



## How to Get Leads on Demand + Q&A with Lawrence Neal (May 2025)

**Lawrence Neal:** Okay. So, what we're gonna be talking about today, guys, is the *Leads on Demand* method.

You might have also heard it being called [the], "Can you do me a favor?" method. I personally like the "Friendly ASK Framework", but Pete didn't like that title with what it sounded really bad. So, we went with *Leads on Demand* instead. And this is designed to help anyone generate their first 20-plus sessions for their business.

So, for startups it's like, how do you get your first 20, 30, 40 sessions? This is one way of doing that. And if you are an existing business or longstanding business, and this might be a good way to spice up your offering and actually inject more clients into your business.

So, let's just kick off with some results.

So, you can see I'm using a very basic Google Doc. I'm keeping things simple today, guys. Starting with some results. I posted an Instagram video about this particular tactic and few months ago, and I got this response from Andrew Dodd, which is really interesting to hear.

He said it absolutely works.

I still have five FFS – that's Friends, Fools, and Family – working through their two free trials, but I have 11 clients signed up in the first 20 days using this exact tactic. So that was really cool. Someone who I haven't taught it to or we haven't really spoken all that much and he's already been using it, and he's grown quite successfully. He's obviously grown since this post. This was 16 weeks ago, I believe. And he has a small studio. I can't remember exactly where he is located.

And then you've got TJ, who you both probably know, he is in the community. He's not even open for business yet and he has 20 free intro workouts confirmed when his studio opens, I believe in the next month or so using the same method.

And then you've got Tom Miller who has acquired 33 sessions per week, essentially all through the "Can you do me a favor?" method – so, that's asking people if they can do you a favor by trying your program. But then all the referrals that come from that as well, that totals to about 33 sessions a week for Tom.



And he's been in business, I want to say four months. I could be slightly off, but that's pretty good going within the first year or first few months in business. So that's some results just to get everyone a bit excited.

And before I get into, kinda like what do we... what do you do? How do you do it?

I just wanna say I have a slightly different approach to me. Sorry to Pete. It doesn't mean it's better, it's just different. It's more in line with, I guess what I think works well and my personality. And obviously Pete might comment on this afterwards and share how his approach may differ slightly, but I think we're very similar in how we think about this.

So, the first thing to think about – and Simon, this is probably more for you and obviously you and I have spoken about this quite a bit in the DMs – is who are we communicating with, right? We... this whole approach is based around warm outreach. That means people that know you, right?

So, whenever you're starting any business, this is the easiest clients to get in the beginning. Those are the people that already know who you are. They have the most trust for you. They like you, hopefully. So, they're gonna be the easiest to... they're most likely to be receptive to your offer.

So, when we look across every platform that we're on – Facebook, LinkedIn, Instagram – we look at our phone, we look at our email database, we look at all the online groups. We're part of, if we actually took all of those people that know us, all those followers and connections, and we build out a sheet on Google, you probably have over a thousand people, most of us, right?

You have many more people than you realize. And so, this serves as your first database for potential customers for your business, right? So that's the starting point. It's like building out that list. Or just simply looking at all those different platforms and realizing, “Actually, I do have quite a lot of people here who I can prospect to,” and this is otherwise known as Friends, Fools, and Family, right?

So, everyone that you know, right? It's easier than doing cold outreach, which requires a lot more skill. So, a lot, if there is a lot more volume, order to get the same results. Okay. And again, look, this is just one tactic, guys. If I share this whole thing and you're like, you know what I'm doing?



'cause I know Ben, you are doing other things and Simon, maybe you are doing other tactics too that work fine for you.

There are many paths to having success in this business. I'm just sharing one path. Do not switch paths if you're already having success in another path. It's like all these paths lead to the top of the mountain, right? Some paths are faster than others, but if you switch a path. You're starting again at the beginning of that path.

And that's a big problem in business. People constantly switch. They don't stick with something like a consistent approach to getting customers.

So anyway, that's just a side note, but I just wanna make that super clear as well. Alright, so I figured out two simple ways to script this. For the really *pal-y* people in your network, the people who are close to you, the people that you have the tightest connection with, you can probably just go straight for the ask, and it looks like this: "Hey, can you do me a huge favor? I've just started my personal training business. I'd love for you to come and try my new program."

Obviously if you're an existing business like you, Ben, it's more, "I've got this new awesome program that we're doing. I'd love for you to come try it. You don't have to sign up. And I would love your feedback."

You, Pete's go, Pete goes a little bit harder in it: "I don't even want you to sign up," Which I don't think is entirely ethical because you do. By the way, it's not my style. Exactly. And that's really important point, Ben is and let's make this a bit interactive.

You've got objections or questions we can address those as we go. But that's a really important point is that you gotta make this authentic to you and I'll come on set in a minute.

So that's the, like the really, if you've got like someone who, look, I can just go straight in for the kill and it will, be effective, then go for it.

The coldest script. So, this is someone who knows you, but maybe you haven't spoken in a few months or years. You can use what I have called the ACAF method, right? Acknowledge, Compliment, Ask Favor.

Okay. So, *Acknowledge*: you find something about that... maybe you have history together.



Maybe you can look at their social media and see what they've been up to lately and you can comment on that, right?

So maybe they've, they've got a business and they've opened a new location or they've publicly announced some new contract. They've won, or they've done some, they're celebrating something. You can say, "Hey, congrats on your business success, really happy for you. How are you, how are things going?"

Then you can go into *Compliment*, right?

So, they'll respond to that, and you'll have a bit of back and forth. Obviously, this is just paying your social due guys. This is just being a human being. I'm just creating a framework to make it easy. But again, we'll come to the authenticity in a minute.

So, they'll say something, you'll have a few DMs back and forth or whatever. And then you can, you should try and then compliment that person, right? "Wow. Two kids and you're running a business. Wow." They're so impressive, right?

And then you can move on to the ask, "How do you find time to stay fit? Super busy." And then they'll say something like, "I don't," or they'll say, "Oh, I'm doing P90X and three times a week, but I haven't been very consistent with it," blah, blah, blah, whatever. It's... right?

And then that's a good opportunity to *Ask the Favor*, right?

So, then you go straight to, "Hey, look, I've started a new personal training business. I've got this really cool new program. I'd love for you to try it. You don't have to sign up. And I'd just really appreciate your feedback." That sound good to you, right?

And so, that's when you can go in with the favor and ask that now. I've given you a framework for the cold script, but it as kind of Ben was saying like, if that's not your style, then make it your style and make it authentic to you.

This is just a framework for having a conversation of a human being online, right? But you can do it your own way and you can completely deviate off this. It just has to be, I just felt like you have to show that.



The bottom line is you have to show interest in the other person and by repeating back to them what they've told you in your own words.

It's, like, active listening. It's, like, showing empathy, which frankly no one does. Like, most people suck at that. So, when you do that, when you actually truly, actively listen to another human being and show them that you've been listening and ask great questions, that is like a superpower and people really appreciate it and they will far more likely to buy from you.

No rules. Be you. Be authentic. Here's a framework. Use it if you want to.

The most important thing, really – and Simon, you all know this 'cause you and I have spoken about this – is volume. It's actually just doing a lot, right?

This is way less important... this... the tactics, the script is way less important... actually just doing a lot of it. Okay? Because most people do free a day and they're like, "Lawrence, it doesn't work." I'm like, "Are you kidding me? You gotta do 10, 20, 30 a day."

And if you do that for a long enough period, you will have more clients than you know how to handle, right? But it just comes down to doing the volume.

And the core thing about the volume is it would inoculate the fear. At first, you're like, "Oh, I'm scared, I don't wanna reach out to anyone. And then you do one and then you think oh, that wasn't that bad. I'm still alive." And maybe you got a no, but it doesn't really matter all that much. And each time you do it, you'll just continue to inoculate yourself against the fear of doing it.

Until you add... you could not care less. I, when I do this stuff, and I do this myself in my own way. I just don't even, I just feel like I, I have a moral obligation to reach out and try and help people as you should. It's the same way you guys should feel with your strength training business. You are offering something that is just enormous value.

And I think if you come from that frame of, "I really wanna serve and help people," it will just feel so much better. Obviously if you ask a favor and they say yes, they'll say, "Great." Okay, let's book them in. So, you find a time, you book them in.

If they say no, still ask for the referral. So, they will say, "No, not interested," or, "No, not right now."



Whatever it is, say, “Hey look, thanks for letting me know. I really appreciate that. Who do you know... who could do me a favor and gimme some feedback?” Always ask that question, right? And I'll come onto referrals again in a moment.

So, when you get someone in for this session, there's really four main benefits, right?

You've got practice. I'm actually referring to the Google Doc for the first time now. So it gives you great practice if you're just starting in this business. You need sessions, you need reps, you need practice training people to get good at it, right? We're not gonna get referrals or have good retention unless we're good at delivering workouts and we need practice to do that.

The other benefits, they might become a customer. Hooray. That's the main goal, right? And they're gonna tell others. If you deliver a great free workout and a great experience and you give, you've given something they've never really experienced before in terms of the strength training that we do. They will tell others, and you will get referrals and you can ask for a testimonial.

And even if they don't sign up, if they like you and they had a good experience, they're probably happy to give you a testimonial, which is really good in the beginning because it gives you social proof. That will help you convert more people in the future.

All right, so that move that brings us onto the free workout itself.

I'm not actually gonna go through the experience in detail we can in the Q&A, if you like, but obviously it's important to deliver every workout regardless of who it's with. It doesn't matter if it's with a 16-year-old boy, teenager or a, or, a 25-year-old college graduate, or 22-year-old college graduate or a 95-year-old lady.

It doesn't matter who it is. You want to deliver the best free work experience that you possibly can because it's not just about the person in front of you, it's about who they know, right?

So, always keep that in mind. Always have a high standard.

Don't... I've made the mistake, personally, of really being lazy with a free workout, and it's probably cost me.



If they sign up, ask for a referral. If they don't sign up still ask for referral, right? And obviously just change the way it goes.

If they sign up, you say, great. "Who else do you know?" So, you've signed 'em up, they're on the system, whatever it is, they're just about to leave. "Hey, great, thank you for starting with me. Who else do you know who would really enjoy this workout?"

Okay, not, "Do you know...?" 'cause they'll say, no, this is a big difference. "Who else...?", not, "Do you know anyone else?" "Who else" gets 'em to think. And if they don't sign up again, it's, "Look, really, you know what? I really appreciate your time. Thank you for coming in for the workout. I've learned so much. Hopefully you found it valuable. Who else do you know who could really help me out here and do me a favor and come in, gimme some feedback on the program."

And the data I've seen on referrals is it might increase your leads up to 30%. That's enormous. So just asking the question proactively could get you 30%, but you have to just make it part of your system, right?

Every time you have someone come in for a free workout, always ask the question per myself. Personally, I've got so much business by asking for referrals. I've had some organically, and I know many of us have done well in terms of growing strength training businesses organically just by delivering great services.

But I think in the beginning you have to be more proactive. You don't really have reputation yet, okay.

So, that's pretty much it guys. Very quick. Wow, I did that in 19 minutes. Less match, 15 minutes.

I just wanna briefly cover version 2.0 and also, just to say for you, Ben, I think that again, you can tell me more about whether this is a really... you think this is good in your context, but the way this could be used in your context is reaching out to your email list.

Your alumni, your former clients, your prospects and coming up with some kind of exciting new program. It could be like a Pete Cerqua negative only type of thing, and using that to, to invite more in. I think you're at, anyways, this might not be top of the agenda for you, but...



**Benjamin Fisher:** You know what? I gotta tell you, even though I'm at capacity, I have never shied away from keeping the pipeline going...

**Lawrence Neal:** Good for you.

...'cause that is not smart business for me because I'm full now, what happens if people, we move into the new property, they don't like it, they don't feel comfortable, then I've gotta start all over.

So, I'd rather keep it going, have a waiting list, build on the waiting list, and then figure out how to handle that business.

That's the way I'm looking right now. I'm not asking for any additional referrals at this moment 'cause I can't handle 'em. That's a great problem, but not such a great problem. 'cause I hate walking away from money, so somebody wants to come in and do business with me and I can't accommodate 'em.

That's the biggest problem that I currently have.

**Lawrence Neal:** That's your constraint. Yeah.

**Benjamin Fisher:** I wanted to see this and this is a great reminder of keep focused on what we do and keep on bringing it to the world. That's the way I look at this.

**Lawrence Neal:** Yeah. Thank you for sharing that. Yeah, it's, yeah. Your constraint is obviously hiring the additional trainers, I believe to handle that wait list. To increase the schedule as well.

But no, look, you're absolutely right. It is. Yeah. It's imperative. That we are always doing some kind of marketing to drive leads because there's natural attrition, right? We're gonna lose clients with no fault of our own. And then there's those that we probably do lose because of our, but that are our own fault, right? Actual churn. And we need to backfill those.

So, I guess version 2.0, which I really just wanted to briefly touch on, is thinking about this in the context of a system, right? Where this is gonna really feed your business for the long term.

So, every single person you're engaging with, when you go through this process, get their email address right and say to that person, "Hey..." regardless of the outcome, whether they join or not,





you can say, “Hey look, thanks for thanks for your time. Thanks for coming in for a free workout.” Or, if you're in the DMs and they say no, you say, “Hey, look, I want, I was wondering if I could, if you would mind if I added you to my email list, [I'll] send you some useful updates to help you. Maybe in the future you might change your mind,” whatever, just ask for the email.

Now it's slightly different in the US in terms of rules. Simon, you've got, I think you hang on, you're in Germany. Yeah. So you've got a GDPR to deal with, right? As do I. Now... but even in the US, you still want to ask permission. You don't just wanna add their email to your database and start pinging 'em emails.

So, the same thing applies, but we just need to make sure we're following the rules.

**Benjamin Fisher:** By the way, in the US Lawrence, there is a compliance issue. You have to allow them to unsubscribe if they don't, so there is the same thing. 'cause if too many of that, you're pulled off every platform.

**Lawrence Neal:** Yeah. You get poor deliverability as well. Yeah, you're right. Exactly. So your emails don't go to the place where you want 'em to go. Yeah. So, you... that's a good point.

So yeah, the idea is always get the email, build your email list. I use, I've just moved over to ConvertKit. I think it's a really amazing tool. It's just email, software and it's really simple. Don't have to use that. I just put it there as an example.

But then again, I'm keeping this super high-level and simple. This is just the kind of the start of me talking about an email system here. But if you have people on the list, nurture those people, meaning provide them value.

Send them an email once a week with a story about a client you trained and the transformation you created, or maybe your own personal story. ChatGPT's amazing for this by the way. If you say, “Hey, ChatGPT, I want to write a story based email. I'm just gonna give you the context and I want you to put it into a really good story.” It's amazing.

I don't know if you guys have seen this, 'cause I'm not sure if you're on, you're segmented on my list for this, but I've sent out a few stories lately that I've got amazing feedback and they're real stories, but I use ChatGPT to really help make the story compelling. And this is... stories sell, right?



Stories are so powerful. Like, we love stories, like, human beings just love stories, so they're very valuable.

So, if you can send stories to your list, it will work well to nurture your audience. And you can have a soft "P.S..." like, a call to action at the bottom, like, "P.S. Ready to get training? Book a free workout," "Ready to start your..." "Are you still interested in personal training?" – question mark – "Book a free workout," right?

And then every 30 days or so, you can send them what's called a Nine-Word Email, which is just the simplest email ever where you say, "Hi – first name – Are you still interested in personal training?" – question mark – "Thanks, Simon" or "Thanks, Ben".

It works extremely well, even on a small list, right?

So, even if you have a hundred people on your list, you'll probably get five to 10 people respond.

That 5% or 10% response. Now, obviously, the more engaged you are with your list than providing value in terms of nurturing them, sending like an email a week or more, the better that nine word email is gonna perform when you do it.

But I'm sharing this because I want everyone to be in the mindset of, okay, we're doing the favor tactic, but we're building our database, we're building our future business. A book of business, right? Because if you have a big email list, if you have a couple thousand people on your email list, then our business, it'll feed you for life, is the idea.

Anyway, so... that's the end of my presentation and we'll go into Q&A.

Simon, start with yourself. Do you have any... give us an update? 'cause I know you're in the midst of doing some of this stuff. We're I've seen you smiling, sporadically so I'm picking on you. So let us know. Like what... where are you up to with your approach of your client generation?

**Simon Knez:** Yeah. So as always, I'm very at the beginning of everything. But I started, I, or yeah, started with two rounds of. Let's say in, from my point of view, not totally cold DMs but also not warm, right?



So, the context that I have, for instance, on LinkedIn are professional connections that we connected because of some common profession. So professionally for me, it's software development it, right? And so, we connected, but there was no acquaintance, right? So we don't know each other.

This is just like people from all over the world who have common interest in the field of it. And so, for me, those DMs are a bit warmer than cold, right? But these are not people that I would know personally. And so I started the first batch of just going through my list and the first 10, 15 people were really these generic messages, right?

"Hey, I'm this and this, I'm doing this and this, would you be blah, blah, blah." And so even the response rate was close to zero or just one person reacted. And then I reflected a bit on this, reflected on our conversations, and then I went really into particular. So, each person, I then check their account more specifically, saw what they brag about, right?

What they're proud of on themselves. And then I used this to say, "Okay, you're that... I have just a question. I see that you are focused on, I don't know, this aspect that focuses on productivity, blah, blah, blah." And then I would ask them, "Have you ever thought about applying similar principle on exercise?"

And then this would kind... I saw that they reacted more quickly, more eagerly. The messages were shorter and there was, at least the response rate was much better. And... but yeah, then I saw that there is a method to the madness, right? That I can, that I, if I focus on the person that I see, what they like to do or what they're proud on.

Yeah. Then I can then formulate the messages is more tailored to them. And this was for me, already a big jump in confidence that I can have a system behind this approach. And so for me, this was already good enough that I say, okay, if I really focus on the person individually, I can formulate a meaningful message, and this can issue or start a conversation.

And for me that was already enough. And now I need to go more into that. But for me, this was the most important part. Because at the beginning I couldn't really see how can I make it personal — how can I really go for the person that I'm talking to? Because yeah, those generic messages, you always get them and you always ignore them.



So for me, this was the main benefit. And now also with one of the members, Daniel, We went a few rounds together about practicing the sales pitch about the first free trial. So this was also a good practice. So I'm more in the phase of practicing, getting my confidence up and knowing that what I'm doing has, is a, there is a system behind it.

It's not arbitrary. It's not something pulling out of my behind, right? I am actually something that I can follow...

**Benjamin Fisher:** "Pulling out from behind" — I like that one! I totally understand that in any language!

**Lawrence Neal:** Yeah, no, you raised some really good points there, Simon. I actually think that's really clever, what you did there, in terms of tying back the productivity of their specific discipline to fitness.

I think that's great. I think the point is it's like those templated DMs that we all get — that's what everyone's doing. It doesn't work. It's lazy. As soon as you personalize it, I think some people are worried like, "Oh, I feel like I'm being manipulative because I'm personalizing." You are actually making an effort. You are like ,actually making effort to communicate with someone in a way they're gonna enjoy. That's something people are gonna appreciate.

And I now remember when we were in the DM summit, I think I was really trying to hammer home that moral obligation stuff. So I won't go on about that. But yeah, I mean... with the LinkedIn approach, just be careful of like your mindset there. I can see this a small bit of these are people I don't really know. They know you, they're connected with you, they're leads. Okay. But because they're colder, you're probably better off with that other, the ASAF approach. I went through to build that rapport, have some DM back and forth before you ask for the favor.

There, there is... you don't have to ask for the favor; you can simply just offer the free workout.

So again there's... I don't want to overwhelm you of different ways of doing this, but if the favor doesn't work for anyone who's watching this or you guys, then you can... we have another script which is very similar, except instead of the favor, you're just making the offer.



You say, "Hey, we'd love to draw for you a free workout. It's 30 minutes, twice a week, super efficient and brief, really effective strength training," whatever. And also, you are doing virtual, aren't you? It's completely virtual, isn't it?

So that's just for your benefit, Ben, as well, some is training people via the computer. And that means your net is so wide, you have this massive... you can train anyone as long as the time zone makes sense.

So, one of the drawbacks of warm outreach for a lot of people is the fact that their studio's local. So, they can only really serve the people local to them unless they outreach to people who can give them referrals who are local, which is one way of going about it.

So where are you at now in terms of number of sessions or clients? What's your numbers right now?

**Simon Knez:** I still have one client. And this is stable. As I said, for me, these are really growing pains, just to getting accustomed to be selling something, to offer a service.

Since, for me, expanding already a lot, being so...

**Benjamin Fisher:** Simon, I have a suggestion. Why don't you set yourself as a consultant, not as a trainer? Like, you have a consulting business that happens to be exercise. Because especially professionals you're dealing with on LinkedIn, they're all consultants in their mind.

So, you... I always take the *consultant* approach. I'm a salesman born, but when I'm selling, I never get delivery, ever. It's all about them. So, I have to figure out what is their sweet spot that I can talk to, and I'm now trying to offer, somebody will say to me, "Do you know such?" and "How to do such and such?" Or, "I have this issue." And if I don't know, I say, "I don't know." Let me get back to you.

So, then I'm their consultant. They're coming to me for advice. If you set yourself up that way, 'cause you seem like a person that is really honest, and that's my gut, so, if you come from that point of view to me, people look at me and they go, oh, he's trying to sell me.

That's just been now because it is who I am. But I've had to tone it down to be successful. That's, I've just giving you, I feel your approach would be different than mine.



**Simon Knez:** Interesting, thank you.

**Lawrence Neal:** No rules, Simon. There's so many ways you can... I know that sometimes that's not what you almost want, like a clear system, but just make it authentic to you. It follows something, like, we've shared and then it's just volume.

Do you, are you having more blockers around sales? So let's say they come have the free workout experience with you. Is that another challenge to you in terms of actually what do I... how does that free workout go? How do I sell them?

**Simon Knez:** I think I would need to have more numbers, right? As of now, this, all the clients I had were friends. I would, I had half a year time to always talk about them, right? Talk about the training and try to sell them. Yeah, no, it's a good benefit for this and that. And then we talk about other stuff and in three weeks, again, this and that.

So, you had a lot of time and the possibilities to slightly bring them closer. But there are two things that brought me. The first thing is because I'm fully employed, I want to be really efficient with the time I spent. For the extra...

**Benjamin Fisher:** But you are fully employed now.

**Simon Knez:** Yes. As a software developer.

**Benjamin Fisher:** Okay. So that's good.

That's good in some ways because you don't have to worry. There's not the... you don't have to sell to make a living to survive. That's good. That's a good thing, actually.

**Simon Knez:** Yeah. You are more relaxed in that regard. You don't want, you don't need to, let's say scavenge for every client, and get whoever bites on your on your what do you call it, your bait, right?

But the other thing that I am, where I'm kinda, let's say struggling is that I am hoping or, I have the idea of developing an exercise device and device is there, right? And the hope is that I make the big bucks there, right?



And so this personal training is kinda to self-sustain my passion to develop the device, right? That, that all the costs associated with making something out of that comes from the side hustles of personal training instead of my main job.

And so that's kinda, I don't want to spend or put so much focus on the personal training itself because I think I have more potential in delivering software slash hardware.

Now, this is just my naive assessment where I have what I think I can bring more value with... but that's a bit... right...? And so, for me, it's... if I get to 10 clients. I'm already good. I have got enough side income that I can continue to work on the main thing.

**Lawrence Neal:** So, even if you get 10 clients, you'll still work in software development too, I assume.

**Simon Knez:** Yeah.

**Lawrence Neal:** Yeah. How do you then think you'll find time to invest in the exercise device business? That's gonna be pretty hard, right? Doing all those... why can't you just take your saving in your existing role to invest in this other opportunity? So not even bothering with the personal training.

I'm just playing devil's advocate now.

**Simon Knez:** Why? Yeah. A good question. I don't know. I don't want... I want it to bootstrap from nothing to something, I don't want to go take a loan. Put the down payment and then hopefully I make it out alive. So, I'm very much not a risk taker in that sense, especially.

**Lawrence Neal:** Understood. Could you... do you want to, for Ben's benefit as well, do you want to just briefly explain the device?

**Simon Knez:** I can, but it's nothing spectacular.

**Lawrence Neal:** It might be of interest to the group as well.

**Benjamin Fisher:** Yeah. So, is this device in the testing, is it in the... or just in the formulation in your head?



**Simon Knez:** No, I use it now for a few years already. For myself. I tried it for... on a few people, clients.

The thing is it's a kind of mobile static exercise device, right? So, it weighs maybe 10 kilograms or 20 pounds. And it has then a sensor that you... which then emits the force data and then the C connect on a computer.

And then the computer, you have a visual representation of the forces. You guide... you can then kind of visualize how these forces should be shown or when should one take breaks and stuff like that, right? So, you gamify a bit the experience.

**Lawrence Neal:** Cool.

**Simon Knez:** And then you also save the data, right?

You have basically a data storage of all the workouts and templates of workout templates and so on.

**Lawrence Neal:** And it's all like time, static, contraction type. Can you show us? Do you have it?

**Simon Knez:** It's... I can show, yeah.

**Lawrence Neal:** Come on, Simon!

**Benjamin Fisher:** Simon, I'm interested because I've been hearing about devices like this.

**Lawrence Neal:** There's a few on the market.

**Benjamin Fisher:** In fact, Imagine Strength, has a device that's going to measure static...

**Lawrence Neal:** It's a strength test machine kind thing, isn't it?

**Benjamin Fisher:** ...strength test? Yeah. So, I'm not sure if it's the same type of concept. So, I'd just like to see... I've seen their version. I'm just trying to see... Can you share...?





**Lawrence Neal:** Because, Simon, like, effectively a lot of the people, like Ben, people in the group could be potential customers of yours, right?

**Simon Knez:** Yeah.

**Benjamin Fisher:** We could help you develop... This isn't an overall body... Does it test my arms? Does it test my legs? Does it test my abdomen? Does it test my shoulders? Or is it one part?

**Simon Knez:** It's one platform that you can put either horizontally or you can flip it vertically. And then you use either a band, an exercise band, right? So then you have dynamic... or you use a towing strap, then it makes it static, and then you either have ability, if you have it in your back, right?

You can either pull, push, or press with your legs against the device. If you stand on it, you can do any kind of motions in a standing position. Dead lift, squats presses rows, whatever, right? Extensions. So, you can do many, exercises. The footprint of the device is small.

It's basically a larger scale, right...? That can tolerate around 200, 300 kilograms, I would say, or 500 pounds let's say.

And if the strap itself is strong, like if it's a throwing strap, it's also tough to break it. So it can handle quite a lot of force. And it's, yeah, very flat mobile, right? Relatively mobile. You can carry it around, you can have it, it doesn't have a large footprint.

**Benjamin Fisher:** Simon, have you ever pitched this idea to any big box gyms in Germany? Because this sounds more of a... for personal training, I'm trying to figure out how I could use it with my equipment and how I could, so I only have equipment in my studio.

I do sometimes bands or stretch it, but that most of the people in this group have machine... they use machines. I'm thinking for you, you have something that's dynamic that a trainer could use to say, this is what I've done for you over time, and that's a retention tool. How expensive is this device? What do you think? Gimme an idea.

**Simon Knez:** Yeah. There is one thing. What are similar devices priced on the market, right? So, you have devices that are stationary, but offer for... I think, *vivin*... something...? I saw, it's similar, a bit more restrictive, but it has fixed handles and stuff, like...



**Lawrence Neal:** The vibe, yeah. Vive is, yeah. Yeah. That's what the Imagine Strength one's gonna look like, I believe. Just like the Vive, is that right, Ben?

**Benjamin Fisher:** Yeah. That's exactly what it's gonna look like.

**Simon Knez:** And so those are, I don't know, like three to 5K or even more.

**Lawrence Neal:** Yeah, there's about, oh, 16 to 18,000. What did you say?

**Benjamin Fisher:** No, no. I think he was talking about... when I talked to Jeff Turner, he told me it was gonna be priced around between 4 to 6,000.

**Lawrence Neal:** Oh okay. Yeah. The Vive is like 16,000.

**Benjamin Fisher:** No, no, not talking about the Vive, I'm talking Jeff's...

**Lawrence Neal:** No, I know the one. Yeah. That's good. That's great that they're doing it at that kind of price point, but it's a much bigger, it's a machine, whereas yours, the device isn't it?

**Simon Knez:** Yeah, exactly. And then you have this just with the regular or for instance, what was X Bar, right? Had this console X bar.

And so, mine is a mix from the weight and footprint a bit bigger than the X Bar, but the sensor is in the device, not in the bar itself. But it's much smaller footprint than any other kind of stationary thing.

So, it's more when it comes to the footprint, more to the light side, right? When its price points are maybe 300 to 500 or maybe even less a hundred, but the functionality of the big boys, kind of. So I would, if I would price it, I would go, yeah, maybe, I don't know, close to a thousand, maybe 500 to a thousand, I don't know. Something like that. Maybe lower than a thousand.

But like, when it... when you compare what it brings, but it combines, right? You would have to be somewhere there in the middle between those sensor-based things and then the big... those...

**Lawrence Neal:** Makes sense. Yeah. And have you thought about... firstly two questions: Have you been sharing your MVP your current product with people to get feedback? Like, that's super



important at your stage. And have you considered doing things like Kickstarter to get outside funding to help?

**Simon Knez:** Yeah. I think this would be in, the way I am, I'm a bit... yeah, let's say stuttering or...

**Lawrence Neal:** procrastinating?

**Simon Knez:** ...is the IP... I don't know, IP, ah, should I go for it or not? Because it's a really big investment. I wouldn't be willing right now to put so much money to get some sort of intellectual protection.

So yeah, that's my big hurdle, like thinking about this concept. I know that a lot of people say, forget about it. Get as much traction as possible. Get as big of a following as possible, and then you're good. So maybe I should just go that route. I even talked with Pete Cerqua about this at some point.

**Lawrence Neal:** What did he say?

**Simon Knez:** That I should go the exercise device route. That... and we actually then went more and more into the software.

And the way I'm thinking also this is the last update of my thought experiment is that, why don't I just deliver the software to different manufacturers? Because the way I have built the software right now is that yes, I have a specific use case where I can integrate with my device, the data, but because it's so plug-and-play, I can specifically serial or just pass the data that comes from other devices.

And from that point on my UI, my, the way it looks is then mine, right? All the ability to start the data to visualize the data is then separate from the device itself.

And so, I was thinking I maybe should go that route — more software instead of hardware. Because this... Again, it relieves me of the burden of all this hardware that is very difficult to produce to have resources, and so on.

But software, I can continue doing it with my fingers. And so staying more in that device, in that direction that I can deliver and integration software for all the other device manufacturers.



**Lawrence Neal:** So, still devices of the same type of thing? Or could they be, could it be quite a broad set of devices that you could...?

**Simon Knez:** I think so. As long as they have a mechanism of communicating the force output. If they have this, either, whatever it is whatever kind of communication protocol it is, if they give me the information how to pass meaning how to convert this information, then I'm good from that point onwards.

The software is totally decoupled from what device is connected, as long as I know how to understand the signals or the information that they're sending from the device.

**Benjamin Fisher:** Wow.

**Lawrence Neal:** This this... that's really quite exciting, I think. Straight away, I'm thinking about people in our community that you could connect with.

Have you been connecting with members in the DMs to talk about this? Because this... it's all, or... Yeah, that's okay, no pressure, yeah?

Because I don't know, there's a few discussions going on with James Brown and Steve were trying out a few different devices. Did you see that Simon? Were you lurking?

**Simon Knez:** No.

**Lawrence Neal:** Oh. I'll send you the link to that. That would be really interesting for you for like, market research. Because they're all, 'cause you are getting in inside HIB, you're getting access to, like, real kind of user data, like people using these tools.

Brad Thorpe, who is the founder of IsoPhit, he's in the community. He doesn't have this solution. I don't think he has any software. In fact, he gave me a reason why he doesn't want to, but there might be an opportunity there, at least a conversation, right? He's got a massive business. They're selling tons of IsoPhit services. I think Craig Huber just bought like 20 tables or something. And so, maybe there's potential integration there. And I can't remember his logic for not wanting to do that. But I think it's because... I'm not... I'm gonna get it wrong, so I'm not gonna speak any further on that.



But the point is, it says a lot of people in our space, in the community who are interested in this type of thing, right?

Statics are growing in popularity. Like, more people are doing it. I know a couple people that are basing their whole business on isometrics now, and I know, sorry, I shouldn't... yours isn't just for statics. You could use this software for any force measuring. Yeah, sorry I shouldn't be so narrow.

So where am I going with this? Simon, just an idea, right? You could do a post in HIB – just a public post explaining what you're doing, right? Don't feel like you can't do that, that the community is available to everyone.

Now, if someone were just constantly promoting their wares, I'd probably DM them and say, you "gotta stop doing that," but once in a while it's fine.

So, I would encourage you to post your project. And at this point you're just saying, "Hey guys, I've got this. So I'm, I'm a software developer. I've got the skills, I've got this software that can do X, Y, and Z," right? Benefit. Talk about it from a... What's in it for them? What are the benefits, what can it do, what can it integrate with?

And I'm sure people will comment and reach out and it will start some interesting conversations.

**Simon Knez:** Yeah. Thank you. Yeah, I think it's yeah, it's also from my... I think it's very interesting to go that route. Because you can really... we can all focus on aspects that we like and device manufacturers, like device manufacturing. For me as a single person manufacturing the device Okay. With what I constructed here? Totally fine, right? But...

**Lawrence Neal:** I mean, the other thing as well, Simon is like... *use me*.

Like I have some pretty good connections. Do you know Lucas Leal in Spain? No, he owns Resistance Institute and Slow Fit. Slow Fit is a chain of HIT studios in Barcelona.

He invited me to go to Barcelona, Ben, and I was like, "Oh, I might take you up on that 'cause that sounds lovely."



But resistance Institute is like a... their online education program for people that want to, learn about... they don't call it HIT, they call it, like, evidence-based resistance training or whatever.

But then he has, like, graduates come out of that, start their own businesses or join Slow Fit. It's pretty cool. He has a fair amount of resources, and he's developed a machine called the Nexus. It looks like an ARX, but it's more looks like the... like ARX 2.0. And there's a great potential synergy there where maybe your skills would be really useful in terms of integrating your software with that particular project. I'm just, whatever... freestyling.

I just got speaking with Julian Maslow who used to work for Aurum, who you probably remember, Simon, he's now working with a serial software entrepreneur, really impressive guy called Tom – Thomas Stämpfli... he's got a new company called TomFit. TomFit, all one word.

And they have a new machine that Julian is saying is like a hundred times better than ARX. And they are, I believe, both selling the machine and also opening up locations, providing personal training. Again, another really good potential connection for you to understand if your skills could be held.

They have actually, I mean they might have really good software development in-house already, but it doesn't mean that you should still have the conversation, right? You don't know what could happen there.

**Benjamin Fisher:** Lawrence, what machines are The Perfect Workout putting in their places?

In lieu of their Nautilus equipment? You're talking about what this is? I'm not sure what the machine is called. Do you know?

**Lawrence Neal:** Yeah, it's an ARX Alpha, but they've rebranded and called it Fast Fit.

**Benjamin Fisher:** Okay.

**Lawrence Neal:** Yeah. And they made some... they're making changes to that's software and things like that. They haven't rolled out entirely; they've rolled out to a couple locations and may roll it out to all locations in the future. We shall see. But so far so good on that project.



Yeah, so those are just some thoughts, Simon, that... just off the top of my head where you could just have some conversations to see, 'cause you might only need like one customer to make this financially viable for you, right?

**Lawrence Neal:** But you've probably just gotta be really clear on how you can add value. You know what I mean? So, there you go. Use the community. Get your money's worth.

So, Ben, should we just go over to you, briefly? Do you wanna give us a quick update on how things are going?

**Benjamin Fisher:** Well, Jeff Turner calls me and says the magistrate in China put my order off for another month and gave me the opportunity to cancel the order with the money.

So, I talked to my wife, we said, "no we're gonna go for it." If it's another month, big deal. We're gonna set up the studio footprint to accommodate those three machines when they come in.

So, we know this one, we're gonna sell, this one moves out this, we're gonna set it up as though we have those three machines in mind. That's the way we're gonna line up the studio. We're on schedule to move at the end of June the 28th. Where is our moving date on that Saturday and June 30<sup>th</sup>, We are operational in the new location. Totally.

The electricians are building it out right now. The HVAC's now being installed, the bathroom's being built out the elect... everything is gonna be set up. We're gonna have the Wi-Fi, everything ready, so when we pop in on Sunday, I'll be able to have a visual of what's going on. Maybe do some video from it, but I'm excited about it.

The only challenge... and I'm glad that we, I was on this call, not for the reasons for this, but it reminded me, I gave three leads to three trainers. I just followed it up and they're setting up appointments as we speak.

One's coming in tomorrow, one's coming in Tuesday, one's coming in Thursday. Just reminded me, "where were those people I gave you?"

So, I'm still always operating on a *forward* basis I just... I signed up two clients for me and now I'm maxed out. And yet, two people earlier the week told me "Well, I might have to change, blah, blah, blah." So now I said to 'em, point blank, "Is this slot yours or can I give it away? That's the



way I just flat out said, let me let you know on Monday.” I said, “You need to let me know on Monday. 'cause people would love your slots.”

So, and I don't ever take anything for granted. Somebody gives me the hemming and hawing, I use it as a no. And then I want to just be proactive and say, “I'm not begging you to be here.” I don't say it that way, I'm just bottom-lining it.

I just flat out say, “People would love this 1:30 on Monday. Are you coming and committing? Or do I, can I put somebody into your place?” They're not willing to do that yet.

**Lawrence Neal:** But it's very, it is very powerful 'cause you basically demonstrate scarcity. You say, look, this is a busy slot, right? People want... this is in demand.

And then I bet you've had, have you had people think twice? I go, actually, no, I wanna keep that. I bet you've had that happen a bunch.

**Benjamin Fisher:** Oh yeah, I've had... “oh yeah, I want this. Can I switch it every two weeks?” I said, “Yes, but the problem is I have to get somebody else who wants to every two weeks. And that's difficult.”

So, I do that for one client because she has to go to New York and back.

So, I said the challenge is for... it's putting stress on me that I don't need, is what I told her. She's a friend and it's amazing. I had two people that were on the same slot that could never get to my studio on time, both dropping kids off and I said, I gotta do something about this.

And I moved one to Monday. Still, she still couldn't come in at the time. Then I switched the 8:30 to the 8:00 and everyone works. If you ask them nicely. I said, “Look, I don't want any stress. Help me out. I'm asking for those favors to my clients because if we want to work together, then we're gonna work together.”

I have one question though.

**Lawrence Neal:** Yeah.





**Benjamin Fisher:** We have four clients that have insisted that they wanna own the studio one on one and where everybody else is willing to do two on two. Do I charge 'em a premium? That's what I'm asking.

**Lawrence Neal:** Do They want it privately for themselves?

**Benjamin Fisher:** The model is currently one-on-one training with one trainer, one client.

And I wanna switch it to two clients, two trainers and four people are resistant to that. They will not do it, 'cause one grunts and one... all kinds of excuses. What do I do to change that model for them?

**Lawrence Neal:** Okay. And the problem is that they just want the space themselves?

**Benjamin Fisher:** Which is hurting me monetarily based on the place that I want to be: Double the clients, double the... so I'm just trying to figure it out.

Do I make them a special...? I don't know the answer. I'm just throwing it out to you.

**Lawrence Neal:** How easy would it be for you to backfill those four people?

**Benjamin Fisher:** Easy.

**Lawrence Neal:** Then do that, then say, "No..." would be what I would do.

**Benjamin Fisher:** Okay. So what I'm gonna do is put the model in place.

**Lawrence Neal:** Yep.

**Benjamin Fisher:** Let them be the sort of people and just say, "Look, I've got a good choice for you. Either you give up your slot, we part ways..." I have to figure out how to present it nicely, because I don't want any bad vibes in the deal.

I know who they are... they're actually... two of 'em are friends. They're just *prima donnas*. So, I don't know. It's just that's my thought process, so...



**Lawrence Neal:** I hear you. Like, mathematically it makes complete sense if you can backfill those four people and the model where you can do multiple one-on-ones is obviously way more lucrative.

**Benjamin Fisher:** Yes.

**Lawrence Neal:** I'm sure you'll be able to articulate it way better than me, Ben, but just something along the lines of, "This is the model that we have decided going forward for the entire business. There's no exceptions. This is what's gonna make sense for us. We would love for you to be a part of that. And we think that you'll actually love the experience because..." and in fact, I point you to a thread in the community, 'cause did you see that Alanna is talking about this? Did you see that, Ben?

**Benjamin Fisher:** No, I didn't.

**Lawrence Neal:** Oh, you'll love this. So, Alanna's doing the same thing in Calgary in Canada where they're moving.

**Benjamin Fisher:** I'm gonna visit her.

**Lawrence Neal:** Oh yeah. You haven't done that yet. Oh, perfect.

**Benjamin Fisher:** I haven't done it. I'm gonna be in the middle of the month. So, can you send me her in...? Because what happened was, she reached out to me in a bizarre way to say, she also asked me could I introduce her to Rotary when it's in Calgary to any events that she could go to.

Yeah. So I wanna reach back out to her this week if I... can you send me her information again? You just reminded me and then I'll talk to him about this personally.

**Lawrence Neal:** Yeah. Great idea. So, you can talk to her. There's also a, she literally posted the same problem where they're growing so fast that they have to transition to the same, from private to multiple one-on-ones in order to cope with that growth.

And she was saying the same things people won't if you will, push back, and Owen Dockham, who's got great experience with this, he does multiple one-on-ones in his very sort of premium location in Berkeley, live Oak strength, right? Yes. He explained exactly how he did it and how he



would do it. So I'll send that thread to you. So read that as well, Ben, as well as having a conversation.

But yeah, I think in that thread, he explains, like, people will actually enjoy that community feel, having more people around, having a more of a, like, a... "we're going through this together," so I think that's how you explain it.

**Benjamin Fisher:** I also am setting up the vibe differently. I always, lately, have been playing music in the studio. Everyone...

**Lawrence Neal:** And you have a bigger space, right? This is bigger space.

**Benjamin Fisher:** It's double the square feet, yeah.

**Lawrence Neal:** That's a huge thing to say as well.

**Benjamin Fisher:** So, I bought two Sonos speakers and Bluetooth enabled.

So I'm gonna start, creating the vibe by one... I'm gonna make playlists. I decided to be a DJ as well as a trainer.

**Lawrence Neal:** So, did you have music in your last place?

**Benjamin Fisher:** I did. I know it's not strict protocol, but we had so much construction in the old facility happening all around. It was grinding and I finally said, "let's put music on." And it allowed people to not focus on the grinding and the pounding and more on their workouts.

And they liked it. I ask 'em, "what do you want to hear?" So, I make it personal for them.

**Lawrence Neal:** What's the... we'll finish up in about five minutes, guys. What's the main reason they are saying they're not happy with the two-on-two? Is it the grunting or is there something else?

**Benjamin Fisher:** Yeah, so, there are a couple people that they figure... this is the way you represented it. And I say to them, "We represented one-on-one training with a trainer. We didn't say we couldn't have two trainers, one-on-one, and you're not even allowing that to happen, which



is not good for our business and not very open.” And they pushed back and so it's gonna take me a while.

But Melissa Vaca, who you know, had the same issue and she said, “I have four people that were sticklers. They are now part of the team.” So, it'll take you time to wean them in, but once you set the model and the vibe is all about, and there's all of a sudden two people, maybe you do classes, maybe you do multiple... you'll find that you won't even have that as issues. She said, “Just don't think about it too much. Just do it and be yourself in the process.”

Again, this is all new to me. This whole thing, workouts, all of it is exciting, challenging, and new. And I look at it as a challenge.

**Lawrence Neal:** Yeah. Great. I think Melissa is totally right and yeah, just listening to you, I think, the kind of like... I see a pattern. I see this happen all the time.

So, for instance, when people raise prices, people in our space are always worried about clients canceling. There's a big difference between complaining and canceling. You are always gonna get cohort of people complain, but then they stay, and they don't leave. So, who cares?

**Benjamin Fisher:** I have a solution to that pricing problem. Okay. Pete gave that to me. He said, most of your clients are gonna push back guaranteed, especially if you're going to a hundred dollars a session minimum. Okay.

**Lawrence Neal:** I don't know if that's true. Not most. I don't know.

**Benjamin Fisher:** Well, so I made a deal with every one of 'em. You get one time to renew at the old prices, everyone took it. Now they're all renewing it at the new, and there's so much more revenue. I'm so glad I did it.

I've had conversations with two people in the community that are competing with The Perfect Workout. I said, “you are underselling your value. Do not ever minimize it.” Same thing to you, Simon. Never minimize who you are ever. No matter if you're...

**Lawrence Neal:** So, what...? Explain that to me again. What did you do exactly? Renewed at the...



**Benjamin Fisher:** So, what I did was... everybody was pushed back. It was like, I said, "I haven't raised my prices in two years." "But you're going up so much!"

**Lawrence Neal:** Big jump, was it?

**Benjamin Fisher:** I'll give you an example. From \$1,020 to \$1,200 for a 12-session package. That's a nice jump. That's more than 20%.

**Lawrence Neal:** Okay.

**Benjamin Fisher:** Okay. "And why don't you do it in halves?" I go, "Because I'm doing it one time on January and I'm giving you an opportunity to renew at the old pricing one time. So, on the next renewal, this is your pricing."

We got it clear. Everyone has now all been pushed into the new, so it's now \$1,200 for 12 sessions. So, it's got it... A hundred dollars is... and I don't do any free workouts. I charge \$150 and if they sign up, I credit that part into their deal. So that's the way my model's working.

And it's Pete that gave me those ideas in this call.

**Lawrence Neal:** There is more than one way to skin a cat though. I mean that, I'm glad that worked. But I know, I've seen Owen Dockham raise his prices significantly and had a cohort of customers literally say, "Thank you. I'm happy to pay you more."

And I dunno if that's a cultural thing. Maybe it's just different from where he's located to where you are and type of customers you have. I don't know. But yeah, he didn't do any type of *you can renew at the old, this is the price, this is what it is*. And that worked well for him as well.

So, it just seems like there's different ways of going about it.

**Benjamin Fisher:** I did it because people, all of a sudden, when we told 'em the prices were up, I'm gonna join for a year, and all of a sudden they...

**Lawrence Neal:** Oh, okay, so you've got annuals. A lot of annuals. Okay.



**Benjamin Fisher:** Yeah. So, we've gotten a number of different people renewing at different times, but now, next time, everybody's at the same pricing. And everybody's happy to do it. This economy is not affecting my client base at all. Nothing. They still go out to dinner...

**Lawrence Neal:** What is the vibe with the economy where you are right now?

**Benjamin Fisher:** Perfect. They don't...

**Lawrence Neal:** Obviously, your clients are very affluent, aren't they?

**Benjamin Fisher:** ...So they do not live with the stock market. Although their portfolios, they look for long-term... They're different people. They're affluent, they're retirees, they're not concerned. They still want the strength training as a prerequisite for their health. Remember we're talking 90% women, post-menopausal. The results are significant in their eyes. They don't want to give it up. Yeah. So it's not...

**Lawrence Neal:** I get that, yeah.

**Benjamin Fisher:** ...but at the same token, more men are coming in now. The referrals are coming from their wives or girlfriends to them. "You need this." Those are the best referral sources now.

**Lawrence Neal:** Yeah.

**Benjamin Fisher:** And people only wanna train with me now, and I don't have the time. So it's an incredible problem to have. And I think the solution is two on two. That's just the solution going forward.

**Lawrence Neal:** I agree. And just to wrap, wrap up on that, I think that. Just going what you were saying there in terms of what the type of objections that people are bringing to you.

I think the counter to that is, "Hey guys, much bigger space. So, you're not gonna be tightly packed in way more equipment. You're gonna have more of a community feel." Every client that works here understands that we have a standard, they have decorum. They're not gonna be like screaming. I don't know.



I think like Melissa's saying, you don't have to overthink it. You say those things. You say, "This is the new way. This is how we're gonna make your experience awesome." And then, they will behave how they want to, right? Maybe you'll keep some, maybe you'll lose some, no factor, 'cause you're gonna backfill them anyway.

**Benjamin Fisher:** So, the interesting thing in all of that, when they see the new space in the new deal, they're gonna be blown away. They will absolutely walk in, when I show you the space you will go, "whoa..."

**Lawrence Neal:** I'm excited to see it.

**Benjamin Fisher:** Like I was sitting there listening to Luke talk about a build out of \$900,000 and I'm going to myself, "he's gotta be nuts." I... when I'm talking, 20 grand is a lot.

It's \$900,000 in DC, I'm going, "More power to you baby. I hope you just stay there." I can't even think about that investment.

**Lawrence Neal:** I know. He said he was sweating signing the check.

**Benjamin Fisher:** Oh, I know he's sweating!

**Lawrence Neal:** Yeah, yeah. They'll make it work. I am fascinated by that actually. And maybe he'll share more because I don't know. There's a corporate location and I'm guessing... 'cause you won't see the return on that for many, several years. So, there's gotta be another play there. I'm guessing it's something to do with political influence or, I dunno, something else.

**Benjamin Fisher:** Oh, yeah, it's the Institute of Health, that's what he was talking about.

**Lawrence Neal:** Oh, okay.

**Benjamin Fisher:** So he wants... it's linked to the National Institute of Health. Somehow that exercise forum that he's involved in on the board of directors said, "You need to go beg, you need to do this, you need to do that." Maybe they gave him some nice loans.

I don't know what they did, but I can't see, him diminishing or putting that kind of stress on him, because one location can crater the whole thing. That's the way I look at it. Unless he... are



individual franchises, by the way, are they all independent? Or they... I don't know how they do it, That's why I was asking.

**Lawrence Neal:** What do you mean by that?

**Benjamin Fisher:** Luke has 50 or 40 locations, right?

**Lawrence Neal:** Yeah. About 35, operational.

**Benjamin Fisher:** 35. So are they all corporate owned or is it individually...?

**Lawrence Neal:** Oh, no, no. They're franchises. I'd say – I might be getting this slightly wrong – I think there's around 10 corporate-owned, maybe slightly less, and then the rest are franchisees. And they just follow the franchise playbook. The framework.

**Benjamin Fisher:** So it's all the same. So, he gets an override on each franchise...?

**Lawrence Neal:** Correct. There's royalties on each one. Yeah.

**Benjamin Fisher:** Yeah. Okay, cool. That's for a young man. That's not for me. I don't want a franchise at all.

**Lawrence Neal:** I get that. Yeah, it's not for everyone. It's just that option.

**Benjamin Fisher:** Somebody joined us just now!

**Lawrence Neal:** Yeah. So Forrest, I'm so sorry, but we're actually wrapping up 'cause we've been going for an hour time.

**Forrest Michals:** My bad!

**Lawrence Neal:** What's that? No, you're okay. Yeah, sorry about that. We'll wrap it up. I did record it, though, for us, so you can watch it back.

Yeah, we did a quick presentation on lead generation and then a really... I think it's some really interesting conversation that went all over the place that I think was really great.





**Benjamin Fisher:** It did! It sure did, didn't it, Simon? Yeah, Simon, I think if you wrote down some notes and recorded this and think about this, there's a solution in this call for you. A hundred percent!

**Lawrence Neal:** Use me, Simon! I have connections that will help you, I promise you.

**Simon Knez:** Thank you for your encouragement.

**Lawrence Neal:** Absolutely. Yeah. So, no, we'll record it. Well, I hope you, you don't mind we'll post it in the community so people can watch back. Some great insights.

But yeah, look, thanks for joining guys. Hopefully we'll see you again soon on one of the courses coming up and hope you're doing well.

And yeah, have a great rest of your week guys, and we'll talk soon.

**Benjamin Fisher:** Thank you guys.

**Lawrence Neal:** Thank you very much. All right. Take care. Cheers. Bye.