

March 2023 - How to Optimize Your Service Packaging with Blair Wilson (Part 3)

Lawrence: Welcome to the [HIT Business Membership](#) content for March 2023. We do this every single month. Today, I am joined by [MedX Precision Fitness](#) co-Founder, [Blair Wilson](#), to do Pricing and Packaging Part 3.

Now, even though this is part 3, I want to stress that this is hopefully going to become a standalone resource for members who want more help and insights into what “optimal” pricing and packaging looks like. You can look at this and tailor it to your own business to get the best results you can. Now, if you want more nuance on what we’re talking about today and you really want to dig into which we are going to do that a little bit. But if you want more nuance about pricing and packaging, and policies, and process, then please listen to parts 1 and 2 which I’ll link up in the thread to this as well.

Previous to today we’ve had all sorts of people from high intensity training in the [Membership](#) talking about business and personal training. We’ve had [Dr. Doug McGuff](#), [Luke Carlson](#) who’s done a ton of business stuff, [Jeff Tomaszewski](#), [John Little](#), [Bill DeSimone](#), and many, many more contributed tons in the past. We deliberately focus on the top 1% in high intensity training business because we want to deliver the best, most useful content to you that’s proven.

Today, as I said, we’re joined by [Blair Wilson](#). Blair, thanks for taking the time. Great to see you.

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Blair: Anytime.

Lawrence: I'm very grateful for you doing this. I'm very excited to learn.

Blair: Of course, happy to.

Lawrence: I appreciate that. To give everyone a bit of context obviously this is part 3. The reason we started this series is because Blair was explaining to me that he started working with a consultant to help them with pricing and packaging which I thought was really interesting. It's been a really successful process so far from what I understand and delivers some great results for you. Do you want to start off by giving us an overview of the big changes and the results you've got working with this consultancy so far.

Blair: Yeah, for sure. It's a big umbrella but we pushed into the situation by frustration with our 4, 6, and 8 sessions per month offering and the headaches that it caused trying to make up lost sessions, and the verbiage associated with client agreements, and communicating pauses and cancellations honoring both your wallet and the client's heart kind of thing to steal phrasing from [Luke](#) and those guys which I love.

We brought these people into not just overhaul the membership options but also all the backend client communication, setup, and proper KPI tracking, as well as automations which we talk about a little bit and we are not going

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to talk too much about today. But the whole package really was what we were chasing with the consultants to make everything a bit more streamlined because we were here, there, and everywhere and the process of keeping track of here and there and everywhere was a job on its own as nobody can appreciate it takes away from the actual work that you want to be doing.

I think you can see the screen, we put everybody into this back, you can see the little dot here, September, with three test members. But we kicked everything off in October and had more headaches than you could possibly describe and really hit the ground running in November. All of our members and everybody went in in October. Absolutely nothing worked at all for three weeks and we started using literally everything, even our website crashed which was nobody's fault really except for the people we can't point fingers at that we paid money to host our programs like [Studio](#), [Brandbot](#), and Google, all of this. I guess really what I'm saying as I say it loud is that it was my fault. It was a bit painful at the start but it's worth every penny since. We wanted to streamline, we made some big changes, and I've been loving every minute of it since.

Lawrence: I'm just looking at this graphic. Clearly that's not all your clients, 24 new members, are you putting them in piecemeal? Is that what's happening here? Because you obviously got a lot more coming in November, December, etc.

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Blair: Okay. You can see here is the total number of people – 206 – that we have in the system.

Lawrence: Okay.

Blair: 173 active, 57 inactive, and 10 prospects. Prospects are people that have profiles with no package or package history. They've signed up on the website. They've put their name into our email mailing list and now they are going to funnel to get beautiful... push through to be automatically upsold through a series of emails, text messages, and all that kind of stuff that they can very easily opt out of as part of the legal requirements. But we also have a process externally whereby each task, each prospect, it's assigned a task, and that task is follow up. And that follow up happens 7 days after they go into the system. I would get an email saying, "Follow up with James" and then I would go and look. And if James is still in the funnel I send a personal email. If James is not in the funnel, that's because he met a condition. That condition is to book an intro session or buy a package so then he rolls into an active client.

Inactive is an interesting one. Inactive is paused, or canceled, or has a package and hasn't renewed most of our packages. Our packages are Intro and a 10-pack. We'll talk about that later. We have a 10-pack. They just haven't renewed. There is a toggle option for people with 10-packs that we can switch on so when they do their 10th they just automatically renew and

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buy another 10. But that's a conversation with a client, not an automatic thing. Those people are either on pause or they are waiting into the package. People who cancel get archived and they can be immediately pulled out of the archive as soon as they log-in. Because it sort of puts them into the background it doesn't delete them but archiving them takes them out of these numbers.

Lawrence: Got it. Understood.

Blair: These numbers here like May 1 new member, 0, 0. We got access in May. We had to build out the whole site, branding, and all that kind of stuff. It's a template. We just had to click and collect. All of our members got, like this 200 and whatever people, or at that time 180 or 190 people. All of these people are input at once through a spreadsheet upload. These new people that you see are new members that month. That new prospects converted into your members and a member is somebody who has an intro pack, a package, or a membership. If you just look at it it's like, oh, you only have 24, but it's specifically new members over time. But the initial influx of people doesn't count as a new member over time because it was a client thing. Your existing members.

Lawrence: Awesome. Thanks for giving us an overview of the software and where you're at. I guess what would be great to go to next would be to get an overview of the changes in pricing and packaging. So maybe looking at

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memberships and things like, I know you changed your mind, charging for the intro session, doing an intro package. Actually doing 8 packages as well as memberships. Do you have a single pane of glass view of those changes that you've shared with us? Or just go through this stuff forward if you like and explain...

Blair: There's information here. Our old pricing is on this tab here. I'll go through it really quickly. Introductory sessions were \$0. They are now \$50. We changed our introductory package from 7 sessions to 5 sessions to make the mesocycle 6 exposures rather than 8. We did that to push people on the memberships a little bit faster for sure. But also, because we were finding that by the 8th session, 75% of the time you've run out of fresh educational material and you're starting to rehash points. What I mean by that is the value of [Super Slow](#) - stretching, warm ups, all of those talking points, and you end up getting into some more advanced stuff by the 7th or 8th session, for not all people. There are some people that are going to stay a little bit more, I'm going to say basic but you don't understand what I'm saying. We sped that up and there's a whole bunch of benefits to that.

You can see here that you can only buy it once and there is a 3-week expiry because we are trying to drive the consumer behavior that we want to engage with after the introductory package. If we can get people to do those sessions in three weeks, we are probably going to convert them into a twice a week membership which we call the Optimal. And then we take the cost of this and we deduct it from this one. If you do an introductory session and

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then you buy the 5-pack, we'll take \$50 off of it. If you do an introductory session and then you launch into an unlimited membership, we'll take \$50 off of it.

I would love to see more sales from an introductory session directly into a membership. I have numbers on that that I would have to find for you. But our conversion from this to this versus this to this, I would love to see more of that here. But I would love how my staff are so honest and open book that they primarily push to here. Because it is sales but it is not pushy sales. You're pretty much guaranteed to never push somebody away by being too salesy if you're like, "Try this intro pack and make sure you like it. Here's what our first 5 sessions look like." From a business perspective I want this. From being a trusted brand I like going to this.

Lawrence: I guess the other challenge is you have to sell twice basically.

Blair: Yes. We have a whole bunch of stop cards. Maybe that's not the right word. We have processes in place that are salesy but not very salesy. Because we do our introductory session with an [InBody](#) and a strength test and because there is a follow up strength test on the 6th workout, and then because there's a strength test and an [InBody](#) test every quarter. Your sales are really driven and woven into the performance of your programming and training of the client. If you do your job, you're not really selling. You're just getting to the end and going, "Okay, do you want to do one or twice? What are your goals?"

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And then you make recommendations. Yes, you're absolutely right. There are two sales things.

Lawrence: That's a good point though.

Blair: You being a good trainer it is a pretty easy conversation because you've got the repertoire. I'm not saying you're wrong at all.

Lawrence: No, it's fine. Just one interjection. I want to let James ask any question he's got at this point. I think it's important here to say something that you've always said to me which is, "Lawrence, you're an adult. Do what you want to do." Because I think this is fantastic and it's very useful to me but we do things very differently. All of us colleagues, we all do things very differently. Many people who do it differently have similar success, right? So there is no one way. I want to say that first because whilst I think this is really useful I don't want people to get stressed out thinking, "Oh, I must do it this way." It's more about taking what you're hearing and seeing today. It's the whole [Bruce Lee](#) saying isn't it, "Take what is useful. Discard what is not. Create what is uniquely your own."

James, do you have any questions to this point?

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James: Yeah, very interesting to see. I'm obviously curious how the change from \$0 intro to a \$50 intro affected? Did it change who went for an intro type of [unclear] or what did it do for conversion and things like that?

Blair: That's a really good question. Our conversion goes higher and I have to find it again. You have to bear with me as I navigate this first visit retention, percentage first visit with no return, 33, 40, 25, 25, so 25% of people don't come back after their thing. I think that's a 12. You got 3 people there. 16 first visits, 4 people there intro offer sold. Here's your percentage new client intro offer purchases with total first visits so 22%, 80%, 94%, 33%. These numbers are a little bit interesting because on my last call... I guess I don't even need to include this information. But because we have a funnel to book people that signed up for intros. But we also have a task assigned to follow up on the people if they don't perform the goal on their own. People are getting plucked out of the list and booked for regular sessions instead of intro sessions which mess up the KPI stuff. We did our best last month to fix that. If we go back to the other screen and I start showing you numbers that don't align with this, that's why. Because people are getting put in, a new member might be counted as 20 in this column but only 16 intro sessions were booked. So that's why, that's going to come from me if you notice it.

What was interesting in what happened, to get back to your question, was this changed drastically. As soon as we started doing paid introductory sessions, the bulk of our clientele went from this age category and probably

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the middle. That's not the middle. That's females. The middle of here to the middle of here and shifted to the middle of here sort of that quarter there. It got younger. I don't know how to explain that. It's been a really interesting thing that I've noted in our group chat a couple of times. Our average age, and this is partly location based obviously. Our average age has come down to about 10 years which is wild because our prices have gone up.

I think you're prequalifying when you add a cost of intro. If you can communicate clearly that it becomes free if you sign up you are taking the risk away for somebody who is actually interested. They are already interested because they are willing to pay and then they know they are going to get a comp anyway if they sign up they might as well do it.

Lawrence: Very interesting.

James: That's very [unclear] that it's increased the conversion. But do you have a sense for... Is there a type of personal outlet, fewer people booking intros that harder to get [unclear]

Blair: We have more people booking intros now because we have a process for capturing and tracking who those people are and making sure that they actually sign up. Whereas, before we didn't. We would get contacts from my website into my inbox and we would fire off an email quickly, they would respond to you, and then you just totally forget because you have so many

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more. We might get, and I'm going to look at this. We said we were going to but right now we have 10 people who have filled out the consult form and are waiting for next steps but haven't gone through anything.

Out of 25 we have a 60% conversion rate on getting people that sign up on the website and book a new session without us touching it at all. Whereas, before those 25 people we might capture 5 of them because we had to find them in our email and keep track of them ourselves. And we didn't have an adequate process for that because we would get too busy which is such a stupid thing to say. But if you are doing 40 hours a week of training availability and you're doing 72 sessions, you're going to miss emails unless you have a process to stick by them. This one is a little bit higher.

Now, they have filled out the form and that form sends them to either book or fill out and create a profile. Once they have created a profile within our system on their own, we can convert almost 80% of them into buying a membership which is cool. I think it worked but not because we've added a price to it but because we are tracking it. And what gets measured, gets managed.

Lawrence: Just so members are aware. What software is this, Blair? Is it [Studio](#) isn't it?

Blair: It's called [Studio](#). It's by a company called [Xplor](#), and they have a whole bunch of different fitness related brands under their belt. I hope that

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answered your question. We added it. It didn't impact perception much because existing clients aren't paying for new intro sessions so they don't care that now there is a fee. They don't have to pay that. If people from before, they were looking and weren't quite sure, maybe they were scared off by the \$50. But we are pretty clear on communication associated with if you buy a package we will just deduct the cost. I think I can probably find that for you if you want to see the verbiage on it – "Initial session with the trainer the cost of which will be deducted from your next purchase." This is right on the invoice. We have an agreement but it's just the general agreement so it doesn't say anything. But it's right on the invoice and it is clearly communicated when you book through the website.

Lawrence: Blair, quick question on this. It's funny I've been looking a lot, I've been reading a lot, learning a lot about unique abilities, the idea that you should focus on the thing that you enjoy and that you're best at and try over time to delegate everything else. When I look at you go through this, I am excited at the same I'm like, I would hate to manage the admin of that particular consult. Do you have team members now who are looking after this and managing this for you?

Blair: To what degree are you asking that question? We all interact with it. Everybody has a profile on this. The people that we worked with from a consultant perspective have access and they pull information to give me KPI reports and stuff like that at the end. But when it comes to all of this it's all

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of us and primarily me. The setup was annoying and daunting. But now it's just everything, you know where it is, and you just go there. I'm actually proud of myself that I found the introductory session on one click because I don't head there very often. I get what you're saying but we set it up so it is designed for me.

Lawrence: James, do you have other questions that you want to dive into at this point? If not, we can move on.

James: Carry on.

Lawrence: Cool. Blair, what I was thinking, shall we return back to the view of the before and after? There's spreadsheets you've got to go through what has changed, what the final look is. So maybe we could just go to new and you could just show us what the latest is and what has changed. Maybe it hasn't changed a lot since part 2. That's fine. Maybe we can just look at the current state of pricing and packaging. You got it here, okay.

Blair: Yeah, it's good here. Some of these things are, for example, we put this one in. It's a max. This number is here. This is our most popular membership option followed by the Essential. And the unlimited is actually called the Ultimate because it's not unlimited. But we don't review this document anymore. Basically, this is once a week so the essential requirement for progressive exercise.

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Optimal is whatever you want to design the word optimal to me. But we based this on... This one is 52 exposures a year or session a year. Optimal, this is very strange but hear me out, is based on 2.5 sessions a week over the year. You can do 3. If you do consistently less than 2, you shouldn't have the Optimal and we communicate the heck out of this. But we have our number here, it's a max of 3, which if you did 3 all year, this is what your cost per session would be. But nobody does that and this is a consumer behavior thing. Think about 52 weeks a year, people would go away for 2 weeks at a minimum. They are probably coming in 5x a week after to make up for it. This isn't 52x2. We calculate it and communicate it as 2.5 which changes this number, right? But this is the worst case scenario. If you were to go 3x a week all year, this is what it would cost you. And I guess that's best case scenario for the client, worst case scenario for us but not really that bad.

And then, unlimited really is 5x a week. Nobody pays this. We don't have a single client on that. We don't really sell it. We honestly don't have the equipment. We have the knowledge to be able to beat you up 5x a week. That's not hard. We don't have the variety of equipment to make that sustainable.

Lawrence: Why do you even have it as an option if no one is buying it? Is it the contrast?

Blair: Yeah, contrast and we want to push people to what you want them to buy which is typically the thing in the middle, right?

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Lawrence: For people watching, if you are not familiar with this. This is the idea that you have three options. And you see this everywhere when you're buying stuff online, software, that kind of thing, where you've got three options and then you'll have the optimal membership, most popular, or something like that. And then, most people go for that. Is that what we are talking about here?

Blair: Let me pull up our [website](#) really quickly.

Lawrence: Yeah, sure.

Blair: We'll see what it says.

Lawrence: Momentum. Very nice.

Blair: You like that?

Lawrence: Yeah. I used to do that. It's good. I was surprised... Yeah, you have to go through a few clicks there to find your pricing.

Blair: Yeah. There you go. It's not really that highlighted but it is in the middle.

Lawrence: Okay. Awesome.

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James: I guess this is an obvious question. Someone is there once a week. What is the difference between once a week and twice a week in workout programming? Does it become a split routine and body?

Blair: It depends on the person, their injuries, and their goals really. Because we have what we call test week at the start of every quarter. We are constantly discussing those things with our trainees. You get the odd person... Actually, not maybe that odd, 30% of people, 35% of people that come to the gym and their goal is to just complete their workouts. We end up deriving goals for them. Your leg press number on the Vibe strength test is not that high so for the next mesocycle we are going to really focus on boosting this up where we're not going to leave anything behind. We're going to keep doing full body stuff.

Most people on a twice a week would do full body. If you're somebody who is on the optimal and your average is closer to 2.7 and 5x a week over the year, we might look at splits and stuff like that. But I prefer to do, and people might laugh at me for this, especially the people that do the research, but I would have a client programming a split that was more of a highlight than full split. So if it was a leg day and leg was the highlight, I would still make you do a pull down and a bench press or whatever just so you're getting some other stimulus too. It would be a full body but not really a full body. It might be a back day but you're still doing a [Gluteator](#) or something like that. Yeah, we'll split [unclear] depending on your goals and your abilities. You

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have three new kids and are very exhausted in your work but you want to train 3x. We'll figure it out.

James: Yeah. That makes sense. I like the highlight split as well because it's still not just about strength and progress. It's the metabolic benefit of the workout as well, isn't it, that you want to get.

Blair: Yeah, the whole package, right, if you want to be as corny as you possibly can it gives you the whole package. It's also nice. You're doing a leg week for example and then you throw a bench press in the middle of it. It's a good mental thing too. As much as the evidence is important, we also have to factor in preference and ability too. When you're thinking about those three things all the time you probably will land on something like that if you're being rational.

Lawrence: And just one thing to add on that. Is it also fair to say, Blair, that most of us can get away with training clients full body too, maybe even 3x a week, because a lot of them will just not push to muscle failure and not push as hard.

Blair: Yeah, and I didn't do this on purpose. Our team right now is a group of absolute maniacs. If you were three people lined up in a room, I would pick those three to push people as hard as they physically could every time they come in unless there is a reason to not. Yeah, we have to learn devices but

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with proper client education and all that stuff. You can think people to the end of the earth with advanced techniques. It's just, do you have to?

Lawrence: Sure.

Blair: That's why we do strength testing routinely. There is probably going to be a point in time perhaps in the near future where people that have been with us for 10-11 years won't find value in doing a Vibe once a quarter. But we haven't got there yet so that's really, really cool. But when you're testing composition, and strength, and discussing the actual work and progress once every three months, it's really easy to have conversations with people to be like, "The chest press is not getting better because you're not working hard enough and I may be failing you and here is what I can bring to the table to fix that and what we are going to work on. But here is what I need out of you so let's keep this chain of communication up in order to make it better." Yeah, 3x a week you would probably just end up with less volume per workout if there is a full body.

Lawrence: Got it. James, anything else?

James: No, that's cool. Excellent.

Lawrence: See, this is it guys. Because James is the only one registered for this month. He gets all the benefits of basically getting to ask tons of questions. The

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question I had, I guess, you've got another... Just for clarification really, you've got special pricing at the bottom there – family options, that kind of thing. This is not advertising the [website](#). I'm assuming that's because you don't want tons and tons of options advertised. It gets too confusing, products to choose type situation. It's good to have those in the back pocket so you can tailor it to the prospect in front of you to give them the best option. Is that the [unclear] of those?

Blair: Yeah. The spouses are really easy... That's low hanging fruit from a sales perspective. You come in, you've said multiple times that you want to get your wife or your husband in. Did you know that we have a special rate for your spouse and you guys could pay 13% less each if you both sign up at the same time? It used to be a shared membership with 20 sessions a month allocated. But now it is just a discount code for each person's purchase. Friends and family, we stick with. We don't do too much of it.

But what I find these people really, really, really useful for and they know that they are useful utilities for us is for onboarding new staff. In the first 8 weeks or whatever of the new staff member hitting the floor training people we'll just pull in 10 to 15 friends and family that are probably training an average of 1.5x a week. And they know that after every session they are going to fill out a survey for us. And that trainer knows those are surveys and it's a really easy conversation all the time to make them better. At the same they are

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training with the existing staff, training the existing staff, getting shadowed in and shadowing.

That's what those exist for. Anybody that's onboard with this, as soon as somebody gets hired, they get bumped into the new trainer and they know this. Once the new trainer hits the floor in a full capacity they are free to book with whoever they want. But the second there is somebody new, you pay 50% less, we are going to use you.

And then we have this... We don't offer this too much anymore. But it's if they didn't want a membership. This is just a single. But if we look at KPIs, friends and family 2x, that's almost \$1,000 total. It's not nothing, right?

Lawrence: Yeah, absolutely.

Blair: It's great.

Lawrence: Again, Blair has been very transparent with their company financials which we really appreciate. Blair, one clarification question, one thing I don't understand. Maybe this is just me being stupid. The spouse who wanted a membership, do you have anyone on that at all right now?

Blair: It's in there as a discount code – 'Spousal Unlimited'. No, because we don't actually have that as a membership anymore but I can look at...

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Lawrence: It's okay. Don't spend too much time on this. I just want to understand \$1,136 per month is obviously less than two Ultimates but it's not less than two Optimals. That's correct, right?

Blair: Yeah.

Lawrence: I've got it.

Blair: This would be an outdated thing.

Lawrence: I remember you did have a couple on the Unlimited. Didn't you? Because the husband wanted to train 5x a week.

Blair: Yeah.

Lawrence: Was that why you introduced that option? Isn't it?

Blair: Yeah. Right now 'Spousal Optimal' as a discount code. 13 people have redeemed it. That's going to be from November, December, January, February, March – 5 months. There's probably 4 people utilizing that discount code.

Lawrence: Okay. So just paying over \$1000 a month basically.

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Blair: Yeah. And then, there's the Spousal Essential with 8 exposures so probably one a month.

Lawrence: Great. Awesome. Thank you for that. James, feel free to chime in at any point here. I just want to come to the results of this. I mean, one of the things you mentioned at the start which really got me quite excited was that you've had no problems from clients since making this change. Can you speak more on that please?

Blair: Yeah, two reasons. All of our procedures' policies are very clearly communicated and sent to the client at every purchase which probably is annoying. But every month you're going to get that agreement resent to you.

Lawrence: So even if you're on a monthly membership you would still get that agreement every month. Okay.

Blair: 100%. You can delete the email. You're probably going to sign up the first time and then you might delete it the second time or the third time. But we haven't had any problems with rollovers or questions about what we are getting when we pay, or how to cancel, or how to switch between, or how to put things on pause because we've really clearly communicated it in like a terms and conditions membership agreement that is sent to everybody at the time of their first purchase, their second purchase, the third, they just keep going but they have to sign. We haven't had any issues. That doesn't

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mean we haven't had any inquiries or questions but we can always revert back to this thing that this person just signed up for yesterday. This was sent to them this morning before 6 o'clock so they haven't opened it and they haven't signed it yet.

First month payment is required and is not refundable. There is a \$30 fee for insufficient funds. All memberships are paid automatically. You got to tell us 7 days before. To add to this, on the 28th of every month we have an email that goes out to a populated list of members that says, "Just a heads up, your membership is due to renew on the 1st. If you have to make any changes let us know ASAP." And then, we'll invariably get a couple of people saying, "Hey, I got to go away next month", or "Hey, I want to come in twice a week next month. Can you switch?" We remind them that the payment is coming up because we never want to give refunds. If we have this document and they've signed it and they know that this is happening, we send them an email 3 days before they are supposed to pay. If they come to us on the second and they're like, "Oh, I forgot to say I was going away." It's like, "What do you want me to do? I told you 3x, you signed the document. I want to work with you. Are you away this month? Here's what I'll do." We want to do everything we can to keep the customer and not do refunds. And that might be pushing it out and comping them next month because they are not going to be in that month. Whatever the solution is as long as the business doesn't lose money and lose clients. Our [unclear] clearly stated. We haven't had any issues with this yet. It's only been 5 months but we haven't had any issues

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and this is our biggest issue before. They will rollover for 3 weeks and then after 3 weeks that unused session will expire.

Lawrence: Okay. That would be 3 weeks.

Blair: Only 3 weeks because we are trying to drive the behavior of workouts per year. Less of a finite 1, 0 kind of thing. We want people in 52x, or 130x, or whatever.

Lawrence: One caveat I just want to share on this quickly. This is great. I agree with you, Blair. The reason why we haven't done this is because we don't have much availability in the schedule. What's quite funny for us is we've struggled to actually get clients to use rolled sessions because we just don't have the availability. I realized you're way better off even if you are starting a personal training business, and James you might be able to relate to this, is in the beginning you have to work your ass off. You have to at least be available a lot. You want to be available at peak times and those off peak times so you can have maximum availability for client flexibility and scheduling using rolled sessions. What I've had to do, because I simply cannot be at the studio because I have other personal reasons why that is, I have to hire more people. We're just about to onboard our second trainer because one of our huge constraints... You'll probably remember [Luke](#) talking about constraints. What's the leak in the hose that's stopping you from growing your business? Normally one huge thing. For us it was clearly availability for lots of different

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reasons. So both hiring this new trainer and having our existing and myself, I do Fridays and Saturday mornings, it means that we open that schedule up significantly and we can suddenly start doing a lot more sessions and getting people to use their rescheduled rolled sessions. I thought I'd say that because I think we're all at different places in the journey, right? Blair has got a mature business. How big is your team now, Blair?

Blair: We just hired another person so 5 of us now. He starts tomorrow.

Lawrence: 5. Okay. Yeah.

Blair: If I add to that, what is the solution for this, and I agree with you. This week, and this is bad, we are at 93% utilization this week. I had a trainer last month that was 106% utilized that he worked overtime. He is paid for. The more you work, the more you get paid. It fixed this problem because we ran into that too. Again, there's the wallet and there's the heart. If you have a chronic offender, after two offenses, we would bring it up to them. We've roleplayed this like, "Hey, noticed that this recurring thing isn't working for you. Did you realize that we have a 10-pack, and yes it's a few more bucks a session, but look at how much you've been struggling to get through what you paid for previously. And to show our faith to you and our commitment to your training you've got 3 sessions to bank. We'd love to discount your 10-pack by 18% just to keep you going, to keep the ball rolling because we want you here.

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We don't want to take your money and then not give you the service. We like doing this."

Lawrence: I love that.

Blair: "And if you want to stay on the monthly..." Again, we haven't had problems. I'm not saying we haven't had circumstances but we haven't had problems. I got an email the other day. She is an amazing client. They are all amazing. This woman has been with us for quite a long time. We emailed and she was like, "I missed. I've accumulated 10 sessions." I'm like, "Hey, why?" "I didn't want to go down to an Essential because I love you guys and I wanted to support the business." "Okay. That's really wonderful but here is this. And did you know that it's super easy to change your membership." "I don't usually read those emails." "Okay. Here's what I'd like to do. I don't want to stop your membership and give you 2 months free. But are you cool if I give you 25% off for the next 3 months? Will that make up for it?" And then she's probably [unclear] about it.

I don't love giving away stuff for free but I like keeping clients. The 25% discount is probably cheaper than acquiring a new one. So I'm not going to piss this person off because she's been thinking about me. I want her to keep coming so I'm just going to enable that and then I'm just going to make sure that she knows that she can switch it. She knows she is going away in

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June. Email me. I'll respond to that email and we can switch you. But don't let 10 sessions pile up. This stuff is really important.

Lawrence: Thank you. And just to clarify, but we currently do the 90-day rollover because of the availability issue. Though I appreciate the solution you shared there. Just aware of time, just before I ask the final questions here, James any burning thoughts, burning questions on any of these?

James: No. It's all very interesting, so I'm thinking of switching to paid intros.

Blair: Do it. You're worth it.

James: Yeah, well, it must be for different reasons. I need to look at your website on how you capture the lead in the first place. So people can just register and then you go after them to book the intro.

Blair: Yeah. There's 3 different ways we capture people – the newsletter, the intro session, and simple 'contact us' which is just an email. All three of those doors go into different funnels that lead to the same place in just different numbers of steps. If you sign up just for the newsletter which doesn't happen very often, you're going to get the newsletter. But then the first time you get the newsletter if you don't unsubscribe within 7 days you get the, "Hey, we noticed that you sign up for the newsletter. Did you know that we

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have this offer?" And then you get prompted to book an introductory session and create a profile so all roads lead to Rome.

I will say going back to whether or not you should charge for an intro 100% do it and turn your introductory session into 45 minutes instead of an hour. We did that too. We took it away... An hour is a wonderful amount of time. We can talk, talk, talk and you can do [unclear] exercises. But the majority of the intro is going to be discussion with 30% of it as the workout and keep it as 30% so you have more time for discussion and sales at the end of the interaction.

All intro sessions are a Big 5 with a lumbar. And if the weight is too light on the leg press we put it down to make it a little bit heavier instead of just going through and going, "Yeah, you could have done a little bit more weight." Give them a good workout but abbreviate the time. Make it 45 and charge money for it.

James: Okay. I get it.

Lawrence: Interesting. Blair, can you just probably wrap up here? Can you speak anymore on the results? Is it fair to say since making these changes you just basically have been generating a lot more revenue? Can you speak more on the changes, the improvements you see?

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Blair: Yeah. I can tell you the exact dollars. September was that last month before we really implemented this. Then November was when we hit the ground running. October we have all those headaches so obviously the inputting things. I do payroll in October with a calculator and a spreadsheet rather than by automation because nothing was working properly. We are probably averaging \$39,000 to \$40,000 a month over the last four months. Whereas, we were around \$32,000 for July, August, September as an average. Because we are capturing intros and converting intros because we have a process for capturing them it would make sense that we will be making more recurring revenue dollars because we are actually bringing the people that are trying to come in.

Lawrence: So that's 25% growth basically per month.

Blair: Yeah, let's call it. I mean, if you do the number of transactions and number of clients, that number is going to be different because we had a modest price increase when we change. I'm not talking \$100. It rounded up into \$300 to \$310 and from \$525 to \$550.

Lawrence: And your consultant helped with that as well. Didn't they? They were helping you with all of that stuff.

Blair: Yes.

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Lawrence: Sorry, I'm cutting you off here. Do you mind sharing the consultant at this stage?

Blair: Yeah. The owner's name is [Catalina](#) and the wonderful human I worked with is [Hillary](#) and her company is called [Telomere](#). I'll actually talk to them. I want you to get them on here, Lawrence.

Lawrence: Yeah, I know. We are in the process of doing that. That's fine. I'm happy to have them on the podcast or maybe do some [Membership](#) stuff that we could be happy to promote. I'm happy to promote what they are doing. They have clearly improved your business significantly. It looks like it's been a really good experience for you. Yeah, I'm excited.

Well, that's time guys. We want to be on time today. Look, Blair, thanks so much for doing this. This is so interesting. I feel like the hour has just flown by. James, thanks so much for participating. I really appreciate it. I'm sure we'll do much more in the future. This has been really great. Let me see here. What I've got to say. This is obviously recorded and it will be transcribed as well if you prefer to read. We'll get it done as quickly as we can. I just want to say thank you to both of you for being members. I really appreciate it. Thank you to all the members in [HIT Business Membership](#).

Haven't got anything confirmed yet for April but we will have some great [Membership](#) content and it will be interactive. There will be a live Q&A

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feature. If you want to join, James. It will be like James being on this one and actually getting the chance to ask questions live. I will get that out in an email to everyone in the next week or two so we can do that. Perfect. Alright, thanks so much guys. I really appreciate your time and talk to you very soon.