn't necessarily match up with the personal training studios or pre-existing tools that they are using. We are continually looking to add as many as possible to niche down into this space so we can match what we have from MINDBODY for example.

Just to touch on that a little bit further, I'm using MINDBODY as an example here because from our research it is the predominant tool used in your community. But we do also support if you want to just manually set up, if you want to use CSV for setting up and getting all the user profiles in there. We do have multiple ways to do this and those are outlined when we engage in the onboarding process. Ideally in a perfect world if you have a platform that we already integrate with, fantastic. That really makes it easy. But we do have a lot of flexibility that we can do as well beyond that which makes it easier for you to get the initial setup and then start pulling out the value that we really specialize in with the workout programming and tracking.

Lawrence: Awesome. Thank you.

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Matt: Yeah, absolutely. The reason I want to start on the organization page is whether you're an owner/operator or you have a small training team, with the organization page not only you are able to see all the different clients, all the different trainers, but you are able to see high level activity across the platform which I think is really cool. So if your team is scaling up and going from one to maybe 3 to 5 trainers at a location, you are going to want to start to have extra data to just track activity to make sure everything is aligned from a billing and scheduling standpoint towards actually being tracked and performed on the floor.

Lawrence: Is this pulled directly from MINDBODY or whatever software the users want?

Matt: This is our own data. Any data that happens on the platform we are able to pull up into activity and metrics so you can see side by side if you have MINDBODY and you have Strength Portal opened and be like, "Okay, here's the billing and scheduling. Here's what we actually pulled per session and here is what's tracked in Strength Portal." It is a good question because we do want to start to combine some of that data into one location in the future to just streamline it a little bit where we do have strong interest from several of our customers for that.

Lawrence: I'm just thinking about it, so help me understand this. If we sell a contract on MINDBODY which is training 4x a month just to keep it simple. You are smiling because you're like, "Yes, Lawrence, I've had this question 100x."

Matt: No, no I haven't.

Lawrence: Let's say you got 4 sessions in a month just to keep it simple. It would be great to be able to sell that on MINDBODY and go in here and see sessions remaining, the exact number for that month. You would have to do that manually in Strength Portal. Am I correct?

Matt: Yeah. That would have to be manually done but that is the exact data endpoint that we would be looking to pull in sooner than later which will make everyone's life a bit easier in the day to day.

Lawrence: Absolutely. That would be great.

Matt: It's a perfect example. The exact type of feedback that we are always looking for especially if we have this support integrations is what are you going back and forth for and if you can just have it in one location. Obviously, that's a huge value add. It just makes things a little bit easier. No, it's a perfect example.

Just to wrap this up is that obviously there is MINDBODY data. In the Strength Portal system we can generate data that's going to be a value add as well. As you scale up with your training team to be able to see what's happening on your platform in one place. It's going to be able to help round out that full picture of what's actually happening in your business as you scale up and you can't potentially do everything yourself in the day to day. If you are doing everything yourself as a single owner/operator, there is value in seeing your activity data across the platform as well. I think there is a lot of value to be extracted no matter what your business setup is.

Beyond that, after initial setup establishing how we are going to do the support integration or manual creation with users and get everyone in there so you can turn on the lights, the next step that we are looking to chat through is managing the content within your organization. A lot of our customer's pre-existing to using a platform like ours. Maybe they've developed a system over the years whether it is in spreadsheets, or pen and paper, or different documents. I actually have a funny little habit whenever I go into a potential customer's gym in person and I see these old stacks of files or folders. I'd take a picture of it just to be like, "That's the competition. That's what we are working against."

Really what we are trying to do is there is usually a system in place whether it is organized or a little bit scattered. It is always in different locations. What we are trying to do here is once again whether you're one individual running a business or many or across multiple locations you now will have the ability to manage your content and have a standardization for exercises and also workout programs across all the members of your team. So when you come into the exercise library you have a few different paths that you could take. You could use our default exercise library which is maybe a little bit more robust for different variations, different equipment focuses such as barbell, or TRX, etc. It is a library that's filled with hundreds of exercises. But the cool thing is that we have the ability to completely customize it to fit your needs. During the onboarding process, if you are to completely wipe this out and show to us your pre-existing exercise library that you want us to upload, we have the ability to do that.

The main point here is no matter what your training business focuses on with equipment, with different exercises that you want to put in your programs you have the ability to completely customize those to fit your needs.

Lawrence: You would do it without a setup cost. Is that correct?

Matt: That's correct.

Lawrence: Which is amazing because that's a lot of work and there are no additional fees for doing that so definitely that's great.

Matt: Yeah, no, I really appreciate it. We've built processes to streamline this so that's definitely a big investment for me. In the very beginning it would be like, "Oh, okay I'll work at that and manually [unclear] and do the uploading." But obviously you always want to look for opportunities to scale and help your customers so we have built multiple systems to help make it as turnkey as possible. It's usually pretty fast. Usually, to be honest, the biggest slowdown in this onboarding process is if we work with a customer that is really spending a lot of time thinking about trying to get the system right.

Lawrence: They are getting their own way basically.

Matt: Yeah, exactly. We are like, "Hey…" The nice thing about this is not only can we upload and import it but it is always editable. You can always change it over time. It's more about just get it in, get it started and let's help set you up for success but you still have the ability to refine it over time and add to it if you need to.

So I'm going to pull up, just as an example, a machine (chest press) here to talk through the different metrics that an exercise has so you can build up an idea for what it would look like to add in your own library or customize over time if you want to go beyond a default structure that we have. When I click on an exercise you will see *exercise name*, and then with every exercise we are going to have *sets* because you will always need the ability to say how many times you are going to perform through an exercise. And then, we have four different metrics that can be selected with an exercise when you are creating it – *reps*, *weight*, *distance*, and *time*. And you can choose up to one to two of any of those combinations of the four.

So machine chest press is a perfect example. You would have sets, reps, weight as your standard option. Then beyond that, if it was a cardio exercise, you could do distance and time. If it is farmer's carries for example, you could do weight and distance. If it is bodyweight, you could just do reps.

There is a lot of flexibility in that and typically we are still able to meet any type of exercise tracking. It needs to be able to track that core data. I will get to it all later in the workout programming examples is you do have the ability to add extra information beyond that which is important as well.

Moving forward for this exercise. Customization is where you can add a description. This can be thought of as either internal facing for your staff or external facing so something that would potentially be exposed to a client if you shared a workout with them. In terms of building a system to help standardize your processes, I like to think of this as something that if you're going to be doing 1-on-1 training or small group training having a description and therefore like, "Hey, here's how we perform this exercise…", so that any trainer that you potentially hire and comes into your system can look at the exercise library, read about it, and follow exactly your processes even if you talked to them in person. You now have other resources to go to. That's going to be a huge value add and then potential to scale up your business so you don't need to be as hands on and involved in everything.

And then beyond that, we do have a session for synonyms. This is interesting for if you have an exercise library and potentially as you scale up with your team or multiple locations there just could be different terminology used to refer to specific exercises. The go to I like to use for this example is with some of our customers we see really technical descriptions of exercises such as lying barbell triceps extension. Where the more pro bodybuilder way to refer to that would be skull crusher. What you could do is you could actually have a lying barbell triceps extension but you could put in the synonym as skull crusher. And the way that this exposes itself in the system is that when you search for an exercise whether it is one or the other this is another name that it's going to search for. Now it has two different terms that sync up to one exercise so you don't have a split within your library. Over time data was tracked on exercise 1 and exercise 2 that data would split up even further and further and now you can add easy consolidation for one so you have a strong data history with consistency across all of your trainers, all of your clients, and all of your history that you build up.

That was something that when we started to work with customers that have 100 locations was made to be important right away. But even on a smaller scale I think it is really important because you should allow for flexibility especially if you are building up your team over time. There's going to be different things that are just ways to streamline this over time. There are a lot of different ways it can be used.

Lawrence: I'll just make one comment. I think it's really valuable the feature where you can actually share the workout with a client which I know we are going to talk about in a more depth in a minute. But you can share the exercises, how to do the exercises with a client. I know that everyone listening to this will be like, "Why would we want to do that? Because we don't want them to do it themselves. We want them to be supervised by us." I'm like, "Yes." But I think that occasionally you would get a client who they'll say, "I want to train once a week with you and then once by myself." That never happens. They never do the second workout. You might have someone cancel for whatever reason. Maybe they run into some money problems. To be able to say, "Hey, look, you know there are many, many benefits to supervision. We understand your situation. Here is your workout. Here is exactly how to perform the exercise as you do it yourself." That's such a massive value add. They would be straight back in your businesses as soon as they can have experienced that.

I just think this is a great feature. I mean, if someone does a free workout with you and maybe they don't convert that you can give them this. It's like wow. Yes, it's okay why we're enabling them to train themselves. It's if they are going to train themselves they would have anyway. This is just really showing how good you are as a business and how much value you can provide. And it's turnkey. You are not doing anything extra. It's already accessible to the client. So just some thoughts around that.

Matt: Yeah. And to add to that, the last data option that you can add to an exercise here is the ability to a video – YouTube or Vimeo. When you share workouts on their system over to a client that would come along with it through any workout so a client could easily not only view a description but also the video to get a visual if you are a visual learner like me. There is a lot of value building this up over time.

Just to break that down really quickly, probably 90% of the workouts that are tracked to our system are 1-on-1, private, or small groups semi-private training. But our system does have the ability to support hybrid or online training as well. We can talk about that in the Client Management Section, the different ways you'd get to use to be able to scale up your business, different options you have over time.

Last note here just to recap is that this is a feature that has a lot of power baked into it. So if you think about it beyond just one central location, if you standardize a library for your company and you're scaling up to two locations, our system easily scales up from one location to two. Everything that you would be able to create essentially a team library that would be accessible to two different accounts. If you expand beyond that now you have the ability to have standardization across all of your locations, all training teams to have the consistency which is really, really important. You want to make sure everything is tracked and performed the same way. Even for one location it has a lot of value. But as you sort to scale up, that value increases drastically over time.

Moving forward to the core of the platform, the Workout Program Management Section. The best way to configure our system is that it is designed similar to Google Docs where everything you create is going to be a document. But you have the ability to copy it and make another variation of it so you can make version one and then you can split it and then you can have version 1A and 1B. What our management feature allows, the super admin role, within a company to do is not only can you create any type of workout program that you want to but you can set team library workout programs that would be available to all your trainers. These are a list of workouts that any trainer can view within your system to streamline the process for how we standardize workout programming and tracking across all of your trainers, your locations. You have the ability not only to build up your own library for your own benefit. But if you are working with a team and you want to be able to provide tools that allow your trainers to streamline their own workout programming and just get that consistent, high quality training across everyone even if you can't do every session yourself. This is the way to do that. What you are seeing here that I'm kind of switching back and forth between is when I create a program it's going to be a My Library Program by default. But as a super admin I can switch it over to this Team Library List and that's as simple as that.

What I'm going to do here is I'm just going to go into an example workout and just talk about the different flexibility, different paths that can be taken with this. I think the main point to start here is the structure. You have a workout program name. Everything in our system is going to be set up with weeks and then sessions within the weeks. And then, session names could easily be edited if you want. We see a lot of customers do Session 1 or Session A and then Session B for example. After that you do have the ability to add general notes if you want to for guidelines for how to perform this workout overall whether it's more trainer facing once again or potentially reminders to walk clients through. After that, you are seeing you have a workout session so you could warm-up, lifting, you could add another one just like cardio for example. These are all completely customizable. You can refer to them any way you want. We see some customers that create maybe workout to 3 to 5 different sessions just splitting up to be really clear about what the focus is. We also see some customers that just have one workout session and just do lifting or strength training. You can structure it however you want to. It has a lot of flexibility with that.

After that, you have exercises themselves. They have a few good examples which will be helpful here. In the warm up section I have bodyweight exercises. You could see you have the exercise name then you have sets and reps. And just to add a little nuance to this is that it is a minor learning curve here to just learn that everything is going to be in one mind by default so you do need to learn here's sets, here's reps. And then if you go down to the next one, trap or deadlift for example has sets, reps, and then rate whichever you need to view or the actual name for into these columns that could be added to it for the different metrics could be extracted from the exercises. You can always expand it to see each set line. So you have Set 1, 2, and 3. And if you want to see reps, weight, distance, and time that is all available as well.

Probably most specifically for this video what I would like to focus on is that this is designed to mimic your pre-existing systems as much as possible whether it is pen and paper, or spreadsheets. We've built a structure that is pretty common especially amongst your community. For strength training focused you want to be able to have your exercises. You want to be able to get sets, reps, weight, want to be able to track volume, want to be able to track PRs like advances in strength for specific exercises over time. And then if you want to get more specific as I was referring to earlier you have this notes section where you can write things like tempo, RPE, general notes, guidance for what's going to be the most helpful for a trainer to get as specific as possible with the instructions that they won't be on just the default metrics.

Lawrence: What about if you wanted to remove the sets column completely? Because I suspect you discovered that column is a little bit redundant for some of us because we are doing one.

Matt: Yes. It is pretty common within your community to have one set obviously with just the reps. It is still nice to have as the default. We haven't built a workflow to remove that from the view yet. But who knows. We'll see if that's something we can niched down to even further in the future.

Lawrence: The process we follow is we'll do one set but then we might do a second set but it would be an advanced technique. So one set going to failure. I know you've had this one before. So an advanced technique like a force repetition, or drop set, or whatever. But we won't measure that because it's almost noise at that point. We might put it in the notes. In fact, they don't even put it in the notes because they are more just looking at that first set to see if that first set has improved in terms of weight or reps. But that's easy I guess you got the notes sections here. If one wanted to add notes about advanced techniques you could.

Matt: Very easily. There are ways to customize this, make it streamline to better fit your needs. The nice thing when you are adding a new exercise, I'll just go through that, when you search in the library is that it does have the one set is default so all you need to be able to go in is add the reps. Just to talk about this a little bit further is within the high intensity community obviously the one set max effort is the default. You typically see maybe 1 to 8 for listed exercises in a row.

We do have the ability to get even more detailed if we want. If you want to add and create super sets, if you want to adjust the order of exercises, there is a cool functionality for switching exercises if you need to swap something. The main point that I would like to get across here is what you're building up here is a template. This is something that would be reusable whether it is for one client or multiple clients or for multiple trainers. You are building all your systems that you may have been writing like pen and paper or spreadsheets before. Now it's really easy to just copy and make it as a standard. And then you have something that's reusable multiple times and you can even create variations and you have a central location.

With this library is not only do you have the team library but your own library that can be built up over time. But the cool thing is that with this, when you actually enroll it to a client, what it does is take that copy and it makes a new copy for each client. You can take that template and now have five different versions if you enroll five different clients. Now you can not only track and personalize the workouts for each other clients and build up their history. Say you are able to get a fragmentation but still having a central template to reuse over time. That's going to be an efficient saying.

When we are talking about creating content for your company, you have the exercise library. Obviously, you want to get that right and get it standardized so it scales well. That Workout Program Library is getting the top content in there so that if you're going to have a new hire, they come in, and they're like, "Cool, this library is just already built… This Workout Program Library is built out and I can just go in and follow a process." That streamlines not only your hiring but your training but also ensures that every new team member you add to your system is going to deliver high quality training sessions right from the start even if potentially they are not as experienced or maybe they've been performing a different type of exercise coaching in the past. You are able to build a system that is reusable not only for you but also for your full training team.

There are a lot of cool features in here that are beneath the surface. You have the ability to copy. You do also have the ability to create workout session templates so that if you want to save one workout session that could be added to any program. You can do that to just streamline things. A really good example for how that may be of use is that let's say you have a full body workout designed for a client, they come in, they have a hurt shoulder, they can't do any of the upper body exercises that day. Well, maybe you have a session template that has only lower body exercises so instead of needing to rewrite the workout session as you go you can just go, "Cool, I'm just going to copy this session template." And then I'll just perform those exercises and that saves me a few minutes potentially on the floor so I can give my client the best experience possible. These are templates. These are built to streamline. Once you get your content in there it's going to really save more time as you continue to use the system. That's something that the value continues to grow.

Going over to the Client Management section. This is a list of all the clients that you are working with. Two different ways that this can be set up is either we have what's called 'classic' and that means you have a gym, you have a number of members within the organization but every trainer is potentially working with different clients. So a trainer can go in and select the members that they are working with and add them to their client list. That doesn't fit your community. That's more of a big box gym. For your community we have what's called 'open' where when we set up your account if you have a support integration for example we can make the default that every single client added is automatically added to every single trainer's account. And there is a full edit permission so trainer 1 or trainer 2 can also view the workout program and track it. So it allows for collaboration and access in the open working environment compared to a restrictive permission block working environment which some gyms do. But in the personal training studio community typically our trainers are working together and they have the ability to work with any client at any time. That's where we have a nice streamline setup that can help support that.

And then going into a client profile there are a few different tabs that you are able to see. You will be able to see an overview of recent activity. You have the ability to add body metrics if you want to get that information in there – weight, body fat, different body measurements, etc. Easy to have.

Then, you have the workout program example. If I enrolled a client to this program, I'll just follow this tab, go in. I could select private or shared. So this goes back to the question you were asking or the question you were asking about the value of having these workout programs we shared. Private means only the training team can view and track that program in the system. What shared will do is it will kick out an invitation email to that client if they haven't already been invited. They can create a password and then they can download the Strength Portal mobile app which looks like this and they can view and track workouts. That is the support for hybrid or online coaching beyond the gym if you do want to do that. But if you just specialize just in person whether 1-on-1 or small group, you would select private and then only the staff would be able to view the workout.

What you were seeing earlier in the program management tool is the full program view. But when you get to an enrolled program you do have the ability to access what we call our single session tracking view. This will look a little bit weird on my screen because I'm using a laptop. But if I was using a tablet the screen is responsive so it adapts to the screen size you have. This view is what you're actually seeing here just on a different device. On a tablet it really makes a lot of sense for that view. You would be able to come in, you see all the exercises. You would be able to ideally just go in and just track what you want to. So if you have sets, reps, weight. Maybe you already have sets and reps in there, all you need to add is that weight. At the end of a workout you just press complete and then all that information is going to be saved.

The cool thing is that as you try to track data in the system we are able to start doing cool things with it that are going to be helpful for you on the floor. So when I click on an exercise here what you can see on the right hand side is we have a new session that pops up that pulls in the previous exercise history for that client. You can see the last few times they performed this exercise, their sets, reps, and weight, and the date that was associated with it. You can get an idea for if I do 20 sessions over a few days with clients, and have clients coming in week to week, I'm just not going to remember what we did last time. Now, you have information available in one click. And beyond that, you also have historical rep maxes over a variety of rep ranges which I think is really cool for anyone being able to see the history of a client within your system built up overall. So not only the recent activity but also the historical and that's going to help guide you on the floor to coach them for what the right weight might be for that day depending on where they are and just their own…

Lawrence: How are the rep maxes calculated? Is that an algorithm or is that they've actually done those exercises. They've done 2 rep max and 3 rep max.

Matt: Yeah. These aren't projected. These are the actual highest weights recorded for those exercises at that rep. We have thought about adding a projection section to this as well which is something that is not a big extension from what we have. It should really be interesting as well to help guide for newer clients that don't have as much data as you continue to get that data in there as well.

Lawrence: It would be a good time to tackle Bryce's question on this. Maybe I can frame it up. Is it a good time about the 1 rep max metric.

Matt: Let's wait. I'm going back to the Benchmark Program in just a moment. The last note that I want to touch on here that I think is really, really cool is that if you have a training team, not only do you have the core exercise data that you're tracking with clients, but you also have all this context that gets built up to try to best coach your client to make sure you're not going to put them in a bad position.

Beyond just the history, we also have the ability to take notes. What you see down here at the bottom, it says, "Hurt shoulder about 5 years ago", so we won't push the weight too heavy for a barbell bench press. Maybe stay on the lighter side. What this is is with every single exercise you have the ability to create a note that automatically has a tag for that client for this exercise. Anytime you write a program and you put in this exercise and you view it on the floor, that note will pop up for all the trainers in your system.

Really good example of how it can be used is you can be talking about different injuries or medical issues to be conscious of for certain exercises. Maybe they have certain cues that really help them perform the exercise the right way that you want to be able to jot notes down. Maybe they have goals for that exercise. For a trap or delt maybe my goal is to do 275lbs. or time to get three plates 315lbs at the end of the year. You can start to add notes that's going to help build context for that client whether you're on the floor, trainer to trainer, you have the information that's going to be right there and available for that client to help give the best experience possible. That's a feature that our customers get a lot of value from.

Another good example for machine-focused exercises is you can write down seat settings. This client does this seat settings for this exercise so when they come over to it, one click, I now know exactly what to do. I don't need that information or need to go anywhere else for it. And from trainer to trainer that information is accessible. Once again, it is just streamlining of information as you start to get more content in there. If I quickly view all notes, you can see even beyond that exercise specific note you do have the ability to add different notes for personal, assessment, medical. This is for all the notes for that client that are built up. So you really have a lot of context that can be added whether you are doing it in the session, after the session, that's going to help you give the best experience possible for your clients.

I do want to move over to the end part of the system. After you get the content set up you are actually tracking exercises in it. Now, we have the ability to do cool things with the data so I have a data visualization section. We do have two different paths that we could take here. Previously this year we released what we call Customer Reports. Any trainer can come in here and set a… Actually, I'm going to a different client real quick just to show a little bit more of the data set. When I come in I can set a specific timeframe. I can say how I want to group that data over time. I can also search for specific exercises that I want to put into a report. As you are seeing here this actual recorded data. This is actually my data that I track in the system. You can see with just a few clicks in the last 180 days grouped by weeks, how much volume I've done over time, I can see week to week what I've been doing across all my exercises tracked in one area to see how much effort I've done, how consistent I've been, if I'm gaining over time. For a specific exercise, you can do the same and you also get those historical rep maxes.

The main point I'm driving too here is that with a Customer Report you have the ability to create this and then this could be shared with a client. I'll go over here. What happens when you create a report is you're going to have a shareable responsive web page that can be shared via any medium - text, email, social. Whatever is going to be the most helpful. Now, after you've put all the content, track the information. At the end of the day you have the ability to create a report that helps share data with a client to show all the progress that they've been making. This is a tool that we think about is really helpful for not only motivation but client retention. The more data you can show them that, “Hey, this is all working”, then the easier it is going to be to sell that next training package. You can see here a lot of data, a lot of value that can be extracted from it. And that’s going to be really helpful for you as a training team to build your training business.

The last point that I’m building too here is that beyond just a Customer Report setup, we just released a new feature which we call Benchmark Programs and Reports. This is a way to streamline the process of creating reports. Just as a quick example you have the ability to, as a super admin, create a workout program. Set it as a new type of workout which is called the Benchmark Workout Program. When you go into it, pretty much the same exact thing but as another view. But the cool thing is that every single time a trainer takes this workout, tracks it with a client, what it’s going to do for that exercise is add a tag that allows us to filter down to that data specifically and then create reports automatically with it. A lot of our customers are doing maybe a once a month strength-based test workout with their client. Maybe they call it an assessment. Maybe it’s a test workout. For our system we are using the terminology benchmark. That just makes the most sense for us.

When you create a benchmark program going over to a client and have that data built up for one. What you can do is you can load a benchmark automatically. When I do a benchmark example and I click down through that. What's going to be automatically generated is every single time that workout was tracked with that client, it's going to pull out the highest weight recorded for each exercise and plot it so now you're able to show a nice clean line chart for what was performed in each of those test or benchmark or assessment sessions over time.

Lawrence: Awesome.

Matt: Yeah. That's what you're seeing here is the brand new benchmark report generation and same flow you have the ability to create a report, title, notes. And to just show what the actual example looks like. When I go over here this is a responsive webpage that can be shared with anyone, with your client. They get that data in a nice clean way. Ideally, if the client is putting good energy they can show progress over time across all these different exercises.

Lawrence: Yeah. And just one comment on this. I think what is common in our space is for the first couple of years you'll see this progress. I mean, people's strength improves very quickly. But then we know we'll reach genetic limitations. You are not going to be 50% stronger every year for life and you start to plateau. But it doesn't mean that this isn't still useful. It is very, very important in the first couple of years for helping with retention of any kind of progress assessment. But this is obviously a very easy way to present it. Easy to understand and it's easy to produce.

I was just in fact texting with some of the guys Skyler and Bryce there. They were saying, "You could still do the same thing just do it less frequently." You can still do a strength test because you're not going to see so much from quarter to quarter. Maybe do it annually or something like that over the long term. Because by then people should if you've educated them appropriately should get it. Should get the fact that you're not going to continue getting 50% stronger every single year. That's not how human strength works. Just to comment on that.

Matt: Yeah, I couldn't agree more. I think this is most valuable for those clients that are coming in. You are getting easy gains within the first two years. Now, they are actually doing that consistent well-structured workout program for the first time for most of them. To be able to see that clear progress after making across all these is a huge motivational tool that is already being leveraged in our systems but now it is automated for our customers. Even beyond this though is if you do have those clients that are a little bit more advanced, you do have the ability to create different benchmark workouts. It is not just one that has to be used. You can create a variety of them that can be used in different ways, different cadences. This one is the default structure. Maybe once a month for those clients that are getting those easy gains makes a ton of sense. You could create different benchmark programs that are a little bit more tailored to pull out and extract and show the progress they are making in other areas. Do different cadences if you want. And then to go back to the tools you always have the ability to go back and create customer reports as well for those clients that are really bought in that have been there with you for a long time where you can focus on just the data that is going to be most relevant for them. It can be standardized. It can be customized. I think a really good point is talking about the different types of customers that you have. The value is really in those earlier stages to be able to show and demonstrate the progress that they are making for sure.

Lawrence: Awesome. Thank you, Matt. I'm going to need to wrap it up there and maybe we can address any questions that we didn't get to and any future questions. We can address those perhaps in the thread inside the Membership and start a bit of dialogue there if there are questions. What's the best way for people to find out more about Strength Portal? What's the steps they have to take? Do they schedule a call with you? Remind me how they find out more and look to get into the software.

Matt: Yeah, absolutely. I believe there's links to Strength Portal in your Membership area which I would like everyone to go to. Through those links that you provide they have the ability to set up a call. We can do an additional demo, answer questions, and talk through the onboarding process what it would look like based on their specific needs in their pre-existing setup. We are always happy to chat.

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Lawrence: Yeah, so you know the links better than myself but it is strengthportal.com/highintensitybusiness. But there will be a link in the thread, and in the Membership, all over the place as well. That was perfect. Thank you so much, Matt, for the demo really further. This is obviously recorded. It's going to be transcribed as well so if people prefer to read about it they can.

Thank everyone for being a member and just to give a little teaser for next month's content which should come early next month with someone we've already mentioned, Luke Carlson, who is CEO and Founder of Discover Strength. He is going to be talking about how you can maximize your earnings in your studio. We've talked before about how… I think a lot of our colleagues maybe put a little bit of a ceiling on what they can actually generate in terms of revenue. He is going to talk about all the different things they do at Discover Strength in order to maximize that. The one advantage that we all have is this 2x advantage. We do 30-minute workouts but we charge the same as people who do an hour. So that's one advantage right there but obviously there is a lot more benefits in the HIT industry that we can improve on such as selling more sessions and increasing the number of workouts we do simultaneously in our studios, doing more group sessions, changing our pricing and packaging, and our models in order to really optimize that part of the business. So that's going to be coming in October.

Matt, thank you so much for taking the time. I really, really appreciate it and look forward to talking to you again very soon.

Matt: It was a pleasure. Thank you so much.