

# Paleo Solution - 271

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Hey folks. Robb Wolf, another edition of the Paleo Solution podcast as usual. My recording stuff is slow to ramp up maybe it's time to get some RAM on this 4-year-old Mac Tower. Today, with me my good friend, family member, grandpuba of NorCal Strength and Conditioning, Shawn Gower and the even bigger, friendlier, newly daddied, Grayson Strange.

Grayson, how are you doing, man?

Grayson Strange: Pretty good, man, minus no sleeping but.

Shawn Gower I wish you had a picture of his eyes and just post on this thing.

Robb Wolf: [Laughs].

Grayson Strange: I look like I'm dead.

Robb Wolf: I was just in Berkley last night and like around every corner everybody was high as a kite and smoking on the street and so I'm kind of well-steeped in people who look like they've been rode hard and put away wet.

Grayson Strange: [Laughs].

Shawn Gower: He fits the bill right now.

Grayson Strange: Yeah, totally.

Robb Wolf: He does. Cool. So Shawn, what's new? What's new at NorCal?

Shawn Gower: Dude, we have a lot of stuff that's new. We always have new and exciting things happening. Other than the online programming thing that we really want to talk about and kind of let folks know that we have some new trainings that Matt kind of brought to the table. We're training or putting together some classes for an upcoming Spartan Race.

Robb Wolf: Nice.

Shawn Gower: It's been really, really--it's been fun. It's been cool to see how many folks are going be at AT&T Park. We've been letting folks know that if they want to be part of the team just log on to the Spartan thing, sign up under team NorCal. They'll get a NorCal shirt and all that kind of stuff and we'll meet down there and have a good day. So it's kind of giving some folks something more direct to train for and it's been good. It's been good.

Robb Wolf: I've seen on the Facebook feed and what not that you guys have been some video on that. Who launched the idea of doing a specific class and block a programming for ramping up for a Spartan Race? Was that a client or one of the coaches?

Shawn Gower: You know, we had a few people. There's Sean Jensen and Ben Winter have been at the gym together and both of them have done--Sean was like kind of the grandfather. He is the first one I think in the facility and now Ben is to do what's called the trifecta this year which I think is the beast, the sprint and the super. So his enthusiasm honestly--chatting with Matt, Matt got all fired up and was like hey man, there's one coming up and people in the gym kind of tie in things here, there and then I saw down was AT&T Park in San Francisco and there was only 3.1 miles and I

found out there was like on all five tiers so I know there'll be a lot of walking so I was like I'm in.

Robb Wolf: [Laughs].

Shawn Gower: So that was that, man. So we got everybody together. We got people signed up. It's July 18 and it's going to be cool man. There's a lot of people, they're excited about this. Matt's done all the programming for it and he actually was just on the Spartan. I can't remember the exact name of it but it's a Spartan podcast--

Robb Wolf: Nice.

Shawn Gower: Talking about the whole thing. So yeah, it's been good.

Robb Wolf: Very cool. Maybe this will parlay a little bit into talking about the Train Heroic online training offerings but how are you guys tweaking the programming in the gym to ramp folks up for the Spartan Race?

**[0:05:10]**

Grayson Strange: I think so far the Spartan Race is sort of been like simulating the obstacles that you go through a Spartan Race within reason, lots of climbing, lots of obstacles to hop over mixed in with a lot of running. The classes format wise is a lot different from what we have from the other classes where it's--you get warm up and then you're pretty much going for the full 50 minutes after 10-minute warm up of continuous running, climbing, jumping, crawling, getting as close you see in a race minus the length as we could get.

Shawn Gower: Yeah and he's done a lot of smart stuff too with like ankle mobility, ankle strengthening. Just because there are a lot of folks even it's 3.1 miles, he's like you know my concern isn't running the 3.1 miles but he's like the stairs, the obstacles, he's coming off the obstacles wrong. So he's getting people prepped on that stuff and I think he's done a pretty good job and it's only been a few weeks that we really started the classes but his programming the way he's building people up to peak. I think it's going to be on point, man. I think people going to do really, really and the reality of it is majority of those folks like myself--I'm not really not going there to compete, more just to kind of finish, you know?

Robb Wolf: Right.

Shawn Gower: And have fun. There'll be a few obviously diehards but it's just like the same exact thing we always do in the gym. It's like hey man, we want to

keep you safe. We wanted you to be able to do all these things but we want you to be safe and not completely beat down the next day.

Robb Wolf: Right, right. That's always--You know, Shawn and I have some reasonably deep experience training people, trying to get them ready for MMA events and stuff like that and ironically if someone's reasonably motivated maybe one of the largest challenges of coaching is preventing the person from destroying themselves and not being completely wrecked no game day. So how to you prep the prep the person and then leave enough in the tank for them to recover naturally and be good to go on game day. That's a huge deal. So there's actually some planning that goes into this and it's not just a completely randomized approach.

Shawn Gower: Yeah. Were not throwing mud at the wall and hope that it sticks.

Robb Wolf: [Laughs].

Shawn Gower: With Matt's background and he's collegiate coach for Chico State, running, obviously running track for the team but he also run--I don't know exactly and it's so hard to see because there was a time I run against him, I always felt like he's moving slow but he run 156 something 800 in college which is--It's pretty fast because I could barely get a 400 in that time now but.

Robb Wolf: Right.

Shawn Gower: So I'm like so basically you're twice as fast as me and you like that you're moving slower than I do. Why is that? Because he's like spazzing out, shocker.

Yeah. We have some clients that look more like an epileptic seizure when they run than you do but not many of them so yeah.

Shawn Gower: 100%.

Robb Wolf: Awesome. So we've been batting around the idea of some way to get what we do at NorCal out to more folks. We've had people and Shawn, you know the numbers on this better than I do because I've been out of pocket for a long time but we had people from Australia, New Zealand, South Africa, Croatia, all of the European Union--

Shawn Gower: Ireland.

Robb Wolf: Ireland, all over the United States. We had somebody show up from Brazil. Shawn got an email from a dude from Brazil. His English was barely north of my Portuguese. It was basically like I come stay with you, learn much. Like two weeks later, the student shows up on the front porch of NorCal and you're like okay here we go.

Shawn Gower: The funniest thing was that I responded to him and said you know, we don't have anything in place, blah, blah, blah. I don't think it'll worth your trip to just come all the way out here just to kind of watch some of our places. He either didn't get the email or he didn't care and he still came.

Robb Wolf: [Laughs].

Shawn Gower: But he did. He still follows our stuff. I mean I see him all the time on Facebook. There had been a few that Grayson had a guy from Canada.

Grayson Strange: Yeah.

Shawn Gower: That trained with us, just came down here just to train for a month, six weeks.

Grayson Strange: A month, yeah, three-four days a week.

Shawn Gower: Yeah. He was in there all the time. So we've had that happening forever. I mean obviously you know it's been like four or five-year deal where me, you and Nicki that sit around and say hey we needed to get this thing online and as we went round and round and talking to I want to say it was like we were tightened or something but to look building an actual website and it always just kind of came to--we wanted so many features that by the time we were said and done, there was so much money to get it built and then it wasn't like it was built and it was done. It was like oh and then you have upkeep and then you to continue it, continue it the entire time. So it's been something that we've been working on I'd say honestly for four years and it just all came in over the last six months?

Grayson Strange: Yeah.

Shawn Gower: Yeah. It's been awesome though so far.

**[0:10:14]**

Robb Wolf: Yeah. So these guys from Train Heroic they reach out to me. Man, I wanted to say close to a year ago and they were kind of born out of a program called TrainingPeaks which Joe Friel. If folks read most of the older peleo books, he co-authored the paleo diet for athlete's book with

Loren Cordain. Joe Friel wrote *The Training Athlete's Bible*, *The Triathlete's Bible*, *The Runner's Bible* like he is very well steeped in endurance athletics but TrainingPeaks was one of the very, very first online training platforms. It was specifically catering to endurance athletes but Train Heroic kind of got its spring board from those folks and they've built a really remarkable online portal where strength and conditioning coaches, fitness coaches from around the world can provide their offerings. The thing that hooked us I think was that it had the most impressive user interface for the client and the coach out of anything that we've seen.

Shawn Gower: Dude, yeah hands down. I honestly I started chatting with--having the ability to chat with Ben and Josh. Those guys are on top of their stuff, man. We work more with Josh on a one on one basis and I have to be like I'm crazed, man. I mean you sent him an email and if you don't get something back within like 10 minutes or 15 minutes, I usually text and be like dude, are you okay? Is everything alright?

Robb Wolf: [Laughs].

Shawn Gower: I already know he responds honestly and he either he has every email like in a little line up where he's just cut and paste or he just, I don't know, how many words he's putting out but he is no joke, man. He gets it done and that guy has made it really easy on us, really on us. I chatted with him that first time and Grayson and I actually had been, right? He was like dude this is money and with the direction in which they wanted to go. It was like on point on with what we wanted and so it's been awesome. We definitely had to put in some work for the first six months getting our video library up to date, getting all of our movement descriptions and all that good stuff just dialed in and then we have our YouTube page launched the same launch a month and half ago, two months ago.

Grayson Strange: Yeah.

Shawn Gower: It's been going well. It's been going really well. We just got our gym members on board and the folks are digging it. They love the fact they actually track their stuff without a little white notebook.

Robb Wolf: Right. So you know, it's may be worth mentioning a little bit of a history. Clearly, we started off within the kind of CrossFit ecosystem ages ago Greg Everett, Nicki and myself. Shawn got involved with the gym pretty early on. We nearly killed with his first workout but Shawn's kind of a skeptical prick. [Laughs].

Shawn Gower: With all due respect.

Robb Wolf: With all due respect and much familial love but Shawn's kind of a prick and kind of skeptic and so Nicki put together but Shawn also has competed at very level in athletics. He was top of the food chain in wrestling in California back in his hay day so there was some pretty good wiring lurking in his physiology and so Nicki put together a work out that I think was like some dips, a 400 meter run and some ball slams?

Shawn Gower: It was wall balls

Robb Wolf: Wall ball, okay.

Shawn Gower: Yeah.

Robb Wolf: I remember Nicki wrote it on the board. Shawn looked at it and said that's it? And hilarity ensued basically. [Laughs].

Shawn Gower: Yeah.

Robb Wolf: We started from kind of I think where most folks started within that CrossFit ecosystem, really just kind of emulating what we saw workout of the day type stuff singlets, couplets, triplets. Pretty quickly, we saw that there were some limitations to that approach. I started thinking about progression versus scaling, really started thinking about the need for multiple points of entry, multiple program offerings. We ended up developing out low intensity functional training program. We had some body weight only programs and that has really grown and morphed over time which all of that is reflected in the programs that are offered through our Train Heroic portal. But Shawn, to your plane, in the gym so we have this place now where folks from anywhere in the world can get the same type of programming that our clients in the gym get but something that's been missing in the gym was a really robust tracking system and you know there's lots of online tracker out there.

Folks do a really good jobs with those but none of them really tick the boxes that we wanted as far as the user interface for the client and the utility that the coach could have in constructing the programming really looking at the balance of the programming and what not. Grayson, what about the--you are one of our best coaches I mean our staff right now is phenomenal across the board. Everybody is really good but you and Sarah in particular just very, very good on the programming progression

side but what about the Train Heroic coaching interface really drew you in?

**[0:15:40]**

Grayson Strange:

I just really liked the aspect that it gave us so much freedom to get in all of the components that we really want. We can have a really good set up for a periodized strength blocks and skill blocks coupled with lots of mobility stuff. One of the coolest aspects especially for people who are following up is we can sort of create any test markers that we want. So if we want them to have of course like back squat strength marker but we can have them test every single skill, every single mobility aspect and they can really track that progress and see it, graft it out. We can retest all that stuff. It tracks all of their stuff forever and it just really gets--it keeps all that stuff upfront and keeps it in their face and it really lets them prioritize all of the different aspects to get a really good balance that just seems like it's so easy to overlook that stuff otherwise. So that's one of my favorite things about it.

Robb Wolf:

Nice. So Shawn again how long have you guys been using this for the clients in the gym?

Shawn Gower:

It actually started on Monday.

Robb Wolf:

Oh, okay. So really recent.

Shawn Gower:

It's short-lived thus far but I mean the feedback were getting everyone--thank you so much. This is awesome. It's yada, yada, yada. It's super easy to use. Most of the people are able to do it through their phone. There's a lot of new stuff coming up. I just had a meeting actually with them and talk about the updates on their app and it's crazy where they're going with this stuff. I mean to make it just so user friendly. I want to touch on something real quick as far as what Grayson was saying and we'll get into this more. But I was able to go to a facility yesterday at CrossFit Feather River and Chris Gayle who's a really good friend of ours is using our programming and using the templates that we have and the platform, the Train Heroic platform.

Watching his coaches use our programming was really, really cool to see kind of step back and watch like how they're coaching it and what not and they've obviously been at our NorCal method seminar. They've been huge followers but what was cool was just to see the clients' general consensus was--actually it's different I really liked the hour of jam pack and intermediate is what they're doing, jam pack, no time to really sit around and chitter chatter but the thing they love was the mobility component that Grayson adds in. It's like hey you're doing XYZ. We're



supersetting our back squat with some hip rotations and they just loved it. They're like dude I just feel every set, I feel better and better and that was one thing across the board. I asked two, I only got to talk to two of them but across the board they've been getting in just what four days they've been using our programming and just they loved the mobility component and how it's coupled together and it just seems like smart programming. Chris was like dude I wish you guys had had this years ago. So he's the one who had the programming from us for some time.

Robb Wolf:

Yeah. So Chris he came down I want to say like six years ago maybe even seven years ago and they went through our online program. They did a lot of personal training with you. I think that he did some personal training with Nicki and then this guy's got an interesting background Chris's run lots of larger global gym type operations started looking more at this kind of CrossFit functional fitness kind of scene just jumped whole hog into what we were doing and putting beyond ramps, basically copied and pasted most what we were doing into his program and really has seen a ton of success but clearly this immigration of this Train Heroic material is still pretty new but he seems to like it and his client seemed to like.

Shawn Gower:

Yeah, the programming so far and he said the thing he likes is for his coaches is they were able to put programming and then they can look at it and if they're uncertain like the CD hip rotations, they were uncertain what that was. The cool thing is that they were able to hit literally touch the button or the actual work CD hip rotations and a YouTube video pops up with all the breakdown and bullet points of what the movements looks like our description and you watch the video one of us doing the movement. So he's like dude this is like a no brainer. He was like you can see, you see the coaching cues. A lot of it really most of them know but there are a few things that worded different or whatever it may be. He was like dude this is exactly what I needed. So he no longer has to spend time doing his programming. He said but it's nice--he goes in there he was like I'm going to go on Saturday, look it over. If I have questions, I'll be able to watch the videos. Coaches will have it. They all have access to it so the coach is able to look at it. We post ours on Fridays at noon for the following week. So people who got a chance--It's first time in NorCal history that people could see our programming beforehand. This week was kind of interesting because I was like I wonder how many cherry pickers we're going to have.

Robb Wolf:

Right.

Shawn Gower: But going through, it I don't think we've gotten there yet because it just still so new but I think we will get there. I think people will look and be like yeah, I want to do it today. I'll go tomorrow but it'll be interesting to see.

**[0:20:45]**

Robb Wolf: You know, I've done a couple of training updates. I think I did my first one at age 39 and then I've done one yearly since then I'm working on my age 43 training update like most the others is going to be six months like but whatever. I can't do a mix so cry me a river but I've been following the intermediate program. I have a pretty chaotic schedule. I'm doing this for a couple of different reasons. I want to be in good shape and I want to maintain as much capacity as I can as I age and all that stuff but my main thing is doing this old dude Brazilian jujitsu and the fact that I'm able to look ahead a little bit then I can kind of plan my week around if I get three sessions of grappling in that week then I may only do two of the strength programs and if I miss all of my grappling for a given week like we just move our house.

So I didn't get any of that but I ended up getting into the gym four times that week. So I'm able to kind of meter out my dose to appropriate to what else I have going on and then to tailor it to my goals and that intermediate program is just kind of the sweet spots for me. Grayson, run folks through what the different program offerings are because we have everything that goes from fundamental strengthen and conditioning to body weight only program all the way up to advanced strength and condition.

Grayson Strange: Yeah. I mean we have pretty much the whole range. We have the body weight anywhere program which is totally awesome because you don't need any equipment to do it. You get in and out in about half an hour. If you want to take it a little bit further, if you have access to a gym or any equipment then we have our low intensity program, beginning strength and condition intermediate strength and conditioning like you said all the up to advance strength and conditioning and know each one of those programs.

Once you get into the strength and conditioning classes or following the program and you're looking at more advanced barbell movements, more volume, more days of training, harder skills stuff all the way up. The advance program is something where you're a five days a week program, still able to get in about an hour but it's pretty robust program as far as what you're getting.

Shawn Gower: You're moving, you're having to move to get it in, yeah. And then folks are doing that. Like we said folks are doing the advance, they know that they are getting into and they know that that it's going to take some time but they're usually the folks that are committed. They set aside two hours a day to be able to do this stuff.

Robb Wolf: So Grayson, where are you at in your--which one of these things are you using personally or are you kind of pulling a little hybridization out of this? I'm going to do the compare and contrast here in a minute and see what Shawn's up to. If folks aren't familiar with Grayson, he's like 6'1"--Well you just had a baby so somebody's metrics have changed a little bit.

Shawn Gower: He's actually 5'4".

Grayson Strange: Short and like--

Robb Wolf: Yeah. But Grayson is basically a large block of muscle with a giant beard on top so what are you doing on this stuff?

Grayson Strange: I'm definitely working on hybrid now just whatever I can keep up with as far as sleep goes. I mean I'm keeping up with the condition and the advanced strength and conditioning program and most of the strength stuff but depending on the day I will default to the intermediate or even just some body weight stuff honestly. On the days where I'm under three hours of sleep, the body weight what happens I can do that in living room with the baby. On the better rested days, I'll attack some of that advance or intermediate stuff. But overall it's worked out pretty well even with the lack of sleep and everything, I feel like I've still been able to stay on top of it somewhat. I might be a couple inches shorter now. The beard is longer though that's big thing.

Robb Wolf: Nice. Well you know the worst thing you could ever do for your own athleticism is run a gym so. [Laughs].

Grayson Strange: Yup.

Robb Wolf: Shawn, what are you up to on your work? I know you've been dealing some rehab issues some--

Shawn Gower: Hip.

Robb Wolf: Yeah, some hip and low back issues so how are you plugging this in and how's the hip and low back doing?

**[0:25:18]**

Shawn Gower: It's good, man. I've been doing acupuncture, seeing a physical therapist and they just basically told me that I was broken and that I've been asking this for--shockingly it's been since probably since high school but it all comes down to woodwork after when you start to get my age. But I tell you I've been playing with the body weight. I actually like, Cristhina and I did it in the garage the other day, the low intensity programming just because of where I'm at--I just like to cruise right now, man. I did the beginner this week. I did on Monday. The workout was great.

I got crushed and I realized really quickly that I probably just stick with the body weight and the body weight was for me, I did it and I think from start to finish it was 18 minutes. It was still a little bar burner, but I knew I only had 30 minutes before I had to get a shower so I went for me. So yeah 20 to 30 minutes on that one and it's like there's really no excuse. That's it so I've been trying to stick with that and then trying to get at least two of the low intensities in a week right now.

Robb Wolf: Nice.

Shawn Gower: Yup, and of course modifying to my strong leg. No, I'm joking.

Robb Wolf: Nice. So you know the way that the programming is set up right now it make it much easier for coaches to look at their folks. I mean we always in the gym we do a pretty good job of checking in with folks, what do they have going on and the other 23 hours of the day that they're not in the gym. This is a feature that is not part of the Train Heroic now but will be a feature that will be integrated in the future where they will have a heart rate variability tracking kind of interface. So that when folks roll into the gym or even if you are doing this stuff from home and you're tracking you're heart rate variability and you've got a green light that day then it's kind of like okay weapons ready, lets hit this thing hard. If you're an amber or a red, then we might just film, roll and stretch and call it good or at least take things at a very moderate pace.

But these things because there is some periodization and some planning that goes into, we try to ramp up the volume and intensity and then have some unloading period and what not but that is still something it's preplanned. It's not perfectly dynamic to the changes that happened if you're kids slept well that night versus didn't sleep well that night and Train Heroic has some plans for being able to get very granular on this and customize things in a way that we can still have this over arching template that would be impossible to infinitely customize for every single person but the individual customization will get even more granular for folks when they look at that heart rate variability piece. I think that's

probably six or eight months down the road but it's a really exciting feature that will help our coaches and help people individually figure out how to customize even the daily dose that they're getting within a give program.

Grayson Strange: For sure.

Shawn Gower: They do have so much stuff going on. I honestly can't even keep up. We just had a meeting the other day we had, in 10 minutes I was like so you're adding features now. Alright, have a great day. They guy literally couldn't even--It's awesome. They're going places. There's no doubt about that.

Robb Wolf: Yeah, yeah these guys are top of the food chain with this. So if somebody wants to get in and start doing this, how does that whole process play out like where do they go?

Shawn Gower: Well you can obviously go to Train Heroic and check out the market place. You go to NorCalSC.com to see our website click to online training and literally it's like the club there. It'll take you straight to the club. They all have the breakdown description. Yeah, going to the Train Heroic into the market place basically has a whole team you could choose from but it'll be on your site soon and then our site on NorCal, on our website, you just go there, train online, again we have the write up, you click on the club, click which one you want to do and enter the information and you're ready to rock and roll.

Robb Wolf: Cool.

Shawn Gower: There's no commitment which is a really cool thing. I mean I have had people email in and say hey do I have to commit to this? I'll probably sign up for a year but and I was like you can do whatever you want. You can do the month and month which is really, really, really nice for folks. They come in try it out and say hey this is something that I really like or you can buy a year in advance, a year upfront I should say, and you basically pay for 10 months to get two months free type thing and yeah that's it. Basically come to our website and read a little bit about it.

Robb Wolf: So these programs are like \$600 a month? \$700 a month? What are they going for?

Shawn Gower: It's 99.99, no.

Grayson Strange: Three easy payments.

Shawn Gower: Three easy payments. So all of our programs the price range is \$15 to \$25 per month which to me with what you're getting is absolutely ridiculous but it's one of those things we wanted to be able to reach for people. So \$15 with bodyweight anywhere, low intensity beginning, intermediate \$20 and then the advance is \$25. When you click on the advance, you look at the sample programming, you will understand why it's \$25. [Laughs].

**[0:30:40]**

Robb Wolf: To put some perspective on that I mean if you go to most yoga classes Brazilian jujitsu classes, CrossFit classes for that matter typically it's at least \$10 to \$20 a class unless well I'll go ahead and say it unless the place is run in a completely slapstick fashion. If you're paying like 4 or 5 bucks a class then basically what you got is an open gym with a babysitter going on. You're not getting any type of quality programming or anything else like that.

Shawn Gower: I think we're more than fairly priced and I think what people get in there would see the value of just being to keep your stuff and I don't have to care about a composition book. It's worth its weight goal. The app makes it so easy to use. It's ridiculous.

Robb Wolf: There was a feature it's been a long time since I saw it but it was one of the things that it was just so sexy I was oh my god, I love this thing but it was on the coaching interface. When the coaches were developing the programming the Train Heroic guys actually created this little grid and it shows upper body, lower body, pushing pulling, quad centric versus hip centric movements and after you've populated all of your movement pools for a particular block, it gives you kind of a graphical representation of how much balance you have on that.

So you can see where it's kind of like okay so I do like 8 to 1 bench pressing movements versus vertical pressing movements. I do absolutely no scapular retraction at all which is a recipe for disaster and so for the coach it's really interesting like you can feel like some good well-balanced programming but instead on operating on a gut level with that, this thing actually gives you like a heat mapping of the way that your programming is in fact being implemented. And then you can tweak and modify that and there's some good arguments that maybe you want to do a block of more intensified vertical pressing but you do somewhere down the road want to balance that out with some scapular retraction and maybe some horizontal pressing but that heat mapping, that movement mapping to

really get your head around what's going with that and instead of it being an intuitive thing, its very quantifying thing.

Shawn Gower: Yeah. It's like spell check for program.

Robb Wolf: Really is, it really is, yeah. You should patent that and then sell it back to Train Heroic like a trademark going on.

Shawn Gower: Like a trademark, exactly.

Robb Wolf: So guys, there's an app that available. It's iPhone only right now. The android people just send hate mail to I don't care@NorCalISC.com. [Laughs].

Shawn Gower: Haha, send it to Train Heroic actually. They're working on it \_\_\_\_\_.

Robb Wolf: Yeah, the android is in process like they're estimating--what type of timeline on the android app did you say?

Shawn Gower: Obviously, they didn't give us one. I think that they've been really, really good at timelines as far as like say hey this is where we're at with this. They didn't give us one but they are working on it and when they told me they we're working on the iPhone, I felt like it was like four weeks like but I'm just going to say, I would estimate four to six weeks maybe 8 weeks.

Robb Wolf: Cool.

Shawn Gower: That's my guess.

Robb Wolf: Clearly individuals I think that this would be a great program for folks individually to work out to have some solid programming. Shawn, you mentioned one of our kind of sister facility not too far away from us that's using this programming. How much time do you think that it saves Chris Gayle using this program versus cooking all this stuff up from scratch?

Shawn Gower: Straight up he said--he was paying a programmer and so he's saving money now that he's on our stuff but it's just less stress. He's like there's less stress. When you were doing a programming years ago he was like it would always take me from the class specially as they started adding more. I mean our gym is unique in that regards we have 1, 2, 3, 4, 5, 6, 6 different classes, 7 different classes in the facility that to program for. Fortunately, we have it broken up between coaches but for him when he

added his fourth class, you're into some time programming, I mean you'd be upwards of three or four hours easily and so we--

Grayson Strange: Per class per week.

**[0:35:10]**

Shawn Gower: It could be, yeah. If you're going to write I mean you could just throw some stuff together but saving time--He's only been on it for a little over a week actually two weeks I believe it is and he just said it just so nice to be able to click on it and I could touch on that a little if you'd like me too as far as what gym owners can look for so as a gym owner or coach, it has facilities. The coolest thing about this is if you sign up under our program you'll have access to all of our programming but you also get to create your own calendar which you can then you can offer to your clients. So now your clients have access to be able to basically track all their stuff and what looks like his thing is basically skinned. I saw it yesterday for the first time. It's skinned it looks like CrossFit Feather River and so basically when they log in when his clients log in the have the same interface our clients have on the Feather River thing. The only difference is they're utilizing our programming.

Robb Wolf: So it's all white labeled so you keep the branding your own gym intact but you're benefiting from that NorCal programming? Very cool.

Shawn Gower: Absolutely yeah, and the coolest thing he was like dude it was so money because he can basically take--his classes are named a little bit different like out lift, he calls is life and then he has like an element which is out intermediate. But anyways, he puts in there but it's different days so he plugged it in and he actually plugged into the low intensity workouts in between kind of his break days so to speak, deload whatever you want to call them. But more of his like long conditioning days but he's able to drag and drop that stuff or overlay them. So he can still make it work for him and that's where he's like dude I love that not just like this is what you get and that's it. He has access to all five our clubs and he's able to look at them all and if he wants to drag and drop one of them on there, he can totally do that.

Robb Wolf: Very cool. Nice.

Shawn Gower: Yeah.

Robb Wolf: Well guys remind folks where they can check this stuff out.



Shawn Gower: So you have obviously NorCalSC.com, click on our online training tab and you basically go in there, read about anything, click any of the pictures of the clubs and you can read a little bit more about the clubs. One last thing I want to talk about what the Train Heroic thing about the gym owners is for--Josh passes on to us which was really cool basically from now for the next 30 days and to be on our side as well if you're a gym owner or a coach that wants to utilize this platform, it's \$50 a month for the actual platform and we're only charging a \$200 for one club and you can get all five of our programs basically for that price per month. Once you sign up the cool thing at Train Heroic, the pricing won't change. This is going to be set. You are in that price range. So if you do for the next 30 days, you're paying \$200 basically for five different clubs which is ridiculous.

Robb Wolf: Cool. Okay so given when this podcast goes up let's say that offer would be good until like say June 30th?

Shawn Gower: Yup.

Grayson Strange: Yeah.

Robb Wolf: Okay, cool.

Shawn Gower: We'll have dates on there. Once it goes up, we'll post the dates on the website so people see like hey you have 30 days to do this, here's what's all about and feel free to email. You can myself info@NorCalSC.com or Shawn@NorCalSC.com and any of us to answer questions. We will make sure you get the right club. There had been a few people that started of a little high, a little ambitious I should say and Josh has done us a huge favor and shifted them in to the right club. No charge just transfer the funds.

Robb Wolf: Cool, awesome. Guys, well super excited for where this things going to go. I think we've got some ideas for integrated nutrition program with this whole thing to we're kind of sniffing around to do that and do it in a way that nobody else is doing in bigger, better. Anything that we do, we want to make sure that it's absolutely the best things out there. I think that this strength and conditioning programming is some of the best stuff available. Clearly, I have the best interest in this. I'm going to make billions of dollars of this thing.

Shawn Gower: Millions.

Robb Wolf: So you know all kinds of nefarious issues with it but you know our gym's been around coming up on 12 years. I would say conservatively that we've been one of the primary leaders in taking this kind of functional group fitness training approach but really putting some very significant thought into progression, programming, periodization so that we keep out folks healthy and safe and from the evil capitalist side of this stuff if people aren't broken and they're actually making progress and enjoying themselves, they actually stay in the gym and then everybody does a lot better. So there's our nefarious plan behind that, make people happy and they stay with you longer.

Grayson Strange: Yeah.

Shawn Gower: Cool, man.

Robb Wolf: Awesome, guys.

Shawn Gower: Hey, thank so much for taking the time.

Grayson Strange: Yeah, thanks.

Robb Wolf: Great having you guys on and I look forward to getting back down to NorCal and getting a fanny whooping.

Shawn Gower: Awesome, man.

Grayson Strange: I love it.

Shawn Gower: Take care, bud.

Robb Wolf: You too and Grayson, take care, give the girls a smooch and I'll talk to you soon.

Grayson Strange: I will, man. Thanks. You too.

Robb Wolf: Okay. Take care.

**[0:40:36] End of Audio**