



Fast Client Growth Masterclass with Lawrence Neal (October 2025)

Lawrence Neal: Alright. Welcome guys. So, look, we're gonna do [a] roughly 30-minute presentation, [a] 30-minute workshop.

And the focus of today's call is on growing the business and getting clients, and I'm always looking to improve how we teach this and make the method as simple as possible, and I have something special that I will be launching in the near future, and so this is research for that as well.

So, using a very simple Google doc today, I think you can all see that quite clearly. So, as we start, there's a few assumptions I'm gonna make 'cause I can't cover everything on the Masterclass today – it'd be too much. So, I'm assuming that you have certain strategies, principles already in place because it would make the rest of what I'm about to teach far more effective if you do. Let me explain what I mean by that.

So, the first thing is be really clear on your Strategic Niche.

So that is: what is the thing that you want to be known for? What's the thing you want to be the best at in your local area?

Another way of looking at this is the *headshot* concept popularized by Jim Collins. So, what are you deeply passionate about? What drives your economic engine? Meaning what makes money and what [you] can be the best in the world at or in your local region at, right? And so, for pretty much all of us, that's probably gonna be personalized strength training.

To be honest with you, the patterns I see in terms of what HIT businesses are most successful, those are the ones who are the most focused, right?

I see a lot of business owners in our space who are a little bit more scattered, who do... you know, multiple things and it just makes it really hard to grow, 'cause it creates a lot of complexity. It actually dilutes your brand and... the consumer because you can't own that one mental space in the consumer's mind.

And this is the problem with the fitness industry, right? It's if you google “personal training” in your local area, you'll see a bunch of listings come up and there's this thing called *competitor homogeneity* where they basically all look the same 'cause they're all trying to do classes, and kettlebell classes, and bootcamps, and personal training, and all the rest of it.

So, if you can be really focused and focus on *one thing* in your business, then you're gonna be way more successful.



And again, those that are the most successful in our space have done that. So, you think of Discover Strength, if you think of Max Strength Fitness, these guys really just focus on the kind of personalized strength training ultimately.

You look at Live Oak Strength for a single studio example – they just do one-on-one strength training and nothing else. And they've essentially built a \$1 million single location business.

Three Uniques. So that is, what are the three things that make you different?

Not better, but *different* – and this is important to understand – like what are your *Three Uniques* or USPs? ...because you're gonna market through those.

So, for example, for many of us, it's gonna be *efficiency*, right? 30-minute workouts once or twice a week. To give another example, like, for Discover Strength, it's evidence-based, right? So, *science-based approach*.

And then, *educated expert trainers*.

So, trainers have a minimum of a bachelor's, a degree in exercise, right? So, it's not that they're better, but they can be clearly defined on paper how they're different, right?

And then the next thing is *target market*, right?

You've gotta know who you are built for, who you are designed for, and you want to be as specific as possible with that avatar.

Typically, it falls within the kind of higher-level category of busy professionals or seniors. But you really want to dial that in. You really want to have, like male and female, it's like their name, again, Discover Strength will have “Mary” and “Michael”.

So, you could have, “Joe” and “Susan” and you want to have a specific age and their habits and what they like and what they dislike and really get a feel for fleshing out that *avatar*.

And I have a post in the community that I will post under the recording for this and the comments, which shows you how to identify your target market just by looking at your existing pool of clients. Because again, if you have these strategy things in place, it creates filters and it makes everything else way simpler.



So, if you haven't already, go through strategy, I think I'll be able to share this with you actually. Which is in the [High Intensity Business Blueprint](#). So, Classroom, High Intensity Business Blueprint. Then, you go [Strategy](#). And this is strategy right here. So, everyone should be going through this. 'cause once you do it, it will in my opinion, it should change your life and it will, it completely [simplifies] your business and [makes] everything you do far more straightforward and [will] make your marketing more effective and just help you grow your business far easier.

Okay. So, [I] just wanted to make those assumptions, 'cause everything that I talk about going forward assumes that you have done that for your business.

And next we're just gonna go into goals. Again, if you don't have a goal, if you don't have a direction in which you are aiming or focusing on in your business, then you're gonna be very wayward in your efforts, right?

If you don't know where you're going, then you just go anywhere. So, it's important to have clear goal.

And so, what you want to understand is, how many sessions or clients do you need to hit your goals? Have you got a goal for this quarter? For example, do you know where you want to be at the end of this quarter? Or do you just know where you want to be? In terms of your... capacity, that you are comfortable with in your business, right?

It doesn't matter what that is – just make sure you define it.

How many sessions is that and how many clients is that? The next thing you want to understand is, what is your conversion rate?

You want to know like how many of your... what *percentage* of your free workouts do you *convert* on average? You should be tracking this.

So, in a basic Google sheet, you have... you put in there all of the free workouts you've done, and how many of those are converted into customers? I normally use the rule of, like, within 30 days. Then, you take that percentage and obviously you average it out, and that is your average conversion rate.

Obviously, conversion rates are really good in high-intensity training. I don't think a lot of... emphasis really has to be put on the consultation, to be honest with you, 'cause what I see is very good conversions, usually above 70%, and that's largely because a lot of the prospects come via referral, which are naturally much easier to convert.



And yeah, much more cheaper [leads] obviously, and far more profitable too. They tend to be a better fit. They tend to be retained for the long term.

It's not like the best kinds of leads – and I'm gonna come onto that more in a second – but you want to know what your conversion rate is, and then once you understand what your conversion rate is, you now know exactly how many free workouts – or consultations, paid consultations, whatever you're doing – you need to book in order to hit your goals.

Because if you are, like, I'm not gonna do the math right now, but if I could do it like this, if I know I need just to really simplify things like, seven new clients, hit my goals, and my conversion rate is 70%, then I know I need to book 10 consults or 10 free workouts – it's really quite empowering when you find out what that number is exactly for whatever it is that... whatever range of time you are working with right now. Maybe that's 90 days. And that's certainly what we preach is to have that one-year plan and then work in quarters.

Have that 90-day focus, that compartmentalization where you're just bigger... focusing on the next 90 days. If you've got a clear number as to how many free workouts or consults you need to book in that time, it really focuses you and then... you can start to understand how much activity in terms of marketing you need to do to hit that goal.

So, that's the first thing: understand how many consults or free workouts you need to book to hit your goal.

Next, we're gonna work focus on the foundation. So, this is a little checklist I put together, which is drawn from all of the most successful, or a sample of the most successful high-intensity training studios. And it's just basically... like, these are the main principles that will lead to referrals.

Many of you guys would've heard Luke on the podcast, CEO at Discover Strength, say that people always ask him, “Hey Luke, we got the workout down. Like, the workout is sound. We just need help with the marketing.” And Luke always shakes his head 'cause he is, “...we don't do any marketing.”

And that is true – like, for probably close to 15 years, they did barely any marketing, in terms of barely any *paid* spend or *paid marketing*; they would do the odd thing here and there, but the vast majority of their new clients would come via referral.

And he's always made the case, and he's been consistent with this. And this is, by the way, true, obviously, not just of Discover Strength, and hence why I looked at a sample; this is true of all the successful strength training studios: it's about the *customer experience* and the *workout*, and



I think there's a lack of humility in our space at times where people think they've got that nailed and they *don't*.

The thing is... it's really binary – it really is.

This is the same across all businesses: if you are not growing through [referrals], there is a problem with your product or service. There is room for improvement with your workout or your customer experience if you are not growing purely through [referrals].

So that's why this is so important, because if we skip this, if you just go straight to marketing tactics... then you've potentially got a really leaky *bucket*.

And every customer is gonna be worth less to you because you won't be able to hold onto them. You won't be able to get referrals, either.

So that's why having a remarkable workout experience, a workout that people are gonna tell their friends and family about straight away 'cause they just can't believe how amazing it is is so *critical* to growing a successful strength training business.

And yeah, I touched on that. Didn't... I've not grown via referral... I'm really freestyling there a little bit, aren't I?

I acknowledge that it does take time to get good at this, and a lot of you are just... you are within your first year of business and it takes time to get the practice and the *reps* in, to build out that remarkable workout experience, that great customer experience, right?

That's why we focus on other marketing tactics more so in the beginning, 'cause you need those reps, need that practice, so that you can basically pursue that, or get further along that kind of road to mastery. It's a weird way to put it. Then, over time you'll get better at generating those referrals.

And that's certainly what I've experienced with people inside the [High Intensity Business community](#): I've talked about how referrals are the best kinds of leads. They're [the] easiest to close and most profitable. That's why we love them.

And [here are] just some tips again, from the sample, from analyzing the most successful strength training studios: what's common among the customer experiences that helps drive better referrals and better retention?

So, number one is *variety and variation*.



This means... utilize different workout protocols, right?

Utilize different movement speeds, utilize different modalities, body weight, free weights, machines – utilize all sorts of different programming, so long as it's like under that *HIT umbrella*: it's slow and controlled, it's done with a high level of intensity.

We have a lot of freedom in terms of what we can do in high-intensity training, so don't get too dogmatic about one particular protocol, and build out programming that's exciting and novel, 'cause it'll be less boring... or I should say it will be much more exciting to clients, and that seems to be a really important factor for long term retention and also generating referrals.

Okay, the next thing is *intensity*, right?

All things being equal, we should be pushing our clients harder than we are, and that should be through just really good coaching that's focused on creating an intense workout, and also using Advanced Overload Techniques (AOTs) at the end of the set.

So, when we hit muscle failure... can you use *drop sets, rest-pause, assisted reps, negatives* in order to overload the stimulus, get them either to failure or in some cases beyond failure? There are some clients [who] really crave that, especially those sort of Type As, like maximum intensity type people.

But all of that said, you gotta read and respond and look at the client, see what's going on, and tailor that intensity level to them. But I think on average, we could all be pushing our clients slightly harder.

Next is *form*, right?

And being really tough on form and giving feedback and almost being really strict with this, 'cause this is a huge thing that clients are paying for: they're paying for feedback, they're paying for feedback in terms of *corrective feedback* on form, but also feedback on *what they're doing right* as well – that's super valuable to them.

So, by being really strict on form and not rushing clients, and progression – not moving them up too quickly.

And just being super strict on that, I think again, is one of those common patterns we see in those that tend to get, retain clients longer and deliver better customer experience to get more referrals.



Related to that is obviously *coaching*, so TSP and SCP: that's *True, Specific, Positive* and – or should be SCF actually – and that's *Specific Corrective Feedback*.

An example of this would be, it has to be *true, specific* and *positive*. So, this is reinforcing positive behavior. So, if someone is doing a set and they're at the end of the turnaround on a seated row – I don't know why I'm using a seated row... the first one that comes to mind – and they do a really smooth turnaround, you can say, "That was a great job, Joe, that you did there with really smooth turnaround there. Do it again."

So, you're not just saying, "great job," 'cause that's amorphous. You're being *specific*. You're being *positive* and *encouraging*. And it's true, they did actually do a very smooth turnaround.

So that's important because as someone gets closer to muscle failure, the form can start to drop, and by using positive reinforcement throughout the beginning of the set, they're much more likely to perform with good form towards fatigue.

Specific Corrective Feedback is just using cues to correct... form in real time: "Slow down." "Breathe," and "Shoulders down," right?

So, you'll know that different machines have different quirks, and there's different sort of tendencies for clients to show bad form and [there are] patterns for that.

So, if, essentially, when it comes to great coaching or training and the kind of coaching that clients are gonna really value, it's essentially made up of those two things.

And I guess a third arm of that might be *encouragement* and *motivation*, right?

So, it's reinforcing positive behavior, it's correcting bad form, and then it's providing motivation and encouragement *throughout* and especially *during the end* of the set.

And if you guys will see a really good example of this, go and check out [my virtual workout with Luke Carlson](#). Again, I'll put this in the comments. And he just gives a great demo in terms of how Discover Strength Coach and, unfortunately, I can't find a lot of stuff out there on how they coach. But I've obviously seen it and experienced it myself, and I would encourage you, if you can go to one of their studios, because you will learn a lot.

The next thing is *sharing progress*.

...it's what can you share in terms of improvement over time for the client?



I am not a fan of BodPods and InBody and stuff like that because it's just overcomplicating it, right? And it can create other problems. Clients start being unhappy about overall body composition, which we know is more related to diets and that's out of your control, 'cause you're just focused on personalized strength training.

And so, I think that... I was just huge fan of simplicity, guys, and keeping this really simple and having as minimal... least variables as possible.

So, sharing progress through... it could be essentially... like, your written charts, just showing them, "Hey, last week you were here," or "Last month you were here," or "last quarter you were here and now you're doing *this weight* of these *reps*," this kind of thing.

And obviously there's levels to this: if you have software, if you're using Google Sheets, you can spit out reports that can show progress over time as well, and so that could be better.

Next is this just basic stuff, right? For... retaining customers and generating referrals — and that's just being professional.

And I can't remember where these four tenets are from, but they're very famous. I want to say it's like Dan Sullivan or someone like that... from Strategic Coach: Be on time, right? This is obvious stuff but it's stuff that gets missed.

Be on time for every session.

"On time" means be, like, five minutes early.

Do what you say you're gonna do; make sure there's no *say-do gap*.

Like, here's... again, this comes back to strategy. These are the three things that make us different. This is all we focus on: personalized strength training... are you consistent with that?

When you did the consultation with a client, you said, "this is what we're gonna do. This is the workout program. This is exactly how it's gonna go." — are you delivering *exactly* what you're saying?

Because... a *say-do gap* — it weakens that trust and it's gonna hurt the business.

Say "please" and "thank you."



Just be a great human being – be professional, be polite, and people will like you more.

And finish what you start.

If, during the intro workout, you say, “Hey, we're gonna do we're gonna do an A-B routine for 16 weeks. And we're gonna alternate A-B...” like, whatever your program is, whatever you set out to do for your client's goals, stick with it, finish what you start, right?

So, those are the four – that's what they call it – the four *referability habits*, right?

And I've put in there, brackets: document your way, so service is consistent.

So again, this is more important if you've got trainers. But you want to have a basic Google Doc checklist. This is how I deliver the workout, right?

And then, you want to make sure that all of your team deliver the workout in that way consistently. because without consistency, this falls apart, right?

Consistency across everything I just talked about in terms of the customer experience, it's absolutely critical in growing the business, right? ...and retaining our customer and getting referrals.

If I had to summarize, I think one of the most important factors – and this, again, has been repeated again and again in the podcast – is the client *has to feel like the trainer cares more about them and their results than they do.*

The clients that feel that you care more about them gaining muscle than they do, they have to feel like you care more about them making progress with great form than they do.

I think that just oozes out of you if you have that kind of conviction [in] what you're doing and it's just infectious.

And I've heard, the opposite where, you know this great trainer who wasn't doing so well and when someone I know asked their client, the client of this great trainer who churned or left them, they said, “why'd you leave that person? They're a great trainer, got a great reputation...” blah, blah, blah... And the person just said, “I just didn't feel like they cared anymore.”

And so, with all of that said, another great kind of saying is *one rep, one set, one client*, right? Again, this is from Luke at Discover Strength.



This is like, simplifying the business right down – it's if “I'm just right here, right now, in this set with this client, and I'm just focused on helping them.” Perfect. One rep. Helping them perfect that set and helping this client have a as perfect a work as they possibly can... solves so many problems in the business, right?

Because if you deliver that great customer experience, it's ultimately that presence in those different parts of the set, right...?

They're gonna keep working with you. I keep repeating myself – they're gonna tell their friends.

So, all in all, this is, like, extremely simple, right...?

It's a pretty simple approach in terms of if we just nail the customer experience... that will solve a lot of the problems in the business and outgrow the business. But it's extremely humbling because it's acknowledging that the thing that we're most proud of, we could be better at.

Because ultimately, if we're not growing by referral, there's a problem, right?

There's room for improvement in the workout.

How do we get better at the workout?

There's [a post](#) – again, I'll put it in the comments for this recording – where [Luke did a workout critique](#) and a couple of members posted videos and Luke went through them and he gave some excellent point feedback on how those trainers could improve the workouts, and it's amazing and I think that all of you should watch those videos and then read Luke's feedback to see what he means.

Because it's some stuff that I think, I remember watching one of the videos, I was like, “hell... that was a great workout.” And then I looked at Luke's feedback and I was like, “Oh yeah, there's actually... I didn't think of that – there's a few things there that definitely would improve the experience.” So, we've got some blind spots. I can't promise Luke will critique those, but if you post 'em, I'll certainly ask him. And obviously the rest of us in the community can help.

There's a module in the HIB Blueprint I won't go over... I'm trying to be, fast here. But there's a [module on Workout Delivery](#), and [there are] some posts and resources that, again training *audios*, those kinds of things that will describe how you optimize the workout, and it [touches] on much of what I've talked about here, but gets more tactical.



Go and visit successful studios, if you are near a Discover Strength or a Max Strength Fitness or any of the studios that are doing particularly well in our high-intensity business. Then, book an appointment. Pay for a session and see what you can learn from their coaching style.

And how do you know if you're getting better?

You should be lowering your monthly churn.

We should all be aiming for probably around 2% in monthly churn. So, 2% or below. That's defined by "how many clients do you have at the start of the month?" less clients that canceled at the end of the month. So, it doesn't include new clients acquired that month. That's the standard that is very achievable within our business.

And again, one of the things that makes a high-intensity trading business so awesome is that we can achieve and maintain such a low monthly churn, which means we don't have to be constantly going in to get like huge hoards – very wrong word – *hoards* of new customers every single month like the rest of the fitness industry does, right?

And then obviously, if you're getting more referrals, right?

If you start seeing an uptick in referrals on average per month, then you know you are improving your workout experience – it's pretty binary in that sense.

Man, I've got four minutes left on my original plan, so I'm gonna speed through this. Okay.

So, as I said, it takes time to get really good at the workout experience, right? Some of you have been in business for ages, in which case, like hopefully, if you're struggling to get referrals, you can reflect and find ways to improve your workout based on what I said.

But many of you are just starting out and you need that injection that boosts in the beginning so you can get some practice. Sure, you're gonna churn some people – that's totally fine. You are also trying to find out who your target market is too.

So, [here are] some tips on a simple marketing system to get clients, right...?

The problem I see all the time in our space – and [I] probably sound like a broken record here, but – most of you guys are doing too many things and you have finite resources, so you can't do these things consistently, right?



You're haphazard one week, you're doing a bunch of things.

Next week, you're not doing any [of those] things.

Week after that, you're doing a couple things, but you're inconsistent 'cause you're doing too many things. It's making you be... haphazard with the approach.

And also, because you're not focused on one particular tactic, you are not like developing a high skill level in that particular thing, right? Whereas if you focus on one thing, you can get so good at it over time, and obviously being so haphazard and consistent generates a poor result, right?

What's the solution to this...?

Pick one thing, create a simple system, and then do it consistently over time.

Simple, *not* easy.

Before we move on to what that one thing is in terms of content, my minimum suggestion for everyone in the community is *one platform*: Pick one social media platform and post once a week, minimum.

This isn't a content strategy; this is more of a, "Hey, I am a real business. I exist."

I think that... if we have a social media platform and the last time we posted was four years ago, I think that's a problem.

And I think if you don't have one, I think that's a problem too. I think it makes it harder to convert people. If you have a social media platform and I – pick like, Facebook or Instagram, or pick the platform where your target market are most present, the older the target market's likely to be Facebook versus Instagram – and then just post once a week, right?

Just have a simple, easy cadence like that and just post content that's in line with your *three uniques*, right?

So, one of your [*uniques...*] all of us are gonna have *efficiency*, right? 30-minute workouts once or twice a week.

So, you can post about how people can save time: What's the problem? No one has time to work out. What's the solution? *Efficient workout*.



So, it doesn't have to be you necessarily promoting your own workout, but you can say, "Hey, do you know you can do a 15 or 30 minute workout? Here's an example." This is the type of content you can do to help solve problems speaking through your *three uniques*, which is going to build that trust and signal to your audience that you are like a real business.

Because, I think, everything I'm gonna teach after this in terms of warm outreach will work so much better if you have some content because it will just increase the trust. It will convert better.

That's my point there. So, super simple: one platform post once a week, right? I'm gonna try and not speak so fast now.

So, warm outreach.

So, you're reaching out to people via text, direct [messages], [calls] or email, or physical mail. Physical mail should be a smaller, less frequent cadence. So, like once a week versus – and physical mail, to be honest, is, I probably don't even need to go there, to be honest – so let's just stick with text, dm, call and email.

You should message each person 3 times. I like over six days. Some people do once a day. I like every two days. And 3 times or until they respond. If they don't respond at a third time, you just make a note to reach out to 'em again in 90 days.

Just some quick proof on outreach, 'cause it's not the most fun thing to do, but it works really well: Andrew Dodd, 11 clients in first 20 days; TJ – I think you're on the call... oh, he's left now – 23 intros confirmed before opening; Tom Miller, 33 sessions per week within four months – Tom, you can correct me if I got that wrong; Steve, 65 sessions per week.

A lot of those [were] generated through warm outreach.

There's over 487 wins in High-Intensity Business, and many of those wins are people are doing outreach that's generating clients, right? So, you've got a lot of evidence that this is really effective, and there's so much more – I'm [just barely] scratching the surface.

So, how do you do outreach? What does that look like?

If you're just starting out, then I would recommend you do [Pete Cerqua's "Would you do me a favor?" method](#), and it's very straightforward: You simply use any of those contact methods I talked about – text him, call, email – and you say, "Hey, [name]... would you do me a favor?"



"I just opened up a new personal training studio. I've got a unique training method. It's 15 minutes, once a week, and you don't have to sweat or change your clothes. Would you come in and do a session with me? I need feedback," right? Super soft. Works extremely well. Many of these guys have done this tactic and got great results.

I will get into specifically the platforms you use to do this, but that's that approach.

And we've got templates provided, right?

So, we have posts inside High-Intensity Business that go into that — has a video of Pete explaining this. But that's essentially what it is. You're reaching out to everyone you know. And that's everyone you know, right?

It doesn't matter who they are. Everyone in your phone book, your Facebook contacts, your email, et cetera, and you are asking them this question, okay?

The other approach is RAFO.

This is better for if you have an existing business and you're not just getting started; this is a way to reach out to all of your contacts, okay?

So there's a post here in the community called [How To Get 10+ New Clients Every Month Without Ads](#) — and this just gives you a step-by-step walkthrough on how to do RAFO, but effectively you are following this process right here.

So, you're doing a *Relationship Deposit*, which just sending a personalized message of a non-fitness question.

"Hey, Tina just saw on Facebook, you had another baby. Congratulations. How are you and the little one doing...?" right?

And then, you're having a conversation... you're gonna go back and forth in your answer. You want to acknowledge what they say, and if you can find a way to compliment them, "Wow, [you have] superpowers, taking care of two little ones and working full time, right...?"

You obviously want to make this human and be authentic, and then ask a fitness question between the little ones at work.



“How's your fitness going?” And then you can make two different offers depending on how they respond: If they're struggling, acknowledge that, and then make a direct offer. And you've got the script right here, and you can modify this to your liking.

And if they are not struggling, you can make an indirect offer where you ask if they know anyone. And again, they might still raise their hand. So that's that process.

Again, I'll put this post beneath this video.

Where are we? We'll go back to here. Okay, so the templates are provided. So new businesses, do the “would you do me a favor?” method; Existing business, warm outreach, right? Using the RAFO script I just went through briefly there, right?

So, you can have a look at the templates after this. You want to go through all of your contacts: it's everyone on your phone, email, all of your social media followers, LinkedIn, Facebook, Instagram. All of your, like, prospects, all of your former clients, so everyone you know, right?

Even if they have a parasocial relationship with you.

What I mean by that is you might not know them, but they know you, right? They follow you on social or whatever. All of these people are engaged leads, right? Or they're not engaged leads. Sorry. They're leads, right? They're people that you can contact who know you, who probably have much higher trust than anyone else you could possibly reach out to, right?

So, these are your warmest prospects and your easiest way to get customers, everything else is more difficult, right? Warm outreach is the best way to grow your business in the beginning.

And the reason I'm only just focused on this one tactic pretty much is because it's all you need, right? If you've got a great customer experience and a great workout and you're consistently doing warm outreach, and I'll explain what happens when you exhaust it, 'cause you will eventually then that should be like all you need to get clients.

Now, we have lots of other methods. We talk about [Nextdoor](#) and posting in Facebook groups, which also works really well. But I'm just trying to keep this so simple for you guys.

Obviously, if you are already doing something that's working really well, then double down on that thing, delete the things that aren't working well, and be consistent with that one thing.

But I'm just teaching this one because it's really effective. It's proven, it's really simple to do. And you don't need that many tactics.



Okay, quick tip: you can keep a basic Google sheet of all of your *reachouts*.

So, what I would do is as you work through each platform, like Instagram, Facebook, your phone, whatever, have a basic Google sheet with name and status, right?

TJ – and, we'll, I'll post a link to this in the comments as well – TJ has a great example of this where he has a spreadsheet where he does this and he updates the columns. And he has like hot, warm, or cold and, it's just a good way of staying organized. 'cause you want to know like how many times you've reached out to each person.

You also want to reach out to people across different platforms, 'cause some people hate phone calls. Some people prefer phone. Some people prefer text, SMS. Some people prefer DMs, some people prefer email. Everyone has their own preference, so you want to reach out to the same person through different mediums just to make sure that they see your message.

I will tell you like 99.9% of the time, you are not irritating people; they're just not seeing your stuff. Or they are, but they're forgetting, right? More often than not, people will thank you for your persistence. Okay?

And when you do this a lot and you do get some rejection, it will just be like water off a duck's back, because your volume and repetition will inoculate you against that. And it has to, if you want to be a successful entrepreneur.

Calendar blocking – okay. Gone way over [time]! Haven't we speed through this? Yes, I've gone through that. These are like the various... oh, hang on... No, this is an important tip actually. Tom, I'm thinking of you here.

You never want to arrive at your desk to do a job in your business or a task in your business [without] knowing exactly what you're doing specifically.

So, if you, for instance, if you had just a block in your diary for an hour, that's an outreach, and then you turn up at your desk and okay, outreach. What the hell am I doing with outreach? It's still – in my opinion – too amorphous.

Whereas if you've got a checklist, you don't even have to think, you just do it.

So, you want to have a checklist of [who] are the people you're reaching out to? So, I've got a little example here.

Engaged leads – that's just people who have actually responded to you or reached out to you.



So, anyone's reached out to you, like the DMs, or emails, or texts. Like, those are your *priority leads*, right? Those are the people you want to reach out to first, 'cause they are red hot, right?

The next category is like *warm leads*.

So, people who have demonstrated interest recently, [you'll] want to reach out to those people, get 'em scheduled, and then...

And then further on down the list, right? *Former clients*, you want to go for all those guys. Instagram followers.

Obviously, once you build out your Google sheet, it'll be way easier, 'cause you just work your way through the sheet.

But again, having a checklist like this will stop you from procrastinating because you'll use far less cognitive power to do the task and just get started. And then, once you do some, that momentum will carry you through.

That's another productivity tip: don't think about completing the whole task; just think about executing the first step, and it'll give you motivation to continue and complete the whole thing.

Again I'm not gonna go into the free workout in this Masterclass because I don't think that's the constraint for most of us – I think most of us convert free workouts really well.

But just to say, when you do a free workout, *always ask for the referral regardless of the outcome*.

So, if they say “no,” say *fine*, “Appreciate you making the time. Hope you enjoyed the workout. Who do you know who might be interested in a free workout?”

And if they do join, you say, “Great! Who else do you know would be interested in a free workout or a consultation?”, whatever, and you'd be surprised – just asking that question consistently will generate like a bunch more leads for you, okay?

So, only after you've exhausted warm outreach, right?

So, you've gone through every single person, most of you show about a thousand leads, right? And – I'm serious – If you go through all of your platforms that you're on, you should have at least a thousand leads to work through, right?



And if you don't, like whatever, like maybe it's 500, but it's still significant, right?

And let's say... let's go super conservative, right? You have 500, that's 1,500 *reachouts*, right? Because you're gonna reach out to each one of those people three times. That's a good amount of work – that's probably like a month's worth of work right there.

Obviously, you want to do as many of these reach outs as you can per day, right?

And you want to *gamify* it, like your – Hormozi got this really high bar of a hundred a day, which I feel is like pretty intense and difficult – but if you can do 30-a-day or 40-a-day, you'll still get good results, right...? So long as you can be consistent with it.

And obviously you want to try and beat your personal best, right? So, make a game out of it. Only after you've exhausted all of your warm outreach.

And which... and by that point, you might find that you are full capacity and you don't need any more clients because between just delivering great workouts and getting referrals... you have filled your schedule.

And I'm serious when I say that – I think, mostly, if you were consistent with this approach, you will probably fill your schedule with this alone.

And, but only after you've exhausted this, if you still have capacity, then I recommend a “Client Of The Week” email, which you can repurpose for social very easily using AI.

So that's essentially an email where it's like, you are talking about a successful client, like a case study, very brief text, only bullet points – works really well, 'cause it's social proof.

It's saying, “Hey, like these are the results we're getting.” And it's a very soft call-to-action at the end that says, “Hey, if you're interested here, reply, I'll send you all the details.”

I do this for High-Intensity Business members. Do this and it works well. And what you'll find is people will raise their hand. But it does take time.

Like, you want to send one a week and you can use AI. You can just put the text in AI and say, “Hey, turn this into a Facebook post.” And now you have content, right?

Every week, that will meet your once-a-week post criteria that we talked about, or minimum... but again, I wouldn't even bother with that yet until you exhaust warm outreach, right? Because let's



keep this simple, just one step at a time. You don't need to know step 10. You just need to complete step 1, right?

In summary:

1. Have a really clear strategy and goals: Go through the [Strategy module](#) inside the High Intensity Business Blueprint and get really clear on:
 - What's the niche that you operate in?
 - What's that mental space you want to consume in the mind of the consumer?
 - What's the sandbox that you want to play in?
 - What are you gonna focus on being the best at?

And I think [for] most of us, that should be *personalized strength training*.

2. Be clear on your goals: How many free workouts exactly do I need to book in order to meet my session or client goal? And then go to work on improving your customer experience.

This is the pursuit of mastery, right?

[We] should always be sharpening the saw. But right now, if you're not growing through referrals, it means that your customer experience has room for improvement.

So, look at, go back and relisten to that bit I just went through and go through those resources that I recommended and really get to work at improve the customer experience.

3. Next, consistently do one marketing tactic like warm outreach and post once a week on one social media platform.

And that is it — I've got a launch coming soon of something new. But I'm not gonna reveal any details... and yeah, watch this space!