

## February 2023 - Optimizing Bark.com Leads with Dr. Bryce Lee

Lawrence: Welcome back everyone. This is the [Membership](#) content for February 2023. You're probably thinking, "Why does Lawrence sound like that?" Well, I'm putting my sexy, charming voice on for Bryce Lee. No, I'm not. I've actually lost my voice. This is the best I can do today.

We do this every single month and we alternate between high intensity training, personal training content, and business content. We try to focus on stuff that you guys really want like how to get more clients, retain clients, how to attract and retain great trainers. I'll say those are the three most common problems we have in our space. We always have the best guests for that content which again have a deep knowledge in high intensity training business specifically. We have people like [Dr. Doug McGuff](#), we've had [Jeff Tomaszewski](#), [Luke Carlson](#), [John Little](#), and many more.

Today it's a little bit different. I'm joined by [Dr. Bryce Lee](#), Founder of [StrengthSpace](#), a private strength training facility in Chesapeake, Virginia. Many of you will be familiar with Bryce because he is awesome, and he's been on my podcast and [Membership](#) talking about usually more specifically personal training topics related to injuries, training protocols, and that kind of thing.

[Bryce](#), good to see you. Thank you so much for doing this. I'm looking forward to this today.

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Bryce: Yeah, me too. I'm looking forward to learning a little bit about your approach here and some of the things we're going to look at.

Lawrence: I should probably introduce the actual topic for today. This [Membership](#) content is going to be focused on... It's kind of a follow up to **How to Use Bark.com for Generating Leads**. Now, we've done an initial bit of [Bark](#) content training already. This is more of me attempting to coach you on this and help you out so you get better ROI. Because I think it is a really good resource and so let's see how it goes. Just to kick things off, for those who aren't aware of [Bark.com](#), it's a place where you can basically invest money to buy credits then you can use those credits to buy leads. These are leads where you have complete visibility of an individual's interest in personal training and all of their criteria so what are their demographics, the age, how much they want to train, what their goals are, where they live. All these things. And you can buy credits then and use these credits to actually purchase the lead in [Bark](#) and then contact them. And you can contact them via phone, email, or text. That's effectively how it works.

I don't know if I've done a good job there describing [Bark](#). Is that how you would describe it?

Bryce: Yeah, definitely. I think one of the things that attracted me to it after you mentioned it is you really get a chance to pre-qualify because you'll get a notification saying, "Hey, Cynthia wants personal training." And you'll get to

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see what kind of answers she filled out for questions: she is 60 years old, she has a hip replacement. Those kinds of things. Those help you decide this is right in my strike zone or this person is 22 and wants to workout 6 days a week. They are probably not for me and so you can just pass on them. It's nice because you can choose who you go for.

Lawrence: Yeah, exactly. Just to get people a little bit excited about the potential. We've been using [Bark](#) for a few months now. Our numbers today, so we've invested 2.6K, that's in euros. Isn't the US dollar and euro almost 1 to 1 right now? So \$2,600 there or thereabouts in one off spend. That's incremental though so that's in 200 lumps every month or so, and we generated an ROI of \$6,500 monthly recurring from that. I think that's almost like 18 clients, varying frequency. Some are once a week, some are twice a week, some are 6x a month. I would say for us the only difference then experience we've had to a lot of people is that probably at least half of those are virtual. The reason for that is because we're based in Galway, Ireland which only has about 100,000 people. I think this tends to work in places where either the population is slightly greater or the target market cohort is larger.

When I say virtual, I mean, virtual person training, so 1-on-1 training. One caveat I will say is if you're in a small detachment or a small area. I don't think you could completely rely on this for high quality leads because perhaps it's in the volume. But it's certainly a great, in our experience, a great add on to the other things we might do.

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Lawrence: That's a little intro. Bryce, tell me about your experience of it so far. What do you like about it and what are you disappointed about and what are you struggling with?

Bryce: Some of the things I like about it is that you can decide what kind of leads you are interested in the first place. I don't do much virtual so when I filter my results... This may be a weakness in part. Like you said, [Bark](#) should really be optimal for people who are going virtual. I live in a city with about 250,000. We are right next to and kind of the same metro area as two cities that have 200,000 and 450,000 people. Buffering up on a million with the outlying area in my area, the number of people who are probably willing to commute to me is probably in the 300-500 thousand people range. That's just the size.

I like that I can filter by availability. If somebody says I only want to train on Sunday, I wouldn't even see that lead because I'm not open on Sunday. The challenge that I generally get is I'll pay for a lead and I won't get any response on that lead. I'll call them, I'll text them, I'll email them, and just get their response. That happens quite a bit. I want to say that my overall spend on [Bark](#) is... I think I can check it real quick and see what the easiest way to do that is.

Lawrence: Billing and payments.

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Bryce: Yeah. I'm going to look there real quick. But I'm sure I'm net positive. I am. If I just look at this I probably spent maybe \$657. A membership with me at twice a week is \$419 a month. I've certainly had 6 to 8 months of total training, maybe more out of [Bark](#). It's been a good investment in that respect even getting a few clients.

Lawrence: How many clients? How many did you convert?

Bryce: I think two clients actually matriculated and became regulars. I might have done an intro with two people who didn't turn out to actually want to follow through. My intro conversion is usually very high so I don't know if something about the leads that I'm filtering for on [Bark](#) got me lower quality leads. Usually I get this pretty high. You would think that by them going out and filling up this form they seem higher intent. I'm sorry, 3 hires. I've gotten 3 clients. I've probably tripled my ROI. It's not bad. But still it's only 3 and I just love to find a way to leverage it up 1 or 2 a month would be fantastic.

I'll get people who won't respond. That's a little tough. Part of that is maybe I'm not striking fast enough. They put out their search or their query at 8 in the morning. I'm busy with clients until 4pm. By the time I get on, two people have already responded or at least it says two people have responded. I don't know if the system is built to make it look like no matter how [unclear] it always shows you that at least one other person has responded. I don't know if that's actually true. Part of it is I've been trying to pick my battles. If

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I see somebody is interested in remote training even if they are open to coming in, if they are interested in remote, then I'll think twice about them because somebody else is going to reach out to them with a remote offer. And they might go for that just because it's convenient. I don't really go for somebody who is between 20 and 30. It's just not my strike zone. My mornings are also pretty busy right now so if somebody says it's got to be between 9 and 12 on Mondays and Fridays and I'm slant on that time. I might consider pulling them and try to convert them through a different time slot. But those are things that might make me just say, "Hey, do I want to spend the credits here."

Lawrence: You positioned your studio privately. You only do one person at a time or are you open to doing... Because I know that you are probably going to hire a trainer in the future because if someone leaves you are probably looking to hire a new trainer. Will they train people alongside you?

Bryce: The last trainer I had who moved out of the state, but it was a great experience working with her for a year. We did. We had two trainers, two clients. Also, I'm right now in the process of beta testing semi-private. I have a couple that I'm training at the same time. I opened that up initially just to couples because they already know each other and that's an easy swing. Once I'm really happy with that process, that's probably what I'm going to focus my new employee on. Because the people who are more complex, hip replacement, neck surgery, those people need more 1-on-1 attention anyway

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and they need to be attracted to the fact that I'm a physical therapist by background. But the people who are just straightforward healthy just need to substantiate. They're probably a good candidate for the semi-private. That's a dovetail. But, yes, I will be.

Lawrence: Two things. I guess you could open up those time slots again on [Bark](#) in your criteria when you hire obviously. That's going to open up more opportunities. And then, also, are you selecting a group now? So people that select group options, group training on [Bark](#)?

Bryce: No.

Lawrence: Okay. You've mentioned you are only interested in working with couples right now. I guess that's something you might do further down the line. That will open up things for you.

Bryce: Yeah. I think my progression is I'm going to do it with a handful of couples I already have, try to get existing clients to bring their spouses in by saying, "Hey, this is an option." I'd still think I want a... I know that [Discover Strength](#) doesn't do it this way. But I still think I would want a handful of 1-on-1 sessions with a person first because I'm trying to do my couples training or semi-private training in 30 minutes. I need people to know what they are doing and know the ropes and move quickly. That's a little different. I'm not ready. I might change that. Maybe my new person I hire and I have them only

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train on the 45-minute whereas I keep training 1-on-1 on a 30. Maybe that's the way we do it.

Lawrence: Got it. Just getting back to how you've been using [Bark](#), you were saying there about... Multiple times you've made calls, sent text, sent SMS, sent emails, no response. You're curious about speed and that's difficult because you're training clients how you can possibly get back to people. I want you to continue but also I want you to tell me about how often you have been doing it? Meaning how often have you been actually sitting down, and you and I were talking about the boring work earlier, for an hour just focused on this. Shutting everything else off just doing this for a week. An hour a day, meaning, doesn't always mean buying new leads. It means looking at those you've already bought and just going through all of them. That kind of work.

Bryce: I would say that when I get a lead who looks like they are a candidate they get a call that day every time. I'm not letting leads go by. When somebody looks like they are a person for me. They have the right age, they say the right things, and then profile. I'm not sleeping on it. I don't just wait a couple of days and let leads go. I reach out to those leads and contact them. I would say 90% of the time unless by the time I get to them there's four people who have already hit them up and they look like they might not be a good candidate for me anyway and I say, "Hey, maybe they aren't for me." But for the most part I'm hitting them up. I don't get a ton of leads.

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Again, I'm not filtering for remote. Now, people who pop up will say I'm interested in a person or remote and so I see them. I'll put a 10-mile radius around my studio. Maybe it would be good to expand that. But I do find that since there are so many options in say Virginia Beach which is the neighboring city, people are very unlikely... A lot of people, I'll get on the phone with them and they'll say, "Ah, it's just too far. Sorry." I've tried it. There's just a lot of... I mean, in the metro area there are a lot of personal training studios and gyms and such. I've run into that a handful of times. I've also had clients who started coming to me from 30 minutes away and they just decided, "Hey, this is too far for me." And they stop coming because of the distance. But I have some people who do come from that distance. Maybe I shouldn't assume. It's possible that casting a wider net in terms of visibility but then being tighter in terms of my selectiveness about which people I reach out to could increase the number of leads that I at least see. That's something I could consider.

Lawrence: I'm wondering if you feel you have a big enough sample size of those who lived too far away to know that they are a bad fit for you generally speaking.

Bryce: I'm sorry, was that a question?

Lawrence: What I mean is that just a gut feel where you feel like that people live this far away I just know wouldn't be a good fit for me. They are more likely to churn.

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Bryce: I've definitely seen that. I have a handful of people who come from far away. But most of the people who are coming from far away are more likely to churn. Yeah, that's true.

Lawrence: I'll recommend it to you like... We actually have our net out of 30 miles. But it's different in Galway. In Galway there are not that many options but that's not true. There are a lot of fitness options. Again, we are well differentiated as I think you probably are, and we are so focused on what we do. I mean, the big advantage we have in HIT is that unlike everyone else we are different. We are very aware of the homogeneity in fitness business that everyone tries to be all things to all people. They want to serve everyone. They do everything. They do weight training, cardio, infrared sauna, whatever. And we are like, no, we just work with these people who have these problems and we do this, we do strength training. I don't know. It's my experience that certainly using [Bark](#) that when you position yourself in that way and you're talking to the right person, moving mountains is an exaggeration a bit like, I don't know, I think that people would be prepared to travel a bit further. With that being said we've got a real traffic problem in Galway. We have people that live over the other side of the town and it's really hard for them to get to us and so we have had churn from those clients. I don't know. I'm thinking out loud here. I just want to make sure that you think. Maybe it's worth expanding that net and just testing it.

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Bryce: Yeah, I'm going to do that but I think I'll... Now that I figure out what are the things to look for in a lead who comes through to me maybe I'll be willing if I see somebody who is far away but they check all the boxes. They are really afraid of injury, they've had injuries in the past, and they have surgery. Those are the kind of people who even though I'm far away I might be able to still convert so I'll expand the range a little bit.

The other thing I don't know about and I think you've mentioned it is, Bark Pro. Is that just an absolute must do? You want to talk a bit about that?

Lawrence: Yeah. I'm going to bring that up so I can remind myself – the features. On the website it says, "Your Elite Pro benefits more search appearances, boosted position and search results." That is true. We certainly seem to get more in the way of people saying, reaching out to us and they want a quote from us, or they are interested in our service. That's probably because we invested in the Elite Pro so we get more visibility.

What else? They have this 'expert 1-on-1 coaching account optimization specialist but they are awful at least in my experience. Firstly, if you book a call with one of these guys and it shows up and so you have to call into the helpdesk and have a call with one of these account managers whose job is to optimize your profile and help you get better results. He looks at our profile and he's like, "Your profile is awesome. I wouldn't change anything. It's great." I was like, "Okay, this isn't adding much value. But maybe we are

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just doing a great job.” But I feel that people listening to this conversation and probably watching my other content on [Bark](#) would probably get much more out of that than they will out of an account manager. [Bark](#) who doesn’t really understand sales and marketing all that well in my opinion. Maybe the reps in the States. I don't know if it was an American company or a British company first. I can’t remember where they started. But you may find that, depending on which country you’re located, resources are better or worse. Anyway, with Elite Pro you get access to one of these expert coaches. There is no added value there in my opinion. I don’t seem to get better support or anything.

Let me see. Public contact details. Customers contact you directly. I guess I’ve had it for a while now. I've had Elite Pro for a while and we do seem to get better visibility but I’m not sure if it’s totally worth it. But €30 a month, when we look at our overall return on investment it’s like, okay, we’ll just do it. It seems to work. But that’s all I can really say on that.

Going back to what you were saying there, so challenges were obviously [unclear] and back to people. Do you feel you’ve given a good overview of the challenges you have or do you want to expand on any of that further?

Bryce: It’s possible that when I have gotten through people on the phone it’s possible that my sales script isn’t perfect. Usually, when I’m doing a phone consultation with somebody they’ve been to my website. They see my

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offering. They booked a phone consultation with me and so then it's more of a matter they already know what we are getting into. Whereas, with this I've tried different approaches to make sure that I'm leading with the right thing, am I texting the right things, emailing the right things, leaving the right things on the voicemail. We would be interested in knowing what are the things you are trying to hit when you leave those voicemails if you do, text messages, emails. Maybe you've already listed those scripts on your other training that you did on this topic. If you did I'll just double check that and make sure I haven't missed anything there.

Lawrence: There is some stuff there but I might add more. First thing is, sure, send emails, and send text messages. But 99% of the results are going to come from the phone call, right? In terms of the call itself, I'll just go through my structure and you can tell me what you think. Basically the way I start the call is I don't like waffles. I just get straight to the point. If you answer the phone, I feel it's going to be really confident and to the point, so it's like. Let's say you answer the phone if we roleplay this, "Is this Bryce?" It's none of that. It's, "Hey, Bryce. It's Lawrence of [Optima Strength](#). I saw your interest in personal training on [Bark](#). I'd love to talk to you about your goals if it's a good time." That's basically my opener. If it is, then great. We'll talk about it right there and then. And if it's not, and you've had this while people are working, "Why are you calling me at work?" I will say to them, "Apologies for catching you at a bad time. When is the best time to call you?" "I'll give you a call

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around then.” “Okay, great.” And then obviously you want to schedule that call in your diary.

I know this sounds obvious. Do what you say you’re going to do. Call them on that hour that you say. I think just doing that already sets the precedent that you do what you say you’re going to do. I feel that’s a nice taste of how you do business from the get go. Sounds silly but I think stuff like that matters. Assuming we get into a conversation I always start it like this. Where I normally do these calls is I just want to spend the first few minutes just really understanding your goals in more detail. And then I can tell you a little bit about what we do and see if it’s a good fit for you. From there we can see how you want to move forward. And then they are like, “Great. Sounds good.” It’s like you’re looking out for them. You are trying to see if it’s... You are almost saying no before what if it’s not a good fit.

Bryce: Yeah. And that’s what I do. I do that in my consultation. My script is very similar to yours and [Skyler’s](#).

Lawrence: Cool.

Bryce: I’m trying to make sure that we aren’t wasting our time here. I want to make sure that we are a great fit before we go forward.

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Lawrence: Awesome. I'm sure you do a lot of this fine. I'll put this in the [Membership](#) because they have shared their goals on [Bark](#) already as you've said. And they will also sometimes share more detailed stuff about specific needs like medical needs or injuries they've got. Obviously you want to show that you've prepared and you want to go straight to that to say, "Hey, I'd love to learn more about this. Can you elaborate on that for me?" Then you'll let them talk it all out. Build rapport. Use that opportunity to build that relationship. And then, continue to probe on what they are saying to develop a better understanding. What I'd like to do is I repeat what they say back to them so "If I'm understanding this right you want to build muscle and build strength but really you just want to feel better about yourself." "Okay, right." If I'm reading between the lines. And so I'll ask questions whilst, not interrupting them, but when they're finished I follow up to say, "How was this affecting you? How was this affecting your life?"

I know like [Corrie-Beth](#), [Alex Hormozi](#), and these types of people use follow ups like, "What does your life look like in 5-10 years if you don't do anything?" I find that a little bit cheesy for me.

Bryce: It's a little intense.

Lawrence: Maybe it's because I'm British. I don't know. So I tend to not. I go as far as, "Why is that important to you? Okay this is your goal. I get it. I understand this is what you're trying to achieve. Why is that important to you? Why

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haven't you done anything about it?" That type of thing. And then this is key. And then after we have that conversation it is, "What have you tried before and why didn't that work?" Invariably that's, "It's some shitty class and I didn't have time." That basically. Then, after that, you've got all the information you need. You are looking at me smiling because you are like, "I know this."

Bryce: No, no. You got that podcast with [Corrie-Beth](#) was huge and it definitely changed the way I do my own sales scripts. I think I am particularly curious about what you do if you don't get through to them. Your scripts for how you voicemail them, for how you text them. I feel that's where I'm not getting the... I feel once I get somebody on the phone and they actually say, "Yeah, let's do it." Then I'm feeling pretty good there. But hearing those things with you is helpful.

Lawrence: Let's talk about that in a minute. I'm just going to finish this a bit off just for the listeners as well.

Bryce: Yeah, great.

Lawrence: Okay, so once you've got that information. I'm curious if you do anything different as well because you might have some premise for me. But then it's just taking your pitch. What you do is distill it right down and tailoring it to what I just said. If they talk about how they want to get stronger and improve

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their bones, we get quite a few older people who say that, “Our company is [Optima Strength](#) and all we do is we focus on personalized strength training to help people optimize strength, bone mineral density, bone strength, and overall health”, for example. And then I go into the three uniques so I say... I usually introduce them by saying, “What clients normally like about us is that we are safe, evidence-based, and we are efficient.” And I’ll elaborate and say, “We use a slow speed of movement which minimizes forces on the joints. We just do 30-minute workouts so they are really, really efficient. The reason we can get away with being so brief and infrequent is because we have an evidence-based approach which is really, really effective.” That’s pretty much all I’m saying and then I just shut up and say, “How does that sound?” And they are like, “Yeah. That’s awesome.” I don’t if they say that. Then we might have some back and forth and then I’ll say, “Great! Okay, the next step is to schedule a free introductory workout. When is the best for you if you have your calendar with you?” And then we book it in.

I think this is really important for the next part. Then I ask a few questions to follow. I learned this from [Discover Strength](#). They have a great course in [HITuni](#) which [Luke](#) did a while ago which is very good. I highly recommend it. So once they booked the workout they say, “Have you ever strength trained before?” That’s a good way to gauge their experience. And then they’ll say, “Do you have any injuries that we need to be aware of?” Where I am sure you do that Bryce. “Are you on any sort of medications?” Obviously, you want to probe, develop a good understanding. Show them you have a

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good understanding. Don't be afraid to say, "I don't know", "What does that mean?", "What does the doctor recommend?"

By the way, because you only get the first name on [Bark](#) so get the last name on the phone as well. You may be able to see an email but sometimes not. And then if it's a virtual, find out if it's a virtual appointment. Find out what equipment they have. And that's it. And then I just say, "Hey we are going to put it in the diary. We are going to book it in. You'll get confirmation in your email." This is actually important. I say to them, "Look, you don't have to write any of this down. I'm going to send you an email right after this with a bulleted prep list." But just a template I have that again I think I borrowed from [Discover Strength](#) which basically is a whole preparation email for what they need to do for their first workout. What they wear and all that. I'm sure you do something similar.

That's it. That's my structure for the call and it works well. Look, this is important. I have it on a cue card. I have this card and it just prompts and I always have it on my computer here. Right here. I made the calls here and I could see it. And then I have another one which is like our small group slots which we are trying to fill. I think these little things are important. Little prompts to make sure that you're... Because sometimes I do the sales calls in the car and I screw it up so bad sometimes. Because I'm like, oh, I can't remember what to say. I'm driving. I'm trying to negotiate traffic or whatever. Yeah, that can go quite wrong.

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For instance, I had a really good call with this woman. It went really well. And then we were going to schedule a free workout. I think she canceled or she asked me to call her back. I called her back and I couldn't remember because I was in my car. I can't remember all the context. So when I called her I was really unprepared. I was like, "Hey, Janice. I'm just checking to see if you're interested in a free workout." And she was like, "No, I'm not interested." I felt like if I was prepared, I had my notes, I had been way more prepared to be like, "Okay, Janice, that's fair enough. I'm just curious why this sudden lack of motivation because the last time we spoke..." I'm not saying I could have turned it around but I really felt... Where I am going with this is preparation is key.

Bryce: It might have made a difference.

Lawrence: Yeah. In terms of scripts for voicemails. Again, I borrowed this from [Discover Strength](#) and I can share this in the [Membership](#) as well because it's. I don't think they would mind. But it's just getting straight to the point now. If you remember how our target market is super busy. They don't want to hear a really long voicemail. You want to give your name, company, reason for calling, and phone number within 10 seconds.

Again, I have a little text file with my little script which I don't really need anymore but it has my phone number. I can never remember my phone number. It would be like, "Hey, John. It's Lawrence of [Optima Strength](#), 0851-

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865-208. I would love to talk to you about your interest in personal training...”, specifically about something really, really important to them. “Again, this is Lawrence of [Optima Strength](#), 0851-865-208. Hope to talk to you soon. Bye bye.” That’s it, right? That’s my method.

I will say I’ve had call backs. Sure it did. It’s worth doing. But I have plenty of people not responding or not talking to me until I get on the phone later because they are being bombarded. I want to preface all of this by saying that the most important thing is that you call them and you call them fast. Now, it’s hard. I get it if you’re taking clients it is difficult. But I am also thinking of the members listening to this if you have someone else who can do it or even if you’ve got the luxury of someone who is dedicated for sales in your company who can just sit there and do calls. And therefore, they don’t have the constraints of personal training sessions and they can literally respond to leads immediately as soon as they are listed. The chances of success are so much higher if you can respond immediately. But I get the challenge.

With emails rather than go through all of that here. I will share all that in the [Membership](#). In fact, I might have shared [unclear] already but I’ll just send you a link and I’ll link to it in the thread to this. But I use templates. Again, don’t waste time on emails like spending loads of time on them because it’s just not a very good high response rate versus the phone.

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Bryce: Do you compose an email or use a template sending it from your own [Gmail](#) or do you use [Bark's](#) feature to push click and send an email through [Bark](#)?

Lawrence: I will create the template in [Bark](#) but I will never just click and send. I'll always edit it slightly. I'll just edit it and say like... I always say if I left a voicemail because I want to connect it to those two together. It is like, "Hey, John. I just left you a voicemail." I'll share the templates on [Bark](#) on the [Membership](#) so people can see it.

Bryce: You touch on their issue. Their key issue.

Lawrence: Yeah, correct. Touch on the key issue. And then I have four emails. The first one is a key issue. I'll sort of touch on that brief. Second email is a brief follow up. Third email is something that is far more value driven. If they've said they want to improve something like blood pressure or something, I have a template which is just focused on how strength training helps lower blood pressure. It's value driven. I have a fourth email which is to say, "Hey, do you want to be added to our email list?" But I have stopped sending that because it kind of seems like I don't know what's going to respond to that. It's really those first three emails. It's like a nuance on email because obviously if you speak to someone and they ask for an email and it sometimes can happen, right. You'll find someone and they say, "I need to think about it. Can you send me an email?"

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Here is a little hack. I spoke to this guy and he has some really specific needs around improving his golf performance. He had a few mobility issues and he needed to have his shoulders addressed and things like that. You might actually really hate this Bryce but I'm just going to say it anyway. So I went on [ChatGPT](#). I wrote in the exact things he had. I said, "Write me a very effective short email as to how strength training can help with these particular things." I had [ChatGPT](#) write it out and I vetted it so I read it and I was like, "This seems accurate. This is what I would probably say." For those that don't know, this is AI that has generated the email. I took that and I put it into the email. I just tweaked it and the guy was super impressed. He got back to me. He said, "I'm up for a free workout." And he converted to 8x a month which is €500 a month for us for virtual. So that was off the back of our conversation. But then it was a one follow up email that was super tailored.

The point here isn't to do what I did unless you want to of course and that's use AI. It's to write something that's do what you say you're going to do and write an informative email that's going to help. The whole point of this is value driven so you're not saying, "You should strength train..." "You should strength train to help you and this is why because it's going to help you in this way so regardless of whether you [unclear] us or not you should do it." It's just trying to provide value for the sake of it which ultimately leads them to buying your service. That's all I want to say in an email. I'll share the templates in the [Membership](#).

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How much time did we have? Okay, so 10 minutes. Shall we look at profiles quickly?

Bryce: Sure.

Lawrence: Do you want to share yours first and if I can give you permissions.

Bryce: Let me just go ahead.

Lawrence: I'm going to apologize to everyone for my voice. I do apologize for this.

Bryce: It's irresistible, Lawrence. Don't worry about it.

Lawrence: Is it actually? I understand if it's really annoying for everyone.

Bryce: Okay, let's see here.

Lawrence: I'm supposed to be speaking to a college tomorrow. Can you believe it?

Bryce: Okay. I got it up. Okay. Let me go ahead and share... If I share my screen, there it is. Okay. There you go. This is what they see when they first click in. This is my public profile.

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Lawrence: Let me read the *About* quickly. My issue with that *About* is you do not say Strength Training once in there.

Bryce: Yeah. Okay, that's good. It's so obvious that I just didn't.

Lawrence: It is funny, right? It does look good but... I know you've got it in the brand name but I feel it should be in the *About*. 37-minute response time. Well, that's actually a lot better than us. You are on top of this more than we are.

Bryce: When I respond, yeah, that probably because I became a little bit choosy about who I would respond to. When I saw a client I would just jump on it immediately. And sometimes if it's on the weekends, I'll at least email them immediately and the call.

Lawrence: Why have you got nutritionists and dieticians in there as well?

Bryce: Where do you see that?

Lawrence: On the far left.

Bryce: Yeah, I was just playing with it while we were talking and must have added that. Kelly, my wife, does her nutrition coaching so if I get somebody on the phone who is more interested in that, I'll just set them up for a consultation with her.

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Lawrence: Beautiful. Keep the cash in the family. What a great idea. You've already got awesome photos. Way better than ours. You've got awesome videos. You've got 5 stars which is amazing. Did you get them to scrape your website? Is that how you got the reviews on here?

Bryce: I think it does it automatically. Because I don't have any control over this, so it just pulled those reviews directly. Got my accreditations on the bottom there.

Lawrence: Amazing accreditations. Let's have a look at the Q&A quickly. Just open some of those for me.

Bryce: Sure.

Lawrence: Yeah, that's cool. I don't know how much of this people read. These are probably fine. I think the main thing here is that *About*. Let me show you ours which I think is worse than yours. But I think because our *About* might be clearer I think that actually might make us convert well.

Bryce: I guess my question with the *About* and I want to make it right. That should only really affect people who when they put their search out also start looking at profiles and they can express an interest in you. Sometimes it will say there is a lead and [unclear] has also expressed an interest in you and so that *About* could really help that. But if somebody just pops up a lead and

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you call them immediately, they probably wouldn't have seen your profile page before you talk to them. It's possible, right?

Lawrence: Yeah, that's a good point actually. This might have less cloud than I think it does based on that point. Can you see my screen? You see that?

Bryce: I do. Yeah, clients.

Lawrence: If you look at my profile, my pictures are shocking. That's a stock image by the way. That one with the chap.

Bryce: It works right for you because you do virtuals, right?

Lawrence: It does. If you look at my *About* I've got one with the [Storybrand](#), one liner. Alright, "Busy people don't have time to waste on workouts that don't work. [Optima Strength](#) delivers personalized strength training with expert trainers for just 30 minutes, twice per week so you can feel and look your best with a fraction of a time." I know a lot of people know I've borrowed a lot of that from [Discover Strength](#). But the reason it works so well is because it speaks to the problem straight away that people are familiar with. This is the beauty of a one liner. Rather than saying if people ask what you do, "I run a personal training company." But being able to say, "Everyone is so busy they don't have time to work out." That's a great way to start talking about what we do. Efficiency is the biggest selling point. You start with the problem. Busy

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people don't have time then you talk about... I can't remember the exact formula now for the one liner but it's like basically breaking it down to what you do in the simplest way in terms of solving that problem and the results that it provides. And then I just ran into there, "We deliver personal training in our Galway studio or online via [Zoom](#)."

I don't know. Perhaps you're right. Perhaps this doesn't matter. This is maybe an afterthought. But to be honest the only thing I thought your profile could do is maybe some revision is just clearer on the problem you're solving and a focus on strength training.

Bryce: Yeah, I will make that change.

Lawrence: Reading yours it felt like it's a little noisy. There is a lot going on there and it just needs more focus I think. Again, all this stuff is in the [Membership](#) already. Let me see if there's anything else. If you get leads coming in and you are not missing them so you are looking at the leads on a daily basis and then calling them?

Bryce: I get a notification on my phone as soon as I get a lead. What's actually encouraging, Lawrence, is that I see that your average response time is 9 hours and you're getting through people and you're getting leads. It's possible that I'm just giving up too early. If I see somebody and I haven't reached out to them in 6 hours it probably is worth it if they fit my... And I'm

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not getting a ton of leads. I'm casting a little bit of a wider net and maybe just try that for a little while.

Lawrence: I'm conscious of the time so I just want to say this to close. I've got 38 leads in my thing right now and someone has been there for a while. I think this is an important thing to think about. We're building a database here. We are building a database that we can use for years. If someone doesn't pick the phone or apply, contact them in a week. If you don't hear anything again, two weeks. Contact them again in three months. You are building up a database that you could later import into something like [Hubspot](#). It's like a CRM.

What I do is I try to do an hour, an hour a day or whatever where I just do calls. I don't just do [Bark](#). I have a separate database that I call people on like former clients. That kind of thing. But it's just doing the boring work, right? It's consistently each day doing 30 minutes or an hour, whatever works for you, sales. It's just sales. It's just having a script and just doing it again and again. I think that's how we build million dollar studios. I really do. Bryce, I talk to many studio owners and none of them do this. None of them spend time doing the sales.

Bryce: I think the idea is that we just kind of go back and hit up those old clients or those old leads that went cold. The worst thing that can happen if they don't pick the phone, just picking 5 or 6 of them and hitting them up, that's going

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to be fruitful I'm sure. Occasionally, you'll strike gold and you'll get a good client. It doesn't take that many clients to be a busy studio.

Lawrence: Exactly. We don't need that many clients. One more point then we'll stop. You're going to speak to someone and they are going to go, "You know what, I'm not really interested now but I might be looking in April." Or they will tell you when is the best time to call back so just make a note on [Bark](#) or a new CRM and then just make them know you're calling back. That's what sales is. No doesn't mean no. It means no not right now, right? Just try to have better timing a lot of this.

I think the disparity in our results is the fact that I do it more than you. I think it's as simple as that. But then again I have probably a little bit more time. I know you have to fit it into your schedule so this is a challenge.

One other service if people also want to try something else is a service called [Thumbtack](#) which is similar to [Bark](#), but I have never used it. If you wanted to split the test between [Thumbtack](#) and [Bark](#) that could be useful.

Bryce, I know you got to go. Hopefully you found this useful. I certainly have. I'm sorry to everyone and to you for my really weird voice. Yeah, best of luck. For everyone tuning in, we are going to have some awesome content next month as well. This is for February so the next one will be for March. Thank

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you all for being a member. Thank you for being a member, Bryce. I appreciate it.

Bryce: Absolutely. It's worth every penny.

Lawrence: I appreciate it. I'll let you get back and you get to the family. And I'll speak to you soon.

Bryce: Alright. Thanks, Lawrence. I appreciate you doing this.

Lawrence: Take care. Cheers.

Bryce: Bye.

Lawrence: Bye.