

SAM WOOD - TRAINER TO TECH ENTREPRENEUR

Sam Wood (SW): See how we go, okay! (Laughs)

Intro music plays

*Super: **Trainer to Tech Entrepreneur***

SW: My name 's Sam Wood...

*Super: **Sam Wood 28 by Sam Wood***

I'm a Personal Trainer, and I run the Woodshed, and my online program which is 28 by Sam Wood.

I got into the fitness industry because I was a skinny kid who was sick of being skinny, and once I discovered how much you can actually change, I was hooked.

I usually do a little motivational or educational video to my 28ers on my phone and send that out to 60,000 people every morning.

Short clip plays

"You've gotta move your body on the days where you're not magically motivated."

Short clip ends

We had over 3000 people signed up to 28 when we weren't even a month old, and I knew we had something really special.

When 28 grew as quickly as it did, we were chasing our tail. Understanding your cash flow was something I was really, really bad at.

It was absolutely critical to have something to kinda keep up with the growth, and MYOB has everything that we need. I can access it wherever, whenever I want – but so can my bookkeeper and so can my accountant.

Having direct, quick accurate access to your numbers, gives me immediate feedback into what people are liking about my gym or my program.

I loved becoming a Personal Trainer 20 years ago because I loved helping people and now technology just allows me to do that on a greater scale.

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