

Team Hardcore Call Transcription - April 13<sup>th</sup>, 2017 - Social Media Dos and Don'ts

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00:00:01 Jenelle: Hey guys, my name is Jenelle Summers and this is the Team Hardcore Training call and today is April 13<sup>th</sup>. So we are at midmonth and we've just had two new vegan flavors announced and on your site, so make sure that you've told everyone about those two new flavors and don't be blasting that on social media. That's one of the things I'm going to talk about this training and also obviously the annual All Access Challenge Pack is now \$160 versus \$199. So that's a crazy, crazy, insane deal. So make sure that you let people know, but do that in one-on-one messages. Don't be blasting social media pictures of Shakeology and pictures of all the DVD programs and saying, "\$160," because what that does for people is it turns them off. Even though we are super excited and I'll be honest, like it's kind of frustrating because we want to get the word out in that way. Like show them, "Look at everything that you get," I mean it's insane. Or show them vegan Shakeology and everything that's in it and all the science behind it. Like I get that we want to do that, but we can't and the reason being is that social media is meant to be social and people don't want to see anything that looks like an advertisement and when you do that, your kind of our advertising it and people just don't want to see that. They get on social media and they want to hear about weddings and new babies and funny stuff the thing that happened with your dog the other day and asked the kind of stuff they want to see and so Facebook knows that and so they're very smart in that Facebook, the way it's working out and by the way let me just say if you're watching this like a year from now or whatever, make sure you watch and updated training on this because Facebook is constantly changing its algorithms and you have to stay abreast of what Facebook is doing. So if you watched a Facebook training that I did two years ago, maybe even a year ago, it's probably out of date. Like there were trainings where I said, "Oh my gosh, do videos, do videos. Videos get tons of traction." So you saw me like...I was one of the last people to finally gave in and do some video showing myself working out. I was one of the last to give in to it. My sister kept saying, "You've got to do that. That's what's getting traction right now," and I was like, "Oh, I don't want to," you know I was like scared, but guess what? Now they don't get good traction. I still do them because now all of a sudden it's something I like to do and I do have some people that specifically follow me to see workouts that I've done on videos, so I still do them, but to be honest they don't get good traction. So don't be someone that's like either listening to that old training going, "Oh I've got to do all these videos now," because that's not what gets good traction now. Or don't do it because you're like, "Oh, Jenelle does a whole bunch of videos, so I should be making up all these workouts and doing a whole bunch of videos because Jenelle's doing it."

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No. You have to do you, right? You have to do you times two. You have to figure out what are your strengths. It's bugging me that I can see my own reflection of my hands moving. So I'm going to move my plant like that, just like so. There we go. All right, cool. So you have to do you times two. You have to figure out what your strengths are. Now one of the things with me is that, you know, I've been in fitness since I was, you know, little, a teen, okay? I've been doing workouts and making up workouts. I remember when I first quit ballet and I was in track and I was making up workouts for the track team and that...so making up workouts has been something that I've always loved to do and when I started teaching group fitness, which I did that for over 20 years, I actually didn't like the classes where I had to teach a certain choreography, because I loved making up my own stuff. Even Turbo Kick I resisted for the longest time because I was teaching my own kickboxing class with my own choreography and my own combinations and stuff. That's in my blood, you guys, so when I'm doing these videos don't be thinking like, "Oh, that's what I need to do." It's just something I like to do. It's like one of my strengths. I guess what I'm saying is don't look at what everyone else is doing and go, "I guess that's what I need to do because I guess that's what works." No, what you need to do is go, "Okay, what do I love? What fuels me? What makes me happy? What feels right? What do I like seeing? What interests me? Even if something that you see someone else does that interests you, that doesn't mean that it's necessarily something you're good at. I follow certain people that I love what they do and that's why I follow them on social media, but I also know it's not something I should do. It's not my strength whatsoever. So you really have to get in tune with you. I cannot stress that enough. And here's the thing, some of you might be going, "Yeah, but I don't really know what my strengths are. I don't really know what my niche is. I don't really..." The only way to start to figure that out, is to just start doing. When I first got on social media...remember you guys, when I started this business I was not on Facebook and so when I first started posting, I didn't know what my strengths were. I didn't know what people wanted to see from me. I was like, "I have like the most boring life ever. Like I'm an introvert. Matt and I don't go out much. I mean hardly ever. I mean I'm actually one of those people that don't like to travel. I did kind of travel a lot for different reasons because I had to, but I don't really like to travel." And mean it was like, "How much more boring could I be? Like what could I possibly post about that anyone would ever want to see?" And so one of the things I first started posting was food, which is funny too because I'm a horrible cook. Like I'm not a good cook. I don't even want to be a good cook. I don't like it, but one thing that I do a lot of is...and you've probably seen that Chalene does it too...concoctions. Like I make lots of the salads and wraps and, you know, stuff where really cooking isn't involved and I do a lot of that, but one thing I do is I like to make it look pretty. For a while...this is another part of my story, but a while back for a short period of time, Matt and I worked for a restaurant and we learned how to make things look pretty, how to plate them. Our chef taught us how to do that and I just thought that was a really cool thing.

I do have a little side of me that's creative and so I started doing that and people started saying, "Oh my gosh, your food pictures really helped me eat healthier because they looked so pretty." So I started to realize that seeing food on your newsfeed is one thing, but seeing pretty food was another thing and it really was inspiring people to eat a salad. Eat something green today. Have some water. Like just seeing fresh, clear, lots of green, lots of color in their foods, it inspired them to eat that way and I kept hearing feedback on that so I was like, "Oh my goodness, I just figured out a strength of mind. So that's what you need to do is start just putting out there what your strengths are and the only way you're going to figure it out is to just start doing and start hearing people's feedback. So it's going to take time. You can't shortcut the fact that it's going to take time to figure that out and you just have to start doing. So what I want to do with this training is I've decided to narrow it down to just Facebook do's and don'ts, because when I started to think about all the do's and don'ts of social media, it just got hairy because there are some things that you really should do on Instagram, but not do on Facebook. And then there are some things that you should do on Instagram but not do on Snapchat. I mean it just got like...each platform really is so different. There are a lot of things that are true for each and every platform. Like across the board you need to be you. Across the board you need to be authentic. Across the board you need to not be selling but instead sharing value. There are certain things that are just across the board, but then there's other things where it's like, "Well, that's true for this, but it's not true for this." For example, I'll just throw one out off the top of my head, when it comes to Facebook versus Instagram, there is no doubt about it, with Instagram your pictures are so incredibly important and, you know, when people find you maybe because they clicked on a certain hashtag or maybe you showed up in their Explorer page, that some people find you and that's what we want. We want to grow our cold market, right? We want people to find us, and like-minded people, right? We want them to be attracted to us. That's like a huge part of our business. If you're already like, "Oh my gosh, tell me more about that," we just did the team training on Instagram with Jen Richardson. It was awesome. It was like maybe three weeks ago? So if you missed it, you've got to listen to that. So I don't want to like re-repeat any of the things that she said. So that is on [jenellesummers.com](http://jenellesummers.com) and then you login with the username "teamhardcore," all lowercase, and then the password is "fitness," okay? So check that out. That was with Jen Richardson. She doesn't awesome job. Check out her Instagram. So anyway, I don't want to like rehash any of that. So I want to just focus on Facebook, the what I was going to say is that you know with Instagram maybe they saw a picture of you and that Explorer page or they clicked on a certain hashtag and one of your pictures came up. First thing they do is they go, you know, click on your name to see the gallery, the rest of your photos, and they make a decision within a matter of seconds if you are someone they want to follow and if in that glance...I mean go look at your own Instagram right now and

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look what that looks like. And I do it all the time, and you guys, I screw that up. I'm not great, but I know what I'm striving for. I know I'm striving to get better with it. When people look at that gallery of photos are they seeing a bunch of randomness? Are they seeing like, "Oh here's a picture of my dog and here's a picture of a flower in my yard and here's a picture of what I ordered at a restaurant," you know? And it's dark and you can't even see what it is and it might...it just looks like vomit. "And here's a picture of me and then here's a picture of my grandma and then here's..." like it's so random. They...like I can pretty much guarantee you...people are not going to follow. I mean they're going to phew...right away. They want off of that. What people want to see are photos that just at a glance they see a theme and most people are specifically looking to see if you are an account that is constantly selling something. And so if you have a bunch of pictures of like you with your Shakeology and a bunch of pictures like where it's you and then in the second frame it's like Shaun T. or something so they know that you're constantly trying to promote a product. And sell especially if you have in your bio...so I'm going off on Instagram right now, but that's only because I know I'm going to focus on Facebook in a minute. That if they see in your bio that it says Beach Body coach...nothing wrong with Beach Body coaches. Obviously, I'm super proud that I'm a Beach Body coach, but the perspective that people have out there is that if you are associated with any kind of a brand and your putting that in your bio, that they get this immediate impression, because it happens with some people, that you are going to try to sell to them and that you are going to hunt them down and be spammy to them and salesy to them and icky to them, so they will not follow you. And so unfortunately putting something on there like Beach Body coach is, you know, just like saying, you know, you're a sales rep for something else and people just don't usually follow. So you want to put, you know, and I'll show you some examples. I'm going to do a screen share, so I'm going to show you some examples of some Facebook people, but if you want to look at like just as an example someone great with Instagram, Jaime Innis, J - A - I - M - E I - N - N - I - S. I wish I could do that so you could see it. If I have time, I'll pull her up real quick so you can just see her Instagram. Chelsea Pearson, Jen Richardson...so many great examples of what their bio looks like so that you know when you go to their page what you're going to get. And one way to do that so that it looks clean when they see your bio is to do it in the memo section of your phone, copy it and then go into your bio on Instagram, and paste it and so that it keeps that same format and if it doesn't and you're like, "I wanted that to go to the next line," change it up in your memo on your phone, repaste it into your bio. You don't want to put the link to your Beach Body site in the bio of your Instagram; you don't want to do that. If you have a blog, which most coaches don't, and you don't have to have a blog, but if you do a blog then put that there. I do have a blog now, [jenellesummers.com](http://jenellesummers.com), but I didn't fit the first what? Four or five years of my business and I was plenty successful without a blog, so you don't need a blog. That if you have one, that would be a place to put that. You always want to be directing people to a place with a can reach you or

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where you will then be able to reach them. So for example, and this is one of those things that's across the board, so this is it for Facebook as well. You always want to be directing people to where they can reach you direct or you will then later be able to reach them. So I point people to jenellesummers.com...I forget if I have that on my Instagram bio right now. I change it all the time. But when people go to jenellesummers.com one of the first things they see our options for them either get my free Foodspiration e-book or to be in my healthy tips weekly email. Like there's different free things for them that they can get and they just have to drop in their email. So right away they visit my blog. I'm adding to my network while I sleep, while I'm out grocery shopping, while I met my son's track meet. And adding people to my network. Anyone that goes to jenellesummers.com because usually when they get there, they're going to see something that they can get for free and they just drop in their email. Now I have a way, a means to be in touch with them, you know, once a week because I'll send out a valuable, you know, email once a week and, you know, let them know about different things, free groups I'm doing and challenge groups or whatever. So I'm constantly adding to my list in that way. Okay, so let me move away from Instagram and talk about Facebook. So I'm going to share my screen and I'm going to go over the Facebook do's and don'ts. So hang with me and this shouldn't take too long, I mean this training shouldn't take too long. Most of you know these things...let's see...okay. Let me know if you cannot see my screen. Okay, so Facebook do's and don'ts and I have posted this graphic...it's hardly even a graphic, but I posted this list in a couple of different groups and I've had some people say they've never seen it, so I thought, "You know what? I need to not only show it to everyone who is getting on these trainings and I need to talk about it." So again, this is Facebook and this applies to both your personal page and your like page, okay? So first of all, the don'ts. Number one: do not use any links, okay? When you put a link, whether it be a link to your blog, a link to a YouTube video, I even think it may be detects an email address as a link, because obviously our email addresses end in .com. so when you say, "E-mail me a blah, blah, blah at gmail.com," I'm really thinking it could be so incredibly wrong. I really think that that hurts your traction on that post. I know it does with other kinds of links because Facebook does not want people leaving Facebook, okay? So if you are putting a link in there, you are hurting your traction. Now there are some like pages where you will see that they have put in links to their blog or links to whatever and they still are getting likes or comments, but check out how many likes that person has on their page. For example, a girl that I follow her like page, I went to visit it the other day and I noticed that she put a link to her blog, her blog post, and the post itself have like...I don't know, like 100 likes on it. You know, probably like a dozen comments, but she has 500,000 people who have liked her page. So yeah, she did get a little bit of traction, but all things considered, if you look at the ratio of people who like her page and the number of people who liked and commented on that post, all things considered, that wasn't very good traction. And the blog post that she was talking about was

amazing. Like, you know, I personally wish that thousands of people would have seen it, but they probably didn't, because there was a link to her blog there. And I'm sure she knows these things, but she was just like, "Whatever, I just want, you know, some more people to see it." So, you know, a lot of us are saying, "Okay, look at the link in the comments section," and I've done that too and I used to train, "Definitely do that." Now I sometimes wonder if they are catching net too, like if Facebook is on to that. You guys, I have researched over and over whether or not there's anywhere stated what Facebook blocks, what keywords they are picking up on that is causing low traction. Like everywhere that I've looked and researched, everyone says it's like Zuckerberg's the secret, you know? He doesn't...there's know where that you can find those exact things, but this is just what I'm finding in my experience is that if there is a link there, it's going to hurt your traction. Not that it will completely get blocked from the newsfeed, but it could very well hurt your traction. Don't use hashtags. So that completely opposite obviously of Instagram. With Facebook you don't use hashtags. Now if you just use like one or two, just because it's funny or whatever. Like maybe you do a post of, I don't know, your dog ate your sandwich and then you do #anotherdayinmylife or something. That's not going to hurt anything. I think one or two hashtags doesn't hurt your traction, but if you use like four or five, six, whatever, I think it does. I think it hurts your traction because I think Facebook picks up on it as you are trying to promote a service or product and that's why you use those hashtags and so I really feel like it hurts your traction. So I would not recommend using hashtags on Facebook. People do not use hashtags on Facebook to search things, so there's really no point. Now a lot of you have heard that when I post something on Instagram, I copy and paste that same post to Facebook and I think that's fine to do. Personally, I think it's fine to do. And I do it to my like page. Now if I were really still heavily using my personal page, I would do it there. I just don't use my personal page anymore very much, just every now and then I use it randomly. Mostly I just use it for my shout outs, that's only because you guys I'm at my max on my personal page and have been for years and I know people can follow me on my personal page, but the truth of the matter is people that see your posts from a personal page, Facebook is bringing it to the news feeds of people that are your Facebook friends. And the people that are my Facebook friends, if you scroll through my first 2 to 500 people, they're all coaches. So it's just not a good use of my time given I've been in the business almost 9 years and I'm at my max. So that's just me. I do recommend using your personal page, but again, don't use hashtags. Next one: don't use keywords that will trigger Facebook to think it's a post about a product or service or a business. It definitely has come out in many articles that Facebook really wanted to users to see posts from friends and family about normal, life events. That's what people like to see on Facebook and so if Facebook is, you know, triggered that what you are talking about is a product or service that you're offering, then it's going to give you less traction, there's just no doubt about it. Because Facebook...if you're a business, Facebook once you

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have a like page and pay for your ads. If you're going to promote a product or service, Facebook wants you to get yourself a freaking like page and pay for it and then they're going to show people your product for your service. They don't want you just on your personal page promoting your business and you having success with that, you know? Facebook is a business too and so they have a means for people to advertise and, you know, if you are promoting a product or service just on your personal page and if they can pick up on that in any way, shape, or form, they're going to, okay? So it's not that you can't talk about, you know, your fitness and what you're doing. You can do those things. It's just that we have to really be careful and you know, you might see a post that works really well and then another one where you're like, "Wow, that just completely bombed. Like no one liked on it or commented on it at all." Well it might not be anything that you said that's wrong, but there might be some kind of keyword in there. Maybe it's the word "weight loss"; I don't know. I honestly don't know you guys, but there are some words I think that Facebook picks up on as advertising. But the same is true that it's just people seeing your post...if the first people seeing your post think it feels very salesy, they won't like or comment on it and so that's just an automatic post that will go dead in the water, if people aren't liking and commenting on a post right away. If they see it themselves as being really salesy, they will not like and comment on it. And it's nothing against you; it doesn't mean they're necessarily even turned off, but that's just not what they are on Facebook to see. When someone hovers over your name on Facebook they should not see Beach Body coach, okay? So that is coming up from something that you have in your bio, if you've got that. So make sure that you, in my opinion, I think you should remove that. I think when you get to a certain rank you might want to, you know, put "Diamond Beach Body Coach," but until then, especially for newer coaches, until you really build up your brand and your following, I just feel like you want to have something like, "fitness business owner, fitness support coach, online fitness support coach." You know, call yourself something that is more descriptive of what you are actually doing versus just Beach Body coach and making yourself sound like you're like all the other hundreds of thousands of Beach Body coaches because you're not. You're unique and you're not just of rep that is there to sell a product. That's not what you are. Don't post stock photos. I think this is pretty much across the board. There are a few instances where maybe it's okay. I mean I think I've done it before. I hate to admit it. I think I have, but oh my gosh I avoid it so hard. I mean it just is white noise people. It is so white noise to people. Find another creative way. And I know when things get launched, like when the new vegan flavors were launched, you know, we're about to obviously have a couple new programs launched, The Annual All-Access Challenge Pack was launched. It's so tempting to just post a stock photo and be like, "Okay, I did my job. I put it up there," and then watch. You're going to turn around the next day or an hour later and go, "See? No one likes it. No one cares. None of my friends care. They don't care." No, it's not that. It's that it was a stock photo and people scrolled past it in their

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news feed. Again, your posts only go to a couple people's newsfeeds at first. If they don't like or comment on it, Facebook drops it. They don't bring it to anyone else's newsfeed, okay? So that's what happened. You know, your aunt so-and-so saw it in her newsfeed. She didn't even know you posted it. It was a stock photo. It was like white noise. She scrolled right on past it. She didn't like on it. She didn't comment on it. So Facebook dropped it. Didn't bring it to anyone else's newsfeed, okay? So if it were a picture of you like looking super excited or something like that. Really a picture of you is what is going to do best and then you talk about something that is helpful or valuable and maybe say, "By the way," that works. Next one: don't post your website. So in your bio on Facebook, and I'm talking about your personal page and your like page with pretty much all of these, I think it's okay to have your Beach Body website because honestly in the "about" section of your face but I don't feel like a whole lot of people look at that. I could be wrong. I feel like it's okay to have your website there, but if you have a blog I think that's better to put that there and on your blog obviously that can link to your Beach Body site. But you guys, what you don't want is people going randomly to your website. I know you might think you want that. Trust me, you don't because here's why: if people go to your website and you don't know, you have no idea they were there and therefore you can't follow up. So they might've gone there initially looking for Shakeology, initially looking to see what's in Shakeology, initially looking to see how much it costs, or maybe initially to see if Beach Body still sells Piyo, whatever. If they don't find it or they got distracted before they found their answer or they got distracted before they actually bought it, you will never know. You will not be able to follow up with them. You guys, the magic is always in the follow-up and when you don't know who's going to your website or when or why, you've lost effectiveness in your ability to help people, completely. And so this is one of the first things I learned in my business is to not put my website out there. In fact, hold back because you want to learn as much as much about people's needs as possible. The quicker you give people your website, the more you undermine their needs. So you really want to, you know, the waiting until someone's like, "Oh my gosh, okay, great. Where do I buy it?" And then you're like, "Okay, awesome. Here's my website. Please let me know when you're thinking about buying. I want to make sure it goes through okay so I can check on it, make sure that it goes through okay for your sake." Don't post about politics. That's just my opinion. I just feel like it opens up a can of worms and you'll end up going back and forth. It can get ugly. People's opinions are based on previous experiences and you just don't know where that can go and I just feel like there's a time and place for that. I don't feel like your Facebook page as, a business owner, is a place for that. Do's: okay, do you use your personal page. A lot of...I think some of my coaches maybe think they shouldn't and that they should just use the like page because they see that I use my like page, but again you guys, don't just do what you see other people doing because we're all at different stages of our business. I've been doing this over 8 years. I didn't even open a like page for quite some time. I

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built up my personal page constantly friend requesting people and accepting friend requests, all women of course, or at least 99% before I even opened my like page. Like I got really comfortable with posting and when to post and what works and really got into a groove before I opened up my like page. And like pages were way different back then anyway. Back then...so don't just assume that to be successful you need to open up a like page. I have whole trainings on like pages so they're on my [jenellesummers.com](http://jenellesummers.com) training site and I teach you what to expect, what to do, when it's the right time to open it, whether to call yourself a community or a public figure, what to name it, adds. I mean I have all those trainings on my training site, but I will still always say you can get so far just using your personal page. Now I know a lot of you are thinking, "Yeah, but a lot of my warm market, they're just not into fitness or health or nutrition." Guys, that's the case with the majority of all of us human beings. We don't have people around us who are really into fitness, health, or nutrition because, I mean there's a small percentage of us that are really, you know, doing well in this area. A lot of people really feel lost with their health, their nutrition and a lot of people don't care unfortunately. We want to inspire those people and bring them in on our personal page in a way that is so not intimidating and, you know, we are talking about our dogs. We are talking about our kids. We are talking about fashion and décor and all these other things on our personal pages and so we are drawing them in on lots of other levels, on things they can relate to, and then suddenly they see something where you said, "Oh my gosh, I feel amazing today. I was able to do 10 push-ups, you know, on my toes and I've not been able to do that since high school." And all of a sudden that person who just really was loving all your other posts about everything else is like, "Oh gosh, I would love to be able to be that strong again," and all of a sudden now you've inspired someone. So your personal page is really, really impactful. Now if you are really feeling like your credibility is not there and a lot of your warm market is just nonresponsive whatsoever, blah, blah, blah, then you really need to watch Jen Richardson's training on Instagram that she recently did. It was amazing and like I said at the beginning of this training, is on [jenellesummers.com](http://jenellesummers.com). So that Instagram training was like three or four weeks ago, so I want to say it was in February or March of this year and it's on [jenellesummers.com](http://jenellesummers.com). Just login and go under the 2017 trainings. So friend request people when it's appropriate. Now you don't just friend request everyone; what you want to do is have a reason when you friend request someone. So, you know, we talked a lot about tracking and so you really can, if you want, track the people that you have friend requested whether it be a Teamzy or maybe use Google Streak, but you can, you know, obviously track all these people that you are friend requesting and write why you friend requested them. Maybe it's because they are a friend of a friend that you heard is...I don't know...the director of the local YMCA and you know she's really into health and fitness and you want to ask her, you know, what new programs they have for kids because you have a kid and you want to see why, you know, he or she might be able to do this summer. So have a reason. Have a

reason that you friend request people. Get involved in other Facebook groups. Be active in those groups and befriend requesting, you know, just because you want to find out where someone gets all of their leggings or you want to find out where someone, you know...I don't know...buys their lashes. I have no, but friend request people for a reason. Personal messages are more important than ever. So again, like I said at the beginning of the training, we want everyone to know about the new vegan flavors and the new price on that All-Access Challenge Pack, but we can't blast it out there, but we can't. So we have to use personal messaging. We have to start with, "Hey, how are you? What's new?" Not start with, "Hey, did you see the new price of the All-Access Challenge Pack?" You have to figure out where people are. Connect first and then when appropriate bring up possible solutions to their issues or helping them fill their needs. Use original pictures and videos you guys. You cannot just be using the same pictures and videos that other people are using, okay? You have to be original. When you create stuff for Facebook and really for Instagram. This really goes across all platforms. You have to be original. Like get so much traction for certain people and really helps them grow their like page, grow their Instagram, is when they've done stuff that no one has done yet. What have you not seen yet? You know, recently on The National Wake-up Call we heard from Ashley Molested and she had done a side-by-side picture, I believe it was. One side of the picture was her looking completely ripped, okay? And then the other side was her sitting down in just a very relaxed state and she was like showing that yes, her tummy like...she has rolls when she sits like that. And I don't think that's in the actual picture in a long time, so I'm just going based on memory, but that picture like went viral, okay? Because no one, or at least not many, had ever done that before. Now a whole bunch of people are doing it so it's not quite got the same effect. Do something original you guys. You've got to be original and really be creative, okay? So when you're taking a shower or you're going for a walk with the kids and the dogs or whatever sometimes just, you know, let your mind wander. Like what is original? What is inspiring? What do people want to see? Bust some myths: that always goes over so well, to bust myths. Of course, have it come from fact, but bust some myths. Next, boost to those who have liked my page on like pages regarding the business opportunity. Okay, so this one is obviously specifically for those of you who have a like page. So I see a whole bunch of coaches when I go to their like page, I can tell that they are boosting like all of their posts. Don't do that. Oh my goodness, don't do that. Don't boost all of your posts. I do recommend if you're going to boost a post that it is only for the business opportunity because that's where your money is going to be best spent in my opinion, because building your team is very, you know, it's difficult and only to those who have liked your page. Now the way I've learned recently that I think is really effective is to first create an audience. So you go on your like page. You go to "manage ads." You click "create an audience," and the audience is those who have liked your page and then you exclude certain interest groups: like people who have liked "independent Team Beach Body coach," people who

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have liked “Carl Daikler,” people who have liked Shakeology page, because what that does is it excludes people who are already coaches. So then you go to “boost your post.” So you’ve done a normal post. It’s about the business opportunity. You wrote your post. You added your amazing, eye-catching picture to it. You post that. You let it get a little traction for a few hours, maybe a few people have liked on it, maybe you ask your husband and your mom to like on it and comment on it, give it a little bit of traction, and then boost it. And when it asks you who you want to boost it to, click that...there’s an option where you can click an audience that you’ve already created. So you’re boosting it, but you’re boosting it to an audience you’ve already created and it’s the one that has people who have liked your page, but excludes Beach Body coaches. That has worked really well for me the last few times I’ve tested that. Mindy Wender actually gave me that tip. Post before-and-afters; that always goes over really well, but guys be really sensitive to what you are saying about your before photo because your before photo is someone else’s after. So I just want to remind everyone to be super sensitive about that. I think everyone has such good intentions with their before-and-afters and I think more than anything what I always see from my coaches anyway is that it’s the inside transformation. I mean their transformation is amazing always, but it’s always a much bigger deal what’s happened on the inside: the confidence, the health that they’ve regained, the fact that they are eating healthier and feel better and they have so much more energy, etc. But just be very sensitive about what you’re saying about your before picture because your before picture probably looks better than a lot of peoples’ after pictures went ever look and you just need to kind of keep that in mind. It’s impossible to please everyone, okay? And so if you are getting any negative feedback on posts, before-and-afters, please know it is impossible to please everyone and if you do try and please everyone, you will end up upset. You will end up feeling defeated. You will not end up with your like-minded market. You will end up just being robotic and always playing in a safe zone. So you can’t please everyone and you shouldn’t try to, but just be sensitive to those things. Okay next: poll people for their opinion. This always goes over huge. This is definitely something to do. If you are a newer coach, put a big huge star next to this one: polling people for their opinion. So asking people, “The black dress or the pink dress? The white Nikes or the red Nikes?” Like ask people for their opinion. People love to give their opinion and in that same post you do a, “By the way,” and put some kind of messaging in there that you want other people to know about. Now there’s a whole huge percentage of people that are not going to read the, “By the way,” part of it because a lot of people just don’t read entire posts. They just don’t. Especially nowadays, people are reading and scrolling faster than ever, but it is a place for you to put in a, “By the way, I’m hosting another fitness accountability group called, you know, Spring into Health, or whatever it may be, and comment below if you are interested.” So there’s a better likelihood that people are going to see, you know, that your hosting a fitness accountability group, a challenge group, in a post like that versus a post

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where you look like you're just advertising a challenge group, which people don't even know what a challenge group is, so it just doesn't go over well. Do tag people, but not coaches, who would want to see the post, okay? That definitely helps. Post funny memes. I mean there are some coaches that will probably say, "Don't do that." I say do it. I don't know, I just think...there are times, at least for me, where I just don't have the time to create a valuable post and I just want to post something funny. I just do. And sometimes it gets someone to find my page who's never found my page before because it gets a lot of shares, especially on Facebook. Funny memes and even videos that have gone viral, if you share those, they get shared and other people might end up seeing it who have not seen any of your posts may be in years, okay? One more thing about sharing, all my goodness – tune in right now. If you've tuned yourself out, please tune in for a second here. This is a huge don't. I can't believe I didn't have it on the don't list. It just crossed my mind. Of my gosh, this should have been number one: don't be sharing a bunch of content. Whenever I go to a newer coach's page and I only do this if they asked me for their feedback. Believe me, I don't like just go looking on people's pages to see what they're up to. But if someone has asked me for their feedback about their social media, and so I go to their personal page and what I see are a ton of shared content. So something they saw in Yahoo that they shared to Facebook, something that they saw on Pinterest that they share to Facebook, something that they saw on someone's blog and they shared it to Facebook. Almost everywhere you go on the Internet, it will say, "Share to Facebook," and so people are constantly doing that, and guess what? They get no traction. Like if you are someone who has done a lot of that, look at how many likes and comments you get on those, probably hardly any, even though it something hilarious, hilarious. But if it's a share, people just see that as much. You know, sharing a recipe or something. Now if it's a viral video, I feel like those do okay. I do, but if you are sharing a recipe, I see that a lot. I see a lot of people sharing from other people's blog post; that does not get any traction. It just doesn't, so don't be sharing other people's posts. Don't be sharing other people's blog posts. Those just don't get traction. It's not that they are bad posts; they don't get traction, so why waste your time doing it? Okay, back to my do's. So posting funny memes, I say that's a yes. If you're going to do a quote, at least make it original. Put it on your picture. You could put it on a blank background. You guys, less is more. So if you are going to do a quote that's not a picture of you. It's just on a background of some type, make it a white background or a black background with white writing. Less is actually more. Sometimes I'll do it on a picture that is not of me, but not very often because then I can't use it on Instagram. If it's a picture of...a stock photo of some rocks on a beach and you put a quote on that, that doesn't look good on Instagram and I like to use stuff where I can use it also on Instagram. So why create something for Facebook that you can't use on Instagram? On Instagram I know...if I'm going to do a quote it either needs to be black lettering on a white background, so I can use it on both Facebook and Instagram, or I know it needs

to be a picture of me with the quote next to it and that way I can use it on Facebook or Instagram. So if it's again, the picture of like a flower and I put a quote next to that, I know that's going to look too random on Instagram, so I don't do it for Facebook because I want to be able to use it across a couple of different platforms. And again, post some things that bust myths and make your first statement catch people's attention. Do all caps or ask a question and then do a space before you write the rest of the paragraph. Social media is so much about grabbing people's attention, okay? So that first line and the picture are everything. Those first few words that you say and the picture are everything and do realize that if you have a like page, like pages are a struggle to get traction. And like I said in the beginning, I've done tons of trainings on like pages, so this training is not specifically about like pages, but just realized that like pages only get to the news feeds of 1 to 6% of the people who have liked your page, 1% to 6% of the people who have liked your page. It actually shows up in their news feed, so that they struggle, right? So that's why I create things for Instagram and I copy and paste them to my like page, so that my like page does have content and I do have people seeing things there...those 1 to 6% of people, who knows? I mean the right people might see the right stuff at the right time and that happens all the time, so I still do it. It's just not where I want to focus all of my time. I do definitely believe in doing ads and using some of the other like page features, so I definitely recommend having a like page for those reasons. Okay, so I wanted to...let me see if you guys can see me. I was like getting all heated up. Okay, I wanted to just show you one last thing and then we'll be done. I wanted to show you...let's see. Hold tight. It's not going to let me. It's not going to let me. Dang it. Okay, well all I wanted to do was show you a couple of examples of a personal page that looks really good. Jenn Richardson...I just real quick before I went live...I pulled up a few people that have a really good personal page, like their cover banner and then it goes through, you know, where to find other things that they offer. I think Jen Richardson was one of the ones that I saw does a good job of that. Let me see something real quick. Yes. Are you guys seeing my screen? You're seeing my screen? It's possible. I'm kind of thinking you're not. I think you're not seeing it. Hold on. All right, I'm going to show you my screen. Hold on. I think I'm going to show you my screen. Yes. Okay, you should be able to see it, two seconds. Hold on. I know you don't see me yet, but you're going to see it. Okay, so Jenn Richardson, do you see her screen? Do you see her cover banner? Awesome. So let me move this up a little bit. So yes. Okay, I'm getting yeses and then I got a no, but then I got a yes. So hopefully you can see her cover banner, okay? So super inviting. She tells you right here, obviously her name and she's got her blog [jennfitcuture.com](http://jennfitcuture.com). Again, I've said it 1 million times, you don't have to have a blog, but you can. Maybe you can have someone create it for you; make sure that it works well with Google searchers, like WordPress. Anyway, you click on her cover banner and she has her story. Oh, now I'm hearing that you guys don't see it. Dang it. I hope that's just an old message. Anyway, check out Jen Richardson: J – E – N – N

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Richardson. She does a great job. If by chance...oh, now she sees it. You can see Ashley Molstad's. We talked about Ashley Molstad. This is her like page. Now here's what I want to show you with Ashley's. Now notice you guys, they used professional photos, okay? For their cover banner and their profile picture, okay? It still needs to look...now her profile picture, I don't necessarily think it's a professional photo and it doesn't have to be. You want it to just look really real, you know? Really authentic. But you putting your best foot forward, okay? And you want to be able to tell that it's a person's face and someone smiling. It's huge to be smiling in your profile picture because you are meeting people who do not know you. You have to put a smile on your face for that profile picture. Now look what happens when I click on her cover banner. By the way, Ashley Molstad is currently number one, I think, right now, this month for coaches. If you click on her cover banner, look what happens. Right away, "Get a free 30-day membership to my online fitness library. Make sure you select the free option," and she's got this link, okay? I've not click on it. I don't even know where it takes you, right away she's probably going to get your email address, okay? And she's probably going to have a way of contacting you if you visit her page, okay? And so she says right in this cover banner, "Click here for more information." You can create a cover banner just like this are very similar anyway using Canva.com C – A – N – V – A.com, Canva.com. So again, clicking on her cover banner and right away she takes you there. Like for example with my like page...let's see how hard is it to find like pages now. That is my like page. No. See, it says people. I want to go to pages. Don't use that middle one. This one here, okay? I had to create that because I maxed out and then I couldn't add my own coaches to my groups and now I just give them links. Anyway, here's my like page. See? I say here, "Click here for more info." So if they click there because really if you click anywhere on a cover banner, it will take you to the description and right away I tell you if you visit jenellesummers, you can get my free Foodspiration e-book, okay? So I just wanted to show you guys those couple of examples. I'm going to try and see if I can go back to the screen where you can see me. Can you see me okay? All right, I hope that was helpful. Please let me know if I missed anything. Let's talk in the Coach Success Facebook group in the comments section. Let me know if this was helpful. Let me know if you feel I missed anything. Let me know if you have any questions. And I will not be on the training call next week, but we are still having one. I have a guest speaker so please get on next week, but I will be in flight next week at this time. So thank you so much for being on and I will see you next time. Bye-bye.

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