How To 4X Your Productivity and Destroy Stress — Lawrence Neal (January 2025)

Lawrence Neal: Welcome to the January 2025 Masterclass for High Intensity Business.

We do this every single month, and we tend to alternate between business and the science and application of high-intensity training, and we have different experts come on every month to do the masterclass and normally finish with some kind of Q&A today.

I will be doing the masterclass – yours truly – and I will be covering how to 4X your productivity with less stress. And this is something I'm really passionate about. I'm a bit of a productivity [and] time management nerd. And just a couple of assumptions before I continue: I will not be covering sleep hygiene, nutrition, exercise, movement, sunlight, which are all fundamental for being productive, having less stress and feeling good, but I assume everyone watching and listening to this already has been doing that.

Those skills and knowledge around how to optimize a lot of that stuff, right? We're in that business after all. And so, I'll be talking more about the tactical stuff, the strategies, and how you run your day to day in order to 4X productivity and reduce stress.

So, what I'm about to share is really what has worked for me really well over the years. I'm not perfect and always trying to refine this. So just actually going through this exercise is really beneficial for me. And I'm also going to be sharing, I guess, what's worked well for members as well.

So here we go. Okay, so this is what we're going to cover in today's masterclass.


Here's what we're going to cover

1. Strategy
2. Weekly Planning
3. Daily Planning
4. Tips & Tricks
5. Q&A

We're going to cover firstly, strategy, which really sets the foundation for productivity and how you spend your time, weekly planning, and obviously this filters down to the now, daily planning, tips and tricks, and then Q&A, at the end here.

I. Strategy

Okay. So, let's start with strategy. So, inside the classroom, there's the **High-Intensity Business Blueprint**, which has week two section called strategy, which teaches you how to build your strategy and create it for your high-intensity training business, right? This is based on a book called Traction, which covers a framework called EOS, which is *Entrepreneur Operating System*.
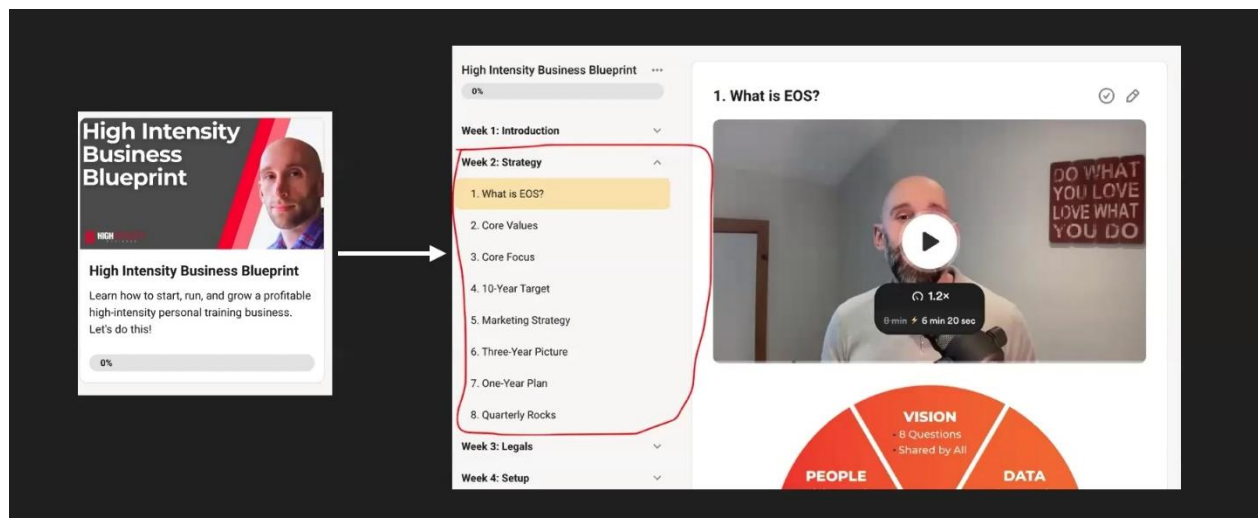
This is very, very valuable. And just a really sort of proven timeless way to build strategy in your business. I'm not just going to defer to say, "Hey, after this, you should go and consume the Blueprint," although you should. But I, rather than just defer, will actually cover just a high-level [overview].

At least the quarterly, how you plan quarterly, because that will really inform the rest of the time management tips that we talk about today. So why, why bother with strategy, right? Well, strategy helps you understand a few important things about your business or how you want to build your business.

Filters

1. Core Values—> Filter People
2. Core Focus—> Filters Opportunities
3. Marketing Strategy—> Filters Customers
4. Goals & Objectives—> Filter Priorities & Tasks

LESS IS MORE

So firstly, **Core Values**, right?

These are the, the core beliefs that you have in your business that you need to have in order to make sure that you're attracting people who have the same values as you do, and that you're recognizing them, rewarding them, and punishing them, for want of a better word, disciplining them managing, performance based on those values, right?

So that's super important. That's kind of a proven business principle. Core focus is just *what are we focusing our business around*? What's the one thing we want to be great at? 10-year target, 3-year picture. This is long, medium-to-long term goal-setting, and then more near-term, 1-year plan and quarterly rocks. So that's just the high-level view.

The reason why, or one of the reasons why strategy is super important for productivity is it gives you filters for your business.

So, if you have clear core values, "these are the things that we believe in," you know, "we believe in being evidence-based, we believe in having a growth mindset, always learning." It's going to feel to the right people, right?

If you don't have core values and you just kind of take anyone on, or you don't have a clear kind of criteria for who you're going to select, then you're going to waste time probably looking at and talking to more candidates than you should. And we all know that if you make a big mistake in the recruitment or the hiring process, you're going to pay for that later in terms of the investment,

in the onboarding, and in that trainer churns and leaves, and you know, it's all that, all that time and effort has been wasted.

So, you can really mitigate a lot of that by having very clear core values.

I'm not going to get into how you. Find your core values in this training, and that's something that you can do on your own by going through the **High-Intensity Business Blueprint** in the Classroom, which I just showed you.

So, but it's just to say that we'll give you an example, to say that if you have codified Core Values, then you're just going to save so much time in hiring. So, it's going to give you a filter for the right people in your business.

Core Focus. If you're very clear on what you want to be the best at, what you want to build your business around then it will filter opportunities.

So, for example, if you want to be known for being the best at one-on-one strength training in your area, that's a clear filter that enables you to say no to anything that doesn't align with that, right?

So, if that's your focus, that's what you build your business around, then you should be saying *no* to anything that doesn't align with that, right? Other activities. It could be, like, smart biohacking technologies like CAROL bikes and PEMF mats and all these things, right?

Maybe that's not core to your core focus. And, therefore, that opportunity, you can kind of say no to and park. So again, having a core focus. "What is it that we want to be the best at?" helps filter out more opportunities. So, you're saying "no" to more things.

So, you can see where I'm going with this is creating less and less stuff that we need to really worry about and focus on our businesses.

Marketing Strategy. If you're very clear on who you are built for, who your target market is in your business, and you design your business for that one target market, then you don't need to worry about trying to be all things to all people. You don't need to worry about what a 25-year-old male who has lots of time and no responsibilities, no family, no mortgage and worry about

what they want in their training or what kind of training experience they are looking for or what price point, et cetera.

If you're very clear on who you are designed for one single target market, one age, right? Not a, "we serve people from 35 to 72" — that is not a target market, right?

Be really specific. It creates another filter. That's going to help you say "no" to a lot of stuff that's not going to serve you and really just make sure you're focusing on building around a single customer, and that will grow your business faster.

Goals and Objectives. If you're clear on what your 10-year target is or your 5 – it doesn't have to be 10 or your 3-year picture – is again, which you can go for in more detail when you go through the strategy module in the Blueprint. Then, it's going to really filter down what your priorities are, what it is that you need to focus on.

And through doing that, you're going to realize, "Okay, these are the priorities. These are the tasks that actually the most important that are going to help us achieve our goals."

So. you can see by having a clear strategy, [it's] going to create more and more filters that are just going to make it really clear on what you say "yes" to and what you say "no" to in your business.

I think you know, most businesses kind of go through… go through time kind of, you know, with opportunities arising, and they don't really have any filters, they just say "yes", and they get quickly overwhelmed, stressed out, and they wonder how they get to the end of their days or into their weeks without having achieved much at all or achieve the things that are really going to grow their business or get them closer to their goals, right?

So less is more, right?

The more clear we are on these things, the better our filters are going to be for priorities and tasks that we're looking to execute on.

Example Quarterly Rocks

Quarterly Goal = 20 new clients

1. 40 free workouts
2. 1 new trainer
3. Improve retention from 80% to 90% (compared to Jan-Mar 2024)

Okay, right. So here's an example of quarterly rock. So again, I'm not going to go into the whole of EOS strategy, but it's important that I cover this a little bit for time management because it gives it more context.

So, let's say you decide, "Okay, this quarter – you know, January through to March 31st – my goal or your goal is 20 new personal training clients." Okay, so that's your main *measurable*, and then I've just come up with 3 rocks. So, rocks are like quarterly activities or milestones. And the idea is if you achieve 80 percent of these, then you will achieve your quarterly goal. That's the kind of EOS framework.

So, you can see here… okay, if we… again, I made some assumptions here: If you're converting 50% of your free workouts, you'll need 40 free workouts to get 20 new clients, right? You might need one new trainer to take on the additional capacity this quarter.

And obviously, you want to retain the customers you have. So, a good goal for retention is to do X to Y. So, in this case, I've said 80 to 90% better retention compared to the same period last year, and I just define that retention by the number of customers acquired this quarter who stay, right? So, it's just looking at the clients acquired in this quarter in 2025, right? Comparing that to the previous period.

So, this is just an example of like, when you go through strategy and you go through the long-term and the 3-year and then the 1-year, you break it down all the way to the quarter.

This quarterly goal and these rocks are going to inform your one year, right? So, the idea is that if you achieve what's on this slide – this is just an example, obviously – then that will put you on track for the 1-year. So, it's kind of cool because it makes it really clear what your priority is. This month and this week and today, right?

Because you have got to make progress against this. Otherwise, you're just not going to achieve the goals in your business. So, it's kind of liberating in that sense. Because again, it says as a filter for what you shouldn't be doing with your time. All right.

And, needless to say, when we get onto actual weekly and daily planning, you should be trying to block out a good chunk of time, let's say, 90 minutes to 2 to 3 hours, to really focus on making progress on one of these, right? I know that's difficult where you've got blocks of training clients and other responsibilities. We're going to get to how you can actually find and carve out that time later on in this in this presentation. Right?

So how are we doing 12 minutes in? Okay. Let's keep going.

So, if you've got questions, please just hold those to the end and we'll make sure we address that in the Q& A.

II. Weekly Planning

So now we're going to jump to weekly planning, okay? So, you've got your strategy clear, right? You know what your objectives are this quarter. So, it's much easier to plan your week.

Okay, so I tend to do this myself on a Sunday evening, and I usually take about an hour to do it. You can take longer. You don't have to do it on a Sunday evening. It's completely arbitrary. Just want to make sure that you have time in your diary every week where you sit down and actually plan the next week, right? That's the idea.

So, the process for it is you're going to review what your quarterly rocks are, right? So those things we just looked through in the previous slide in terms of what you're trying to achieve regarding number of free workouts and new trainers, etc. So, you're going to look at your quarterly rocks first you're going to look at the progress against those quarterly rocks and then you're going to look at the week ahead.

Weekly Plan

1. Review your Quarterly Rocks
2. Review week ahead (business & personal obligations)
3. Plan week (high level)

So, by looking at the week ahead – and look, there's… you know, life happens, right? – there's different business and personal obligations that we don't plan for. Okay, so maybe next week you've got a child-parent, parent meeting, right? Like a school parent meeting. Parent-teacher meeting is what I'm trying to say.

And, you know, that's obviously super important, right? And that maybe it's in the middle of a Wednesday or something like that. And then let's say maybe there's also a public holiday, right? It's a public holiday. You have to kind of work around [it]. Or maybe you're onboarding a new trainer, and then that's completely disrupting your normal workflow because you're having to be really hands-on shadowing them, giving them feedback, training them up, getting them ready.

The reason why it's really important to know this Is because by looking at the week ahead and looking at what personal/business obligations you have, you can then look at your quarterly rocks, the highest priorities that you have, and you can say, "Okay, well, if we're really busy doing all this over here, then I can…" you can see where you can carve out time to make progress on those rocks, right?

If you don't do a weekly plan and you just kind of go each day take each day as it comes, it's less likely that you're going to be as effective at making time for those rocks, because you know, life can just get in the way and you get, you get busy just running your business, right? We've not talked about that, but obviously you're training clients.

You're doing a lot of administration around this class, maybe doing other things as well. And you can quite easily just get swept into *business as usual* and not make time for these things that

are not urgent, but they're important, right? The *important-not-urgent* stuff that's really going to grow your business.

So, we need to make sure we're protecting time for those things. And obviously, we're going to get into that in a more tactical sense in a moment, right? So, let's see here. Okay. So then, yeah.
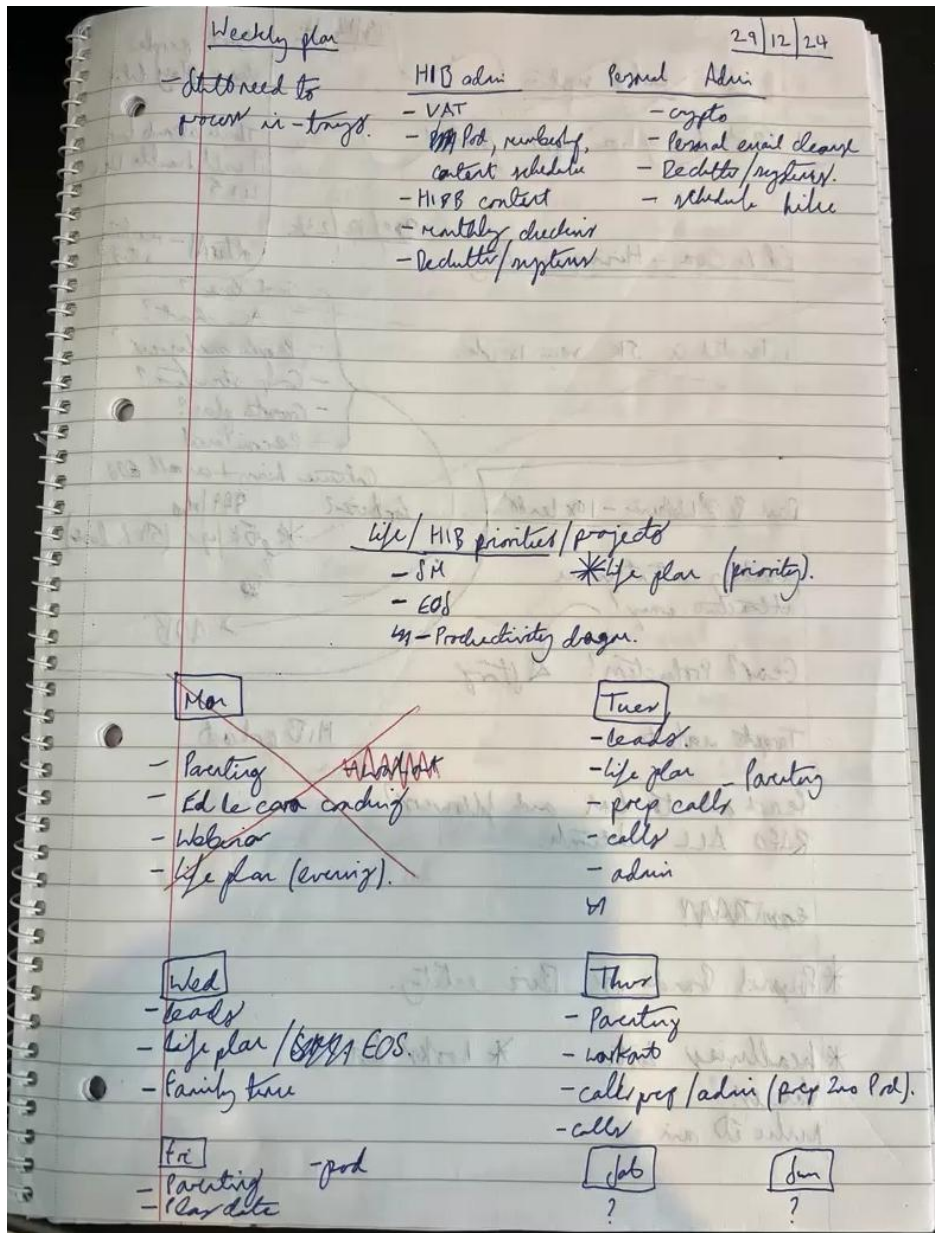
So, when you come to do your *sit-down* to plan your week, you're really gonna do this at a high level, and I'm gonna show you some quite embarrassing handwriting in a moment… show you what that looks like in give you actually an example for that. So yeah, let me see here. Anything I've missed? Okay, we can go on to the next slide.

So, here's an example of my terrible weekly plan. So, I'll give you some context to this. So, this was done at the end of December, 29th of December, right? We do the dates in the UK the wrong way around.

And this was a really intense month because my significant other was working a lot during the Christmas period and I was doing a lot of parenting just looking after children a lot, which I didn't expect to do. And I had some projects that I was working on as well. I was really trying to balance it all. Right. You can see that in the plan.

So, the way essentially this planning works – and this is very much inspired by [Cal Newport](#) who I really like when it comes to productivity – is firstly you start off by listing: what are all the tasks? I don't know, I need to do… maybe you have separate lists that you can just bring into this so I have tasks here for High Intensity Business called *HIB admin* and *personal admin*, right?

And you can see that I've got VAT stuff. I had to do High Intensity Business, I had to do content for it, Business Blueprint, how to do content for the membership, et cetera… *decluttering systems* is just organizing my own stuff, right? My own to-do's and things like that. I had some cryptocurrency I needed to try and get out of some fund that's gone bankrupt.

So, I had all this stuff I had to do. And actually, you can see, I thought there was going to be a lot more stuff cause I had space underneath it, but there wasn't actually that many things, because I've said *no* to lots of things. And underneath that, we've got life, HIB priorities. You know, it's end-of-year, so I'm doing a life plan — so that's my bigger picture plan for my life and my kids and my business and all that stuff.

So, I wanted to finish that, and you can see I've *asterixed* life plan priority. SM is just a project I was doing to try and boost the advertising of High Intensity Business. So, you can see it's very high level.

It's not super granular, right? And then you can see underneath that I've just got each day and it's just really high level, right? It's not… I'm not time blocking. I'm not giving every minute a job for the day yet. I'm just putting in each day what needs to happen. And I'm making sure that I'm looking at my calendar for the week. And I'm looking at what things are coming up.

What are those surprise personal and business obligations I might have to work around? And then making sure that the priorities in the middle of that… a four page there have time set aside to work on them. So, you can see on the Tuesday, I've got *life plan*, Wednesday, *life plan*.

Before that you've got lead – so, we're advertising, right? High Intensity Business. And you can see I've got parenting in there on the Thursday. Hopefully you can read my writing. It's not great. But the point here is that you just do a high-level plan to make sure that you make time for the important things in your week. Because invariably just stuff comes up that we have to work around, right?

Okay. So let's move on to the daily plan, right?

III. Daily Planning

So when it comes to your weekly plan, let's say on a Sunday night, and what I like to do is I like to either do my daily plan the night before, and I spend maybe five to 10 minutes doing this. And I call it *Plan Tomorrow Today*, or you can do this first thing.

Daily Plan

1. **Review your Weekly Plan**
2. **Time block your day**
3. **Execute**

You can do this at the beginning of the day, right? But I actually think it probably works better for most people to do it the day before. Right? So the way it works is you're going to review your weekly plan.

So, this right here, you're going to come back to this every single day during the week and come back to your plan and go, Okay, what am I doing Wednesday?

And obviously stuff's going to happen and things are going to change. Surprises are going to come up. Life happens and you have to just cross stuff off and reschedule it or whatever, right? But you're going to look at this and go, "Okay, those are the things I need to do on Tuesday." Okay, right. And then you are going to actually time block your day.

I'm going to show you exactly what that looks like and give you an example of a time block day that I've put together. Then you're simply going to execute on that day, right? So, this way of managing time and deciding what you're going to do in your activities is very intentional, which is why it works so well, in my opinion.

So let's see here. Right. Okay. So we're going to open up my diary here and just give you an example.
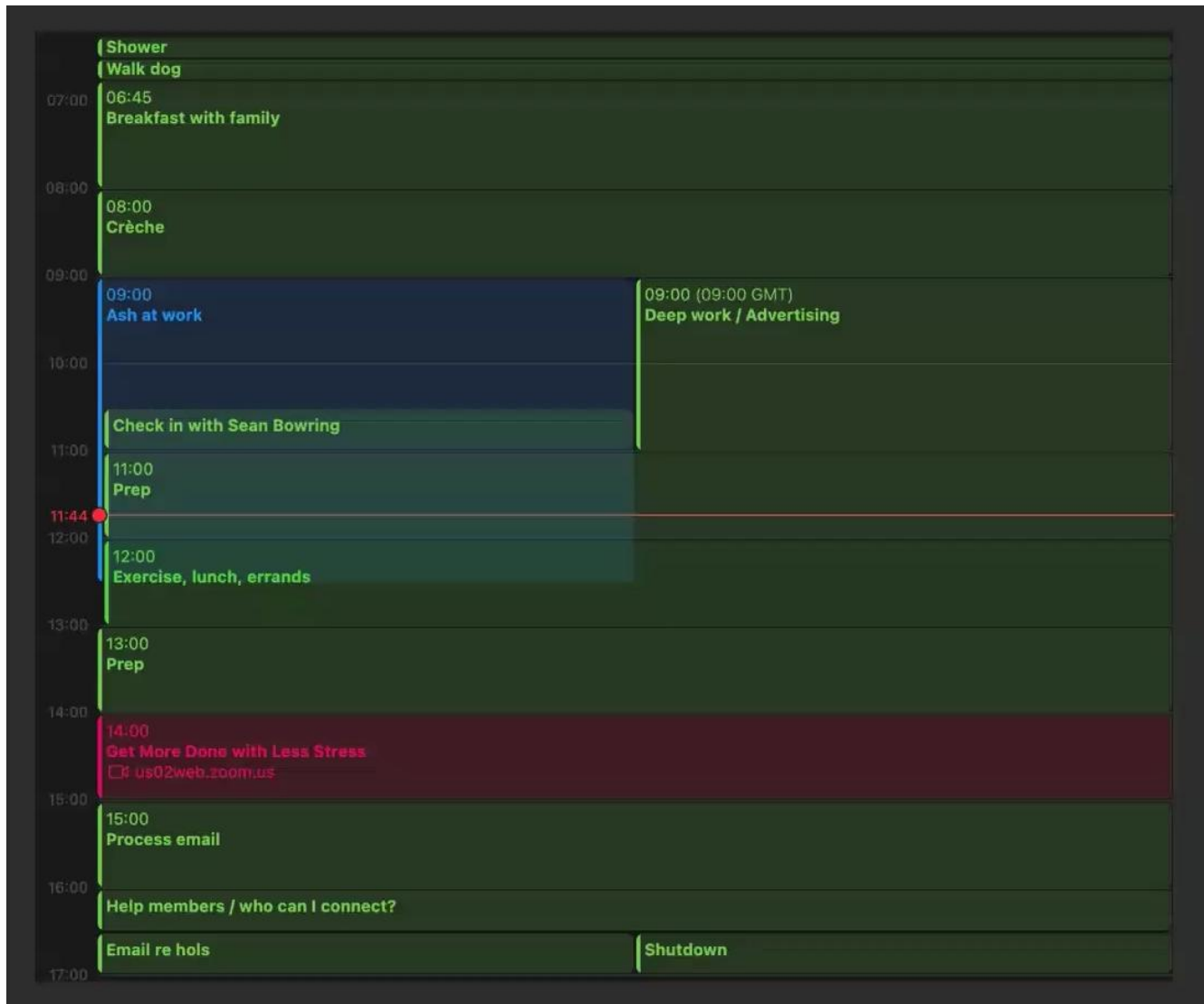
So This is actually today. And I took the screenshot this morning. You can see it. 11:44. And now we're at… *Get More Done with Less Stress*, which is what we're doing right now. I actually had it in the wrong place — that's supposed to be at 3 p.m. So, ignore that.

But you can see here that what I've got here is my time block plan, right? So I literally execute my day based on this plan, right? I don't deviate unless, obviously, stuff comes up, which I can't

control, right? So, I'm really strict about, you know, having breakfast with family in the morning, the Crèche is daycare, right? So, it's driving the kids to daycare.

You know, I'm doing deep work, which is… deep work is just a label for doing something that's high-impact that takes 2 to 3 hours of focus to really implement, right? So, I put that there in the morning because it might be that I'm creating some new system for helping you guys get better results, or I'm doing some kind of advertising system or something like that.

And just to be clear, like, you know, even though it's this *deep-work-slash-advertising* that can seem quite amorphous… So, what I do is I have a separate Google doc with my exact plan, how I'm going to spend that time.

So, for example, in those two hours, I might be doing one hour of content. So that might be me scripting something like a video or reel or podcast, preparing a podcast, and then actually recording that.

And then the next hour might be doing some kind of outreach, right? Reaching out to people that have inquired, people that have emailed me, interested in what we do, and reaching back out to those people. And you can see there's a check-in with Sean Bowring — It's someone who showed interest in the community. Excuse me. And so, there's a little reminder there just to check in with him as well.

Okay. So, the idea here is that you're really just giving every minute a job in the day, right? And this is really great… if you don't want to be the next Alex Hormozi, and you don't fancy working 16-hour days, but you would rather just work 9-to-5 but be really productive, this is how you do it, right? Because It forces you to really be honest with yourself and what your limitations are and get the most out of every minute of your day, because when it hits 5 p.m., it's family time for me.

I do some work in the in the evening, but it's mostly just like, updating little trackers and goal sheets that I have when I reflect back on my day. It's more like a reflection period. It's not really like I'm sitting down to do a lot of work.

I occasionally will do phone calls in the evening, but not very often. So, I always reserve that, that evening time for family, right? For having dinner with family and that kind of thing. So, this is really great.

And I know a lot of you don't fancy, you know, working every hour of every day. And you want to build more of a lifestyle business. And this is a really great way of doing that because it just makes you just far more productive every minute of your day so you don't waste time, right?

Let's see here… I'll make sure I haven't missed anything here. Oh, and there's some examples here of *autopilot* scheduling.

So, *autopilot scheduling*. It's where you have determined that you're going to do something the same time every day or every week, right? So, for example, training clients is a great example of this, right?

You got clients who are in recurring time slots in your diary every single week, right? And in an ideal world, you will have batched those as close together as possible so that you can be. Focused and just doing a single task. You're not training a client having 30 minutes checking email chains. You just want to try and batch those together.

And we've got tips in the community on how you can get clients to schedule in your preferred time slot, so won't cover that right now. But I'll probably put that in [the show notes to this](#).

And so, yeah, so that's an example of autopilot scheduling where, you know, that Cindy and Jake and James train at 8, 8:30, 9 a.m., respectively, every single Tuesday, right? It's just in the diary. That's a great thing, to be able to *autopilot*.

In fact, what you're looking at there, almost all of that is *autopilot*, meaning, when I open up Tuesday of every week, pretty much all those things are in there. I've always got 2 to 2-and-a-half hours every day, every weekday of advertising of some kind, right? And it's something that I'm trying to improve my game on and trying to be more consistent with.

So, it's good because it means you don't have to think about what you're going to be doing with your time as much, right? You can be clear on, "okay, this is the priority," and obviously that should still align with your weekly plan and with your quarterly rocks.

Now… yeah, I wouldn't be doing any autopilot scheduling. That's not aligned with the course of the rocks, obviously. Right. So hopefully that makes sense. And if you've got any questions about that, please just hold this for now and we'll try and address those in a Q&A at the end.

All right, let's see… yeah.

Just a side note on time blocking: I don't recommend – and this is a tip from Cal Newport, really – to time block your *life*; just time block your *professional life*.

As I said, [this] is really valuable and important, but it's intense and exhausting. But you'll feel good because you actually know you've got the right things done.

But trying to then time block your personal time on evenings and weekends, it's too much, and it doesn't really work for me. And according to Cal, it doesn't work for him or many of his listeners either.

And just to say like – obviously this looks pristine and perfect. And actually today, this is exactly how my day has gone, which is rare – but obviously life happens, you know, things can happen. A kid gets sick. I don't know. Something comes up that's urgent and then it disrupts this and that's normal. That's life. And you just have to be, you know you know, vigilant about changing the schedule on the fly. Right? So that's normal. I don't want to make it sound like this is, you know, that this is kind of impervious to that.

Okay. So then next is simply about executing the plan, right?

Execution. So now that you know, "This is how I'm going to be spending my time," you just execute, right? It shouldn't be unclear. You should never come to a point in a day where you don't know what you're doing or what the most important thing is, right?

Because this is already informing you exactly what you should be doing right now, which is why again, it's really important to not have amorphous boxes, right? If I just had advertising and I turned up at my desk to do some advertising, I'd be sitting there like, what am I doing? Like this overwhelming, there's so much I could be doing. So that's why I have a separate Google doc. You have a clear SOP.

Okay. I'm gonna do 30 minutes of content, 30 minutes of responding to inquiries, 30 minutes of engaging with members, whatever it is, right?

Okay, so let's see here. Okay, so that's the daily planning done. Hopefully that's clear. And then we'll move on to tips and tricks. We're making great time — I didn't think I'd get through it this quickly.

Tips & Tricks

1. Productivity Dragon
2. Batching
3. Systems

So, these are just some additional tips on really kind of honing your productivity behaviors and habits. Just, I guess, just to say, just to wrap up that first bit, hopefully that all made sense in terms of. You've got your clear and your quarterly rocks, right?

You know what your goals are for the quarter. Then you're looking at your weekly plan, right? You're looking at the week ahead. You look at all the obligations you have and you're looking. How can we make progress against those rocks? You know, how can we make sure we're booking? And I should give better examples.

Actually, booking more free workouts that might be creating content, doing outreach, reaching out to followers on social media or reaching out to people on your email list to invite them in for a free workout or resume their training. Right? What activities are you doing in your advertising block in your weekly plan to achieve those goals?

Right? And then obviously the daily plan is where you can really get tactical and be like, right, this is how we're going to spend every single minute of the day. Right? And one thing I should add. Okay. I'm pretty good at knowing how long things are going to take. But in the beginning, it's easy to underestimate how long a task is going to take.

So, you usually want to double whatever, however much time you think a task is going to take you. And also, you want to make time for breaks. You actually want to put I have a break. You

know, you could see for lunch there like an hour. I get outside and I walk because I spend a lot of time in front of a laptop.
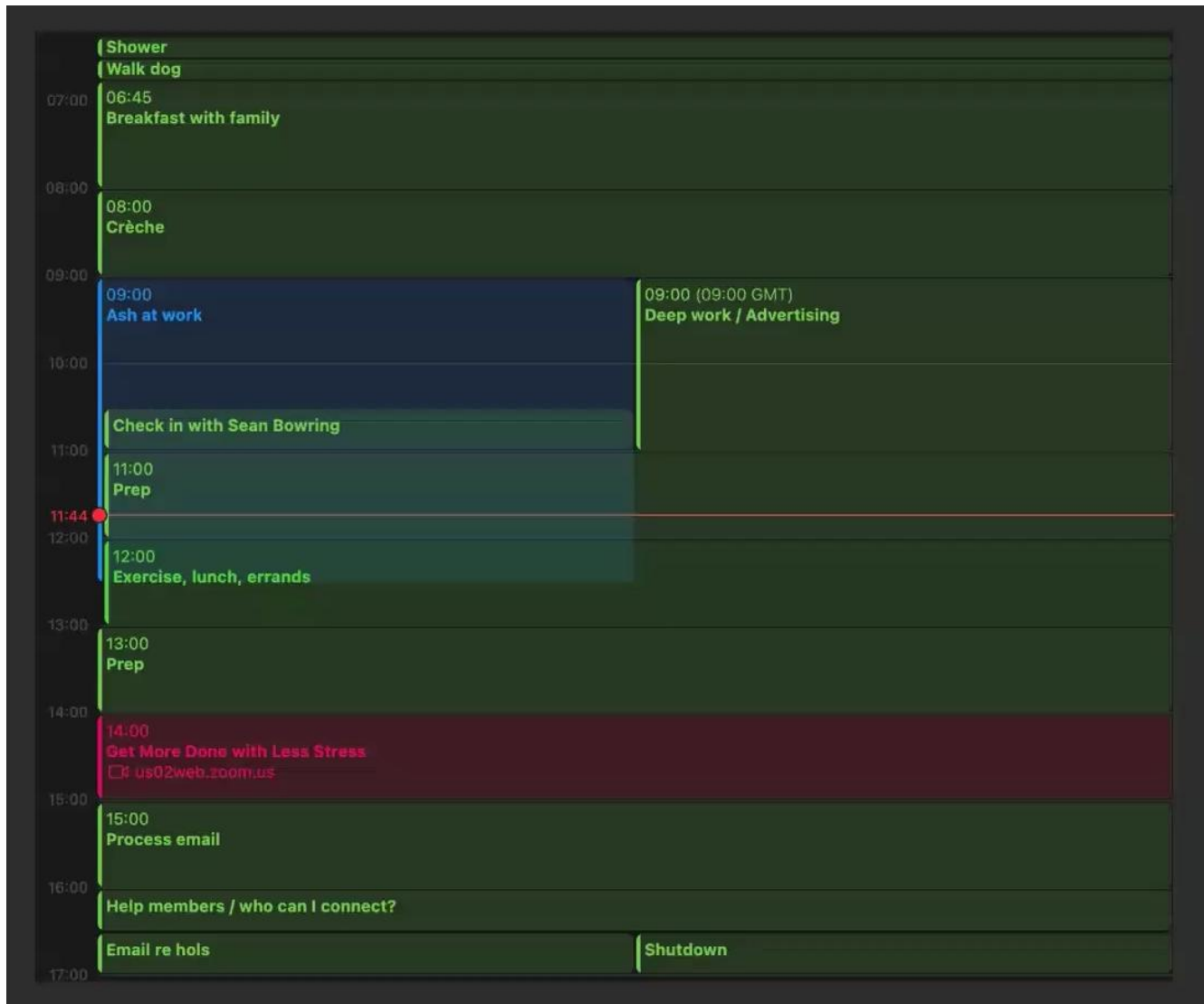
So, it's important to book in those breaks as well. Okay, so you can see where is it? Here we go. So, you can see I've got exercise lunch and errands right in the middle there. So, there you go. Okay, so tips and tricks, right? So I'm going to teach the Productivity Dragon next. This is a really valuable exercise.

So I'm going to give you some more show you some more terrible artwork here as well. The idea of the **Productivity Dragon**. Is this to really remove overwhelm and stress? This is a Cal Newport

concept again. And the way it works is we tend to have more activities and more on our to do lists than we have time allocated to do it right now.

Even if you are an Alex Hormozi and you want to work 16 hours a day, you probably still have too much on your to do list to do in that amount of time, let alone in a more reasonable, uh, work schedule, right? So, the Productivity Dragon does is it asks you to list out all the activities you do in your business.

What are all the activities you do for generating new customers? And then ultimately, there's only things we really should be focused on in a personal training business. New customers, increasing the value of existing customers, keep making them stay longer, which is kind of one of the same right?

Those are the things that we should be focused on. So a certain amount of your day every day should be focused on advertising. Right? Obviously, the rest of your time should then be focused on training clients, giving great workout experiences. There'll be administration obviously around those clients as well, workout plans, et cetera.

And then there should be a certain amount of time focused on customer success, right? Now, a lot of that is done in the workout. And we've been talking a lot lately on the podcast about, you know, the workout is the marketing. If we're really great at workouts and delivering great client experiences, then you're going to get more referrals and retain the customer.

So that is the number one thing.

But there are things we can do for retention too, right? And other things that we can. We can do to retain class longer, whether that's providing more education through content or emails. Or just improving, you know, the website experience they might have about, you know, workout, scheduling, software, whatever it is, right?

So, we're not gonna get into all those tactics right now. But anyway, the first, the, the first thing to your Productivity Dragon is list out all of the things, all of the activities that you do in your business as so I digress there a little bit, but all the things that you have to do every day and every week.

To keep you running your business and also achieve your rocks, right? That's really clear. Don't forget those things and you, and from that, you'll be able to see, okay, how many hours is that every day or every week, right? So, tally up the number of hours. The next thing you then need to do, and this is where I'm gonna show you my, my terrible drawing here.

So, I did this exercise recently for, for my own business and my own life. So, you can see here, I've just done a basic table with days of the week and then time down the y-axis and days of the week on the x-axis. And then I've just got how I'm spending my time. So, it's similar to what you saw there on the calendar.

And I do get it, guys. I know that my life is probably a lot simpler than yours. I know with the service business, although ours is a service business where you're training clients, it's more challenging. I do get it. So maybe next time we'll provide perhaps more examples from the

members. But you can see here, you know, the morning where you got the top there, deep work leads advertising, right?

It's the same every day. Lunchtime is the same. And then I've got workouts I do at that time as well. And then there's like podcasts, sales calls, retention, related activities, customer success in the afternoon. So, by looking at this, I'm able to go, okay, that's how much time I have every week. And I do work a little bit on Saturday and Sunday, so this isn't entirely complete.

But this shows me, okay, how much time do I have every week to actually work? Right. And so, I can then compare that against. All the activities that I've should be doing, or I think I should be doing and look at the number of hours required there and then compare and see, I actually got enough time to achieve that.

And then by doing that exercise, you can then see if you're being a bit ridiculous. If you're if you have too much on your plate, right? Because all that's going to do is, well, you're not gonna be able to execute on it, and it's just gonna make you feel stressed and overwhelmed. So, it forces you to delegate that.

Well, firstly, delete that, which probably isn't that important. So again, we're going back and looking at our quarterly rocks and our goals. And if we have something on our activity list that does not contribute to those objectives, also, really, is it really that important to running our business effectively? Then just delete it.

Or if it is, and we don't have time for it, then we can consider delegating it. But the reality is, we all have limited resources to run and grow our business, and we have to until we get more leverage to have more success. Sorry, leverage of that income across clearly have more success and more cash flow and hire more people.

It's difficult to obviously take on a lot of the activities that we want to in the in the beginning. So, we have to be kind of ruthless about that. So, by going for this exercise, it forced you to delete or delegate stuff that you cannot do. Or maybe you do this and you're actually quite good at this.

You're like, "Oh, no, actually, you know, how much time I have and my activities are going to great run and grow my business are going to fit nicely in my current time constraints," which is excellent if you have that outcome, obviously. So, this is a great exercise if you're feeling overwhelmed, you and you just can't seem to get ahead and you're always fighting fires and

you're not really growing your business, and not moving it towards where you wanted to go, and you're feeling stressed out, then this is such a powerful exercise.

Yeah, so I highly recommend Productivity Dragon. Hopefully that all makes sense.

Next, we're going to talk about **batching**.

So going back to obviously the screenshot here of my day You can see I batch time for single tasks.
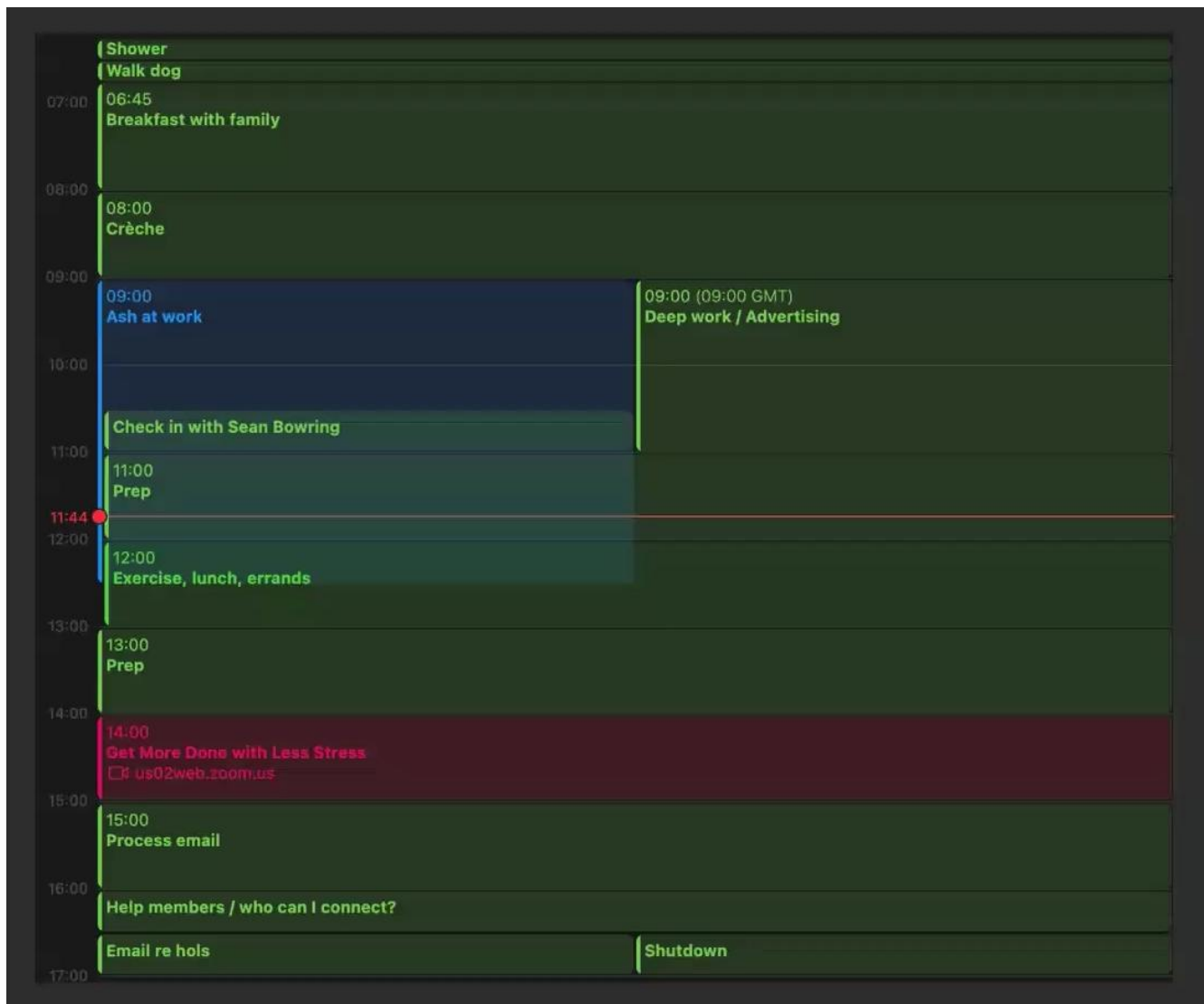
I'm not context-switching, right? I'm not focusing on a task and then getting distracted doing something else.

So, for example, when I'm doing, let's see the prep blocks… are actually prep for this presentation that I'm doing right now, right? So, I was preparing this presentation during those blocks.

And when I'm in those blocks preparing, I am not going into my Gmail. I am not checking my phone. I am not going into the Skool community to respond to comments, etc. Right? I'm just focused on preparing this presentation. That's all.

So, context-switching is where you're working on something and then you check your phone, or you check WhatsApp or check email or start doing a separate piece of work that has no relation. Right? And you're *switching* back and forth. And apparently – and I don't have the references, but – there are good studies to show that it completely drains our cognitive resources. And I know from personal experience, I feel extremely fatigued and certainly less happy and satisfied with my day. If I've been context-switching too much, it destroys your output, right?

I know there are clear signs to show that if you get distracted from a task, it takes on average 20 minutes to get back on task. Right? So where possible, you really want to batch tasks that are similar, right?

So advertising, right? If you're doing that, that's all you're doing, right? If you're training clients, that's all you're doing. You're in the zone. You're not training a client, checking your phone, training. You're just training clients. That's it, right?

Processing email can be a bit tricky because not all emails are the same context. So, you are kind of, like, doing micro-context-switching when you're processing email. And there are little hacks around that. I'm not going to go into that now because I'm not an expert. I just process email in one block, basically, right? So, I tend to get the inbox zero. It never really happens. But inbox zero doesn't necessarily mean you're being that productive anyway.

So, there you go. Let's see here. So yes, single-tasking. I think I've covered that context switching.

Avoid that as much as you can… you really want to be. Yeah, I mean, I've said this already, but when you're focusing on these tasks, you really want to close anything like any window on your

computer. That's just not completely related to the work that you're doing, right? Because it can be very tempting to check these things.

People forget that a lot of these apps software, you know, these social media platforms on our phones. There are billions of dollars invested in making them as addictive as possible. They hire the best tech developers on the market to make them really addictive because that's how they make money.

And if people think, if you think that by having it on your phone and having the notification switched on that you can have the willpower and discipline to control that, then how do I say this without sounding really rude, then you're wrong because these people have, you know, they're taking advantage of our natural hardwiring.

So, by being aware of that and rather than trying to, how do we say this, trying to operate and also have those notifications switched on and feeling that you can actually get stuff done, it was being disrupted. I think it's a fool's errand. I think it's what I'm trying to say. So, but I think by realizing that, you know, they really do have the upper hand.

We're best off even deleting off our phones entirely or switching off notifications for a lot of these things, right? Including Skool, you know, it's in my interest for you guys to be on the platform consuming and engaging, but not if it takes away from your output, right? So instead, it's going into Skool or scheduling time to use Skool to connect with people to find solutions to your challenges.

That's the better way to use it, right? And then, yeah, creating a distraction free environment when you are single tasking, right? You don't want to be. Ideally, in a studio office where you've got trainers putting their head through a door saying, "Oh, do you have a minute? I need to talk about X, Y and Z." You want to be really clear on like this during this time, "…this is all I'm focused on."

One way of getting around that is having office hours where once or twice a week or whatever cadence you works for you, you have a time in the diary where your staff can come in and discuss things with you, right? So you're batching it, right?

So, for that hour, they can come in and talk about whatever.

Another way of managing this is having a weekly meeting, which again is covered in the [EOS Strategy Course](), where you will have issues building up through the week. You know, opportunities, challenges, ideas that people have in the business.

You all put it down on a shared Google sheet. When you come into a weekly meeting once a week and you tackle those issues, right? This is an EOS process. These are ways to, again, batch these common things so they're not constantly interrupting your day, right? That's the idea. Okay, right.

So, we're going to move on to **Systems** next.

Systems

1. **If more than once, automate:**
   - **Workout design**
   - **Email templates**
   - **Process**

I feel like I've covered everything there. So, systems are essential if you're doing something more than once in your business, right? Like you're designing a new workout, or you are sending an email around a particular policy to a client. If you're doing it more than once, you want to automate it as much as you can, right?

So that you don't have to constantly use brain cycles up to kind of reinvent the wheel and do these things over and over again.

So, for example, I had a conversation with a member recently about **Workout Design**. They were essentially every time they got a new client or had a client starting a new A/B routine after whatever it was, 12 weeks, let's say, or something.

They were essentially designing a workout from scratch or from memory and this was consuming a lot of their time. I mean, one of the challenges this member had is just, you know, a lot of admin time around, you know, workout programming. And I think this is quite common. I talked to quite a few of you and this comes up quite a lot.

And the trick here is to have templates that you can, you can reference, right?

So having a bank of workout templates in like a Google sheet or something like that. And we have some inside the community. If you actually search in the Skool community "workout templates", they'll pop up. And the idea is that you can have templates for all sorts of different situations.

So, you can have templates based on experience. So, beginner, intermediate, advanced level templates based on what equipment they have access to.

So, if they're a virtual client, you're training them virtually via zoom and they're at home and they have no equipment. You can have a workout that's designed for them based on them having no equipment and just household props, right?

That's probably quite a niche example. You could have, excuse me, a workout template based on just machines or machines and free weights, right? You could have a workout template that is specialized, right? So, it's more focused on like lower body or more focused on upper body. Now you don't necessarily need to build out all these templates from the beginning.

You just need to build them out over time. So, as you learn more about your clients and their needs and what workouts are going to help them achieve… it's a bit tongue-in-cheek saying this, because we know that, you know, as long as they're training the full body, they're probably going to get what they can in terms of results, and the little nuances of program might not matter that much, but if we're looking at it more from a client preference, like the novelty, the thing that the things they enjoy in the workout, then you can then build templates based on what your clients are asking for.

And over time, you have a bank of templates, right? And so, I know for this one particular member that this realization… well, actually, I haven't checked in with them recently, but based on the reaction to this idea, it's going to save them hours, hours and hours every week building

workouts. So that would be an example of like, look, if you're constantly having to do something over and over again, automate it or find a way to templatize it or build a system around it.

Email templates, right? Have a swipe file, which is just a fancy way of saying have a maybe a folder in something like Dropbox or Google Drive or on your computer where you've got canned responses to common emails you might get about, I don't know, cancellation disputes or other awkward conversations, right?

Having Google Docs of emails, you can just copy and paste and then tailor a small bit to the client and can save you a lot of time, right? Rather than having to constantly write a new email every time.

So… and obviously, you can get more sophisticated with this. You can have, obviously if you're using software, you can have, you know, software push out some of these automated emails as well for various different operations in your business, right?

So let me see here. Sorry, I know there might be some questions. We'll be addressing those soon. Demo workout design. Oh yeah, and I will actually demo workout design quickly here.

So this is just to show you an example of an SOP. Right. So the third bullet I had on that slide was process. And as you grow your business, as you hire people, you're going to need to have systems and processes for how you execute every operation in your business.

Workout Design

Workout design objectives: maximise results (in line with client goals) and maximise retention (through novelty, excitement, enjoyment, intensity, and comprehension).

Below is a checklist for designing client workouts:

1. Use the Exercise Menu and Workout Cards to design workouts.
2. Design two routines: A routine and B routine.
3. Factor in client injuries, goals and other needs into the routines.
4. Intensity, volume and frequency must be balanced across a client's workout program to ensure they recover adequately between workouts and produce best results.
5. Aim for 8-12 exercises per workout. 10 exercises max for virtual workouts.
6. Do not have more than 1 unilateral exercise in a workout to save time.
7. Do not exceed 90 seconds TUL per exercise to save time (e.g. 2/4 cadence max reps = 12, 2/10 cadence max reps = 8). Err towards 60 seconds for TSC exercises.
8. The workout must take no longer than 28-minutes.
9. Workout A and B must be different. No two exercises can be exactly the same but you may use subtle variation e.g. In workout A you could do MedX chest press horizontal grip and workout B you could do MedX chest press vertical grip. The only exceptions to this rule is if a client has special needs and is unable to perform most exercises and/or they are a virtual client with limited equipment.
10. You must ensure that across both routines, you include exercises that address all the upper and lower body musculature, unless for special reasons:
    a. Lower body:
        i. Glutes
        ii. Quadriceps
        iii. Hamstrings
        iv. Abductors
        v. Adductors
        vi. Calves
        vii. Anterior tibialis
    b. Upper body:
        i. Latissimus Dorsi
        ii. Trapezius
        iii. Rhomboids
        iv. Teres

So, I've just got an example here from this is in the community. This resource, we've got loads of these. SOPs, they're called standard operating procedures that you can copy and paste and obviously adapt into your business, right? Is the idea. So, this is just an SOP for workout design.

So let's say you get a new client you're trying to get some new client, they're onboarding that client, they need to design a new workout.

This is just the SOP I put together which is very much inspired by discover strength. I did a [podcast with Luke Carson and Dr. James Fisher](), probably over a year ago, well, well over a year ago, or two years ago on workout design. And I designed this process. I use that podcast help design this process.

And so, the purpose of this is obviously, you know, a new client starts and a trainer can go through this document to actually design their workout. Right? So, they've got links here to an exercise menu. This is another example of a system, right? So, our exercise menu was a Google Sheet with body parts split up on the different tabs at the bottom, and you'd click like arms or back, and it would bring up a whole list of exercises and how to perform those exercises.

So, what would be ideal? It's if you had a repository of like back exercises, obviously it's just an example. And then you had a demo video where you're actually providing a short demo on how you expect the exercise to be performed. This is truly automating a business, right? Because it means that.

You're not always on the hook to have to teach this person, this trainer, all of this stuff, they can go or remind them they can instead go to these systems, go to this S. O. P. Go to that exercise menu to understand exactly how a certain exercise should be performed to a certain client, for example. So, yes, you can see it.

This is a checklist, right? So, in fact, I designed this for myself when I was working with Optima Strength. Every time I got a new client. Or I had a client who had finished their first 12 weeks of training. I would go back to this. And update their workout based on based on the checklist here to make sure I was really ticking all the boxes as it relates to the workout objectives, right…?

> i. Abdominals
> ii. Obliques
> iii. Lumbar
> d. Neck: (avoid with virtual unless requested)
>   i. Splenius
>   ii. Sternocleidomastoid
>
> 11. There are almost no rules regarding exercise order[1]. Just that you must follow the order once set in every workout to measure progress accurately. An exception to this rule, might be if a particular machine is being used by another client, in which case you can move on to an exercise which focuses on a different part of the body, such as the mid-section or lower body if you were originally about to train chest press.
> 12. Focus on exercises and protocols the client **enjoys** based on feedback from the client and information shared by other trainers.
> 13. If a client is contraindicated, has an injury, or medical condition, adjust their workout program accordingly.
> 14. Repeat a new workout for 8 sessions before changing to a new workout.
> 15. A client cannot train more than 2x/wk except when they are catching up on sessions, when they can train 3x/wk for a brief period of time.

…which were to maximize results and alarm the client goals, maximize retention, bring novelty, excitement, enjoyment, intensity, and comprehension of the workout. Meaning that, you know, comprehension, meaning it covers as much musculature as possible. And I know that everyone's got their own views on this stuff and you might disagree with some of that and that's totally fine. It's just an example. Okay. Let's go back to the presentation here. OK, here we go, right?

So, **Process.**

OK, yeah, and obviously this, this, this goes for everything. Oh, hang on a second. I haven't shared it, have I? Or I haven't played it. There you go. Okay, cool. So hopefully you can see that. So, this goes for everything in your business, right?

Where you want to document how you handle different operations, right? Whether it's handling injuries, setting up new clients, doing client assessments, all these SOP's are based well, I should say, we've got a lot of these systems in the community already — you can just search for them. You can search for "client assessments" or "onboarding" and it will come up and you can literally just take what we have and adapt it to your business.

I'm always trying to update them. Obviously over time, some of them do need to update it and improve, and there's probably some gaps. So, if you need anything that you cannot find, please always tell me in the chat because nothing satisfies me more than actually building some kind of process or template or SOP that's going to really help you in your business.

So, there you go. And also, I should say that in EOS, which, again, is covered in "Strategy" in the High-Intensity Business Blueprint. I think it's Week 12, which is "Manage" or hire where it teaches you how to document everything, right? So, what we're talking about here in terms of creating systems, it teaches you how to do that.

Because there's a skill to doing that well, creating a system that someone can then just execute on, right? And yeah, so EOS is just wonderful for helping you figure that out in your business as well. So, there you go. I'm going to probably leave it there and we can do questions.

But just a quick summary:

Number one, build your strategy. If you don't have a clear strategy, clear goals. Clear kind of like purpose and focus and clear like values what you stand for. How, you know, how do you then know what to say yes to what say no to, right? So that's really important for just giving you filters for what you should be focused on in your business.

From there you have your, you've done, you've done your, you know, long, medium, short-term goals. You can then you can then focus on the quarter to have your quarterly objectives and your quarterly rocks, right? And then from there you can look at your week and go, okay, what's happening this week that I have no control over personal business obligations.

And you know, what is the most important stuff that I need to focus on? Hit my quarterly goals. Okay, let's make sure we've got time for that because we're already training clients here, here and here. We got to do this. So, we've got this three hour period right here where I'm just going to really focus on achieving that rock.

Okay. And then then the evening before each day or the morning of the day, you can really time blocks. That's where you're giving every minute a job in that day and it's time blocking the whole thing out to make sure you're as efficient and effective as you can possibly be. And you actually finished at reasonable times.

You can have some relaxation and renewal as well. And then please do use some of those tips and tricks. I spoke about in terms of batching tasks. Being really single task. There's no such thing as multitasking. Multitasking has been shown to be I think even worse than smoking weed while you're working.

I think they did a study where they actually compared smoking cannabis and multitasking and multitasking was actually worse. Yeah, worse than in terms of output, if you can believe that and create systems where you can to save time. Right? So anyway, we'll go to questions. So, I'm going to shut down the presentation now and open up the questions.

If you have any and yeah, we've got 10 minutes to go. And if anyone has any questions, raise a hand or you can type in the question thing. And I'll do my best to answer it. So let me know if you've got anything guys. Hopefully that was helpful. Just to let you all know, I was up all night with my two young children.

So, I am exhausted and maybe that showed a little bit. But yeah, otherwise, hopefully that was sort of valuable to you all. Any questions guys? Let me know. I'll just stay on here for a minute just in case any of you do have any questions you want to ask.

Let me know what you think. Was that too scattered? Do I need to re-record that? I might actually do that when I've got better, better energy. Okay, we've got a question. James Brown. No, any good YouTube videos to help me improve my handwriting? Is that a joke? Are you taking the mick? No idea, James. And if you find any, send them over, will ya?

Okay. How do I delete that? Dismiss. Was that an adequate answer? Let me know if you've got any other questions, guys. I'll be on for a few more minutes here.

Yeah, I'm gonna, I'm gonna allow you to talk, Mr. Nairn. Great to see you. I'll allow you to talk. There you go, you're on. If you want to unmute yourself, Matt, you can talk.

Matt Nairn: Hi, mate. How's it going? I'm good, thanks.

Lawrence: I'm very good. Great to see you on the call.

Matt: Just a question about your beard: you seem to have trimmed it down a little more. Is that something you scheduled? Do you schedule beard maintenance?

Lawrence: Oh my God. Am I going to get any serious questions? (chuckles)

Matt: No, I'm only joking! I do have a serious question. I'm sure I've asked you this before, but sometimes when, you know, about quarterly rocks, I get a bit stuck with not setting myself goals.

I think that's the thing… I sort of, I don't really do that. And sometimes I get stuck on, I just, I'm just like, I don't go that far as to set myself goals. I sort of go, In more of a basic way, I sort of think, "Oh, how many sessions am I doing this week? How many sessions do I want to be doing?" And I just roughly have an idea, and that's about it. And I think I get stuck in what I think is maybe a bit of complacency, you know?

Lawrence: Yeah, and then how does that complacency kind of manifest, do you think? Like, if you look at a week or day to day, what does that mean?

Matt: Yeah, well, I think what it does, I think what the complacency does, it's almost like it stops me from… it's like I don't do any advertising, because I think I don't need to.

But then occasionally I think, "Oh, maybe I should have done, maybe it could be better than it is." I just don't really make any time for it. I suppose that's the one thing that, well, I don't do any advertising. I don't do any mail, like emails to clients. I don't speak to my clients much unless I see them in person.

I don't contact them. I don't contact people that don't turn up. I just ignore, I just leave them to it. And all these things, I think I should probably… actually what I got from your meeting today was I just saw it next week if I just schedule, if I just make an appointment, instead of just saying, "Right, Friday afternoon, I'll contact people" — even just doing that alone will be an improvement on what I normally do.

Lawrence: Yeah. Well, I mean, my other, this is a sort of a bigger question, but the other thing was, you know, depends what your goals are, right? Because you and I have spoken about this quite a lot in the past where you previously haven't had a strong desire to want to grow from much where you are. So where are you at now with that thinking?

Have you got, have you kind of reflect on that recently? Like where you want to visit? Cause the reason I'm asking this is it gets back to the presentation, right? Strategy is the first thing that you need to be clear on because when you know, "Okay, I want to grow to this many clients or this

revenue or this number of sessions per week or this many trainers," whatever, then it's easier to then talk about this stuff, you know?

Matt: Yeah. I don't, you mean, that's it. If you've got a clear goal of where you want to go, it's much easier to see if you, that's what I'm struggling with is. I suppose, yeah. Having the goal, and I guess no one can give me that goal apart from me, so maybe I just need to give it a bit more thought and come up with something.

Lawrence: Yeah. And I get it. Like, I know you've sort of fluctuated back and forth with this where you just don't quite know what you want. I think it's fair to say sometimes. And I feel like that sometimes, so I know it's difficult. I know EOS isn't for everyone either. It can feel...there's some business owners that can feel quite a lot…

It's quite a big system. And that's why EOS is a target market, like 2 million in revenue plus. Right. So, it's quite a bit bigger than a lot of our businesses. And I think there's some that, that what would be quite useful actually would be like EOS lite, like L-I-T-E, like a small business version, which is a little bit less, less cumbersome because I get it.

I get it. But yeah, maybe, but all that being said, obviously, the strategy covered in the [High-Intensity Business Blueprint](#) was recorded with Luke. So it's pretty cool because it's taking these, these timeless ideas around goal-setting and focus and applying it to your business. So, it might be worth revisiting that and helping you to, you know, flesh out what your strategy is and what your goals are.

Yeah. What you want ultimately, you know, so, Oh, I think we lost Matt. Hopefully that helped him.

James, did you say the rock should be designed? I don't know what… I think the idea of *rocks*, I might need to revisit this is that if 80%, the idea is if you complete 80%, you're on track for, you will achieve the measurables for that given quarter, but then the same applies to the year as well, right? In terms of your goals. I think that's right. I need to check that. You might be right. It might be that it doesn't apply to the quarter. But yeah, you're right. It definitely applies to the year. 80 percent of your Goals.

You achieve 80 percent then you'll achieve your one year, one year measurable. So that might be number of workouts and then your one-year revenue and profit goal as well.

James. Yeah. But I answer the rocks to be the same. Anything else? Got a couple more minutes here. Any other questions? Anyone want to chat? Ben Fisher. I hope you're doing well, given everything you've been through lately. I'm so sorry about the fires and all the people that have been displaced and hopefully your business now.

And it's great to see you on the call. Lisa, you're far away enough from all that, I think. Is that right? I hope so. Hopefully you weren't, you weren't too affected. Oh, yeah, Lisa, I will allow you to talk. Here we go. Okay. You got to unmute yourself. There you go, Lisa.

Lisa May: Hi. Yeah, I am far enough away. But hey, Ben, I have some people that live in Ben's area that are out here training because they got evacuated.

So in terms of goals, I was connecting with what the last person said. I don't generally set them in my brain. My goal is more full time residents always where I'm almost fully booked right now because of the snowbirds and my training partner still has a part-time job, but is almost fully booked, but not enough to quit the part time job because we know what's coming in the summer.

And so, I know this is a little bit of a unique situation. But really, my goal would be to somehow increase. And maybe it's just, you know, it's just the advertising that we've been talking about and sending out newsletters. Maybe it's no different than what you would do if you didn't have such a seasonal situation as we do. And just hope that you bring in more full-timers over time, although they all travel in the summer anyway. So, it's very challenging.

Lawrence: Right. But by having a greater percentage of full-time residents, you'd have less fluctuation overall.

Lisa: For sure. Yeah.

Lawrence: Okay. Yeah, I think so two things. I think this is a good example of where something like EOS, or just setting really clear goals is helpful because it will help you understand exactly what it is that you need, right?

So, you don't have to come up with the answers to this right now, but like being clear on what you need in terms of where you want the business to be in terms of revenue, right? Or number a number of sessions right or revenue and profit. And what does that actually look like then in terms of how many sessions you're doing per week and how many clients you have?

When you're really clear on that, and let's say that's a five-year goal. I know that Lisa, you're potentially like building to sell at some point in the future, maybe. But being clear on what, you know, what that is, maybe five years out, let's say, and then backward engineering that to a three year and a one-year, which is what that course at EOS stuff teaches you to do, that then makes it really clear for you, okay, this is what we would need to achieve in terms of new clients and sessions.

And then with that data, you can then look at your clients and be like, what percentage do we need? Because right now, like you said, you're maxed out, but what you want to see is a greater percentage of full-time residents.

So maybe by going through this exercise, you'll be able to identify what percentage of your clients you need to be full-time residents, right? Does that make sense?

Lisa: It does make sense. Yeah.

Lawrence: Okay.

Lisa: Because I think about a third of our clients right now are full-time residents.

Lawrence: And what would you like it to be?

What would, well, I guess you could do the exercise to figure that out, but maybe 75% or 50% would make it more stable…

Lisa: 50 percent, yeah. And you know, you're right about in terms of income. If we just look at, look at what we need for a year, then even. If we're making a lot of our nut, so to speak, in the winter then monies can be set aside to get through the summer and keep everybody paid appropriately.

So yeah, that's an interesting way to look at that.

Lawrence: Yeah. And then to get even more tactical, if you do this exercise, you decide, okay, 50 percent of our clientele to be full time residents is the target that that's going to, we know that based on previous data, you know, the stability of our full time residents over time, that that's going to help us achieve X revenue, whatever.

Then you can go, okay. This comes back to our marketing discussion, right? So it's like what tactically makes sense to do from a marketing point of view that's going to generate more full time residents, right? So it's probably, what was it? Peter, Pete was suggesting, you both were talking about a local magazine or local print advert opportunity for, I believe that was for local residents?

So, that's a good example of like where you're getting more intentional with your marketing. It's actually aligned with what you want to build, right? Because if you started marketing and generating all these inquiries from trap… what do you call them? Snowbirds? The people that are coming to you?

Lisa: Yeah, snowbirds.

Lawrence: Yeah. Sorry, I always get this mixed up. Then that might not, that's not, might not serve your long-term goal. So whilst it might be good now and help you generate revenue now, it's not getting you closer. Doesn't mean you can't serve those people; it just means that you're getting more inquiries from the people who are those full-time residents.

That's going to get you closer to your long-term goal. That's the idea.

Lisa: Right. It's like, I had stopped advertising in that local magazine over the summer just because it didn't seem like it was doing very much, but still continued repetition does make a big difference. So, one decision might be to take that right through the summer and never stop.

Lawrence: Yeah. So, just to answer your question, Ben, yes, this will be recorded. Did that mean you liked it? Because I really wonder if this needs to be re-recorded. But that's good to hear, and I'll send it to you. Unless you didn't listen to any of it.

Lisa, the other thing as well, and this comes back to the first slide where I talked about filters: if you're really clear on your target market, and it sounds like that target market should absolutely be a full-time resident, right? Then it's going to make your whole marketing job so much easier because you're just like, "Okay, Cindy is a full-time resident. She's 52. She has a shoulder issue…" You know, you're just really clear on who that person is. And I can send you something after that will help you with that even more.

And then again, it just means that all your marketing efforts are way more efficient, because you're being more surgical about it. You're like, "Okay, this is where this person, this is how I get in front of them effectively," right?

And you can ignore everything else. So again, it's, it's quite liberating because then you're not overwhelmed by the infinite number of marketing things you could be doing. Because you're just thinking of the things that are speaking to your target market.

Lisa: Yeah, that makes sense. It was a really good presentation, Lawrence. I thought it was very good.

Lawrence: Oh, good. I appreciate that, Lisa. Yeah, I was definitely not on my game. I know I'm being very self deprecating. But yeah, both the kids were, were both up all night. So it was it's exhausting.

Lisa: I can imagine.

Lawrence: Yeah. . But there you go. Anything else you need help with Lisa or anyone else on the call once that's got a question?

Lisa: No, that's good for me.

Lawrence: Yeah. Thank you. We're out of time. you're very welcome. Great to see you all, and I'll see you all soon at the next Mastermind that we've got coming up.

Lisa May: Thank you. Bye.

Lawrence Neal: Take care guys. See you.