

Team Hardcore Call Transcription - April 27<sup>th</sup>, 2017 - Success Club S.O.S.

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00:00:01 Jenelle: Hey guys. Today is Thursday, April 27<sup>th</sup>, and this is the Team Hardcore call. My name is Jenelle Summers. So we are at the end of the month and so it's always a good idea at the end of the month do some kind of call or training that will help you finish the month strong. Now this training is called Success Club S.O.S. so no matter where you are with your business right now, these are some things that you can do that could help you finish this month like your strongest ever. Even if you are at Success Club 0 right now, you still have an opportunity to achieve Success Club. Remember Success Club is about helping three people. That's why it is otherwise known as "The Three Lives Club," because just by helping at least three people with Shakeology Home Direct or a challenge pack, which obviously is a fitness program or the All-Access Pass with Shakeology Home Direct. So with either one of those things your earning two points for each person, so obviously that would be six Success Club points and you would make Success Club. So even if you're not like really, like you don't have a goal to necessarily hit Success Club by the end of the month; maybe that just doesn't feel like it fits with your goals. If you were to apply these tips, you will see that you will not only be helping people even if they don't end up buying from you this month or don't end up joining you this month, you will end up helping people and you will find that you'll have better business momentum in next month. So a lot of times I've had people really push hard at the end of the month and maybe they don't make Success Club, but then the next month they are like, "Wow, it's only the fifth of the month and I've already made Success Club," and it's really because of the work that they did towards the end of the month. So I guess my point is no matter what, in my opinion, these things are going to help other people. They're going to help you and it's going to give you that momentum that we all need in our businesses. So I've done Success Club S.O.S. trainings before and this one is just a little bit different because you guys things always change. Facebook is always changing, we're always changing, what we offer in our business is always changing, so you have to stay abreast of these things. So I'm going to give you 11 tips that you can do. Now you don't necessarily have to do all of them, but I definitely recommend you do like the first few of these things to help finish strong and to help start off your next month really strong. So that said, I just also want to remind you that if you are chatting over to the sidebar, I can't see it. So if you are asking any questions, I promise I'm not ignoring you. I can't see those for some reason. So let me just start with number one. This is the number one thing and again this is all with the idea that you are wanting to create some quick momentum in your business. Number one: make a list right now of strong

prospects. So make a list of at least 30 people who you would consider strong prospects. So I want you to look at that list of everyone that you've ever known in your life, which hopefully you made that list. All of my coaches, as new coaches, that's one of their assignments is to make a list of everyone they've ever known in their life, whether they think they are into fitness or not; make a list of everyone you've ever known. So from now list, make a list of 30 strong prospects. Like they have maybe been in a challenge group before, maybe they just expressed interest in losing weight before, maybe they've told you they, you know, want to start eating healthier, they want to start feeling better. Maybe it's that they are a strong prospect for the business opportunity. They've talked about not liking their commute or not liking their job or working too many hours, to stressed, overworked, underpaid, all those things, you guys, with what we offer in fitness, health, wellness, and the business opportunity, we have solutions to like all these things. So make a list of at least 30 strong prospects and almost everyone should be able to do that, if you really think about it and you don't prejudge. Some of these people are going to be strong prospects or possibly you're going to be able to help them in fitness or health or nutrition and others are strong prospects in the sense that you would be able to help them with this business opportunity, having them join you in this business. So when you have made this list, number two, the number two tip is personal message these people, okay? So what easier and seems a lot less scary is to just do a post, right? And saying, "I don't really want to like talk to this person, you know, because what if they have an objection or what if they think I'm trying to sell them something or what if," you know, we have all these fears of judgment, right? So we think, "I'll just put out a mass post and see who responds and that wave they are coming to me, right?" And that seems a lot less scary. The problem is, it's not effective. It is not effective. And yes, we all do posts and we should do posts and continue to do posts, but the truth of the matter is, some of those people that in your head, you're like, "Oh I hope she sees this. I hope he sees this. I hope, you know, because I really want to be able to help them and I hope they see this post." Chances are they are not going to see that post. Such a small percentage of people that we are friends with on Facebook or who have liked our Facebook page, it even a smaller percentage, actually see that post that you want them to see, especially if it has something to do with health, fitness, wellness, or the business opportunity because Facebook is super good, effective at kind of hiding those posts and pushing them down in the news feed or not putting them on the news feed at all. Because Facebook has away in their algorithms and they have like a secret formula for anything that seems slightly salesy or that you are offering a service or that you're...they have like keywords and stuff. They picked up on those things and they hide those posts in the news feed and they don't get a whole lot of traction. They just don't. So your best bet, and I know it might seem scary, is to just reach out to people one-to-one. So my tip number two was personal messages to follow up with these people and when I say, "follow up," I don't mean it's a Facebook message to someone that you

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haven't talked to in over a year. They did a challenge group with you a year ago or maybe you are newer as a coach and they talked about fitness with you a year ago or whatever. I'm not saying that all of a sudden your messaging them and you haven't talked to them in a year and you're like, "Hey, would you be interested in joining my challenge group?" No. With each and every single person that you individually personal message you have to think about their situation. When was the last time he talked to them? How often do you talk to them? What's your relationship with this person? Where is their life right now? What's going on in their life right now? If you haven't talked to them in the year, you don't know what's going on in their life right now. So you need to start with just reconnecting, "Hey so-and-so, how are you? What's new? How's the job? How are the kids?" Don't ask all these questions, but one or so of those questions, right? Just figure out where they are first; make that connection. And so with your personal messages, you have to really be on it for the next, you know, really you should be always and every day, but definitely for the next several days, really being on it because when it comes to someone actually making a final commitment to join a challenge group of yours or try Shakeology or actually join as a coach and be in this business. When it comes down to making a final decision, they have had to go through a whole decision-making process and so it may not happen with just one message back and forth. It's usually going to take a good 5 to 7 messages back and forth. So if you can make that happen over the course of the next several days, then you're going to be able to help that person and there's no doubt about it, and this is my third tip, is that you are offering an incentive or a reason for them to make this decision and make this commitment now versus later, so that's my third tip. It's offer an incentive or a reason for them to take action now versus later. Most of us, we're busy and we've got a laundry list of things that we've have to do and people that we have to please every day and so a lot of times we put ourselves last. So if I need to buy a product, I can even tell you this is for sure the truth, if I need to buy a product for myself and they know I need it, I procrastinate because I'm constantly doing everything else versus what I need to buy for myself or do for myself, right? So many people who are actually great prospects for coaching because they're typically the people who...they love helping other people and that's why they are so busy helping other people. That those people will procrastinate until you're like, "Hey, just so you know, you know, we talked about this the other day and I'm doing this challenge group and I'd love to have you in it and we are all going to be, you know, drinking our Shakeology every day and seeing how that goes and how that impacts your body and we're going to be, you know, watching our nutrition every day and working out every day. It's a really great place to like all just share ideas and tips each other really motivated. Are you in?" You have to just ask. So that's the other thing: you have to ask. And then say, "And by the way, I'm doing a special offer for my friends and family who, you know, commit by...or the first five," it's actually better to say like the first five or the first 10 versus, "Commit buy a certain day." "...the first five, and

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I've got a few spots left," or whatever. "I'm giving a \$50 gift card," maybe it's a \$50 Amazon gift card. I usually do a \$50 Amazon gift card just because I feel like that is almost like a refund because you can get so much from Amazon. We cannot give cash. It cannot be anything that exceeds a \$50 value. It cannot be a \$50 Visa gift card or MasterCard gift card. That's according to policy. Just to double check me on that, you can check policy. But like a \$50 Amazon gift card, maybe it's \$25 Amazon gift card, maybe it's a T-shirt, maybe it's a team T-shirt, maybe it's a Fixate cookbook, maybe it's a push book, whatever may be, but it doesn't even have to be something that has a financial tie to it. It could be just a reason to do it now versus later meaning...for example, when it comes to me doing a coach sneak peek, I usually do them toward the end of the month because that gives them time to join, get a couple starter trainings under their belt for the new coach training starts and so I let them know that. "Look, you were to join now, this would be a great time because you would be able to get the starter trainings under your belt this next week and then start the new coach training. So it would be perfect timing; that way you wouldn't feel rushed. And so that gives them that, "Hmmm, that's a good reason that I should do this now versus waiting." So a lot of people, especially when it comes to joining the business, they think they should wait until that just the right time and just the right time never happens. There is no perfect time. Maybe your offering, you know, maybe your offering an additional like service or something that you do or whatever for those to commit by a certain date. So, number three was offering an incentive or reason to act now versus later. Okay, so let me just change my notes here; I want to make sure I don't forget anything. Number four: posting a before and after. And it doesn't necessarily mean that has to be weight loss. In fact, you know, I mean I think we can all agree one of the best gifts we can give ourselves with fitness and health is how we feel on the inside and how that radiates on the outside and how, you know, we're able to maybe run faster or do more push-ups or finally do a pull-up or whatever it may be. Like don't forget about the non-scale victories. Don't think like, "Oh I can't post a transformation story because I never had a transformation." Your progress pictures and even the stories of others. That, you know, obviously on the Team Beach Body 411 Facebook page there's lots of transformation stories that are posted there, so some kind of transformation story, and again it doesn't have to be about, you know, weight loss. But in that...a couple of things with that post that has a before and after or some type of transformation story, play around with it. Sometimes it's really good to make it very brief because there's so many people that just don't read a long post; they just don't. And then there are other people who really, really do and so that long post works. Don't always do a long post or don't always do a short post; play around with it. Sometimes do a longer one; sometimes do a very short one. Let them ask, "How did you get these results?" Let them ask because you want that activity below your post, right? That helps that post get more news feeds therefore inspiring and helping more people, right? So sometimes brevity is a really good thing because then people are like,

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“Wait a second, how much time in between picture A and picture B? What did you do to get these results?” And, you know, they ask questions. And so the other thing is not putting any kind of website of course or even, I think, an email address in a caption might hurt the post. I don’t know this. I’ve researched. There’s nothing that shows exactly what’s going to hurt a post. That’s like Facebook’s little secret, but I think sometimes even putting your email address in there can hurt the traction of the post. So ask a question in the beginning and sometimes and at the end, sometimes both, where anyone who’s not even into fitness might want to answer that question. Like maybe the question is, “Do you see a difference??” And then your next paragraph, “Well I can tell you that I do and here’s what I feel,” and then go on to explain your feelings or whatever. But that’s a question that even your neighbor who could care less about health and fitness is going to go, “Yeah Sue, I totally see the difference. Nice job,” or whatever, okay? So number five to send an email to friends and family asking for referrals to your next free group or your next fitness accountability group. You know sometimes calling it a challenge group is a little intimidating for some people or they don’t even know what it means, but if you say fitness accountability group, sometimes that works better. But just asking them for referrals and sometimes in doing that those friends and family will respond back and give you a referral. Like, “Oh my gosh, my husband would love to do this. He’s been wanting to do Body Beast and, you know, he might want to do a program like that or he might want to do a group like that or my daughter,” you know, whatever, or they might want to be in this group, your free group, your paid group, whatever, okay? So sending out an email: make sure you keep that email fairly brief. It’s always best, I think, to kind of give less information and let them ask questions and ask a question at the end of the email. I try and ask a question that, again, is super simple to respond back to. If I were to ask a question like, “By the way, where do you see yourself in five years?” Or something like that, they’re going to be...they don’t want to like take time to think that through and type it out, right? When you ask a question that’s easily answered with a yes or no, people are more likely to respond and that goes with a Facebook message or an email. If they can easily answer with a yes or no and they can quickly, at a glance, read that Facebook message or read that email, they are more likely to respond. That’s just my own personal experience. The other thing is the title of your email. If it has anything in it that makes people think it’s an automated email or that it is a sales email or that you are promoting something type email, your promoting something, people are less likely to open it and it’s my likely to end up in spam or their junk email. If it has the word “free,” in there, it’s probably going to end up in spam or junk, see really have to be mindful of those things. So number six: if you have a like page, and I realize not everyone on here does, but if you have a like page this would be the time especially to invest in a Facebook ad. Now what I’ve been doing recently that’s really been working is I went into my ad manager and I created an audience. And so my audience that I created is people who already like my page, so in other

words they already know who I am, hopefully. And then I did an exclusion list; so you can do that when you are creating an audience. I created an exclusion list of people who like Team Beach Body 411, people who like Carl Daikeler, people who have independent Team Beach Body coach listed on their profile. So I did an exclusion list. So I created that audience so now when I do a post, let's say it's about the business opportunity, maybe I'm inviting to a sneak peek. So I do that post. I just do a regular post, right? On my like page, and I let it get a little bit of traction first; so maybe a few likes, maybe a comment or two, and it's usually pretty quiet. Anything about the business opportunity or a challenge group, even for me, it doesn't matter how many followers you have, it's going to be pretty quiet because Facebook realizes it's promoting something. They pick up on that right away and people pick up on that. People don't like to see things that are promoting anything even if it is something they need. And so it gets very little traction, but once it gets some kind of traction, I boost it. When you boost it you have the option to boost it to the people who have liked your page, which is what I used to do, but now I say, "Boost it to this audience that I created." So I boost to the audience I created. Now I may do a separate training just on that alone, just so you can see how that works, but that basically is how it works. And, you know, I personally would rather, you know, put a decent amount of money on that versus spend eight hours trying to attract and find people. I'd rather be able to put a decent amount of money on that go to a movie with Matt and Tyler or enjoy the rest of my vacation or enjoy the rest of my weekend or whatever. You guys, your time is worth money so it kills me when I see people say, "Oh I only want to put \$10 on that," and yet they're willing to spend 10 hours over the course of the next four or five days, 10 hours in addition to what they would've normally done to get the same results that they could've gotten with an ad that had a little bit more money put on it. Now I personally think...first of all, Facebook looks at what your history is of, you know, investing in Facebook, so if Facebook sees that you normally...like Facebook sees that I normally boost for like \$100, just right off the bat, and I suddenly do one boosting for \$50, Facebook's going to go, "Nope, we know you can be better than that. You've done better than that before," so my posts won't do very well. So Facebook's very smart on that. But if in the past you've only ever done \$10 boosts and suddenly you do a \$30 one or a \$50 one, from what I can tell Facebook says, "Okay, now we can play a little bit," so that it gives it more traction. Again, just from personal experience that's what I notice. Okay, so that was if you have a like page. Number seven: email your assigned customers. Now for those of you that are brand-new, you don't have assigned customers yet probably. Remember, when you make Success Club, you do get assigned customers in the next month. So again, another benefit of making Success Club. I could do a whole call on the benefits of earning Success Club. But if you are brand-new and you don't have assigned customers yet, then you can't do that, but any customers that you do have in your database, this is a good time to email them and maybe the first email is just something helpful: a list of five

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habits that it's good to incorporate or maybe it's a list of resources you found that have been helpful for you. Do something like that a couple times, maybe today being Thursday and another one on Saturday and then something on Sunday that invites them to something. You never want all your emails to your customers to be promoting something or sales related, right? Because then they're like, "Delete, delete, block." So you really have to make sure that you're providing people value or you're going to get deleted, you're going to get blocked. Number eight: this is one that maybe you haven't considered before or done before. If you know other business owners, they may have a group of employees that want to do a fitness challenge. So if you know another business owner really well where you can kind of talk this through, that may be an opportunity for you to help that person with the energy and just the overall...what's the word? I can't think of it right now. I'll just say "demeanor," even though that's not what I'm thinking of...of their employees. You know maybe everyone needs just kind of like something uplifting going on or maybe it's a particular department or something. So think about that because I've had some coaches who have had some great success with that in running a fitness accountability group just for certain small company for a department or something like that. It can be really fun. You don't even necessarily have to require that everyone buy something. You can just say, "Here's what it is. You're going to get best results if you do this or if you buy a challenge pack or if you buy Shakeology from me, you additionally get this," maybe it's a T-shirt, maybe it's a cookbook, or whatever. So again, always giving them reasons to take further action in their fitness and health, but so asking a business owner. But also keep in mind that business owners can become coaches as well and nonprofit organizations not only can become coaches, but they can become coaches for free. Nonprofit organizations get their coats start-up fee waived and what they do is they sign up as a coach under you, just as anyone normally would and they paid the \$39.95 upfront, US dollars, and then they submit their documentation that they are a nonprofit and Beach Body refunds their coach start-up fee. It doesn't charge them the monthly business service fee. So very cool for nonprofit organizations to be able to, you know, sell Shakeology or fitness programs or whatever and it's all profits for them. So maybe you didn't know that. Number nine: post at least one more time about your fitness accountability group, your fitness support group, or maybe, you know guys, think outside the box. I mean don't just be like, "Oh it's a challenge group." Think outside the box. I mean you guys are probably seeing the different kinds of accountability groups I've done. Like this last one that I just finished was called, "Hit Your Macros," and so what I did for them was it was just for 10 people who were either on Shakeology or had bought a challenge pack, either one, and I'm limited to just a small group, 10 people, because with their data, and I told them this is how it would work, that I would just enter their data into a macro calculator and that it was of course just an estimate and it was up to them what macros they wanted to hit. Maybe they want to do 10% carbs and 20% proteins and 70% fats. Maybe they want to do a

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standard 40-30-30. I mean, it was up to them. So wasn't like I was saying, "This is what you need to do," because again we are not personal trainers; we are not nutritionists. But it was just an extra kind of service that I could provide to them because I know a lot of people are like, "Wait, where do I calculate it?" And then they hear and then they don't actually go do it and then they're like, "And then what do I do?" So just kind of helping them see this process of having awareness of macronutrients. So again, just a different type of an accountability group. Has some creativity with that. I've done ones where it was Shakeology and running, so lots of different ones. Okay, so number...let's see, am I on number 10? Do a brief post highlighting something about the business that has helped you and I'll be honest, what catches peoples' attention sometimes is the money, you know? And there's no doubt about it, believe me I know, that there are a lot of you out there that have a really bad impression of network marketing and a deal with it all the time and it is frustrating and it does sting some times, but if you are able to compose a post and it's not easy. This is the type of post that when I'm composing a post like this, it really takes me some time, you know, to think about my wording. But again, sometimes a shorter post will work. Like icing post where people were just like, "Oh my gosh, my first Beach Body paycheck," and that's all it was. It was literally like one sentence and it just went...like tons of traction, right? One sentence, one picture, like an excited you. That's it, right? And then I've seen other posts that are really well written, they're really well thought out that just didn't get any traction at all and I think it's because Facebook probably picked up on some things and it didn't get good traction for that reason or the post was just too long and people just...gosh, people are scrolling faster than ever now because now they've got even more platforms that they are on and so, so many people just do not read. I can't tell you how often I do a post where I'm like, "Okay, you did not read any of that caption." So just keep in mind that sometimes just excited and brief goes over better than anything, but my point was something about the business. It doesn't have to be financial, but sometimes that is what catches people's eye. Now keep in mind though, if you are going to mention income, you do have to half the income disclaimer. I don't have it written down in front of me right now, but it's something like, "Team Beach Body does not guarantee any level of success or income with the Team Beach Body opportunity. Each coach's success is based on their own effort, skill, and diligence over time," something like that, right? Lastly, number 11, wow, we might finish under 30 minutes...number 11 and this is not for everyone because if you're brand-new in the business you might not feel comfortable with this yet, but to do a sneak peek before the month ends. So I'm actually doing my sneak peek tomorrow. So today is Thursday. The last day of the month is Sunday. So I'm doing mine tomorrow and I've been promoting it and talking about it for the last five days and that's always what I recommend is five days before you do a sneak peek. Mine is just a one-day sneak peek. I do one-hour ones, I do three-day ones; I mix it up. But mine is tomorrow that way I can follow up with people on Saturday and then again follow up with people on



Sunday and offer an incentive to join but even if you are just like, "Oh crap, I should do that." You still could do one if you start promoting it today, if you're listening to this on Thursday, start promoting it today and again, the personal messages are going to go way further than just the mass posts. But promoting it today personal messages inviting people to it, people who've expressed interest in the business opportunity...this is not the time where you're like reaching out to brand-new people that you've never talked to in your life and then like expecting them to want to join your business by Sunday or wanting to buy from you something by Sunday. This is the time to be following up with people. So inviting people to your sneak peek...maybe you're going to host it on Saturday or maybe you're going to host it on Sunday and giving people an incentive to join because were talking about a sneak peek...incentive to join by Sunday night, and then that's obviously still in the month of April. So those are just some ideas. I wish, wish, wish I could see your questions over to the side, but I can't. So let's meet up in the Coach Success Facebook group. This is always the pinned post. Now these are tips that you can always use even at the beginning of a month when you're like, "Well, you know, the second half of my month I'm going to be away on vacation," or whatever and you want to make sure is that you hit Success Club 5 by the fifth day of the month or the 10th day of the month or whatever, these are things that you can put into play that usually results in some quick momentum. I've definitely seen some people put these in the play and go from Success Club 0 to Success Club 6 in a matter of 24 to 48 hours. So you can do it too. Okay guys, thank you so much forgetting on and next week we're going to have guest speaker Rachel Bodie who's going to talk about tracking, a huge issue and critical component of our business. So she's going to talk about tracking next week on our team call. So we will see you then. Thanks.

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