

## Transcription of “Challenge Group Steps”

[Beginning of Recorded Material]

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00:00:01     Jenelle:     Hey you guys. So I just wanted to show you how or what a challenge group actually looks like so that you can just kind of visualize how maybe you would do yours. Now the way I do mine is they're a little bit generic in that anyone in the group can be doing any Beachbody program that suits them and so I just give it a name that really just shows that we're all going to be committed to a certain goal. And so for this one it's "Lean for Spring," and so we're all just focusing on getting in our workouts and eating healthy, which typically that is the goal of most all of the challenge groups that I do. Sometimes it might be one that's more specific, like it's focused on running, so we'll doing a Beachbody program plus adding in some running because some people are getting ready for like a 5K race or maybe I've got one that's a little bit more specific to lifting. So we'll all be choosing a Beachbody program that includes lifting. So I do sometimes have certain themes, but basically they're pretty generic so that people can choose whatever program works best for them and I usually recommend that they do Shakeology as a meal replacement or if they're not looking to lose weight, that they do Shakeology just for their health purposes and their nutrition purposes and/or if they're really focused on gaining muscle mass and toning and recovery because they're, you know, lifting, then I really encourage that they do their Recover. So here is how I start off the group. I do a post that just basically says, you know, "We're about to start. We start tomorrow," and I ask them to introduce themselves in the comments below the post. I think it's really important that people say who they are and what their struggles are, where they're from because that helps the members all connect to each other and relate to each other. I also let them know to comment below what program they're going to be doing and what their eating habits are, what their struggles are, and, you know, what supplement, if any, that they'll be using. Again, just so they can all relate to each other. I also let them know what to expect. I let them know that I'm going to be posting each night around 7:00 pm asking how their day went. So I ask them to, you know, set a reminder in their phone to check in with the group once per day. They can check in the next morning if they want, but they know to expect my posts will go up around 7:00 pm Eastern time. The winner in the group is going to be based

on percentage of body weight loss, total inches, and participation. So I think that's important to mention as well because then they know that they have to be participating in the group in order to be up for winning. And then I let them know right away to start checking all labels for sugars and ingredients, total sugar grams, looking at carbs and sugar. You know, if they're going to have carbs and sugar, it should be coming from their fruits and vegetables and I just say, "Can't wait to read your introductions below." So that's how I start off pretty much all of my groups. I also sometimes load in some files a day or two or sometimes three days before the group starts. Like I might load up my sample grocery list. If I know some of them are doing like a hybrid of two programs, like Chalene Extreme and Turbo Fire, I'll load up a document for that. Anything I think might help them, any resources, I'll load into the files of the group. Hopefully if you're struggling with how to even open, how to like create a group, I did a tutorial on that as well. Of course, that's found on [jenellesummers.com](http://jenellesummers.com), under...I think it's called, "How-tos," but that's a quick tutorial on how to actually create a Facebook group. So that's my day zero, I call that, because that's the day before the group starts. I've got this all loaded in here so that you can't see peoples' comments just for their own confidentiality. So this is day one and I just remind them again to take their before pictures and I, you know, am giving them here a tip on, you know, eating healthy and just showing them something that I eat. Again, people don't necessarily want you to, you know, act like your perfect or be a guru. We're certainly not expected to be nutritionists or even personal trainers, but they want to know what's working for you and what you do and they want to know that you care about them; that's the biggest thing. More than they care about you being an expert, they want to know that you are listening to them. Here on...actually I did two posts in one day when I don't usually do that, but here I posted one of my Diamond coach's, Kristen's, results just to kind of get them motivated at the beginning of the group and again asking them to make sure that they take pictures. They don't have to share their pictures in the group, but I do want to make sure that they share their pictures. I mean I do want to make sure that they take their pictures, even if they just keep it to themselves. So here is, I guess this is probably day two. So you can see my format for every day is to have a picture and also to say what day of the week it is and I ask how is their nutrition and how is their workout. So every day I say what day it is because the posts can get out of order and I ask for their report in on their nutrition for that day and their workout. So no

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matter what you're doing every single month, you're hosting people and giving them accountability for their nutrition and their workout each day and you're giving them a tip of the day, okay? So every day I come up with something different and I keep this all in a document so that I have this handy and can tweak it for each group that I do. I actually have about four different templates that can be used for my challenge groups. That way I can focus in on their comments and cheering the on and answering their questions instead of coming up with a new post. Now a lot of my posts, my pictures, come from posts that I've already done on social media at another time that I felt did well or it was a good visual and the same with the tip of the day. It's usually something that I've given as the tip of the day on one of my posts before. So I'm not constantly having to come up with new content for my challenge groups. So again, I ask them how was their workout, how was their nutrition, and again, a tip of the day. So basically that's it. Each day, again, just saying what day it is, asking how their nutrition and their workout was, and then the tip of the day here was, "Forget skinny - think strong," and a whole little piece on that. So, you know, very basic and easy to duplicate, you guys. Don't over think it and yes, you can do challenge groups that are more focused on a particular program. That's totally fine too. That's up to you, but I just wanted to show you...give you a visual of what this looks like. I hope that...

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