



Secret Network Marketing Group with Pete Cerqua (1st Masterclass for DEC 2023)

Lawrence Neal: So welcome to the December 2023 membership content, HIT Business Membership, soon to be changing that product name, but for now it's HIT Business Membership. We do this every month. I'm actually making up for A lack of content in the membership in November. So, we'll actually be doing two I'm looking to do two membership content pieces in December.

Today we're obviously talking to **Pete Cerqua**, who I'll introduce shortly. And then we're also going to be doing some content with Blair Wilson on how he's been using some successful new year's campaigns to generate more clients. He had a fantastic January 2023. So, he'll be sharing all his strategies for a campaign early next year.

So, look out for that. That'll be out soon. And in terms of the previous guests, we've had Pete Cerqua on previously, the 7-figure HIT business owner or Million Dollar Trainer. We've had Dr. Doug McGuff, Luke Carlson, John Little, Jeff Tomaszewski, the who's who in high-intensity training business.

So, today's guest: Pete Cerqua is a master high-intensity fitness coach and creator of the 90-Second Fitness Solution. You know him well; he's been on the podcast loads. He has been professionally coaching since 1985 and is also a five-time bestselling Schuster and Scott House Publishing, which includes the books, High-Intensity Fitness Revolution for Women and High-Intensity Fitness Revolution for Men.

Pete built and operated a seven-figure HIT business for 16 years and is now coaching to help you grow your HIT Business. So, you can join a waiting list for that over at highintensitybusiness.com/coaching. And so today, Pete... Oh, firstly, how are you? Good to see you. Thank you for doing this.

Pete Cerqua: Good to see you. It's my pleasure to be here.

Lawrence Neal: So, we're going to do a kind of a short piece of content here really on how to implement your secret network marketing plan, which I am fascinated to learn about. And we're just going to basically create a step-by-step process here for the members to actually implement in their own business to get some more clients, maybe now, but also more into the new year as well.



Pete Cerqua: Okay. A little backstory on The Secret Network marketing plan: in 2009, my first book, the 90-second Fitness Solution by Simon and Schuster was released. Facebook was still relatively new. I don't think there was any Instagram yet. Social media was really starting to... it's finding its footing.

It's really not where it is today. We had basic features on Facebook. We had groups. Maybe we had pages, but we didn't have... obviously our profiles. We didn't have much more than that. By the way, it does not matter. So, what I'm going to tell you applies today.

As a matter of fact, it applies just as well as it didn't in 2009, and 2010. Simon and Schuster asked me for a meeting, and they said, "Listen, we have a lot of marketing strategies for your first book". Okay. One of them was to put me out on media like TV, radio, and print. And they had a publicist that put me out there literally daily guys.

Holy cow, every morning I woke up, I got into the studio. I would get in an hour early and I'd be on drive-time radio programs for about a half hour. Which is a lot of time because each segment's probably no more than five minutes. Think about when you're listening to the radio, and they have a guest on.

It's literally three to seven minutes is what they allot. So, my average is five. So, I might get five or six interviews first thing in the morning. Then later in the afternoon, there's a print interview which is easier to do. So, I don't have to worry about noise or background or any of that.

And then CNN could have me on in the evening. So, a lot of these times I'm doing these in between sessions. So, this is great. So we got a lot of marketing going, but we have to promote the marketing. Right now, I'm talking to you guys. And I, what if I told you all, hey, listen, guys, next week, I'm going to be on CBS news at 8 AM.

Please tune in. We want the traffic still. Simon and Schuster said, "We're putting you on all this stuff to promote your book. You're going to get all these interviews. And by the way, it's going to promote your studio as well. What can you do on your end?" So, I went back and I gave it a lot of thought.

And I came up with this basic, simple plan, and I called it The Secret Network Marketing Program. It's based on the information I got. Now one more little thing. My publisher, Simon Schuster, the



representative who is representing me and my book, is a woman named Judith. Judith is also Rhonda Byrne's publisher.

Rhonda Byrne wrote a book called *The Secret*, probably the number one bestselling book ever. She eclipsed Dan Brown and his phenomenal books. She has eclipsed, maybe JK Rowling is the only one to do better than her. Rhonda Byrne did a great job. So, I got this great direct information from Judith.

I said, "Can you please tell me how Rhonda went about this? Now, Rhonda, *The Secret* is now 10 years before my book, right? There is no social media. There's nothing. The internet is crap. All she had was email. She created email addresses. Okay. And she had literally 15, 000 email addresses, which she cultivated over time.

Now, cultivating is the important word here. She would have, she would put out a monthly newsletter, of whatever she was pitching. And if people were not responding or opening her newsletter, she would remove them from her email list and she would put somebody else back. Somebody else would join and she was really watching the response rate in the opening rate.

She got on these emails or these newsletters that she put out monthly. Of course, if you remember, I never really did this, but some programs will tell you how many of your emails in your blast were opened, viewed, and read. Okay, so you get all this great feedback for that service that you provide.

She had 15, 000 quality email addresses and she started leading up to her book release when *The Secret* was pre-release. She was really getting these people fired up. Okay, now the next thing that she did was, "Don't buy a copy in advance. Please buy a copy on the day it's released" – and she gave the – date "and I'd like everybody to do that before noon".

Okay? This is big. So, books get promoted. There are 8,000,000 books in print at any given point in time and books fluctuate like the wind. 90 percent of all books fail. This is information that I got according to my publisher. 90 percent of all books. 10 percent make our money for the year. Wow, that's a lot of pressure, right?

So, Rhonda is doing this pre-build-up. Every week now, she's, "Okay, it's going to be three weeks from now, it's going to be two weeks from now, please everybody join, buy a copy and I will, if



you buy a copy on this day and show me, send me a proof of your purchase, I am going to send you this", she got a little bit of a giveaway, right?

So, her book came out and 15,000, not all 15,000, but a good portion of that 15,000 purchase that day, and that automatically put her in the number one sales position. Yeah, it doesn't take much. It could take a couple of 100 books within the hour to get you ranked, all right...? Maybe in the top 1,000.

She had a couple of 1000 in the first few hours, which really pushed her to number 1 fast. Okay, boom. And she pinned it right there. Then what happens is the marketing kind of takes over. So, because she's in the number one spot on Amazon, they started to promote her book within their software. Now it starts to spread out to strangers, but she had to get it there.

So now Apple is doing it on your iPhone there. It's coming up on their page. As soon as you log onto an Apple product, there's The Secret. That actually happened to me. My marketing did so well with my plan that I'm going to share with you in a minute that I was on the front page of Apple.

Oprah caught wind of mine because I got, I think number seven was my top rank on Amazon. And, it got in front of Gail, who is Oprah's best friend. So next thing I'm in their print and doing their thing. That's how these machines work, but you've got to kick the door open.

This applies to your studio. If nobody knows about your studio and your service. Guess what? Nobody's coming in the door. The words got to be out, and the words got to spread around. It doesn't necessarily need to be spread by people who are training with you. I've gotten some of my best referrals and I've made the best money out of people who never worked out with me or heard about my thing and thought it was absolutely, "You got to go see this guy Pete that I heard about!" It's like hearing about a new restaurant that opens up. So, there's got to be a buzz.

All right, so now I'm not going to do the email thing because I think that's already been played out by Rhonda and I don't have enough addresses saved up. I was saving them, but I had a couple of thousand, and I don't think the quality of my two to three thousand was great.

I wasn't sure and I didn't want to waste time testing it. So, I came up with this plan. I am going to go to other authors. This is the first thing – there are two parts to this same plan. The first



plan was for the book. Okay. I am going to go find other authors who are not writing about health and fitness, who are maybe first timers, maybe not, and promoting their new upcoming book.

The rule is you have to max out your friends list at 5,000, right? Facebook gives you 5,000 friends, so you have to have 5,000 friends to be my friend, okay, and be part of my group. We are going to set up a group. I set up a group called The Secret Network Marketing Group. And only these people with 5,000 friends promoting their book, which is not a competitor of my book, were allowed to join.

I wound up getting 10 total people, including myself. So, nine others. Okay, here are the rules now. So now we have 10 people, 5,000 friends apiece, 50,000 people, right? And that 50,000 can spread with shares and reposts, right? But you got the basic 50,000. The rule is now everybody gets to do a post about their book and I'm going to give you an example. My 1st post is I'm doing a book signing at Barnes and Noble on 53rd Street in Lexington Avenue on Saturday, December 2nd from 2 to 4 PM.

Lawrence Neal: Sorry, we're going to adapt this to obviously the studio business in a moment.

Pete Cerqua: No, I did. I did adapt this to the studio, to my studio.

Lawrence Neal: But I'm just asking if you're going to move on to that after this, right?

Cause I know you're telling you the experience you have with them, as an author, but we want to just make sure we get that, that recipe for the studio as well.

Pete Cerqua: Coming right up. That's my book signing, right? The rule is now everybody has to post that. You have to post it with a photo of my book or me, or you holding my book.

Boom. 50,000 people get that. "Hey, Jill, you're in New York City. This guy's doing a book signing. You should go get a copy of the book. He's a friend of mine. We're connected on Facebook". It was great. It took off very well. It promoted book sales. It promoted promotions or Pete Cerqua was going to be on CNN live on this date. 50,000 people, all the rest of the group posted it.

Okay, that's working out. How do you adapt it to the studio? I changed the rules a little bit. I don't want 5000 friends necessarily. I need a separate group and a separate list of friends, which you can do. You could separate your friends right and put them in lists.



I needed something local within a 5-mile radius. I needed friends and businesses or also within a 5-mile radius. So, I started cultivating and assigning and separating. Okay. Not that difficult. I've got 5,000 to choose from. My rule now was 500 to a thousand friends on a list. Do you guys know how to separate lists, and make lists on Facebook?

Lawrence Neal: I didn't know you could do that. I don't know anything now because I've been deleted from Facebook, but for those listening, if you go to YouTube and say, "How to create a list on Facebook", I'm sure you can figure it out in two seconds. YouTube is great for learning.

Pete Cerqua: Yeah. So, you create a separate list. And my list was New York City friends. Okay. So, anybody who I came across – cause you're not doing this all in one day – but anybody who was in New York City, boom, they went on that friends list. I would add them to that list. So now I can go to my friends list, pull up the New York City list, and I can promote or post to that list.

Okay, great. Now I'm looking for businesses that are noncompetitors. So, I got a chiropractor. I got a physician. I got a hair salon. Now there are different types of hair salons. There are hair salons that focus on women and, \$500 hairdos. And then other salons are women and men and manicures and stuff like that.

So, I got, I wound up getting two salons that were not competitors. You always want to clear this with everybody in the group, right? I got a deli. Everybody goes for coffee, right? In New York City in the morning, coffee and a bagel. So, I got a local deli.

Lawrence Neal: You're making me hungry, Pete.

Pete Cerqua: Exactly. Especially in New York City, right?

It's the worst place in the world to be on a diet. These are local places. Now, the same rules. "Okay, guys, if you have a special on coffee and a bagel, we all have to post it with a photo of us holding your coffee, your bagel". So, you have to make an effort to go to these locations at your leisure and get a photo of you standing outside.

Take 2 or 3 or 10 shots that you can save on your phone. So, you can repost something different every time, right? "Hey, coffee and a bagel normally 7 dollars come in this morning, mention this post and you get it for 50 percent off". I'm posting it with me with my coffee and my bagel. Right so is everybody else.



Again, I went for 10 people and 10 local businesses. When my post came around, it was, "Hey guys, one week free at 90-Second Fitness, which is two 30-minute sessions. It's going to be this month. Only take advantage. You have to get your email reservation or your appointment within this week". These are my rules.

Now I've got 5000 people because my average was 1000 friends specific to my area. 5000. In New York City are now seeing this plus the shares.

Lawrence Neal: Yeah, I should just say, I know, obviously the Facebook and social media algorithms change over time. And 1 of the things that has changed is the, I think it's the I don't know how you say it now, but the organic reach.

So, it's the number of, you've got 5,000 friends, maybe an organic free post might only reach 10 percent of that. However, yeah. That's still a significant number, and if they're sharing it, that's obviously going to compound. Yeah, I think that's, I don't know what the exact organic reach is currently as of today, which is December 2023, but I do know it.

That's the way all these social media platforms go when they first come out, the organic reach is so much higher. And then over time, obviously, they're charging more for reach.

Pete Cerqua: All right, man. Now you have paid advertising.

Lawrence Neal: And you could boost it. Yeah.

Pete Cerqua: Yeah. Which by the way, I didn't. Think about it this way.

What's your rate of return that you're looking for? And 5,000 local people. If you got 1%. You're looking for 1, but you're looking for 5 to 25 new clients, right? That is a huge amount of money because for those 5 clients, if you get five clients coming in the door and they like your service and they sign up you just hit them with the referral program.

"Hey, thanks for signing up, but you should never have to pay me again". And boom, go to watch the video on the referral.



Lawrence Neal: Yeah, we'll link it here. So just to add to that Pete recorded the referral program for the podcast. So, we'll make sure there's a link in the thread to this and the Membership for those who want to execute on that as well.

Pete Cerqua: Okay. So, another way I use The Secret Network Marketing program was for Groupon. I don't like Groupon. I'm going to come right out and say that. I think you get poor-quality clients. I think you get strangers who are just looking for a deal, right? People who are Groupon fanatics are looking to get 50 services a year free, whatever the deal is, right?

Especially the free stuff. They're just running around Looking for free stuff. They have no intention of signing up. They're going to go through. I remember one lady said, "My goal is to get whatever free consultation or workout in every gym in New York City, never pay for a workout, but I'll get these services for a year".

And she was right upfront about it. Okay, you know what? I took that as a challenge. Yeah, okay, "you're going to go to 50 gyms this year and I'm the 51st, but I'm going to wow you and I'm going to knock you over and say, 'I got the job done in 15 minutes. You didn't have to sweat or change your clothes. Try that at the gym, next week". I took it as a challenge and I did pretty well.

Now, you can qualify your Groupon people a little bit better with The Secret network marketing group, right? Because now it's a friend of a friend who's looking at the Groupon and using that as their vehicle to come in.

Why am I saying a *vehicle*? Remember guys, people who are looking for your service are: overweight, out of shape, scared to death, and intimidated by the whole process. Especially if you put up one of these posts about pain and intensity and something like that. You've scared them even more. I'm trying to get a gentle approach.

So, Groupon is now a vehicle for somebody local in your network who wanted to try it but was really afraid to reach out to you because they don't want to be judged. "Hey, Pete, I saw this Groupon. Can I use that? I'm a friend of so and so's". "Absolutely. When is a good time for you? Come on in. I can't wait to meet you".

You have to soften the blow. You have to make it inviting. You got to bring them in. You have to calm all their fears. These are vehicles to do that. This is how you just keep promoting other things, right? Other ads.



Lawrence Neal: You're promoting Groupon inside the network marketing group, right?

Pete Cerqua: "Hey guys, we have a Groupon going on this month only. You get one week free too, which is two free sessions, 30 minutes apiece. You don't have to sweat or change your clothes". You get through your whole ad, right? "And here's the link to Groupon. Go get it". So, for \$10. You know what the, what's the Groupon, right? For \$10, you get \$150 worth of training, and you always put the numbers out there.

Actually, it was more like, it was probably 25 or \$50 or something like that for the Groupon, which, which is what, when Groupon writes you that check, you got, and we would get people, we would get 50, 60 people responding to our Groupon times \$25. It's zero. I gave the money to the trainers, and I would tell the trainers, "Hey guys, we're doing a Groupon if you want to participate in it. If you don't want it, you don't have to do it".

So, you're going to give away two free sessions, right? It's your opportunity to sign them and book them. "We get \$25 for this. I'm going to give you the whole \$25. If there are any fees that come out if I get \$2,375, you get the \$2,375".

And well, I will not take a penny of it.

Lawrence Neal: Got it. What about just the group of the posting frequency, how often would you post in this group? Was there an agreement? Like you can only post once a month or once a week or... cause obviously, if it was really frequent and you had to constantly share everyone's stuff, you'd be like, spamming your list or spamming your friends and people would start to unfriend you, I suspect.

So, what's the optimal frequency, in your experience, for how often you're posting stuff?

Pete Cerqua: We try to limit it to no more than once a week. Now, with the book, if it's, "Pete's going to be doing a book signing at this Barnes and Noble and at this Barnes and Noble and this Barnes and Noble", once a week is fine because it's, "Where is Pete this week?" With the studio and the training, you did not want to do it more than once a month.

If you've got 10 people in your group, you could literally have 10 posts right for everybody in the group during that month. And I encouraged it. You want to post something or anything once a month. So, studio, once a month. If you were doing something promotional that didn't cost



anything, like, "I'm going to be... You know what? What if you were doing, "I just got interviewed about my studio on the local news network", that doesn't count. Put that post in as well that month.

Lawrence Neal: Okay, what other post types might you recommend? For instance, I thought what would be quite a good idea would be just maybe putting a post out, let's say you wrote a really good blog post about helping your target market, educating them on the value of strength training, or whatever it is. And then on that blog post, there was like a call to action to try you for a free workout or join the email list and get a free download.

Whatever it is. Would that be a good idea to again, something to the groups that everyone posts that out? So, you start building interest that way as well?

Pete Cerqua: Yes, I like to challenge my people a little bit at the end. That's my call to action is to really, "call me and see if this is really true" kind of a thing.

So, some of the people that I've been doing one-on-one coaching, and I'm going to name one in particular, Lisa May did a post on Instagram yesterday, a video post, which I thought was phenomenal. She's, her posts in the past, we're just not hitting the point. I'll summarize her post. And you can, if you could find Lisa May in the strength code.

A lot of you people probably know her. Look for this post. She's sitting on her. She's sitting exactly on her MedX pull-down, which is, one of the things I said, that's a great machine to sit on or take photos of or do your consultations. So, she's sitting on the pull-down.

The camera angle is just it's just her just a bust shot. Her story starts "with my brother, who lives 3 hours away, finally came in for his 1st workout with me after I've been asking him for a long time. He's pretty athletic and in good shape. And I really wanted him to try my program and..."

A little aside: part of this is some of the new protocols that I gave her. Yeah. Negative only and some really cool stuff.

Anyway, the brother comes in for the workout and the next morning, because he stayed over for the night before he went back the next morning at breakfast. "What did you think of the workout?" And he was *wowed*.



"Oh, I felt my muscles in a way I haven't felt before, but not in a bad way. My joints weren't hurting me, I felt my muscles. This is really great. And it wasn't very long. And I thought, I thought that in that short amount of time, it's probably not going to do anything, but lo and behold, I feel it".

And then she just went on a little bit more: "Now, my brother lives three hours away, so he's not coming every week". This was their call to action: "For all the all of you friends who are within a few miles of me, come on in and try this out and see if you get the same result. My brother did". Bam, Lisa knocked it out of the park and started coaching, way to go.

Great post. I wanna rewrite it. I wanna give her a few versions of this so she can go back and do it again and recycle this. It's great material. And I applaud you, Lisa, you did great on this one. So, she got it. That's a nice post.

You don't want, "My brother was in excruciating pain and I put 'em on the floor and I kicked his butt in 15 minutes..." No, that's not gonna work. You wanna wow him and you want it to come from his words.

But it's awesome. It's awesome.

Now, what if she's got this new post that just came out on Instagram? If she's got a secret network marketing group and she goes to her group and says, "Hey guys, my local group, hair salon, deli, dry cleaners..." – whatever, your team, your local team – "hey, can you post my new Instagram post, please? And then anybody who responds to this will get..." – whatever your offer is – "free consultation, free workout to see for yourself".

Lawrence Neal: I Just thought a way of throwing gasoline on the fire with this idea is if you were part of a networking group already, like BNI, this could work really well because you're obviously it's a great source of potential – I'm just thinking out loud here – like potential new people to network with and your BNI group or people to share stuff with from the networking groups, you can cross-pollinate in that way.

Pete Cerqua: Yeah.

Lawrence Neal: So that could be really effective. I guess one of my only concerns, and maybe I could play devil's advocate a little bit here, is just the idea of if you're posting a lot, like even if



you're posting every week for each person, let's say there are 10 people, you're doing 10 posts on your personal profile across the week.

Maybe it's a non-issue because there's so much content on Facebook that you're not really going to irritate people. After all, they're getting so much stuff anyway they're seeing on their newsfeed these days. So I guess maybe it's not that irritating, but I think we just are mindful of if your newsfeed is just random stuff, you're just posting about your, from your group that, that may start to impact your friends negatively, perhaps.

Pete Cerqua: Let's focus on BNI for a second. Cause I'm so glad you brought that up. I actually forgot about them. So, for those who don't know, what does BNI stand for?

Lawrence Neal: Business Networking International.

Pete Cerqua: It's a wonderful organization. It's great. I sent it when I found out about it. I grabbed two of my trainers And I said, "Do you guys want to go to this? It's going to be like 6 a.m. before you come to work. Here's the networking..." blah, blah, blah, "Let's check it out and see if it's worth anything, okay?"

So, what we found very quickly is everybody's doing their coffee afterwards and handing out their business cards to other professionals who are desperate for clients.

They're not successful people. They're desperate people, but we made that work for us. So, we invited everybody for and for a sample free workout at their leisure. That was like, "If you're going to network with me, I don't want you to sign up. I'm not trying to get your money, but you need to see what I do".

Because in the BNI group, my trainer would stand up and say, "Hi, my name is Corey..." and I told them what to say – I wrote it for them. "I'm a personal trainer, but my workouts are 15 minutes. You don't have to sweat or change your clothes," and then just sit down for a 10-second pitch. Everybody else is going on for three to five minutes and the moderator is cutting you off. Like the hook, you're trying to pull the performer off the stage, "Shut up already".

"You, I want you to do this", and I coached them on this, "you sit down, you memorize this, and you sit down and everybody's going to lean in and go, 'Whoa, what did you just say? 15 minutes? I work out, I sweat all the time!'"



"No, no sweating here". I just keep pushing it off. Then at coffee afterwards...

Lawrence Neal: ...that's when it's done. That's when the real business is done.

Pete Cerqua: Now, these people are not going to sign up. But they could become part of your secret network marketing group and do a post for you.

Lawrence Neal: They will sign up as well though, I found, depending on what group you're in, depending on the quality of the group.

Pete Cerqua: We were high-end and expensive. I think one or two people tried it for a month or something like that. We wanted their posting ability.

Lawrence Neal: Yeah. Yeah. I get it. That makes a lot of sense.

Just to get back to the network marketing group – I know this was part of that – we've done a bunch of content on BNI in the membership, so I don't want to focus on that too much because we've got some good stuff already out there for that.

Anything else?

I've written down a four-step process here, basically, Pete, which I'm going to reiterate in a moment. But is there anything else you want to add about this particular tactic, to get the most out of it for those listening?

For instance, it's 7th of December today. This will probably be posting a membership in a few days, maybe a week from now. Very close to Christmas. Should we be doing it right now? Should we wait till the new year? How would you do it?

Pete Cerqua: Get into gear as fast as possible because there's no downside to this.

Now the referral program is something you really want to push hard in January. January is the month to double your business. Please take that to heart.



If you don't have your act together for January 1st or January 2nd, when the New Year's resolutions come out, if you're not organized and ready to grab people by the arm and say, "I understand, 15 pounds, come with me, I'll fix everything. You'll be fine".

Get them in for extra workouts. If you're a once-a-week trainer, you promote twice a week in January. Okay? Get your sessions up and get the momentum going.

For a secret network marketing group, you want quality versus quantity. This is with your networkers, your fellow networkers, okay? It doesn't matter the business. It's got to be a non-competitive business, but whether it's a dry cleaner, a deli, or a hair salon, you want good ones.

And the last point I'd really like to stress is to get as many photos as you can and keep a library of each person.

So let's say it's your hair salon lady. You say, "Listen, I'm going to I'm going to..." Obviously look at me, look at my head and Lawrence. We don't go to hair salons. Okay? "...I'm going to send, I'm going to send my wife". I'm going to send my wife in and I'm going to say, "Do me a favor, put her in your chair, or I'm going to pay for a session with you, but take lots of photos, and make sure I have 20 or 30 that you email me". And then I have, or she takes with her phone and I have them in my library.

Consequently, I want the hair salon lady to come by the studio and either, "Let me give you a free workout," which they always said yes to, and, "But I want to take a photo of every exercise and two or three photos of each exercise".

Lawrence Neal: That's a great idea.

Pete Cerqua: So now when you go to do a post, you're pulling up photos of them on your machine. You want their people to say, "Oh, she went there and..." It's her friend, softens the blow for them to reach out to you, you try to remove that intimidation factor.

Lawrence Neal: That's a really great point, actually.

I'm going to, yeah, I'm going to just restate that in a minute.



Can I summarize or is there anything I should add to it? Because I think That's a great formula you've shared here today, Pete.

I'm going to re-summarize. If I miss anything, you can correct me.

So, step one is to start figuring out, go to YouTube, figure out how to make Facebook lists, and create that list of local friends, like 500 to a thousand.

And then you're looking for high-quality businesses that have a similar customer to you, maybe a service-based business, like salons, chiropractor, but even things like, I don't know what category you call it, but cafes, delis, as you put it – general services that people, most people use or all people use, making sure there's no conflict of interest between anyone in the group.

Did you say 10? About 10 businesses in the group? Is that correct? Yeah.

Pete Cerqua: Yeah. So, I went for 10 each time, 10 total, including me.

Lawrence Neal: Good. Okay.

And then, it's having an agreement and it obviously in Facebook and, you don't have to do this on Facebook, but maybe that's the obvious place to do it. Cause it's got the, yeah, actually like Facebook does probably make the most sense.

But – you are agreeing to... you've got the rules in the group, right? You can set rules like, "This is what this is how we operate", and "it's we don't post more than once a week for each other's businesses," and then there's always you're always posting an offer. So, you're encouraging everyone to post some kind of maybe it's free content like value, maybe it's an interview they did like you did the many interviews. You did a promotion. You're doing a Groupon, maybe a free workout offer that you're doing. And I like the way you put some urgency on it, "This is just for this week," or whatever it is. So, make it make sure there's some Urgency and scarcity to help people drive action.

And then you're encouraging everyone in the group to do that once a week and then you're everyone's sharing it, right?



So, it's getting more exposure because it's going out to all of their friends 500 to 1000. And then it's hopefully Like ripples in a pond. It's like compounding more and more people sharing it.

And what I liked about what you said just now is then you're making a conscious effort once you've built that group. To build that relationship with each one of them by actually going to their business, taking loads of photos with you using their product and services, or your spouse as you described. And then doing the Opposite, which is having all of them come to your studio, having a free workout, taking photos, them and all of your equipment.

And I think that people are going to, if you see the other thing as well, like it's all about, so BNI, for instance, it's all, it's based on the principle of givers gain, right? The more you give, the more you help other people's businesses, the more you generate referrals, and the more they're going to help you in return. And that's just based on the law of reciprocation.

We all know that if someone does something for you just, you have to reciprocate, right? It's like human psychology. Robert Cialdini in Influence writes all about his fantastic book if you want to really go deep on that.

But the point is, if you invest in going to these businesses and like taking those photos and really helping them out, they're going to help you.

And the very least, as you said, they're going to come to the studio and have a free workout and give you loads of marketing materials. So, I think that's genius.

Cause like you say, if they then share that with their network, that familiarity works well in terms of how their friends see them doing that.

They're like, "Oh, I'd like to do that". That's that social proof, right? That trust-building mechanism. So that's the most of it.

And then obviously we mentioned the types of content you can post. You could do free content with a lead magnet to capture someone's email, give them a free PDF, whatever. Promo, Groupon, free workout, et cetera.

You probably want to plan it out so that you've got something every week for, I don't know, a quarter or what have you.



And the last thing is to start right now.

So, I asked you, like, when do we do this? Peter, we went into the new year. This is going to be out mid-December, whatever.

But you're saying get started immediately, start building it right now, which makes a lot of sense. Start getting your act together for the new year.

So, is that a good summary in terms of the steps? Is there anything I'm missing there?

Pete Cerqua: No, you didn't miss a thing. It was an excellent summary.

Let me talk about the group for a second.

So, you literally have a Facebook group with 10 members, including yourself, right? There are rules. You have to have X number of friends minimum to get into the group. You have to have a service. It's got to be quality.

There's another thing: Let's say I put out a post. I'm going to say, "Hey, we've got a one-week special. Here's my special".

So, you got to give them the words.

"You're posting this in your group. And here are photos of all of you", right? That you're posting in the group so they can download them and use them. They can even use other people's photos, right?

So, you put the post up. When you put the post up, everybody's got 24 hours to put a post up about your thing.

And you have 24 hours when they put their post up in the group, you've got 24 hours. If somebody doesn't, "Oh I'm sorry, I was away for the weekend", blah, blah, blah – "I don't care what your excuse is, you're out of the group". I would remove people from the group and find somebody else. You have to stop what you're doing and take this seriously. We're trying to build your business and mine.



It's a once-a-week commitment. Literally, how long does it take to put a post up? And you're copying and pasting because what I used to do is I used to put my post up in the group and I'd say, "Feel free to reword it and make it your own words, but here it is". So, you don't have to make anything up or be creative. "And here's some photos".

Lawrence Neal: Yeah, make it easy for people to share it and to create something unique. That's a really good point because the easier it is, the less friction.

Pete Cerqua: Think about the deli guy. Literally, who doesn't like coffee and bagels?

"And by the way, we have cannolis this week. We've got fresh cannoli from Venero".

Like, it's just too easy. It's really easy. But give the information to your group members.

"Here it is". Now they have 24 hours to post. If anybody gets lazy about it, doesn't take it seriously or doesn't contribute with their own post and promote their own business, get somebody else, and replace them.

Lawrence Neal: Awesome, Pete. This is great. A really interesting strategy.

I would be fascinated if members test this out and run it for a few months and see what your results are. I'd love to hear your results and your experience.

So please post in the thread below this. If you're comfortable just sharing some of that, it would be really beneficial.

Pete, thank you so much for your time. This has been great.

I'm going to try and get a PDF together with a step-by-step for this as well. Now that I've said that, I have to do it.

And if people want to, and if people obviously want to connect with you, it's Pete Cerqua on Facebook, C-E-R, not S, C-E-R-Q-U-A on Facebook.

And for those interested, Pete is now coaching to help you grow your HIT business. You can learn all about that offer and join the waiting list over at highintensitybusiness.com/coaching.



This is going to be obviously recorded – there's no point in me redundantly saying that – transcribed. There'll be a PDF below with more information.

Thank you so much for being a member. Look out for the content with Blair Wilson on New Year's campaigns this month as well. This is a little teaser there, and obviously, we keep you posted on all the details around that when the weekly member's email comes out as well.

Have a great December and see you soon at the next mastermind. Pete. Thanks again. Really appreciate your time.

Pete Cerqua: My pleasure.



Pete Cerqua's 4 Steps To Effective Network Marketing – A Summary

STEP 1: Create a list of 10 businesses (which includes your business) with a high number of connections from 500 to 1,000 friends or followers on a social network such as Facebook.

This list should be comprised of high-quality businesses that have a similar customer base to you – consider service-based businesses like:

- Salons
- Chiropractors
- Cafés
- Delis

...general services that people use, making sure there's no conflict of interest between anyone in the group.

STEP 2: Establish the rules and stick to them.

1. Don't post more than once a week for each other's businesses.
2. Post something of value, such as free content like an interview, a downloadable lead magnet, or a promotion.
3. Always include photos. (And when you do take photos, take a variety of photos at once that you can cycle and use over the next few posts).
4. Give promotions a time limit to give prospects a sense of urgency.
5. Encourage everyone in the group to share it.
6. Make it easy for other people in the group to rewrite the post in their own words by providing a template they can customize.



7. Make sure you reciprocate by promoting everybody's business the way you would like them to promote yours.
8. Invest in your business relationships by offering your networking partners opportunities to experience what you have offer themselves, which has the added benefit of making their referrals and recommendations more forceful and trustworthy.

STEP 3: Start RIGHT NOW.