# The Art of the EH

Date | time 9/8/2021 12:00 PM| Location Everywhere there is Men

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| |  |  | | --- | --- | | Meeting called by | All those future FNG’s that need F3 in their life. | | Type of meeting | Quick Reference Guide | | Facilitator | The Grantan CSPAN | | Note taker | Olaf | | Timekeeper | The Time is NOW | | Attendees [Attendees]  Please read: Freed to Lead, Qsource, Your SkyQ text  Please bring: An FNG to your next workout |

## Notes from various podcasts where F3Royality give tips and pointers on how to get another man to show up to an F3 workout.

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| Advice / Takeaways | Presenter | Link: |

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|  | Keep it short and sweet.  Its and invitation so there should be no pressure.  Don’t forget to mention the fellowship part  Get them plugged into all of the communication channels locally and nationally offered. | Hundo (Houston TX) | [Time] |
|  | Show up to a Spin Class in Ranger Panties.  Do not beat people over the head with F3.  Let them come around. Invite them casually  Picking up the six is part of the Credo.  Reach out to the kotters before they get too far out of rhythm. | Bagger Vance (Nashville TN) | [Time] |
|  | Once you have a guy join you in the gloom you can really hook him into a follow up post if he feels like he was challenged physically to the point he is over his head. Then having someone come alongside him letting him know that this is just part of the process, that we have all gone through, and that we all know how he must feel and reassure him that he is going to make it. Make sure that even though they might be the six; that they are welcomed and it just takes time and effort. (Leave no man behind; but don’t leave him where you found him).  Advice on how to get a mutual friend to show up to a workout: Don’t be afraid to volunteer a guy that you are going to pick him up and make it seem like he will be missing out if he doesn’t come. ( it’s mind-blowing what you can get a guy to sign up for if all of their buddies are doing it) See every CSAUP I have signed up for.  Think of how much F3 has improved your life and share it with the prospective FNG.  Remember the mission of F3: Its not only about fitness. | Dark Helmet (The Nation) | [Time] |
|  | Coffeteria after workout strengthens the fellowship bond and gives the FNG a chance to actually have a conversation without being out of breath.  Persistent text message, phone calls,  Pitch the weekday 5 :15am workout first so that the Saturday morning 6:30am or 7am workout looks more appealing.  Give them a Freed to Lead book to read and ask them to bring it back the next time so it gives them some accountability to come back.  Personal EHs are much more likely to succeed compared to a cold call or email to an unknown guy.  Get your M to brag on you if possible to her friends and on Facebook.  If you have made a huge transformation people will notice and when they ask you what caused it be ready to tell them about F3 and the positive impact it has had on your life.  Business cards to give out to potential FNGs.  Team dad : Have some seasoned PAX volunteer at the local elementary schools to help lead a mini bootcamp where the kids and their fathers can get exposed to the mission of F3.  F3 men volunteer to speak at a local men’s group or bible study group. | One Call (Grandstrand SC) | [Time] |
|  | There are many ways to approach a potential FNG and the depending on their personal experience your rate of success will vary. Going up to a stranger and challenging his manhood might be insulting to most men but might be the best approach for a former Marine. You must know your audience.  Double D gets credit for the glue which is continuing to engage with the new guys and work to develop that fellowship which really starts to show that F3 is way more than just a workout.  Make a deal to meet a potential FNG at his normal workout if he will come join you at your normal F3 workout.  Explain that they can’t come just one time since the workouts are peer led. Could get a seasoned PAX on Monday and an FNG on Tuesday. We are developing leaders so failure is necessary and encouraged.  Don’t be pushy but consistent because you want to make sure they know that you care. We can see the potential in them and we have often been in their same shoes and you want to encourage them that they can fight out of the crappy status quo and become a part of something much greater than themselves. | CSPAN | [Time] |
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|  | The ART of the EH part2  Plan your FNG drives according to the seasons. Guys are much more willing to come workout in the gloom when it’s not 33F and raining.  There are men that need F3 in their life but they will not show up if there isn’t a man to invite them. Be that man.  Loneliness has been proven in MIT study in September 2017 to increase the risk of obesity, depression, cardio vascular disease, anxiety and dementia.  Two categories of EH’ing. Growing a region with mass marketing approach vs one on one conversations.  Regional Growth:  Lead generations- choosing a channel. Choosing a message to target your intended audience.  Spray and Pray- mass marketing, business cards, billboards,  Individual organic growth:  Nag approach. Consistent reminders to potential guys to come out and join. Often guys will come out just to get relief from the nagging.  Counselor approach. Before trying to give this gift of F3 away you need to do some self-reflecting and pinpoint why F3 means so much to you. “Best day I ever have starts with an F3 beatdown.” Look at why you personally do F3 and what voids it has filled in your life. This allows you to be authentic in your conversation with another man. Do not be afraid to be vulnerable and authentic. Guys can tell when you are trying to sell them something.  “The price is right and I believe in the product”  Always be EH’ing.  It’s a stylized sales pitch. But don’t call it a pitch.  Tailor the approach to the targeted audience.  Guys crave the relationships we have and if you don’t give it away you might be excluding them which can make them feel worse. | @f3AlexaKirkland | Put QR code link to additional content. |
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|  | These are notes for when you are ready to actually have a conversation with a potential FNG. It is the job of the local SLT to get the PAX prepared and comfortable talking to guys one on one. Getting guys in your region in a situation where these conversations can take place is equally important. IMHO I feel like getting guys prepared to have these conversations is the first step in setting up for growth of a region. You don’t want to waste a first impression if you’re not prepared and comfortable having a conversation about F3.  “Never shoot the commercial for the product before the product is ready to be purchased.”  Work on your elevator EH. It is called an emotional headlock…not just a headlock. You have to discover what the potential FNG is missing on an emotional level and tailor your EH conversation towards filling that void. It is hardly ever just about the workout. Most men long to have meaningful relationships with other men. Shared suffering just happens to be a great way to build those relationships.  Don’t be afraid to kick someone in the pants as long as it is out of love for them.  Be prepared to counter the typical excuses. This is why I enjoy the flying EH. Most of the barriers to posting in the gloom have already been overcome. A man can’t tell me its too early, too cold, too dark, when he is already up and working out solo.  Always be EH’ing. If it’s a man tell them about F3. Do not fall into the trap of only EH’ing guys that look like you or have the same socioeconomic background as you. “Open to all men” means all of them. Ask OBT if you need further clarification.  I find the easiest guys to EH are the ones that already know the benefits of being part of something bigger than oneself. This could be former military, high school team sports, college fraternity. All these guys most likely miss that comradery so when a bunch of instant friends is offered and the only cost is the embarrassment of trying to make it through a tough workout they usually jump right on it.  Offer to pick them up at their house so you can give them a brief overview of what to expect during the workout. It also lowers the barrier of entry because only a handful of guys are willing to meet you in the middle of a park in the dark by themself. Its intimidating to say the least.  Explain the 5 core principles. Better yet it helps promote unity within the group if the Q asks the PAX to list out the 5 core principles. | Olaf | [Time] |
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|  | Ways to drive widespread interest in F3. Before starting to embark on the journey to double your regions number of PAX through widespread marketing and promotions it is highly encouraged to have gotten the majority of the local PAX comfortable in telling others about F3. This can be less of a requirement if a local welcoming committee or core group of guys whos D2X is EH’ing is already in place.  Ways to really promote F3 to the masses.  Nextdoor App promotions.  Facebook posts, especially neighborhood marketplaces.  Was Now testimonies are great to show proof of potential results that can be achieved.  Sponsoring a local litter pickup section of road.  Strategic placement of QR codes to drive traffic to local regional schedules of workouts.  Share the numerous articles and podcasts that are available on the national level. | Olaf | [Time] |
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## Other Information

Observers [Observers]

Resources [Resources]

Special notes

* Connect with “Hoff” in Cape Fear region to get his secrets on how to pull off the flying EH.
* Connect with “limp Bizkit” from Rock Hill to get his secrets on the flying EH.
* Practice asking guys to give me their best EH during a beatdown while everyone holds a plank or Al Gore and ask for feedback. We are building leaders here. Practice being vulnerable and practice giving and receiving constructive criticism.