



**Complete Transcript: HALO Talks with Bryan Baia & Calvin Martin  
Posted November 18, 2021**

Pete Moore:

This is your host, Pete Moore. And I am pleased and humbled to announce the launch of my one and only book, Time to win again, 52 takeaways from playing and watching team sports to ensure your business success.

Pete Moore:

Those of you who know me personally, and then when it was listed as to halo talks for any length of time, know that I am an avid sports fan and a big believer in the value of team sports. What I've seen over the past 25 years, helping businesses grow raising capital, being an entrepreneur, myself in coaching and mentoring executives in the sector. It's the lessons learned on the field perfectly apply to business entrepreneurs, executives, managers, you name it. Every company that's a strong company has got a good team. So quick read. There's also illustrations in there from our good friend mark, and cruelty-free cartoons. You go to integrity, sq.com. Enter your email address, and we will send you information on the book and the entrepreneurs, survival kit as well. Be great. Take names, go halo.

Pete Moore:

This is Pete Moore on halo talks and YC. I have the pleasure of having the energy, the excitement, the effort Calvin and Brian coming in from step-brothers excited to hear how they're doing. We got them both coming out of COVID strongest recovery of all time. Welcome to the show

Bryan Baia:

What's going on for you. Thanks for having us.

Pete Moore:

So Calvin, why don't you start off, give us a little bit of the background here on how you guys are related, how you guys grew up and why you're still working together.

Calvin Martin:

Oh, shoot. Ah, well, same mom, different dad. No, I'm joking. Just the other day. Just the other day, we have done a fair together after we got done teaching a class and obviously stepbrothers is the name, whatever, and then we're getting ready to hop on a ferry and he looks at it. He's like, are you guys brothers? And we just kind of looked at each other like this, this thing is meant to be man. You know what I mean? When Brian and I go, we go way back. So we're, we're both from upstate New York. We

worked together in the same gym. Back in 2014, we had a mutual friend who recruited us, both. Brian had already been there and I just came back from living in New York city my first time. And we just hit it off. Same personalities, both Geminis people realized that we had the same sense of humor. And from there, it really just, it started to grow a lot of the females in the gym noticed that Brian and I had a rather unique set of glutes. So we said, it. And we measured them one day. And on top of everything else that we have in common come to find out, we both have 44 inch glutes. I mean, talk about that as far as he's concerned,

Pete Moore:

I don't know if they track that on ancestry.com, but that's a little bit weird dude,

Bryan Baia:

You? Wait, you and Dave didn't you guys never measured your glucose before.

Pete Moore:

Yeah, I mean, we will have today. I mean, I got to, I got to go to the home Depot and see if I can get one of the big ones that they use. I'm

Bryan Baia:

Telling you it's a game changer.

Pete Moore:

It's a game challenge to have other people around when I do it though.

Bryan Baia:

Well, if you need ride it out to be there to show you guys how it works, I mean, we're more than happy to lend it.

Pete Moore:

I would rather I'd rather do a podcast first. See how this goes and then we'll take the, the glute hangout next

Bryan Baia:

The minutes. We'll see what this is all about. And if you pass the test and we'll be over in about 45

Pete Moore:

Wanting to all this podcast, man, at any time abruptly, abruptly without warning.

Bryan Baia:

Yeah. So, I mean, yeah, you take, maybe take the good thing out of it and I'll keep it in.

Pete Moore:

Yeah. We'll keep it in. Then we'll go on straight, no matter what happens. There's no edits to this. I'm guaranteed. So, so Brian, what were you doing at the time? How'd you get to the city and you know, give us a little bit of the chronology here.

Bryan Baia:

Yes. I mean, it was 2013 when me and Cal first came together and we trained through that next year, 2014. And then I made the decision to come down to New York city January 20, 15, trained at, at Equinox spread on park avenue for street three and a half years, actually almost four years. So that's where I really got my start and started meeting people and making a name for myself in the L by that time, you know, I was ready to go privately did the private business, which I'm currently in right now. And then by that time, Cal was back in the city for at least, you know, three or four years. And that's really what we were ready to set out to do. Eventually it was like bound to happen, where we wanted to come together and, you know, do this thing together. So,

Pete Moore:

So before we move on, I'm an avid soccer goalie now retired. So you have on your LinkedIn, which is awesome that you're a summer camp, a soccer counselor. Got to bring that up. Let's talk about soccer for at least 60 to 90 seconds.

Bryan Baia:

Yeah, I least. Yes. That's the thing. A lot of people don't think at all that I'm a soccer player, but that was my sport. Growing up. A lot of people think I was a wrestler or a football player just because I got 18 inch biceps not going to brag or anything, but soccer was really what like made me an athlete and I, you know, I did well. I was, I was a mid-back I loved play defense.

Pete Moore:

We were stopper stoppers stop dude, goalie, man. So you were like my best friend's negative. You'll keep her bro. I got it. I don't care how big your biceps I could use my hands.

Speaker 4:

Exactly. You can use your actual hands

Pete Moore:

Yeah. That's why I started playing goalie. Cause I'm like, hold on. No else. I use my hands. It seems like pretty big benefit and I'll have to run and I was eating a lot of. Thanks to guys like you.

Bryan Baia:

Yeah, man. I, I always best friend always the goal is best friend.

Pete Moore:

So how did that, you know, you'll getting in and you know, we, we wrote this book, Dave and I, and, and this my caricature is time to win. Again. We talked about team sports and taking all of the traits of running a winning team and infusing that into a business. You know, now you're doing it with your stepbrother. What do you think? Some of the key takeaways from being the stopper and you know, the

last line of defense, except for me, you know, and you know, making sure that the team doesn't lose and then let it let other people win. How do you kind of think through that as an analogy?

Bryan Baia:

I mean, honestly, my position as a stopper on the soccer field is probably the most firm analogy for how I am in a business world, because it is more predominantly a defensive position, but when given the opportunity you take the offense. So for me, like I'm always very good and was on the field, very good at being able to hesitate other people's movements and I could stick, I could get the ball from anybody. So it's almost one of those things where, you know, I can see the fields and I can understand the movements and hesitate. And when it's time for me to take that next step over the line and go to the goal, that's what I do best. So I think really that is, you know, funny enough, probably the best analogy for how I operate as a businessperson and in general. Yeah.

Pete Moore:

And Calvin, what you were when you were going through high school, you know, what, what were your, you know, I've seen some of your Instagram, so I'm not going to, you know, comment on, on some of your posts, but you know, and there's a little kid carrying a kettlebell. It looked like he was on some train tracks a little bit weird, but you know what, give us your kind of, and you know, what, I'm, you know exactly what I'm talking about. It's a weird photo, weird angle. It looks like wooden train tracks. We're going to post that in the show notes. Calvin what's give us your background on sports and fitness.

Bryan Baia:

Yeah, I was, I was a two-way athlete all throughout. It says being a kid all throughout high school, I played basketball. I played AAU basketball and I also played football. When I was a junior, my, my team, we won a state championship. We were one of the best teams in New York state at the time. And essentially I, I converted over into the fitness industry because I had a pretty extensive career with a fitness modeling and I was going pretty hard at it for about a year and a half, two years. And then it was just, it was time to opt out of the modeling industry. Just wasn't for me, lot of, a lot of nonsense going on, but I still love fitness. I just always had that passion that drive for sports. And I knew that I was no longer going to be competing at that level.

Bryan Baia:

So I was like, like, how can I still give that intensity? How can I still be on that scene? And my first way of doing so was when I got into training when I got into coaching and I've got to really be hands-on and essentially be like the strength and conditioning coach for my local high school. So I dealt with all like student athletes. I prepped them all to get ready for whatever their respective sports were in colleges that they were going to. So I kind of just took that passing from basketball and football all throughout town and just converted it into being able to coach and just give it back to the youth. So

Pete Moore:

It's amazing. You know, we just, just as an aside, something you guys should know about, we invested in a company called the athlete book.com, which is basically like an indeed.com for D one D two D three athletes to get into the halo sector, you know, health and fitness, because there's no reason why a guy who's playing division one football right now should go and take, you know, a corporate job at an accounting firm or, you know you know, enterprise rental car when they can go and strap on an orange theory shirt and basically just continue their team, you know, workouts and like help other people and

infuse that same intensity and into like the general public, it should be almost like a, like a priority sick, give me the best, like 10,000 NCAA athletes that are graduating and let's get them into the fitness industry. And if they don't get in, for whatever reason, then go get a corporate job and, you know, wear a suit. But like, I'm sure it was one of benefits. I mean, Brian, you know, what, where do you give us your point of view on

Bryan Baia:

It's like the, that's like the con body model, but for people that haven't committed, aggravated assault, but you know, it's a smart thing. It's a really good thing for people to do. If that's already their skillset, it's already their skillset. So, you know, it's why send somebody right into corporate job if like, cause then you see with a lot of these types of people that go from being like this, you know, high level athlete to go straight to corporate job, you also see these big dips in motivation. And then you see the dips and habits and these people, like, they don't know how to assimilate without that constant whether it be like this constant progress towards fitness or athletics, then they have this 180 and they don't know how to simulate. And then they go through this period of time where they're either like gaining weight depressed or just like, don't have that same vigor. So like that's why it can be so beneficial to, you know, put them right into these programs. Yeah.

Pete Moore:

So now you guys are you running life fitness classes, you got a spun out and this is your, your full-time thing. You're not, you know, training any other clubs anymore. And you're doing a lot of online, you know, I saw the announcement on obey. So, you know, give, give us a little commentary on what is the business right now and, you know, what are the top two things people should be thinking about when they think about the business?

Bryan Baia:

Yeah, I mean, in, in terms of the partnership with obey, which, you know, we've been again, like steadily working towards that type of opportunity, but not necessarily always thought of that as something that we would hit. But you know, from, from the beginning, when we first had our initial product is the extended family program over COVID the, the quarantine, we ended up making a service for people, you know, just where we could meet with them once a week on zoom gave them a program to work out, to kept in touch with them, gave them goals or help them understand how to set goals. And that was what we first did after we were making like content just together upstate. And we're like, okay, let's get an idea for how we can really serve the people. So then this is our service and we kept it over time until we were ready to get back in person and train.

Bryan Baia:

And then we, we also developed the train as B app, which was more of like, again, that was just like streamlining the process. And like we held all the videos that we had and the programs in a, like a play book style format where you could just sign into your you could just sign right into your portal and everything will be customized for you. So it was less backend work for us. And then now that we have this next phase of in-person where we got classes running again, we ended up linking up with obey, which is like a perfect opportunity to just get it back onto people's screens with less work on our end to be able to like, you know, get ourselves out there and get exposure. Because over time it's like from the beginning, we were doing the most backend work and just creating it all ourselves, and then we got some help and we just started streamlining it. And now we're fully streamlined into this full production

studio where we just go in and do our thing and we can get exposure for what we're doing on the ground. So that's been nice.

Pete Moore:

Yeah. Calvin, how, when you were working on this part of the business and I'm going, I want to get in, I want to get deep into like your guys' psychology. Cause I think fitness companies need to understand your psychology that you don't want to, you don't want to care. I don't want, I don't want to hear about what the latest apple update is and how I got to modify the code or what I have to do on the technology side. Like I'm a content creator and that is my lane. And I got a lot of lane and, you know, what's underneath the workings of that. Somebody else has got to do it and I'll pay for it, but I'm, I'm not getting into the weeds on that. So Calvin, how does you think about like, I'm not going to become a technology company or like we got two people here, which one of us is going to figure this out and maybe he's like either of us.

Calvin Martin:

Yeah, no. I mean, that's definitely a conversation that we had during COVID that we have when we came back and that we still have to this day, just because it becomes exhausting. And our biggest thing is like in the beginning and Brian can attest to this, like everyone's in front of their computers and in front of their phones during pointing, that's all we had. So like at the time for him and I to match that with work and just like promoting and being on there and emailing and doing all that stuff, it was fine because none of us had a choice. None of us could step outside and that's what everyone was doing. And that was the way that we were to recruit the members that we had at the time, but who we are as people and as coaches, the way that we connect and really build our brand is when we get in front of people, the moment that we got back to New York in the moment that we were able to be face-to-face with people and was safe.

Calvin Martin:

That's when we saw us really start to go up another level and we go back and forth with responsibilities. And that's the best thing about a partnership and him and I are still learning as we go, but we've always known that like one another is going to be accountable. And I think that's the best about what we have going on. So just like even now, like him and I would go back and forth as far as social media is concerned. And like we've already began to kind of like, have people help us out with certain things, because now we just, we just don't need to do that part of the business. Like you said, our strengths are being in front of people and coaching and making sure that we're getting the best out of our members. And as far as like the other aspect is concerned, like there's people that do that. So it's just,

Bryan Baia:

Switched it up or now it's now it's definitely grown.

Pete Moore:

I want to take a minute and tell our audience about two awesome workout recovery products I've been using for the last 18 months from higher dose.com leader in infrared technology for athletes. Like all of us are, we're an investor in the company. That's not why I'm telling you this. I'm telling you this because it works. Got an infrared sauna blanket. I hop in there, I'll listen to some podcasts, burn, 800 calories, go to med detox and a PEMF, which is a pulse electromagnetic field crystal mat that I lay on. And I recalibrate my cells to denormalize level the earth. You got somebody you like, and you're looking for a

pretty awesome gift. They will love it. You could use this code halo seven five, get \$75 off, and you will not be disappointed higher dose.com, promo code halo 75. And now let's get back to our regularly scheduled program.

Pete Moore:

Somebody said to me other day, I don't remember who it was. We'll give it a street cred anonymous. If somebody said to me, I don't work in my business right now, I work on my business and like, I got people that are running it and I'm driving it. And if I can drive it, then they could go faster. You know what I mean? So, so when you think about some of these health club operators that are trying to retain, let's not, let's just make this on your view of like your psychology as, as a, you know, celebrity trainers and coaches, you know, how do bricks and mortar companies, you know, like whether it's a crunch or an Equinox or New York sports clubs or LA fitness, let me name enough. Not to be specific. How do they get guys that are up and comes to say, look, I want to work in, in this business with you. I'm not going to go and run off and do my own thing. I'm not ready to do that. But there's certain things I need, you know, I need, I need you to promote me. I need you to, it's got to be my Instagram. It can't be your Instagram. How do you, how do, how would you advise if you said I got a consulting business now managing talent, like you are, how would you talk to those people and say, this is how you got to treat your trainers. If you want to keep,

Bryan Baia:

That's always a, that's the golden question. And of course it always depends on a well, you know, well derived incentive structure, but like, especially now because of the ability to get yourself out there and have people liked you for whatever, it may be, your look, your personality, just because of Instagram and maybe by your service. It's really important for like gym owners or whoever to like really just allow the coach to like, be their own person and have their own thing and just kind of give them, give them the resources and give them also, you know, have them understand their responsibilities that they have in terms of, you know, dealing with clientele and just making the client happy and having a system in place to where you have a new coach come in, whether it's okay in its traditional sense where someone comes in a training under you, you probably have the network to get this person to client.

Bryan Baia:

You own the gym. Okay. So obviously you're going to take a percentage of that client that you just gave this person, and that's usually how it will happen. But again, it's, it's in fitness. Your personality is the main digits. What separates you from anyone else? Because anyone can give you a workout program, but there's something that you know, no one can ever take away from either Calvin or I, and that's our personalities and that's the thing that's non replaceable. So like it's important to be that motivator and to be, you know you know, the most that you can be for these clients and to have, you know, managers or gym owners, you know, instill that into their coaches. Got you.

Pete Moore:

So Calvin back to you for a second, Jason question, if I understood you, I can't get my instructors back. They've already left. They got their, you know, booming Instagram, or, you know, maybe some fee services set up should one of the ideas, would it be to like, have somebody change their mentality and say, you know what? I'm like the, I'm like a little mini Madison square garden and I got 4,000 square feet and I'm going to go to guys like you and say, Hey, do you want to work? You want to take over my studio and I'll have like a, like a rotating banner and I'll be like, Madison square garden. You guys show up, you

like three days a week. Yeah. We'll get somebody else to operate three days a week. Like the Nixon, me and the Rangers. Should I be, should I be think of myself as like, maybe I'm a live event space? Like what, what, how would you react to that?

Calvin Martin:

Yeah, a hundred percent. Right? Because MSG is, is known as the Mecca for multiple reasons. For, from everything, from sports to concerts, to everything. It's not just one lane. So like if you're someone who has the space and the space is fantastic, but the only thing that you lack is the ability to bring people in, then yeah. Then go find the talent that need a home, especially in a time like now where independent trainers and people who are really thriving on their own, like, there's really no one spot for people to kind of like consider it their home and to bring their, their communities too. So I feel like that makes the most sense. And then now you're just known for being open and allowing all these different talents to come in and you don't have a particular bias as to who, who goes through your door, you're looking at it. You know what I mean? And now you're expressing the off, I mean, at the end of the day, right. That's, that's all you're worried about. You're worried about numbers and you want to establish a community. So if you have the space, then allow those people to come through and, and provide that service.

Pete Moore:

So, you know, you think about bars and you think about, you know, all like, you know, when I, when I was living in New York city, I was going out just pause there for a second as if I stopped going out. Right. So when I used to go out like three weeks ago when I stopped now, so, you know, you think about like every artist, like, or a comedian, right? A comedian goes to like five different comedy clubs at night in New York city. Right. And a band will come in and they'll go to Irving place. You know, they'll go to Webster hall. This might be all like circuit 1996, by the way, places might be closed right now. Right. Yeah. But does that place still open or is it now like a, like a reauthorized condo?

Bryan Baia:

Right. And I shut it down.

Pete Moore:

I'll meet you there on Friday and just get Brian back to you. Like, is there like going to be like this cosmic change and do you think of yourself? Cause it's kind of like, Hey, I'm an artist, I'm a rock star and I'm going to play or I'm going to go do a fitness class wherever I want, whenever I want, whether it's public or private, like just give me 3000 square feet. Bring it.

Bryan Baia:

Yeah. Yeah. If like, as a, if you have a brick and mortar and if you don't clearly and strongly staff knowledge you know what your brand is or what you provide, then it's going to be really hard to make money or be strong. Like, because it's the talent is everything. Now you better have a place, have a clean place, create a great environment and let people know what your place is and what the brand is. Because if you don't get that down, then you're going to be in a terminal in turmoil. Because like, again, it's like the whole thing with gatekeepers. Like people don't need gatekeepers as much. Like if you own a space in the city and if you're not like have a system where you're in full control of like who's coming and who your trainers are and the other streams of revenue that the brand generates, and you were just like expecting people to come in and like, all right, people come in cool. Like it's going to be a hard time to be successful in that.

Pete Moore:

I mean, I think the reason why these conversations are necessary is because there's going to be people listening and they're going to forward it to somebody basically telling people what to do right now. This is my call to action. If you show one that owns a bar or a restaurant has 3000 square feet or as a fitness studio, that's failing. Tell them to go on Instagram, find somebody within a five or 10 mile radius is doing virtual workouts. If you're a club as a celebrity artist, just like you would do in like south Jersey, get somebody to play get the car so you can sell beer, right? Like change this around and say, I don't play the talent. I need to go and host the talent.

Speaker 4:

Exactly. Exactly. You need to be housed. There's this kid, Steve will do it there. This kid is like 23 years old. I watched their all the time. There's this kid, his name is Steve. We'll do it on YouTube.

Pete Moore:

Well, is that his last name or Steve? His first name will

Speaker 4:

Calls himself because he became popular by chugging, like 24 Coronas in under a minute. So let's just say, he's talking about bars. We got this, this kid. Oh yeah. Yes. But this kid is now known for being this party animal. So Hey, contact this dude to come to your bar. And then once people know that he's there, he's a pro drinker. I want to drink where the frozen

Bryan Baia:

It's almost like they don't want to give a little bit to grow anymore. You know what I'm saying? It's always like, not everything needs to be like, I have this establishment. It's no, it's sexy. It's this it's that \$300. Like, no, like people are more important or of like still like giving away free sessions. I mean, Brian and I, I'm 32 years old. I, I still make sure that I give a free personal training session to a client for the first time. Why not? It's an hour of my time, but I know that'll take me further away. Right? Like people don't do that anymore.

Pete Moore:

Yeah. I hear ya. I hear so what is the, some of the things? So we got the obey online, you know, that, that you guys are, you know, taking this to another level after we get that kid with the kettlebell off the train tracks, that will be all safe for PC issues. I got to

Speaker 4:

Find, he's talking about the kid on the peer

Pete Moore:

To peer with the kettlebell, man. I started looking at train track.

Speaker 4:

Come on buddy. Two more sets.

Pete Moore:

Little guy will get you off the tracks, close Lord. Yet. It's a hundred feet not shaky. Boy. Finish up your workout. That would be an interesting way to get people to do maybe a boot camp on a on a bridge over troubled waters. No, with an oncoming train, that'll finish his workout.

Speaker 4:

This is a new fear factor.

Pete Moore:

It's like, this is like the stepbrothers squid sequel.

Speaker 4:

Exactly. I think entertaining.

Pete Moore:

I totally lost my train of thought. What was I even talking about? Oh yeah. Okay. So my point was, so the point was, you know, we got, we got things going on online. What's going on, on the bricks and mortar side, or what do you want to be doing on a daily basis? You know? Cause as Calvin mentioned, I got to get in front of so many in person. That's I thing, our thing,

Bryan Baia:

I mean, it's right now it's the class. I mean our classes we're doing now three a week. We both have our single class during the week. And then we do stepbrothers Saturdays, which is where we get all of us together and we do a bigger class, but that's the thing we've been lucky to be able to do very fortunate that we have these locations that we can go bring all of these people to usually it's, that's the personal training side where you can bring one person to this spot that you can train at. But we've kind of been able to get in this position where we're able to bring big classes with our brands, like into these gyms that we're collaborate with, whether it brings more exposure to the gym. Cause we have so many people coming through, like our stepbrother's name has just been able to attract people to these places. So like that's very valuable.

Pete Moore:

That's awesome. So guys in closing here, you know, we always like to collect as many quotes as we can from guys like yourself to keep things going and have other people motivated. So cab what's one of the quotes you go to,

Calvin Martin:

I'm going to have to go to the goat. My favorite there's a Washington and my mother, my mother put me on to this. She used to tell me this one and he said, do what you have to do so you can do what you want to do. So those early mornings at 4:30 AM or Brian texted me, says we have X, Y, Z to complete today. And I really want to tell him to go off. I'm like, you know what? You know what it's okay, because we're doing exactly what we have to do. We're putting in the hours where we're not making excuses. We're doing exactly what's necessary now, but I'm telling you in five, 10 years, we're going to be doing what we want to do. And we're going to have all the time to our hands. And that's, what's most important is to make sure that we have time or we dictate our time. So shot the Denzel. It's got a lot of great. Yeah,

Pete Moore:

The Denzel. And I think what he also means is like, this is what I got to do and I'm going to do it as if I want to do it. And I'm like this role I'm playing, I'm just, I'm in it like a hundred percent.

Bryan Baia:

Got to give it a hundred percent.

Pete Moore:

Yeah. Brian, you got it. You got one to, to add onto that.

Bryan Baia:

Yeah. So my, my go-to and my motto is always me some cloth. And that is, it's really the saying in culinary terms, the French culinary term. And I first heard it when I used to just be like a line cook, working a job when I was like 18, but it just means everything in place. And in a culinary sense, it's about always getting everything in place and all your ingredients. Now, your tools, you can have a successful preparation and production. So for me, it's just, you know, when things are feeling hectic or you feel worried in a sense or whatever it may be. And it also, you know, goes hand in hand with Katia, has to say about just, you know, doing things to have that long-term fact it's everything in place. And then everything will be fine because we'll always, we'll always be putting in that work. So as long as everything is in place, we're fine.

Pete Moore:

That's awesome. Well, to my new boasts, favorite stepbrothers welcome officially to the halo sector. I look forward to seeing you in person, oh, I love what you guys are doing. Keep moving the needle. It's changing people's lives. And collectively we are going to solve loneliness, obesity, and diabetes, and we'll bring Denzel to your six that's full closing of a 10,000 person event that we do at MSG. Let's go see you, man. Awesome. Go stepbrothers and stay off the tracks.

Speaker 4:

You guys rock