



HIT BUSINESS RESET

The Strategy Course for High-Intensity Studio Owners
and Trainers Who Want to Simplify, Streamline,
and Grow Without Burning Out.



LAWRENCE NEAL

TABLE OF CONTENTS

START HERE	3
Core Values	5
Core Focus	6
10-Year Target	6
Marketing Strategy	7
Three-Year Picture	8
One-Year Plan	8
Quarterly Rocks	9

START HERE

Welcome to the HIT Business Reset Audio Course

with Lawrence Neal and Luke Carlson, Founder & CEO of Discover Strength

Discover Strength is one of the most respected high-intensity training businesses in the world, with over 18 years of sustained success. They operate multiple high-performing studios, have trained thousands of clients, and are widely recognized for their operational excellence and leadership in the HIT industry.

This course gives you access to the same strategic framework Luke and his team have used to build and scale Discover Strength — a system designed to help you cut through noise, eliminate burnout, and build a business that runs on clarity and purpose.

Whether you're a solo trainer, running a single-location studio, or scaling multiple locations, this timeless framework will help you focus on what matters most, simplify your strategy, and create a strong foundation for sustainable growth.



[WATCH INTRO VIDEO](#)



Buying the book Traction is completely optional (although recommended) — you'll still be able to implement everything in the course without it!

Enjoy!

Lawrence

P.S. Need support? Please email me to:
Lawrence@highintensitybusiness.com

P.P.S. To get access to all the bonus resources, as well as, community, coaching and courses to help you build a successful strength training business, join High Intensity Business on Skool - **Join Here**



CORE VALUES

Tasks

1. **Listen to audio here.**
2. Complete tasks in the Traction book related to Core Values using the audio class/transcript to help.
3. Access the Full Course: skool.com/high-intensity-business/

Transcript PDF

Q&A (minute 28:50 Core Values)

CORE FOCUS

Tasks

1. **Listen to audio here.**
2. Complete tasks in the Traction book related to Core Focus using the audio class/transcript to help.
3. Access the Full Course: skool.com/high-intensity-business/

[Transcript PDF](#)

10-YEAR TARGET

Tasks

1. **Listen to audio here.**
2. Complete tasks in the Traction book related to 10-Year Target using the audio class/transcript to help.
3. Access the Full Course: skool.com/high-intensity-business/

[Transcript PDF](#)

MARKETING STRATEGY

Tasks

1. **Listen to audio here.**
2. Complete tasks in the Traction book related to Marketing Strategy using the audio class/transcript to help.
3. Access the Full Course: skool.com/high-intensity-business/

The Marketing Strategy podcast in the links below is one of our most popular business episodes on **High Intensity Business**. Some listeners have told me it was more valuable than their MBA. Luke talks about marketing strategy and the fundamentals to growing a HIT business, which specifically supports this module on Marketing Strategy. The PDF guide, also linked below, is a summary of this Marketing Strategy Podcast with pg 1-3 helping you identify your target market.

[Transcript PDF](#)

[Pg 1-3 help with Target Market](#)

[Marketing Strategy Podcast](#)



THREE-YEAR PICTURE

Tasks

1. **Listen to audio here.**
2. Complete tasks in the Traction book related to Three-Year Picture using the audio class/transcript to help.
3. Access the Full Course: skool.com/high-intensity-business/

[Transcript PDF](#)

ONE-YEAR PLAN

Tasks

1. **Listen to audio here.**
2. Complete tasks in the Traction book related to the One-Year Plan using the audio class/transcript to help.
3. Access the Full Course: skool.com/high-intensity-business/

[Transcript PDF](#)

QUARTERLY ROCKS

Tasks

1. **Listen to audio here.**
2. Complete tasks in the Traction book related to the Quarterly Rocks using the audio class/transcript to help.

Congratulations! Well done for implementing EOS Strategy Part 1! You should now have a clearer Vision. You only need to do Part 1 for now. Part 2 is required when you start hiring and scaling. EOS Part 2 is covered in “Week 12: Manage” inside the Full Course here: skool.com/high-intensity-business/

[Transcript PDF](#)

