



## Low-Hanging Fruit — 3 Quick and Easy Ways to Get More Clients

with Lawrence Neal (Masterclass for MAY 2024)

**Lawrence Neal:** Welcome to the [May 2024 Masterclass](#) inside HIT Business Membership. We do this every single month. The previous masterclasses with Q&A included guests like Luke Carlson, Jeff Tomaszewski, Pete Cerqua, Dr. Doug McGuff, Dr. James Fisher, and many more. You can actually find six years' worth of masterclasses with Q&A's, which are full of gold inside the HIT business membership archives.

We founded this in 2018 and now it's 2024. So, six years of content there. Today's topic is a spicy one: free, fast, and easy low-cost ways to get new clients this week with yours truly. So, it's just with myself. And I'm going to be sharing some tactics that will really help you grow your business.

The first thing I wanted to say is just really address the problem we're trying to solve here in our HIT business. The biggest challenge we have, or that I see, the most common challenge, probably second or just before maybe hiring trainers and trying to get trainers that are a good fit and retained for the long term: It's just getting more clients and ultimately growing the business and getting a steady flow of clients. It's very hard.

It takes a strong mindset, great organization, a willingness to improve the craft, improve the product and service, but also get better at all those other things we need to get better at as entrepreneurs, whether that's sales, marketing, operations, systems, hiring, management, et cetera.

There's a lot of stuff out there that works in terms of marketing tactics. We've explored many in our Masterminds and in content in the membership. And some of them have a different level of effectiveness, right? And some of it works quickly. Some of it takes a medium amount of time and some of it takes a long amount of time.

The things that might take a longer time to come to fruition and start generating leads would be things like blog content marketing and search engine optimization, which can take time to rank in Google. Obviously, once you're higher ranked on page one, you're more likely to generate leads.

I'll have people make inquiries about things like social media and content marketing. Obviously, it takes a while if you've got zero following and you need to create that content, have that high quality content going out for a while. And I'd start generating leads through social. So, all this stuff works.



It just works to a different degree. And I just wanted to give you some really, again, easy, practically zero cost, except for your time, of course, and just *easy-ish* tactics that you can use to start getting clients literally this week or get more clients.

The stuff I'm sharing today is things that I have personally used to acquire a good proportion of the 76 one-on-one clients I acquired for Optima Strength, our studio here in Galway and Ireland.

But these same tactics were used in the beginning and are still used for some of the most successful, many of the most successful high-intensity training businesses in the world today. I speak to them all the time. I jump on the phone every week, whether it's a podcast or a private call or a coaching call. I'm talking to all of the HIT business owners.

So, I get to see what they're all doing in terms of sales and marketing. So, I can really see the patterns and things that work the best. I narrowed it down from five to three tactics because less is more, firstly. And I felt that these three were actually the best options for getting clients fast at no cost and that are relatively easy to execute. But I felt bad, so I added a bonus.

The reason I've got a man kind of face palming himself as a picture here is just wanted to try and visualize the struggle, right?





The frustration of wanting to get more clients and banging your head against the wall, doing things that don't work. Whether you're a startup or a veteran HIT business, I do think these tactics will be useful.

As I said, I've used them at a startup level. As of many others, but also there are larger HIT businesses out there still doing a lot of this stuff.

One caveat before we get into the next slide is these tactics assume that you're targeting middle-aged, high-household-income, busy professionals that are male or female.

If your target market is different, you do need to adjust your tactics accordingly, although much of what we talk about will still be relevant.

For example, if you target seniors, you may benefit more from focusing on a rotary group, which is an older and older membership versus BNI, for example, that's usually made up of middle-aged busy professionals.

There will be a Q&A at the end. I'm looking to run here for about 30 minutes or so. And then we'll do some Q&A. And if you've got any questions after the fact, you can always just post to the membership post to me and your private coaching thread or email me at [lawrence@highintensitybusiness.com](mailto:lawrence@highintensitybusiness.com).



### **Tactic 1: Friends, Fools, and Family**

So, tactic number one, super obvious: Friends, fools, and family. I hope this image will resonate with many of you.



Probably more popular with older generations these days, like myself.

So, look, this is one of those things that perhaps most of us are aware of when you start a high-intensity training business: it makes sense to solicit all of your friends and family and everyone that you know to come in for a free workout, but I think this can be done much better. And I want to show you how to do that. I think the reason this is the first tactic is because these people have the highest trust in you. These people know and trust you.

So, if you can't get these guys to try out your service, you're really screwed because this should be your easiest sell.



Here's why I think this isn't necessarily executed that as well as it could be. So, this is my three step plan for helping you get the most out of friends, fools and family.

- 1. Offer FW to ALL: “New” Program**
- 2. Deliver a World Class Workout**
- 3. Ask for a Referral**

So, when you start a high-intensity training business, or even if you're a long-standing business, but maybe you haven't capitalized on this tactic as much as you could have.

This first point is really important, right? So, you're offering everyone. Everyone on your contact list.

So, when I say friends, fools, and family, I really mean your entire network, right? So, everyone in your phone, email, text social media, every platform you want. Obviously, if you run a virtual training business, this expands that net even wider.

And the focus is not that you've got to come in for a free workout; “You've got to see what I'm doing!”

I think that can come across like they might be thinking in their head, “Oh, I'm only going to do that if we match, [I'm] going to train with you. Otherwise, I'm wasting your time [and] wasting my time,” and “Actually, that's not good for you either, so I'm not going to bother.”

Whereas the difference is by saying to them, “Hey, you've got to come and try my new program.”

And I should acknowledge Pete Cerqua — he's the one that really turned me onto this verbiage and this approach, which is spicing up your program, having a really fun, novel, intense, effective workout.



And then just going up to everyone you know, messaging everyone you know, saying, “Hey, I've got this new program. I'd just love for you to try it.” There's no selling here. It's, “Hey, look, I don't want you to care if you join. There're no strings attached. I really would just love for you to come and try my new program. You've got to try it.”

And that's the focus of this. That's what you're doing. That's what you're communicating to your entire network is, “Come and try my new program”.

So, step two: a world-class workout.

So, the attitude here is you're treating everyone... I don't care if it's your mom or your dog or your best friend – it doesn't matter – your wife... You're treating everyone like they're your ideal target market, right? That they are the perfect client in front of you and you're managing the workout process exactly with that in mind. That's really important, because I think a lot of us are guilty of, “Oh, I'm going to provide so and so a free workout, a close friend,” or what have you, and you just skip a lot of the steps in your program.

And obviously sometimes that makes sense. We have to tailor this accordingly, but I think sometimes we just really slack off and we miss an opportunity. Maybe that person actually would have liked to train or maybe if we had done a better job, they would have been more likely to refer someone, which is the main thing we're trying to get here.

So, I'll give you a quick overview of step two, which is delivering a world class workout, right? So, there's templates in the membership. We'll make sure they're linked to the resource when it's published. But I'll just give you the high-level now.

So, number one, your presentation has to be absolutely spot on, right?

The presentation of the studio should be immaculate. It should be clean. This is obvious sort of standard 101 stuff, right? Just make sure everything is clean, organized, tidy, and looks good. Make it the best you can make it. And then obviously make your presentation as best as it can be. I'm a big fan of the kind of higher-end, more premium look.

The more, not necessarily shirt and tie, but maybe a button-down shirt or a nice polo with trousers, that's look, I think, just communicates like a higher-end brand, which I think works well.





The next thing would be to a strong greeting, right? Shake their hand, call them by their first name.

Even one of my best friends in Galway who worked with us in Optima when I was working with Optima Strength locally, he really picked up on that.

He was like, “Oh, the way you're dressed, the way...” he actually said that to me after the fact. And even with some of our close friends, I think we still have to do our best to win them over and impress them.

Then the next step is obviously the consultation, right?

So, there are different approaches to this. I like a slightly longer version. I know Pete Cerqua really abbreviates his, and that works for him. And it works for many of Pete's clients, which is great. This is just my preference.

The next step would be a thorough, rigorous consultation where I'm asking lots of questions or you're asking lots of questions to make sure you really understand their needs and listen like 80%, and just make them really feel heard and cared for. Again, I'll have a template for this with more detail in the membership.

And then the next step is the most important: delivering a great workout, right?

So, this has to be super intense, or it has to be intense relative to what they're used to, but it should also be tailored to the individual.

You should have some kind of stock free workout that you use, that you've constructed, but you should take that standard workout and just tailor it to the individual in front of you. And ideally doing that slightly before the session.

The most important part of this workout, of all of it, is the is demonstrating the coaching, right? So, you want to make sure that you are in the set with them, right? So, this is, if you took one thing away from this entire presentation, this is probably it, right?

You've heard it probably before Luke keeps going on about it on the podcast, because it's so fundamental. So does Pete. It comes down to, they have to feel like you care about the workout more than they do. That you are in the set with them. You're using TSP, which stands for True,



Specific, Positive: You're giving specific true feedback that's positive, that's reinforcing positive behavior, so they keep doing it. And then you're giving them specific corrective feedback to improve form and correct mistakes.

So, you're doing that during the set. Specific, corrective feedback could be “shoulders down”, “breathe”, stuff like that.

And then true, specific, positive could be something like, “Hey, Joe, you're doing a great job keeping your elbows, keeping your shoulders down,” or “Joe, you did a great job on the upper turn around on the pull down, do it again,” like, that type of stuff.

Then, obviously you're motivating them. You're encouraging them. You're in the set with them.

You're passionate, right? That's probably the most important element of the whole free workout. After that, obviously, then you're getting feedback, right? Now, we know that if you deliver on that workout to a really high level, it often sells itself.

People are going to say to you, “How do I get started? How much does it cost? Should I do once a week or twice a week?” et cetera. Sometimes that doesn't happen, but we should always ask how would you like to proceed? You might be surprised that actually some of your close network do want to move forward and work with you because they're impressed by the workout.

But a lot of the time they might say, especially if they're not your target market, or they've got another workout program that already into, and you've really pitched it says, “Hey, you have to try my new program,” and then not come into it. “Can you help me out...?” like, a free workout, whatever.

So sometimes obviously you're going to get, “I think it's really great, it's not for me,” et cetera, et cetera. And that is the time where you then ask, “Hey, look, I really appreciate that. Thanks for this feedback. Who else do you know who would really enjoy this or who doesn't have time to work out or like a free workout?”

And then just ask that question. From there, listen — sometimes they're just going to say, “I don't really know. I don't have to think about it.” And that's going to happen.





And that's why you have to do this a lot, right? You have to do this for all of your friends, foes, and family, for your entire network. But sometimes you're going to get something and then it's that time where you can listen and then you can understand.

Their referral potential is better, and then you can help make it easy for them. So, understand, are they part of a network? Are they part of another community? Can you create an email or a text message template that they can then use to share it with people they know? So that's where you're asking for that referral.

And here's the other thing: If you've done a great job, even if they don't join, don't have a referral at the moment, you *will* get referrals. They will talk about you, right?

This is what Doug Holland says — what he said in the podcast was *if people aren't remarking about your workout for 24 hours after the workout, you've done, you've not done your job properly.*

So, if we really nailed the free workout, they *will* talk about it with people they know. You have to do the numbers, right? Because you get someone and maybe they do talk about it. Maybe you don't get referrals, but you have to do many of these. And what we found is that we did get a fair few clients from people that never joined us.

Pete Cerqua said the same thing. They had clients that never converted a free workout. But they generate tons of referrals. It's crazy. And it's just because what we do is not for everyone. And I know a lot of us in here would like it to be, but it's just not a lot. And not everyone likes this style of training, but they all know someone that does or would find it really beneficial, and most of them do.

So, what we're going for is the abundance mindset — it's not a waste of time. If you put everyone for your new program, I say “new,” because to us, it might be like a small change, but to our client or to our prospect, it could be huge, and that could be, like, a crazy workout protocol.

Again, I'll post some interesting workout protocols that you can use in the membership under this.

The abundance mindset is: They might join. They might give you a referral there and then they'll give you a referral medium-term, long-term, right? They go away and think about it.



Maybe you follow them up and say, “Hey, I know you mentioned so and so might be interested. Just want to follow up, see if you can make that introduction.”

“Hey, I hope you enjoyed the workout the other day. I know you said you didn't have a referral for me then. Just wondering if anyone has come to mind who you think would really get value out of this.”

A follow up like that is worth doing.

So, ask yourself, have you tapped up this tactic fully? Have you been honestly contacting everyone, offering them a free workout and getting them to try a new program.

So just be honest with yourself. And, are there limiting beliefs holding you back from contacting certain people?

There is no one that should not be – and this is a very good reason – contacted about your new program.

Okay. So that's the first tactic. I wanted to start with kind of the obvious one. Hopefully that's been useful. Let's move on to the next one. And if you've got any questions, just wait till the end and I will answer those.



## Tactic 2: Proactive Referrals



Okay, so tactic number two, proactive referrals.

This is where rather than waiting for referrals to be generated organically and people to contact you, you're asking for the referral.

It's similar to what we talked about in the friends, fools, and family section, but it's a specific tactic that we're using with existing clients, right?

This is the *listen and ask* method, which I first learn about talking to Luke Carson over at Discover Strength, who shared it in some content we did for the membership a while ago. And it's really effective. We implemented it. Once I learned this from Luke, we role played it a lot. We really refined it. And it started working for us.



1. Listen and Ask.
2. Be creative.
3. Role play and set goals.

So, let me give you the main points here. Listen ask is exactly as it's described: you're listening to your client and you're finding opportunities to insert yourself into that conversation, ask questions, and instead of a free workout, for the potential referral.

You're not just going for a workout saying, "Hey Joe, do you know anyone who would like a free workout?" It's not like that. It's far more subtle than that. Here's an example of how it might go.

So, you're training a client, and they might subtly mention that a friend or a spouse or someone they know, a family member wants to get in shape or is lazy or has an injury or whatever and then you could just say, they could say, "Hey, my friend..." I'm trying to give a good example, "Now my friend, Derek, he needs to lose weight, or he needs to get fit..." it might be something really subtle like that. And then you say, "Oh, okay. What are they doing currently though? What are they doing for training?"

So, you're trying to develop an understanding.

And they say, "Oh, they've got a membership at a gym, but they barely use it."

So, you're asking questions. You're not going straight for the jugular; you're developing an understanding.

Then you might say, "Hey, look, why don't we schedule them in for a free workout? There's no pressure, no obligation to get started just so they can try it."



And then at the end of the session, you can say, “Hey, let's schedule a time now for *blah, blah, blah*. Let's lock it, lock him, and her, Derek in the schedule now.” And then, if they want to reschedule or cancel, that's absolutely fine.

This is the example that Luke gave during that referral training. But I'm going to take that a step further with some other examples.

What we started to do is we started to have those conversations, but then say at the end of it, we say, “Hey client, I've got a gap at the end of this session, I've got some time. I'd love to just spend not even five minutes with you just to understand how we might be able to get *so and so* in for a free workout, introduce what we do to some of your friends and family. So, here's how that might go. Here's an example.”

So, client would say – and this is something that would happen spontaneously – “I'm really starting to see my strength improve. I was lifting the groceries out of the car the other day and it was much easier.”

So hopefully you hear that.

And I think a lot of our colleagues would hear that's quite a common one. Trainer says, “Wow, that's so great to hear, Jane. Isn't it great how quickly strength improves with this training? What else do you think strength will make life easier? Or “make easier in your life”, right?”

And then client: “Oh it's certainly easier to get up and down the stairs. I just feel a lot better.”

Trainer: “I'm thrilled to hear that. Hey Jane, our best clients come via referral. I want to help more people realize the benefits. Do you have five minutes after the workout so we can ask a friend of yours to come in for a free workout?”

Client: “Sure, I can spare five minutes.”

Trainer: “Great. That's great, Jane. And let's get back to your workout”.

So, I like this idea because you're asking permission to have that time at the end because they want to help you, but you're not diluting the quality of the session, right? You're not distracted from the session. You're focused on “No, look, let's get your workout done. Let's make sure the



session is productive.” And then you're securing sometime in the end of the session. You've asked, you secure permission for that during the session to do that, right?

When you ask for permission and you do that, you'd be amazed how much people want to help you out. As long as they just need guidance, they want to need to know how to help you, right?

Another example — client: “My husband hurt his leg exercising at a local gym.”

I might say something like — Trainer: “Gosh, really, I'm sorry to hear that, Jane. Oh, what was he doing exactly? Is he okay?”

Client, Jane: “He's fine, just a bit of swelling. He was doing some silly circuit training.”

Trainer: “I see. He can still work out the rest of his body, realize benefits, and rehab the ankle when the acute inflammation has subsided.”

Client: “That's true, but I doubt it'll do anything.”

Trainer: “Jane, look — I've got five minutes after the session. Why don't we schedule your husband in for a free workout so we can try and help him? There's no obligation, and if he wants to cancel or reschedule it, that's totally fine.”

And she'll say, hopefully, “yeah”.

Now, obviously, you're gonna get rejections. You'll have people say, “Nah, yeah, I just don't think it's gonna be for him.”

That's fine. Don't push it. But again, it's all about doing the numbers. It's getting the *reps*. And you guys hear me say *reps* all the time. It is practice. And you have to inoculate yourself against any fear of rejection.

Steve, I think you can participate... Steve, I say you, because I feel like you've really inoculated yourself from a lot of this, a lot of the fear of rejection, that kind of thing through doing the reps, doing the work. So those are just some template examples that you can use.

So, these are the types of things that we've done with some effectiveness. But I'm going on some other points that will make that were also really important here.



So, the next thing is to be creative, right? So, you're making it, you're trying to make it easy for them. And when you really develop good relationships with your clients, you start to understand the different communities and networks that they're part of, which can be a massive asset to you.

And once you understand that better, you can tailor the question better, right?

Example: we had a client, fantastic client, who was a very keen cyclist and he was part of a, like, an online community or local cycling group. And he had a WhatsApp chat with this group. And so, what I did is I created a couple of SMS / WhatsApp templates.

So, they're like shorter, cause they're not like email for him to repurpose for SMS and WhatsApp. And one of them was for like his middle-aged friend who's not a cyclist, but just a normal average Joe. And then one for the cycling group. And they work well, and they helped generate free workouts and we got new clients from them.

But I didn't understand him and his hobbies and the communities he's part of and his network that I would never have known about that opportunity. So, it pays to really listen and foster those relationships with your clients, understand where those opportunities are.

So again, it's about being creative. It's about understanding what community or network they have and what's the best way to make it as easy as possible for them. Cause they could be a totally crap salesperson and not know how to market your services properly. So, if you can just make it easy for them, low effort, and do all the work, then, that's going to be easy for them and they're much more likely to comply.

So that's worked very well for us.

The next thing is just role playing, right? So, if you're a solo trainer, maybe you role play this in the mirror or when you've got no clients. And it's just you on the training floor or whatever. You want to practice this stuff. Just practice saying it.

I know it sounds silly, but that really helps Steve. I know you like to do this in the car, same thing, just practice it. It really works. Practice in the mirror, whatever, when you've got a team, what you should do, what we did is we would have actual time set aside every week after the weekly meeting to do role play, right?





One of us would be the client on a machine and the trainer would actually be role playing the *listen and ask* method. And each time we would just make it different, throw a completely different challenge out there and have trainers and myself actually role play that, and you do it enough, you get, it's just like second nature, right?

You become way more effective at asking those questions and ultimately getting the referral, right? So, there you go. Keep it simple. You don't need to have like loads of permutations of this.

Just understand that listening to what your clients say and asking questions. The mindset is like a curious child. You're just trying to understand where they're coming from, what the problem is. And when you do that, clients will naturally just feel like you want to help them. They don't feel like they're being sold to.

And as I say, you can then say at the end of that, "Hey, look let's get your spouse in the diary for a free workout, no obligation to move forward." They can cancel whatever, no pressure. All you can do with the five-minute idea, which is, "Hey, can we spend five minutes after the workout?"

Just seeing what we can do to introduce more of your friends to what we do. Obviously, this all depends on the relationship you have. You get some people who become total evangelists for you and they will literally sit down for an hour after a workout and show you all the different communities they're part of and then you can actually form all strategies together.

Hopefully we've all got some clients like that. And then you got those where, five minutes is probably enough time and you can just get done whatever you can get done that timeframe. The point here, the key is *simple*: create a process for your team. But again, keep it super simple for role play.

Set goals, right? How many *listen-asks* are we doing every week? Because obviously this is a passive thing, but the opportunities do come up all the time. So maybe you set goals for yourself and the team, make it fun.

And again, you need to do this at scale. If you think about it, if you're doing 10, 15, 20 sessions a week that presents you have lots of opportunities to utilize this.

All right. Okay. So, let's move on to the next slide here.



### Tactic 3: Networking



So now we're on to networking, right? Again, this is probably actually the most effective tactic there is for growing a HIT business.

I would argue, I think that of all the HIT businesses I know that have grown really fast, this is, like, the most effective tactic. But again, I think it's something that is not done very well and we can do it much better.

So how do we do it better? I think, firstly, *do them all*, right?

So, I think most people just focus on BNI, or maybe one networking group, and the reality is most of you will have access to lots of local business networking meetups or meetups with your target market present. So, BNI is probably one of the best. But then there's Meetup.com, there's Eventbrite, there's Google, right?

Search "local business meetup", "local business community", entrepreneur, meetup, whatever, Facebook events, right? If you got to search all of these channels and I can guarantee you, there's probably 20 or 30 weekly meetings that you can find that are worth going to, right? And



again, business events with entrepreneurs, with businesspeople tend to be really good for us, right?

So, I would, that's the first thing I wouldn't just stick to like BNI. I would go do all of them, especially in the beginning when you have much more time.

1. Do them ALL.
2. Provide value.
3. Follow up.

And you're really looking to just acquire as many clients as possible in the beginning. I would just go do all the networking groups.

Obviously, be judicious. You don't probably want to go a *mom and baby* group, right? Although you might do, I don't know, so let's talk about what we do when we network, right? So, we're doing all the networking.

The next thing is we're providing value — this is the key. It's not about you. It's about them. See, Pete Cerqua says that a lot. You want to go in with the Zig Ziglar mindset, right? Which is if I can help enough people get what they want, I'll get what I want. And the whole idea is you're learning about them, their business, their lives.

What are their challenges?

What are their problems?



How can you help them solve those?

Who do you have in your network who you can introduce them to... that you can leverage in networking?

And obviously, most of these networking events will have opportunities where you can pitch your services. BNI formalizes this with 60 seconds. But when you're at any networking event, you're going to get asked what you do, and there's really two approaches that I might suggest.

The first approach would be the StoryBrand approach, which is the approach we use for BNI. So, we had great success with BNI. We did abandon it eventually because the ROI didn't make sense after a year. But we actually acquired quite a lot in that first year. And there are other reasons like having to do stressful BNI online calls at 6:30 in the morning when you've got a one and a two-year-old and a lot of stress in the household, but that's one for another day.

This is the longer networking pitch. But again, this is just a caveat: you're spending the bulk of your time understanding what they want and do and need, right?

Eventually they'll go, "What is it that you do again?" And that's where you come in with your one-liner, as a Donald Miller would do or whatever approach you want to take. And so, this is what we did for our BNI 60 seconds.

"So good morning, everyone. My name is Lawrence. I'm from Optima Strength for personal training business in Galway — Optima Strength. We know that you want to realize your potential. In order to do that, you need a smarter workout. The problem is you don't have time for ineffective workouts, which makes you feel frustrated. We believe that your workout should be as smart as everything else that you do. So, here's how you do it."

"Number one, you'll work one-on-one with an expert trainer. Number two, use evidence-based approach to exercise, focus on strength training. Number three, you only work out twice a week for 30 minutes. So, schedule your free introductory workout with us today. So, you can stop wasting time in the gym and start to rapidly transform your fitness, health and appearance."

"We would love an introduction to a busy professional female who knows they need to work out better. So, I'm Lawrence Neal, Optima Strength for life."



So, that worked really well for us. And you can modify that copy obviously, and make sure it's tailored to your brand. I would probably change some of that now; “realize your potential” is a bit weak. But yeah, that worked really well for us. And we got quite a lot of clients.

Pete Cerqua has a completely different approach, which is the more abbreviated version. Which is that you do, you stand up, you say, “Hi, my name is Pete, my workout takes 15 minutes, and you don't have to sweat or change your clothes,” and then sit down and shut up. That's it.

And the point of that is obviously to generate a lot of curiosity, get a lot of questions and then Pete's approach would be, people start asking questions. You say, “let's talk about that here. Come and try free workout,” right? It's just another approach.

So, two different approaches. One super abbreviated, one slightly longer, but still effective. It's about finding out what works for you. Maybe testing each approach, right? And obviously again, you've got to tailor this to your brand and your business model, right? What is next?

Okay. So, we've gone to these networking events. We've been unselfish. We're learning about other people's businesses, how we can drive value. And it's always some next actions, right? “Oh yeah, I'll follow up with you about this. I'll send this thing to you.” Don't miss that. Make sure you do that. Make sure there's no *say-do* gap when you promise you're going to do something.

Do it because this is another opportunity to obviously get a free workout, a potential new customer. “Hey Joe, here's that software we discussed.” So, you're sending a link to some software you talked about maybe to help you with your client management. “I'd love to chat some more, have a coffee and give you a free workout of absolutely no strings.”

“I'd love for you to try my new program, right? If that sounds cool, how are you fixed for X, Y, and Z,” right? Don't make it hard for people. Give them times. “How are you fixed for Monday at this time,” “Tuesday, this time,” “Wednesday, this time?” “If none of these work for you, please give me three options that work for you.”

So that's just a good way of stopping the back-and-forth on email, by the way. But again, you're trying to make it easy for people, right? That's the whole point.

A little tip when you do network: if people have business cards – which are old school when you're discussing learning about them or you've agreed to do something for them – make that a note on the card. Put notes on the card that give you context on the person.

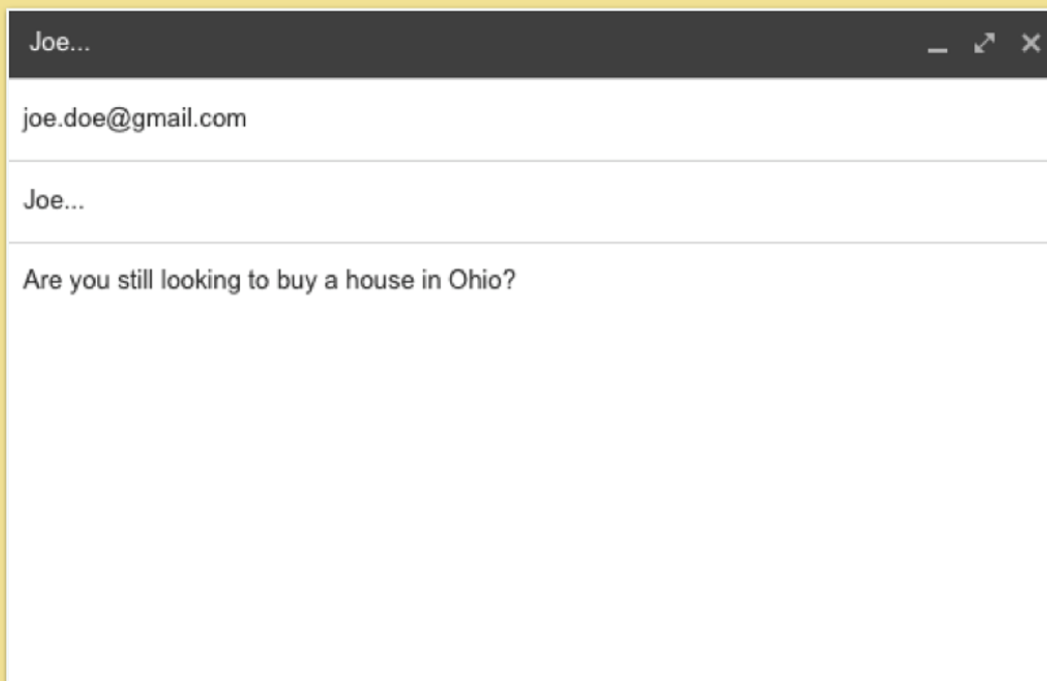


So, information about them that you might forget, and then obviously any to-dos. That's a useful thing, just write it on the card. Okay. So, as I said, and I put this at the last bullet here, I've already said this though, which is, this is probably the most effective tactic.

I know loads of studios that have grown so fast using this. I can think of one studio right now who did mainly this and are doing like a million in year one. I know another studio who – this is public knowledge – Owen Dockham, Live Oak Strength — 75 percent at one stage of their clients and revenue all came from BNI, right?

One thing. So, if you can just take networking and just do all the meetings and almost do no other tactic, you'll probably have a lovely or a nice flow of new leads, right? It's just about doing it consistently, following up, that kind of thing.

### **Bonus Tactic: 9-Word Email**





So, here's the bonus tactic, right? The nine-word email.

This is a bonus because, I suppose tactic two, you need clients to do, I wanted to pick tactics that you didn't need any clients, but I've cheated a little bit. So, the nine-word email is the, like the simplest, most effective marketing tactic.

Obviously if you've got email software. You can do this much more efficiently because you can just write one email broadcast, send it to your entire list. But even if you don't and you just have you just have email addresses, you can do this manually one by one. And obviously it's a super short email, so it's really easy to do.

These emails have an incredibly high open rate and incredibly high response rate, which is not, you can't say that for all email. Campaigns, even if you have a very small list, which many of us do sub a hundred people, this works. Okay. The key is the question, right? It's obviously the example here.

I used to look at a bar house in Ohio. Obviously not relevant to us. But the point is, it's got to be like a. Four- or five-word desire. Okay. And it's not about what you want. Sorry. It's about what they want, not what you do. That's key, right? This is a big difference between, are you still interested in personal training with us?

1. Email List.
2. Simple: 4 Word Desire (nothing else!).
3. Don't sell.

That's not the right question. The right question is the *desire*. "Are you still interested in getting in great shape?" Key thing here is try not to get too many, even in great shape might be. Very broad, right? You might need to go even more. You want to test this even more specifically. So it could be, "Are you still interested in alleviating joint pain?"





*Alleviating* is a fancy word for improving joint pain or eliminating joint pain, removing joint pain. I don't know. "Are you still interested in improving your health?" So don't be scared to be very specific about the question. If you're broadcasting it, I suppose I'm thinking out loud here.

Now, you do want to be mindful of sending someone that's completely, that's too specific. That actually might not resonate with many of the lists. And then you get into segmentation and that's, you don't want to have to go there right now for many of you. So actually, you probably want to go, you want to be careful about the thing.

So, it could be getting in great shape. I can't think of any more of top of my head right now. So, what I'll do is I'll pass, give some ideas and the Membership for this. For that, but I think that's a good starting point. Still interested in getting in great shape, right? Are you interested in exercising?

All right, because maybe they're not exercising at all. Could be one. The next step of this email is *don't solve the mystery*, which would be, I still interested in exercising. I, because if you are, we're running a competition, et cetera, right? So, you're there's no tension. You're telling them what it is.

And it's the vacuum is the lack of that mystery solved piece that's actually going to make people respond. So don't do that. Don't be tempted by that. Just keep it really simple. Some people, a lot of people aren't going to be interested and it's not right for them right now.

And that's okay. If they don't respond, that's fine. You're just looking for people that are really interested right now. And those people that will respond. So don't worry about sending this to people who don't respond or are uninterested. Now this is key, right? So, you're sending the email. That example on the slide is really great.

First name dot; "Are you still looking to get into great shape or get in better shape, or are you still going to start exercising?" All right, there's some examples actually I couldn't think of earlier. The only thing I would add is just your name, right? So, "Regards, Steve;" "Regards, Lawrence;" "Thanks, Lawrence".

Whatever. But that's it. Seriously, if you do any more than that, it will not work well. Now when they respond, don't sell them right away. You want a conversation before you go for that free workout, right? So, you, back to what we're saying earlier, you want to make them feel like you're truly trying to help them first.



I know deep down, that's what we all want. We all want to help people. And then when you do that, they will commit to the free workout. So, for instance, if you say, "Hey, still interested in getting in great shape?" and they respond with, "Yes, I am," you can say, "Hey, that's great, Jane or Steve or Joe", whatever.

And what have you tried so far? So, you're starting a bit of dialogue rather than just going again straight for the jugular. Maybe have a bit of back and forth, two or three, four replies. And then you say, "Hey, look, let's schedule you in for a free workout." Boom. You go for the free workout, right?

So, I know this is one of those tactics where it's almost too good to be true. It's so simple. You're saying, "How could that work?" But it works incredibly well.

A few caveats: this should be an email list that's been somewhat nurtured either in person where you talk to these people or maybe you send them content, right? You send them social media content or an email newsletter.

If this is a completely cold list, it's not going to work as well. If it's a nurtured list, then it can work much better. This also begs the point: you must be building an email list. This is one of the most important things when you're building any business in 2024, although this is the same for decades — email is everything. Email is still the number one place to sell services. Even a lot of these businesses that sell on Instagram or social media, whatever email is still their main channel for generating revenue.

So yeah, building that email list will serve you for life and feed you for life. If you can really build that up, if you've got a few thousand people that could be just so beneficial for your business, a way for you to communicate with these people, different offers, et cetera. I'm going off topic now.

But yeah, so that's the nine word email in a nutshell. Again, I'll answer any questions after this on that as well. Probably said everything I can on that. I don't think any is anything more to say but do try cause it's super effective.

It's probably the biggest hack you can use on this presentation today.

I'm going to wrap up in a minute. So hopefully you've watched this.



Hopefully you feel like this, you and your wife, husband, partner celebrating our awesome life is now that you have lots of clients and proven methods for getting lots of clients for your business, right?

I really, truly believe, and I've seen a lot of evidence that these four tactics can work incredibly well.

I feel like you don't need to use all four, right? And I'll get into that actually specifically now.

**So, execution —this is the main thing, right?**

Ideas are great but mean nothing if we don't do something about it.

The first thing to say is that none of this is going to work that well if your workout sucks, right? So, make sure your workout is shit hot, right?

Really, it's all about honing the craft, delivering excellent workouts, great coaching intense workouts that are tailored, constantly developing your ability as a trainer to deliver a wonderful workout.

If you don't do that, then everything else is so much harder because it's harder to convert clients, harder to retain, harder to get referrals.

It's just, this business is shit and not, excuse my language, not fun to run if your workout sucks. And honestly, I think a lot of us struggle with that. I won't face the truth.

I think there's a lot of business owners in here, pride themselves on following off of [Arthur] Jones and doing all these, almost dogmatic approaches to high-intensity training. And the clients just aren't interested and they're just getting bored of their workouts.

And maybe the trainer or the owner is just not *in the set* with the client. It's just not making the client feel like they want it more than they do. And again, I think there's quite a lot of evidence for this. And I think it's the main problem. So, getting that right is really important and just make sure that we're all proverbially *sharpening the saw*.



**Next thing is, stop doing stuff that doesn't work.**

We're all doing stuff right now, that's not getting clients. Stop it. Stop doing it. Just stop doing that stuff. Especially if your resources are constrained, right? You only have so much time.

Maybe it's just yourself. Just start doing stuff that works and just focus on doing. Less is more, fewer things, but doing fewer things better or more consistently.

**So, of all the tactics today, just pick one.**

Maybe just pick networking and go hard on all the networking, forget everything else. Because again, if we're trying to do too much, it can get overwhelming, especially when you try, you're trying to measure stuff.

You're trying to get all the other stuff done in your business. It can be all, be a very overwhelming. You want to try and systematize this. Start by creating a short plan or a system to help you follow this through.

So, for example if you're doing Friends, Foes, and Family, maybe you're just scheduling 30-minute blocks X times per week to actually sit down at your computer and actually make those calls or send those emails or texts, right?

So, you've got it systematized. It's in the diary. It's a recurring time every whatever it is, we call several times a week where you're doing this prospecting, right?

I see again, another trend I see is in our spaces, people will do a lot of activity to get a lot of leads or acquire more customers and they'll stop because they get busy doing business, right?

Putting out fires, managing the operation, and then I make time for any of that prospecting. It has to be a disciplined approach where it's done week in week out, right? Another example of a plan could be you ask for referrals. X times per week, right? And maybe you managed measure and manage that within your team as well.

If you're networking, it could be, "I'm going to do for networking means a week or free networking means a week," right? "That's my quota." "So, this quarter is 12 weeks. I'm going to make sure I do 36 networking meetings," right? And make a game out of it and it will motivate you much more.



And then just make sure you're measuring, right? Tracking performance. Look at these different tactics and track how many clients.

What I like to do is make a simple Google sheet of all the clients and then look at where they all come from and look at all the commonalities.

Look at the places where you're getting the best and most clients from and double down. Maybe that's networking and you double down on that.

Anyway, that's it. So, let's move on to questions.

### **Q&A**

**Lawrence:** Hi, Steve. Here we are. Hi, how are you?

**Steve Berthiaume:** Hi, I'm good.

**Lawrence:** Thanks for joining. Obviously not a great time, I assume, for many other HIT studio owners to join. It's just us today. With these, a lot of people tend to tune in as after the fact when it's published inside the Membership. How did you find that? Is that useful?

**Stev:** Yeah, I think so. I've been... I've just started really scheduling time to follow up on leads every couple days, and it, it has helped. I have two trial workouts coming up this week. I have one tonight and one tomorrow night. One is a guy I've known for years.

We worked together at one of the former companies I used to work at, and I've been bugging him ever since I got laid off from my current job. Let's get together and you can do this. And he's a professional musician, so he's very busy and he's canceled on me a few times, but I just keep getting back to him, getting back to him.

So, we're going to, we're going to hook up finally tonight for a free workout.

**Lawrence Neal:** I love it. Awesome. What I'm, I think again, in the beginning, like you've got to do that, right? You've got to pester people. And then there will come a point where you perhaps



be more judicious. And you're like certain people where you're like, okay, it's not a massive drive there.

You don't really want to do it. I'm not going to waste as much time. Because there's a, as a fear that person might not be retained. Cause if they're not showing that behavior up front, or it could be the opposite, like this person, they get exposed to it and they're like, "Oh my God, this is exactly what I needed."

**Steve:** Yeah. And I think persistence is key because, with email and stuff, it's very easy to put something off, because you can do, you can communicate with somebody instantly.

So yeah, "I'll just do it later," and then it gets forgotten and it keeps getting pushed back. The more you keep peppering them, the more likely you're going to hit them at a point where they're actually not doing something at the moment.

And they're like, "you know what, I can reply to this right now".

**Lawrence:** So, that's a key point. You said there, it's "no" doesn't mean *no*; It means "not right now," most of the time.

And so, you're just trying to build a system where you're constantly reaching out to people respectfully and you're providing value.

And that's why email works well, because if you do a newsletter... I know, not everyone is a fan of this – I'm thinking of Pete – but you need a way to stay in touch with people and then also have a mechanism, especially when you've got many people to reach out to them periodically at scale, right?

Which is, it's harder to do when you're doing it manually. That's fine in the beginning, but there will come a point where you want to just ping an email out to everyone. Yeah. Yeah. Any other questions about what we said, any clarification, anything you disagree with or hasn't worked for you?

**Steve:** No, you didn't mention any of the things that that you guys do that has not worked for me.

**Lawrence:** Which would be what the *open house* stuff and things like that.



**Steve Berthiaume:** Yeah, I did go back and put some more money into Bark, and it was like, setting money on fire for me.

**Lawrence Neal:** Really? I'm sorry to hear that. Okay. So strange.

**Steve Berthiaume:** Yeah, I think the idea is good. It's just here in the United States for me, my experience, the quality is not good.

Either the phone number is not correct, or I had somebody that needed Spanish. And there's no way to filter for that. And Bark is not interested in chasing that down. And another guy was like, "Oh, I just filled the thing out. I actually have somebody I'm working with already."

And yeah, it's frustrating.

**Lawrence Neal:** Yeah, I'm very sorry to hear that. As there have been, and I'm not saying that this is not me saying that you weren't very good at what you were doing or anything like that. I'm just, it just might not, maybe, I don't know, it might not be, might be your area, might be your offer. It might be the way your business is presented on, on, but I don't know.

But I know of a number of people that have had success with Bark in our space in both the United States and Canada. So, it's a bit of a mystery.

**Steve Berthiaume:** Part of it, I think, is my self-confidence because, I'm reaching strangers where, what we're doing, what I'm doing now is I'm working my network of people I know. And they can see me, and they know what I do.

So, talking with somebody that's totally cold is a little different proposition for me. So, I definitely need like more reps in that. And I gotta get my website together too, working hard on that right now.

And yeah, I have a plan, thanks to the Donald Miller stuff. And yeah, I'm excited about what's coming.

I'd add one thing that I do is I just keep a really close eye on my social media, like my Facebook feed, because there's always somebody who's, "I'm on Ozempic and it's been great for me," and that's a chance to say, "You can do that without Ozempic," and you can scan the comments for that post because everyone's always chipping in on something like that.





Good for you. Good. But there are plenty of people that are like, “I am interested in trying that” too, or “I struggle with that too”. And you can take each one of those people and ping them.

**Lawrence Neal:** Yeah, a hundred percent. Great. Great idea. Yeah. And has that worked for you so far? How are you finding that?

**Steve Berthiaume:** I've picked up a couple people that way, so yeah. And I've started dialogues with more people, so I actually did get I get one person came in that came in for a free workout and she hasn't signed up yet, but we're talking like every couple of weeks. Perfect. And eventually it'll happen. I think so.

**Lawrence Neal:** Yeah. You got me thinking about how do you systematize this? And maybe this is my kind of OCD brain at work here, but, and sometimes I take this for granted, but for me, it's like, you've got that hour or whatever it is in the schedule X number of times per week. And it's the same time every week, right?

Or same number a few times. And what I would do is I use iCal on Apple, and you can put an item in the diary and then you can open it up and create a list. And then you can make that the same every time. So next week it's the same list. And that list would have prospecting actions.

So, it could be number one, spend 15 minutes chatting on Facebook, DM in on Facebook. That's it.

You just mentioned number two, invite FFF: Friends, Fools, and Family for free workouts.

Or actually I put number one would be follow up, engage leads. So that's an Alex Hormozi thing. And people that have shown interest recently who are warm.

Contact them first, number one. Then you're prospecting you going to Facebook. DM – in number three – your friends, foes, and family. Number four, you're finding a networking event or you're following up on your obligations from your last networking, the things you promised you do, right? So, creating a list.

And then that's a system. And then you're refining that system over time, right?



So that you're really maximizing your time. That's how I manage it. Yeah. And then obviously there comes a point where it's not worth your time anymore because you've got other tactics that are just way more effective and you don't have the same needs, so it changes.

Any other observations or questions that come to mind? Anything that wasn't clear from our presentation? I think I messed up the, a bit about the. The referral script, which I corrected midway through.

**Steve:** Yeah, no, I think everything made sense.

**Lawrence:** Cool.

**Steve:** Yeah, it's good. Awesome.

**Lawrence:** How are you getting on anyway, just generally?

**Steve:** Good. Like I said, I'm working through the Donald Miller stuff. I'm going to start my StoryBrand today and start putting a website together.

I posted in the private coaching thread; I posted a bunch of stuff that I've come up with so far. So, it needs to be cut down. One thing I've been doing is taking my testimonials that people have written and paring them down, because there's a lot of people tend to ramble and stuff like that.

So, I'm trying to trim it down to something that you can get in just one glance.

**Lawrence Neal:** Yeah, perfect, perfect. Yeah. That sounds good. It's yeah, it's a little bit torn sometimes about that. Because it's I understand that the kind of appeal of having soundbites, which is where literally someone, it's like you ask for testimony with someone, I send you an essay, and you just take one line and just make it bold.

And that's, someone argues, Donald Miller thriving or surviving trying to like, preserve energy. So, we just want soundbites, but I know it's them. Connie Hollen. It's on a couple of websites and HIT recently did Doug's website and some fairly chunky testimonials. And it got me thinking, maybe people are willing to, if they're really interested, are willing to actually read a longer testimony.

So maybe it's good to have a mixture. Maybe both. Yeah.



**Steve:** Yeah. One thing I liked about what Miller said is it's okay for you to give them something that is true and say, do you agree with this? And can I put your name on it? Because your clients are not, they're not all writers.

**Lawrence:** Yes. Very good point. Yeah. I've done that plenty of times.

**Steve:** Yeah. Give them a list of five things that are true about them and say, maybe you could write something that includes three of these from the list. And then I'll edit it and send it back to you before I post it. And then, you know...

**Lawrence:** I love that idea.

Yeah. You just, again, it comes back to the idea that I explored in the Masterclass, which is you're always thinking like, how can I make this as easy as possible for them? So, don't even have to think or lift a finger and you're emailing them saying, are these things true about your experience?

I'll write it. You approve it. Does that sound good to you? Yeah. Perfect.

**Steve:** I found for a couple people, I had to differentiate between a review and a testimonial, right? Because a review is something that they write themselves. And a testimonial, I think, is something that you should work together with them on.

**Lawrence:** Okay. Interesting. I've thought about a lot of that before.

**Steve Berthiaume:** Yeah.

**Lawrence:** Awesome. All right. Anything else before we wrap up?

**Steve:** No, I'm good. Gotta get to work on this website now.

**Lawrence:** Yeah. Look, thanks for making the time. Good to see you. We've got, oh, and just, yeah, actually we're still, we are still recording here and there's a couple things I wanna share.

Obviously as I said, all the resources that were mentioned today, templates, et cetera, will all be included in the post inside the Membership. In May, sorry, in June, Patty Durrell is joining us



from Rock Solid Fitness. That's going to be all about injuries, right? So, it's a masterclass on that.

So how do you deal with certain client injuries, that kind of thing. That's coming in June.

Thank you, Steve. Thank you to everyone for being a member. Really appreciate it. And I'll talk to you all soon. Steve, have a good day.