



**Complete Transcript: HALO Talks with Carolyn Fetter
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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 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 out game plan.com. Check it out. This is Pete Moore on halo talks NYC. I have the pleasure of having Carol Fed's balanced habits coming in here from Palm desert, a place I enjoy, and we are going to talk about the importance of nutrition and her company and the future of fuel in your body. So Carolyn, welcome to the show.

Carolyn Fetter:

Oh, thank you so much for having me. I'm really excited to talk to a whole new audience. So I'm excited about everything that we're going to chat about going forward.

Pete Moore:

All right. Good. Our audience has been waiting for this for like 35 years. So I'm, I'm excited that we're going to make nutrition part of the halo sector officially here with a rubber stamp. So why don't you talk about your background and you know, how you got into nutrition and then, you know, how you've kind of been able to simplify if you will, you know, people onboarding into a more healthier lifestyle.

Carolyn Fetter:

Okay, great. So my husband and I owned three like private training gyms in orange county, California. And we had a lot of clients that were, you know, getting great results from fitness, but they weren't really, you know, fulfilling what they could be doing. So we took our application of nutrition that we were working with all professional athletes at that time. And we turned it into something that we could kind of give to the general public and in doing so we learned how to scale it and how to make a

customized nutrition program apply to as many people as needed. We figured if we could take an athlete and get them, you know, to 1% body fat or get ready for whatever performance they needed, you know, we could help the general public really simply. So that's what we did. And it became something that we became known for. It carried us through the 2008. What was that? The, the crisis that we had

Pete Moore:

Crisis year, we have a financial, we have a crisis every 10 years. We just don't know what, which one's going to be,

Carolyn Fetter:

Right. Yeah, for sure. But it, it really was what put us on the map in, in our facilities and gave us a, a real good recognition for helping people on a really valuable place because not everyone has to exercise, but everyone has to eat. And so we never included products. We only teach people how to eat real food in the right portions for them to reach whatever their goals happen to be so fast forward, many years, we became part of a fitness marketing company out of the east coast. And they, you know, we would stand up and kind of present on, you know, what we were doing in our gyms and how we were, you know, you know building revenue and nutrition was so high up there in our revenue stream that they asked us, you know, Hey, can you help us to do what you're doing? And so we decided to build the company balanced habits to service the fitness industry in the, in a meaningful way. And, you know, kind of fill that void that is definitely there because fitness and nutrition, as we all know, go hand in hand and yet, you know, for whatever reason, the fitness industry wasn't embracing that. And they were kind of farming out nutrition somewhere else.

Pete Moore:

Right. So, so is your revenue model based on charging them either like a licensing fee or a programming fee or is it actually drop shipping specific products to

Carolyn Fetter:

People? No, it's exactly right. So when we very first started it, it was the business model was a subscription model with a licensing model. And so we licensed our nutrition programming, but we oversee every participant in the program because to be legally compliant, the gyms would have to have a nutritionist or an RD.

Pete Moore:

So you, so you're actually, so, so you have somebody in the field that is onboarding a member onto your system, and then technically you're the certified nutritionist on their behalf.

Carolyn Fetter:

Exactly. And they just, they just service the programming, but they, you know, they, they don't create anything. It's, you know, if you remember back in the day and probably quite often now, you know, trainers or gym owners or handwriting, nutrition programming one by one, which is not the way to scale anything. Yeah. And you're not, you're not really creating, you know, consistent or meaningful revenue. So with our, with our program, we gave them the ability to do that and to build a whole new department of nutrition in their gym without having to be the ones doing it themselves.

Pete Moore:

Gotcha. Yeah. There's definitely been discussion about this in the industry for 20 plus years. And I think Jim's either decided that from a liability standpoint, there weren't going to be a party to it. There were obviously some drain cases out there that kind of pushed them away from trainers making recommendations and then also like trying to secure their own certified nutritionist and have that person have enough work to do to justify having them as a, as a full-time employee. I felt like there was always this mismatch between I love to do it, but I, I really don't know how mm-hmm <affirmative>. So it's great to hear that you've kind of filled that, that part of the void. How long do you have people on the nutrition program and is this kind of like have the same churn rate if you will, as, as a health club, or do you see that, you know, once people get onboarded here, they reach a goal and they can do it themselves, or like, Hey, I'm like kind of been there, conciliary on a nutrition for, you know, 24, 36 months, how how's that kind of played out?

Carolyn Fetter:

Well, it, it depends. So we have different ways that you could be involved with bounce habits. So they have the ability to run a 28 day program, which is like a community event. It's a big money generator. It's a big rah giving people kind of the, the understanding on what it would take to, to eat properly for themselves, but not too much education because 28 days we can't really change someone. We can introduce the concept of change and what it will look like and feel like. But then at the end of that program, then we try to convert them over to a one on one program. That's, you know, a three, a six, a 12 month long program where they're working one on one with a coach. Gotcha. And that's, that's where the true change occurs. The, the quick wins, the fast rah stuff happens in that 28 day program for sure. But, you know, you can't really change habits in 28 days. You can, right. IDU, you can introduce the idea of it, but, you know, to sustain it's a whole different ballgame. And,

Pete Moore:

And how do you, how do you actually manage these relationships? Do you have a you know, a bull pin, if you will, not a boiler room, because that would be more negative on the financial side. But do you have a basically like a host of certified nutritionists that are in a location or do you kind of form that out virtually and then they have their own kind of client list that they're responsible for?

Carolyn Fetter:

Yeah, so we created on our, our own certification program that's accredited through NA. So when we onboard a location, they would put someone dedicated on their location through that process, and then they get certified. And then that person is the one who's responsible for working with all the clients. So one person could literally manage 75 people on that 28 day program with maybe the help of a front desk girl to, you know, check people in for a weekly way in, or something along those lines. But again, we're creating all the programming, they're just servicing it. So we have an app, so everyone will go through an app, but they go through it as the unique gym. So the gym feels like it's their group. You know, some, some gyms, you know, balance habits is a big part of it. And some gyms, they, they choose to make it feel as though it's their nutrition program and that's fine, you know, whatever they're, if they don't want a co-brand, that's totally fine, but you know, many clubs like that, they like to have, you know, that authority of someone who's a, a nationwide nutrition company, it gives them more confidence.

Pete Moore:

Gotcha. And, and are they using that in their marketing materials aggressively? Are you, is that something that, that you feel like they're not doing enough of like putting nutrition kind of at the front of the door instead of, Hey, we also do nutrition counseling.

Carolyn Fetter:

Yeah. You know, it's, it's interesting. I think the, the smaller clubs probably do it more successfully than the bigger clubs. They have more personal relationships with people. So their marketing is different. It's, you know, it's more, you know, come, come to us, we'll take care of you on every level. Whereas the bigger clubs they're looking to sell the membership, and then the nutrition is kind of an add-on after that. Whereas the other clubs are bundling it together. Gotcha. So they get, you know, the clients are getting better results.

Pete Moore:

Gotcha. a as you kind of see things moving more to the digital side, is there any conflict related to you going direct to consumer versus you being a program that is used in the bricks and mortar and, and how do you think about that? And the reason why I ask is, you know, when Peloton, as an example acquired Precour, you know, then that kind of, you know, pre prevented Precour I think for the foreseeable future selling product into the health club space, cuz they view Peloton as a, a competitor. Do you feel like you have a broad enough umbrella to say, look, we want to help as many people as possible, whether you get 'em or we get 'em we just need to get everyone. And the more people that are on a healthy nutrition plan will turn into leads for you. At some point, maybe there's, you know, people in their zip code or their five mile radius. So you can, you know, say, do you want a membership to a health club? You know, we're going to push you to some of our balanced habit clients.

Carolyn Fetter:

Mm-Hmm <affirmative> how

Pete Moore:

Do you about

Carolyn Fetter:

That? Yeah, no, that's a great question. And something the pandemic kind of, you know, made happen for us, where we had to pivot, you know, we had to recreate ourselves a little bit because we lost so much business as so many gems closed. And so we really pumped up our business to consumer model, which we'd already been focusing on, but not as strongly as we are now because of the pandemic created more of a need to do that. So what we've done is we changed all of the program names that we offer. So balance habits, headquarters offers the same program, but with a different name so that we're not directly competing with our licensees. And then we also have a map on our website. So if someone wants to do a nutrition program, they come to our website, they can see if there's a location in their radius.

Carolyn Fetter:

And if there's not, then we will take care of that person. So that was always a little bit of a slippery slope and you're right, for sure that that, you know, can be a little dicey, but mm-hmm <affirmative> I think, I think we've worked it out the best that we can. And there's so many millions of people in the world that need our help. That that's really what we tell any licensee that has a problem with it. It's like, you know,

we, we're just here to help people. And if you, they're not able to come to you, then we're going to help them.

Pete Moore:

So is the when you look at precision nutrition or Institute of integrative nutrition, are they, are those places where you would source certified nutritionist or, or is there, are they kind of doing that on their own? I just want to, maybe better understand like the nutrition segmentation, if you will.

Carolyn Fetter:

Well, they're a little different, so PM, which I love by the way. I love Dr. Barardi it's as well as the other one that you mentioned what's different about them is they're they are direct to consumer. Also they are looking for coaches. That's really what their whole business model is. Whereas I'm looking for a gym, I want to support a gym to have a new revenue stream and a new department of nutrition. So we're kind of coming at it from a little bit of a different angle. However, you know, at the end of the day, we're all in the fitness industry. And, you know, because I think we all understand that fitness and nutrition, as we just said, go hand in hand and it's just a void in the marketplace and in this industry, and there's no reason that you should outsource your nutrition services. You have this client that's coming to you with a goal and it's these days probably nine outta 10 people. It's a weight loss goal.

Pete Moore:

Yeah. I mean, we've been talking about that for years that the, you know, health clubs have so many things going on inside of them, that they kind of lost that the marketing message, which is come here and change how you look, change, how you feel. And we'll put you on that journey. And it's, it's going to be fun. So if you can kind of figure out the balance between weight loss and fun you kind of have like your, your lead traffic script. And I think a lot of people have, you know, kind of said, Hey, all the, here's all the things going inside of my, my location that it does it, they like they jump the shark on like, why, how do I get someone in here? You know, like what's, what's like the emotional or behavioral pull for me.

Carolyn Fetter:

Yeah. It's funny.

Pete Moore:

I think it's interesting.

Carolyn Fetter:

I, I just wrote an email regarding that exact thing. And I, and I showed a picture of one of our clients that we had, and it's a woman who lost, I don't know, significant amount of weight, like over a hundred pounds. And she's standing both legs inside of one leg of her pants that used, that used to be. And then I had a picture on the side of it, of a girl that looks already amazing in the gym. And I just said, which one is a more, you know, impactful message, you know, to get someone to come to your gym because who can to the girl on the machine, not very many people, but a lot of people can relate to that gal on the jeans. So it's a, it's a, it's a different message for sure. And it's a whole new way to market yourself where that's great, where, where more people need to lose weight than wants to go to the gym. Mm-Hmm

Pete Moore:

<Affirmative>. And then from a standpoint of whether it's supplements or whether it's gummy bear vitamins or, you know, protein powders how you kind of integrate that into your nutrition plan, is it based on, you know, some kind of body composition, you talked about the 1% body fat for an athlete. Wish I woke up one day and that's actually what my body fat was, but that's not going to happen probably anyway enough about me. How does it work with you? And you're looking at, okay, here's like, what get, what'll get somebody a weight loss and here's, what'll get 'em into like an athletic, you know either adding proteins or, you know, like multivitamins and things of that nature.

Carolyn Fetter:

Mm-Hmm <affirmative>. So we, we recognize that not every gym had, you know, like a, a IKU or a BA an apparatus to measure body fat. So my husband and I created an algorithm and it's all based on circumference measurements. And so based on the circumference measurements, we got 'em as close as we could get to a skin deck. So a skin deck is probably one of the best ways to read a body fat mm-hmm <affirmative> percentage. And, and what we do from that is we establish every person that goes through our system, lean body mass pounds of stored fat, accessible fat calories. We look at how active they are, their age, their current eating. I mean, there's like 13 metrics that we consider. And of one of those is their goal. And if they want to put on size or they want, you know, like maybe it's a high school athlete who has to gain muscle over the summer for football or

Pete Moore:

Get my nephew into that, by the way,

Carolyn Fetter:

Or, or if it's, you know, the average person who wants to lose weight, we're able to create a program based on all of that. And then there's a reporting system that every time the person checks in, we can give them a comparison report so they can see what's happening, which is what no one has ever done before the diet industry just says, oh, you're losing weight on a scale. You're successful. Right. But they're not taking into consideration what type of weight that the person's losing and what's really happening to their body composition. So that's where the fitness industry has an advantage because we get to educate people that that's so much more important.

Pete Moore:

Yeah. I mean, muscle weight is more than fat. Right. But I think when somebody's going through a weight loss program, nobody really tells 'em that and they get frustrated. It's actually no, you're in the right direction here.

Carolyn Fetter:

Yeah. Well that, that's, that's a great thing that you just said. So muscle and fat are the same, right. A pound of lead and a pound of feathers are the same, but a pound of feathers looks like, you know, a giant thing in a room, whereas a pound of, of muscle, you know, or lead is like a, a fist. Right. So it's teaching people about what that looks like visually mm-hmm <affirmative> and not being so hung up on what the scale says, but understanding, you know, what is happening to your body composition. Like if you're gaining lean mass, if you're gaining muscle, you're in a much better position than you were, you know, when you were on that diet program and you were sacrificing muscle and, you know, hurting yourself.

Pete Moore:

Yeah. Gotcha. So in closing here, do you have any either business quotes or personal quotes through the years that you and your husband kind of either live by, or, you know, when you go through these different crises and you have to pivot to business you know, anything that you guys think about or it's like comes outta Carol's mouth all the time when good things are bad, things are happening.

Carolyn Fetter:

Well we have a few of them, obviously over 30 years of being in this industry, we have quite a few, but I think the main thing that we try to get people to understand is that there's no bad foods. There's only bad portion sizes. That's one that we say a lot, and that's hard for some people, you know, that are in the fitness industry. They' like, that's not true, but, but you know, at the end of the day, we have to help people to live in a lifestyle that works for them. And just because, you know, it worked for the trainer who is, you know, now whatever looks the way that they look, it doesn't mean it's something that the average person can do. So it's about just giving people opportunity to learn. And some people care and some people don't and, you know, and we just want to be there to support them.

Carolyn Fetter:

I've lost two of my siblings. I have my four siblings in their fifties from obesity related diseases. Yep. And my mom's obese and my dad died of heart disease. And I just realized that there is just a real need. So we don't put as much emphasis on weight loss. We put more emphasis on health. Yeah. And the, and now, because of the pandemic, one of the beautiful things that came from it is people are a lot more aware of their health and a lot more you know open to doing something for their health where they weren't before they were kind of wait, waiting until they broke down and then they, you know, went and sought help. But we, you know, we are trying to change that narrative and we hope to be a part of that, you know, so we don't know where the company's going to go. You know, we have so many places to go. We could totally explore the business to consumer. It's a much bigger world than just the fitness industry, but right. You know, our goal was to give fitness businesses, a new revenue stream. And, you know, and now we've had to kind of tweak what we've been doing. So we have so many options and that's exciting. So

Pete Moore:

That's great. Well, I'm glad we connected. Thanks for everything you and your husband are doing for the industry at large as well as your full team. There's definitely a, a continued need for what you're doing. And I hope this podcast gets some of our listeners to hit a timeout button and implement this into their strategy because at the end of the day, it leads to better results and better results sells more memberships and helps more people. So thank you for your service and look forward to seeing you in person at some point, hopefully when I'm at 1% body fat, I'll see you

Carolyn Fetter:

<Laugh> well, if you come out to Palm desert, make sure you say hello. I will definitely do that. All right. Take care all for your time. Take care. Yeah. Likewise. Bye.