



**Complete Transcript: HALO Talks with Kory Angelin
Posted May 17, 2022**

Pete Moore:

This is Pete Moore. I want to tell you about a company that is going to change the entire recruiting in the halo sector companies called game plan. Wearegameplan.com. What they do is they connect employer brands with D one D two D three athletes across the country. The power of the software that allows these employers to get in front of tens of thousands of athletes. If you watch the NCAA, a tournament, the hustle, grit, preparation, determination, and absolute desire to win, embodies every athlete out there. Now you're going to be able to put your brand in front of those athletes. Start to get them to understand after their college career, they can get into the halo sector, go work at a studio, a health club, fitness equipment, company, supplements, anything related to this industry. They can now parlay those skills and bring it into the sports and fitness industry that we are going to have the best athletes become the best employees and create the best companies. And that is the future of halo. 1, 2, 3, halo. We are game plan.com. Check it out.

Pete Moore:

This is Pete Moore at HALO Talks NYC hosting this podcast, courtesy of the county of Nassau county in Suffolk county, combined Dave from Oceanside, Pete Moore, Westbury, and Kory, coming from old Beth page.

Kory Angelin:

Oh, that's right. I like the old page

Pete Moore:

Page old Beth page. Yeah, it's got a little higher demo, probably a little higher property value and awesome S more taxes. So Corey, welcome to the show Volvo fit and a sales expert and Ary experience. Good to see it.

Kory Angelin:

Good to see you guys too. And, and a pleasure to be part of the New York crew.

Pete Moore:

All right. Awesome. So we'll try and expand this outside of the tri-state area. If we've got any listeners here, please stay with us with a public courtesy announcement. <Laugh> so Corey, talk about your background and what kind of gave you the opportunity to get to the point where, you know, you're an

expert in you know, optimizing bricks and mortar businesses, and basically any business that, you know, really has loyal customer base. They just maybe don't know it yet.

Kory Angelin:

Yeah, gosh. Right. I mean, talk about going back a ways now. So it's funny to think about, you know, your own career and how long it's been and when you're in the fitness industry, you know how that goes, it takes years off your life, right. Cuz it's a grind. Yep. But yeah, I mean, I, you know, I always tell people when I got my start, I always, I always talk about lifetime. If you've never been in a lifetime, I know you guys have, it's a great place to start understanding the business side. I always say two things. I always say, if you're a trainer, which was where I got my start you have two, you come to a fork in the road at some point when you're a trainer, you could either continue to grind as a trainer Uhhuh, you got one point I was doing 220 sessions a month, which is not sustainable.

Kory Angelin:

I had no life, of course. Or you can try to start on the management side of the business. And there was a period of time where I contemplate that. And when I was at lifetime, it afforded me the opportunity. So I really learned the business side of, of lifetime and the fitness industry. And then from there, I was fortunate to work for some of the premier companies in the world, Equinox most recently F 45. And then I made the switch to Volvo fit because of the opportunity that I have there. So yeah, I mean, it's been a long career, but I've certainly been in every position along the way.

Pete Moore:

Gotcha. So, you know, I've listened to a lot of your videos that you've done recently and you know, a lot of entrepreneurs, you know, either build a product or build a location and then they've either got trouble retaining members, they got trouble bringing on new members and they kind of blame it on, well, they don't just don't get it. Yeah. And you know, one of the things that I've kind of come through with Dave is, you know, look, you built a business, you know, that's your responsibility. So kind of how do you go in and you know, either gently or, you know, more aggressively like hit somebody with a stick and be like, Hey man, this is on you. Like, you're the education, the sales, the marketing, the relationships like you, you you're actually, you can't outsource that. I'm going to give you the tools that it's got to become part of your DNA.

Kory Angelin:

Yeah. So being from New York, we can hit them with a stick. So, so, you know, often early in my career, that's what I used to do. But this is, this is the evolution of my, my mindset throughout my career, which is, I understand now that a business is made or, or broken starting with the owner, right. Or, or, or ownership group. And that's just the bottom line. Owners will blame it on the GM and their staffing will blame it on their, but like you're setting the tone at the top. Right. So with that said again, the evolution of me was I never really studied sales. I was a trainer at one point I was a trainer on the show, the biggest loser. I got to train a lot of pro athletes. That was awesome. That's kind of what I thought I was going to do the rest of my life.

Kory Angelin:

And I started to reflect on like, why was I so successful at that? Sure. My training was great, but really what I, what I reflected on was that the relationship between you and the customer, even before they become a client, has to be genuine and honest. Right? Yeah. And so the first half of my career, I sum up

by saying I wanted to sell the most expensive package because it brought in the most money. Right. And what I didn't realize is that is not the most important thing. In fact, I don't even care about money. There's a funny story. My first ever pro athlete, I'm dating myself, but you guys will, you guys will recognize the name. My first ever pro athlete was Vinny Testa Verde when he was the quarterback of the jets. Right. Oh, so sure. Back in the day, Vinny played for 20 years had a pretty good career.

Kory Angelin:

Most people know him from the jets and I'll never forget. He, he contacted me through a friend and was like, Hey, could we, could we work out? I'm like, sure. And he's like how much do you charge? And at that point I was like, I'm going to charge this guy a hundred dollars a session. Right. And so he is like, how much was it for 10 sessions? That was the question. How much was it be for 10 sessions? And my answer should have been a thousand dollars, right? A hundred dollars a session. He asked me how much it was for 10, but my answer was a hundred dollars a session. And the reason why I didn't say a thousand dollars was because I was afraid that that sounded like a lot of money. Right. And that was a big mistake. That was the first time in my career that I understood that.

Kory Angelin:

As long as my program, my service, my product is a kick ass service and product. I don't care what the price is. And so the first thing we have to teach an owner is they have to believe in their brand. They have to be passionate about their brand. And I use a ton of examples. Apple, apple never discounts their brand. They give you a gift card. So most recently for the holiday, they'll say, if you buy an iMac, we'll give you a hundred dollars gift card. They don't take a hundred dollars off the iMac because what it does is right. Devalues your brand. How many times in the industry P have you seen personal training discounted like every single month. Yep. Right. It's so annoying. And it's so disheartening to a trainer. So number one in ownership group, when I go in and teach them, we, they have to understand not to devalue their brand and they have to be really passionate about it. And if you think about what passionate brands do or great brands, they do two things. Number one, they're passionate about what they sell and number two, their price reflects it. And they might be a, a, a really big price tag for it. But you can bet that they believe in that. So that, that's the number one thing we have to teach an ownership group.

Pete Moore:

Yeah. We work with a company called promotion vault. I don't know if you've been exposed to them, but they basically do gift cards in complimentary businesses or aspirational businesses. So you want to give, you know, that thousand dollars personal training, you know, you give a hundred dollars, you know, Lou lemon card, which doesn't affect your revenue. It doesn't discount your value. You know, there definitely has been a race to the bottom, you know, when it comes to planet. And I think people cut price because they think that that's the only thing that they could think of to do on, on the marketing side, instead of, you know, optimizing it, I bring this up a couple times in some recent podcast where I'll bring it on now, you know, there's a, there's a company out in California franchise they're in the weight loss, boot camps side of the business, and they charge \$695.

Pete Moore:

And then if you go 24 times in the first six weeks, they leave a check on the counter. They actually reimburse you the 695 at the end. And no one takes the money. Wow. Because you change their life and they want to roll that into, you know, nutrition plan or a or, or a membership plan. You know, but

price discounting or selling off a price, I was kind of hoping all that was going to go away. You know, once COVID hit you, like our industry can, like, let's get rid of that because, you know, people should be willing to pay, you know, at least \$500 a month for their, their health and fitness and their wellbeing. And I feel like somehow people start to forget about that over the last couple months, cuz their Jones didn't bring in more clients and they're nervous and, and what people do and they're nervous is they cut price.

Kory Angelin:

Yeah. But you bring up a great point because along the same lines of, you know, when I talk to owners it's okay. So you need to provide a great experience to back up the value of your product and service price. Mm-Hmm <affirmative> so the question is what does that entail? And very often we forget the little things. And so let me give you a couple examples of what, what I'm most passionate about when we talk about what is that onboarding experience of a potential new member, right? Mm-Hmm <affirmative> so yeah, you can't rely just on programming. I mean, programming is great everywhere. I've been, we've had great programming, especially in the boutique side of the business, cuz it's a little bit more personal, more community feel, but what else do you get for that? Sure. You can do an embodied scan. We can do some nutritional aspect to, to the value that you build some challenges along the way.

Kory Angelin:

But lemme talk about the little things, right? So you join seven days later, you get a call from the GM or head coach just to check in. Right, right. What a profound think to think about. Right. But it's true. That goes a long way. I can't tell you how many people I've gotten on the phone after seven days, just to check in and go, how's your experience so far? Did you, did you, do you know, have you taken advantage of your Embodi scan 30 day check in right. Making sure that they bring a friend a referral obviously for some of the challenges we do throughout the year. And I compare that to the old version of what fitness used to be in the big box space, which was, you walked into a big box to check it out and they brought you on that museum tour, the dreaded museum tour, right?

Kory Angelin:

Yeah. Where they just show you everything. It always fascinated me when they would take you around and show you everything. There is in the gym where the average person only uses two or three areas, like show me the shrink training area and the cardio and I'm good, man. Like that's it. I don't care about the pool. I get it while they do it. Right. Right. But what if you, you walked into a big box and, and a sales associate just came up to you and said, Hey Corey, what's the first thing you want to see today. I'd be like blown away. Right. And so that's what I talked about. The experience is everything. It's every interaction, not just when you join, because again, Pete, we, and you know, this, we spend so much time talking about how to get new members. We spend little time understanding how do you retain them? And the average owner doesn't get it. They're all about the upfront sale, but you are going to leave you if you, you know, have 20 people join, but you lose 18 every month. You're netting two members. You're not really going to grow up. It

Pete Moore:

Doesn't make sense. I used to, I used to like call, call up when I was working in the gold gym system, you know, somebody called and be like, yeah, I had a, I crushed it this month. And like what happened? I'm like, yeah, sold 250 memberships. And I'm like, how did you lose at like 2 45? And I'm just like, man, that

is a lot of work for plus five. You know? I don't know if you should be going high fives on that, you know, to your point on, yeah. I said this the other day on a video call, you know, I used to go to soul cycle six days a week back when I was in New York. And over time everybody knew my name when I checked in, but no one ever asked me like, Hey Mel, what are you trying to achieve today?

Pete Moore:

We're like, what kind of goals do you have that we could help you with? Like, I'm paying you guys 35 bucks a visit. So point is that, you know, they have an opportunity. I have a relationship with them and it's a really deep relationship with SoulCycle when I was there. You know, what do you really know about me? You know? And how do you, Val, you know, to your point about, we just did this book called time to win again, we'll send you a copy. But one of the business and team analogies of sports is value. Every possession, like you're on offense, every possession. And I got a relationship with you and you know, to just one other anecdotal story, which I think you're going to love is a buddy of ours at Brian Mitchell who runs promotion vault used to be a personal trainer out at the world, powerhouse gym and in Venice.

Pete Moore:

And his stick on selling memberships was he would go, somebody would come in. He be like, Hey, what are you looking to do? And they said, I'm looking to lose 25 pounds. So he used to bring him to the dumbbell rack and he'd say, Hey, pick up a 25 pound dumbbell. And then he'd walk 'em around the gym until inevitably someone says, Hey Brian, can I put this 25 pound dumbbell down? He's like, Hey man, you know how much better you going to feel when you lose 25 pounds? And then he slaps down the membership agreement selling 400 memberships a month, you know? So like figure out, diagnose what someone's looking to achieve and figure out how you are going to get them to do that. And then follow up personally, like got a relationship with him. So, you know, that's not to,

Kory Angelin:

Email's not true. First of all, I won't even get into some of the crazy stuff I used to do to sell memberships. I've done that for sure. <Laugh> and a whole bunch of other stuff. So I appreciate that story for sure. I will tell you that you're exactly right. Anyone that knows me and knows whenever I present wherever, I always talk about the fact that great sales people and I use that term. Everyone's a salesperson. That's the bottom line. Like I would consider myself a salesperson. The bottom line is I am right. And, and so even as a trainer, my whole life we sell, in fact, it's harder for us to sell. We're trying to sell what someone's goal is. And so it always astounded me. And this goes back to getting on the phone with owners all the time, the lack of awareness to ask that key question, you know, how many times I've role played, where an owner or a GM or a salesperson or a head coach has never asked me what my goal is.

Kory Angelin:

And I'm going, how, like, how do you, you think I'm just going to fork over money? You don't even know why. Right? Right. Why I would want to go in the first place, it gets back to one of my favorite quotes. People don't buy what you do. They buy, why you do it? I say it all the time by a guy named Simon Sinek. People don't buy what you do. They buy, why you do it? If you don't understand why someone would want to join your facility in the first place, then you're missing the pull. And all too often, we talk a lot about what we have to sell. Like it's the greatest thing since slice bread. And like, why don't we just

pause, talk about what their, you know, goals are. And so for me, it's about asking powerful questions, powerful questions to me are key questions.

Kory Angelin:

You would ask a customer before. They're a member such as what's your goal. But powerful questions do a couple of different things. Number one, they overcome objections before they even happen, right? Yeah. Cause no matter how great of a trainer you are or a GM or a salesperson or an owner, we get objections. We hear no more than yes. So a great, powerful question. Like, Hey, who supports you in reaching your goal? You know, questions like that could overcome objections. The second thing a powerful question could do is it could plant the seed for later on. So instead of sounding real salesy, you could just plant the nice little seed, use it later on. And then third and, and finally a powerful question ultimately can really get to the heart of making a decision. It could activate the decision making part of the brain like Pete, how would you feel if you were able to lose those 15 pounds? Right? Like, and then the customer just starts thinking like, I'd feel great. Right? And so when you put all those things together, again, all about the customer, what's your goal. Why is it your goal who supports you? What's your motivation on a scale from one to 10, right? All those things are integrated into what that experience should be like when you're interacting with a customer. Not only for the first time, but an ongoing relationship.

Pete Moore:

Yeah. That's great. You know, one of the things that struck me which I'm sure you'd have some good commentary on is the use of technology has become almost like an excuse to doing human interaction right. In this industry, you know, you, you're building friendships is what you're really doing. And then you're getting paid for that friendship. Right. And you know, I hear a lot of gym owners or studio owners, you know, say, oh, I sent out an email drip campaign or I did this and that I'm like, look, you, you only have 300 members. Right. So if you just took the, the month of January and you as the owner and with your GM or with your personal trainer or whoever actually has a connectivity with that person, if you just called those people or texted on a three person text and say, Hey man, I'm the owner.

Pete Moore:

Or you know, I I'm going to be in the club or in the studio every day, this month, like, come find me or I'm going to be here. Like, I want to get to know you personally. It's like, if I went to summer camp, like at the end of like the second week, you know, everybody's name, right. It's not that difficult. And I feel like people, you know, this technology is this advanced weapon system and people don't, you know, maybe trying to optimize the weapon system, but they forgot that like, Hey, this is like a, this is a face to face communication system.

Kory Angelin:

Oh, I spend half my day looking at the automation platforms we use for the, the auto text auto email. And it's, we're a tech, we're two text happy in terms of like automation, right? There's not that personal touch. We fire off these drip campaigns, right. To your point. They're generic. And it's great because I look, I've looked in my past couple of roles where I can go on the studios and look like what those interactions were like. And when you call the, the staff, like when was the last time you called someone and they forget like, listen, it, it does take eight to 15 times, depending upon what study you're looking at to get ahold of a lead. But the, the coolest study I looked at was it takes eight to 15 times to get ahold of a lead. But the average salesperson gives up after four.

Kory Angelin:

You're not even close to getting, getting them on the phone. People want to talk about their goals. They don't want to be sold. And that's the mentality. We think we're selling them. Therefore the salesperson, the GM, the coach, whoever it is, is nervous to get someone on the phone. And so we hide behind that automation. It freaks me out every time, pisses me off. And that's why the last 10 years I'm so role play happy. And you know, that's what I'm known for, for people that know me is I will put people on the spot and just be like, call me up. I am a guy that called into your studio. I'm, you know, I lived down the road, here's my name, call me up. And they're like and like, they don't even know I had role play. We've lost that sensibility.

Pete Moore:

You know, one thing that okay. So I was having a Moscow mule the other day. Oh. With this guy. Right. Okay. And you tell me what his open rate is on his emails. I'm like, bro, what do you think your open rate is in person? It's a hundred percent, hundred percent. Okay. Why don't you like do a little more in, in, you know, in person interactions and you probably get better results than like hoping someone opens your email, like 10 to one, right?

Kory Angelin:

It's so brain

Pete Moore:

Shit.

Kory Angelin:

I used to tell people when I used to train them on voicemails, voicemails are a whole nother, I could go on about voicemails. You have people that don't leave voicemails when they're doing like lead calls or whatever. Yeah. And then you have people that, that leave voicemails. And whenever I come into contact with someone that doesn't leave a voicemail goal, let me just set the tone for you here. If you leave, if you call a hundred people and don't leave any voicemails, will you get a call back? And they're like, no, cause I didn't leave a voicemail. Then you, what if you called a hundred people and you left a hundred voicemails, might you get someone to call you back? And they're like, probably then leave a freaking voicemail. Right? Like let them hear who you are. I also love getting staff to leave messages for themselves on their voice memo. It's astounding, how people sound right to themselves. And it's also embarrassing calls are literally just like Hey Pete, just want to confirm your appointment. The coming Thursday, like that's not getting Pete excited. Right? Like it should be like, Pete, I'm excited for you to come in Thursday. I want to understand your goals. What you've been doing in the past. I'm going to introduce her a head coach. Corey. I'm really excited. That's a voicemail. Right. We don't do that. We, we, we take the shortcut.

Pete Moore:

Yeah. I mean, look and, and to your point about like ownership and management and kind of having a, a playbook for this, that voicemail should be scripted out. Just like, you know, if we're, you know, Vinny test verti is throwing me like an eight yard, you know, button, hook, timing, pattern, pattern, I'm going eight yards. And then I'm turning around to my left and that ball is going to be in my hands where it's going to hit my chest. Right. It's not like, Hey, you know, just go like six or 10 or whatever. And I'll, I'll

find you. Right. So like the script on the voicemail should be exactly what you had. It should be memorized like the pledge of allegiance.

Kory Angelin:

No, it's so true. I think, you know, my, when I reflect on my time at F 45 was, it was a tough decision to leave F 45. I, I, I still have a lot of great friends there since they've gotten public and obviously a huge network, but it gave me the opportunity, especially during COVID being battle tested through that. I just, you know, I oversaw a lot of studios. And so every day for eight hours, I'd be on a phone with an owner every hour from a different area of the world. Yeah. Canada, the us, the middle east. And it was interesting, but everyone, it doesn't matter where you're at. Everyone had the same issues and owner either has experience in the field or they don't mm-hmm <affirmative> more times than not. They actually didn't. And so that made it difficult because you had to teach them everything.

Kory Angelin:

Then it was about them just letting go and empowering some really intelligent people that they hire to run the studio. Right. Because you need both of those aspects, both of those cogs need to be part of the wheel. So it was fun as well, but teaching all of that to the staff and then making sure it's consistent. I, I remember being in a, in a meeting at lifetime years ago, I hated my boss there. So but I, in retrospect, I, I could see why he, he, he was the, the, the, the GM there at the time, and I'll never forget. He gave a, a speech. And he said, the two most important words in business are accountability and consistency. Yeah. And I'm like, you're so right. I could teach you something today. If you don't practice that, forget it. You're going to forget it. Right. And so my, when I went to 24 hour fitness, it was great. We, we instituted something called sharpen, the saw every day for 15 minutes, the GM would pull their sales team in and it would just practice something in role play, like overcome objections. Right. So Pete, someone says, I got to talk to my spouse. What do you say? And he just sharpening that saw every single, what

Pete Moore:

Do you say on that?

Kory Angelin:

So you want to hear what I used to say in my, my early twenties? Yeah. Hey, here's my phone. You want to call your wife now?

Pete Moore:

<Laugh>, that's what that's I, I was hoping you're going to This conversation and Get

Kory Angelin:

Her over. That sounds so good to me. But in retrospect, probably didn't, didn't make the president slightly. So now, now it's about asking a great question before you get to that point where they say, I, I need to talk to my spouse, like, Hey, Pete, who supports you? Right. And you'd be like, Hey, my ex-wife does awesome.

Pete Moore:

<Laugh> cause not calling her that's right. I love it. I love it. You know, one of the things I want to get your take on here is and it kind of dovetails into like walking around the club and showing everybody every single thing you have, you know, what is the best way for someone to package up in a very succinct elevator pitch? You know, not here's a laundry list of everything I have, like apple doesn't tell you ever on a 32nd awesome, inspirational commercial, every single new upgrade or every app, or like the technology in the camera, you know, and Dave and I kind of, you know, we've done 300 plus podcasts. So, you know, we kind of view it as like, you got to be selling fun, you got to be selling friends or you got to be selling results, you know? So how do you, how do you think about that? Or how do you customize that and get people to understand like, Hey, look, this isn't like an ALA carte menu at the Italian restaurant. Like this is like, hit me with what?

Kory Angelin:

Yeah. I've, I've that just brought back bad memories. Remember when like this salesperson at the, at the end of the tour would slide the menu of membership options towards you. And you're supposed to make a decision of like the eight that are on there. Yeah. So it, for me, it always starts with putting the customer in the right mindset. So think about this. So Pete, if we were, if we were in a big box gym and be honest here, what would be the one area you would definitely want to see first? Because that's probably the area you'd use the most.

Pete Moore:

I mean, I probably would just look at the free weight section.

Kory Angelin:

Great. So think about the feeling for a second. Let's say I'm talking to you in the freeway section versus me talking to you in front of, let's say the, the pool. Let's say they have a pool. Right? Where are you? Just inevitably more comfortable?

Pete Moore:

Well, I mean, if I, if I got my man groomer with me, then maybe I'll go in the pool. If I don't, I'm probably more comfortable in the strength area.

Kory Angelin:

Yes. I'm going to say strength cuz that's a vision. I don't want to see. Thank you.

Pete Moore:

We're not going to put any visuals up. This is why we don't do video, man. We just that's do audio. So I can say shit like that and just like walk, walk away from it.

Kory Angelin:

That's perfect. So for me, it's about getting people in the right spot first. So a 24-hour fitness when we, we literally constructed the entire, what the tour was prior to that, it was a museum tour. Every, every club in the nation yeah. Was just taking people all around. Right. And so first it would start with like, Hey, out of what, what area the most you want to see today, Pete. And you'd be like the strength training area. Great. Yeah. Let's walk. And so where do you think we're walking to as you and I are walking next to each other?

Pete Moore:

I mean, we're going, we're heading straight there heading

Kory Angelin:

Straight couple the strength training area. Yep. As we're going there, I start asking you powerful questions because before I give you my elevator pitch about us being the solution, I need to figure out like what you're trying to achieve. It's always amazing. You could tell me everything great about your product. How do you know you're the right solution for me? If you don't even know what I'm, I'm trying to get. So it's, it's I use an acronym called subs. What's your specific goal? What's your underlying motivation. What's your past experience? What's your strategy now? Great. All that is happening, right. I'm giving you a little bit about me as well. So I'm relating to you building that relationship. Right? Right. And so I use that area of, for what you're trying to achieve as my staple, that's my staple. And then I build everything around that to me, a great elevator pitch and add the opportunity to, to kind of be on shark tank, which is a whole nother mess. Clearly, I did not become a millionaire from the show, but I did invent a fitness product, but what it taught me was, and if you've ever watched shark tank, people walk out and they got to give a 22nd elevator pitch.

Pete Moore:

Right. Right.

Kory Angelin:

To me, it's always a starts with, Hey, a summary of what you just told me about your goal. And then it leads back. It leads back to us being the solution. And I want to name one or two things about my gym. So it might sound like, Hey Pete, so you talked a little bit about the fact that you are, you want to lose 10 pounds cuz you're getting remarried again in six months. Congratulations on that by the way. And that that's really

Pete Moore:

True by the way, but keep going.

Kory Angelin:

Yeah. I know. Not true. Thanks. and that's really the golden nugget as to what's motivating you. Right. All that sounds about right Pete. Sure. Yeah. Awesome. So the reason why I think this would be a great spot for you is because number one, you love our shrink training area. You feel like there's a lot of variety. Yeah. Number two, we want to try to build some support around that. So you're going to get that trial. We talked about with our training staff, you're going to meet Corey the head coach. He's phenomenal. And just give you some added value to make sure that you're doing something other than just that training strength training. How does that sound to you? So that's a, just an easy way of doing it, but the formula is making them feel good in the right area. Talk about what their summary of goals are and then lead back to you as a

Pete Moore:

Solution. That's awesome. So obviously you got a lot of quotes, you got a lot of acronyms. So give us like a takeaway here. As we finish up our first of many podcasts, I think we should set up a whole different product line here and do this, do this more often, but you know, give us like one of your favorite

business quotes or you know, something that people could take away here is like, this is the one thing I need to really focus on is from this,

Kory Angelin:

I'll give you two, one of one of which I'll expand on. I gave you before. But one is from Howard Schultz. I talk about Starbucks all the time. I'm a guy that goes to Starbucks twice a day. I'll go away. Doesn't matter where I'm at. Yep. I spend 2050 cents on a coffee, but here's the funny part. I don't like the coffee. So people go, well, why do you go to Starbucks? When you talk about a customer experience for me, when you walk in a Starbucks, the first thing you see people doing are they're getting stuff done. They're sitting at a table, you go on dates at a Starbucks, you get term papers at a Starbucks. Yeah. You go on social media, right? You're getting stuff done at a table, in a coffee shop. You then get online Pete and we speak a different language. You know what we speak at a Starbucks, Italian and Spanish. We say things like venti macchiato, right? And then we call the people there, something really special. You know what we call the people that work there,

Pete Moore:

Baristas that's

Kory Angelin:

Baristas. What a great name, right? Yeah. Like, but it's just the coffee shop. And so Howard Schultz, the former CEO of, of Starbucks used to always say, it's not about the coffee. It's about the experience. That's number one. Always remember always nothing Trump's experience. And then my last point to Simon Sinek, which I alluded to before is people don't buy what you do. They buy, why you do it? The goal I always tell people is never to get someone to buy something from you based on what you have to be honest with you. We all have the same stuff in fitness, right? We all have weights. We all have music that plays in our gyms. We all have a staff, right? It's all the same. The goal is to get something, to buy something from you because they believe in what you believe in. And that's what I try to do in the fitness industry, the latter half of my career.

Pete Moore:

Awesome. well, there's been a great conversation and whether we should have met 20 years ago or now, so be it. And we'll have in the show notes here, how to reach out to Corey and I'll see you in person in in long island here over the next couple months. So I'll see you on the black course, buddy. That pays black course. Yeah, man, we'll play we'll play nine and not keep score all. Talk to you later. Got take care, buddy.