

Team Hardcore Call Transcription April 6th, 2017 – Emily Kearbey - “Attract, Chat, Commit: Simplify Your Email Process”

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00:00:01 Jenelle: Hey there guys. My name is Jenelle Summers and this is the Team Hardcore training call and today is April 6th. So we're at the beginning of the month; you've got plenty of time to make this like your most amazing month yet this year. Even if you feel like you didn't start off the year that great, it's never too late. Draw a line in the sand. Start talking to people. You know, sometimes things get overwhelming. It's like, “Should I be doing this? Should I be doing that?” You know, at the end of the day if all else fails, be on your journey. Be a student, be learning, the trying, be putting yourself out there, be sharing what's working for you and not working for you and being vulnerable, and literally just meeting with the agenda to help people, to listen to their needs and just help them. So don't overcomplicate things. I am very, very, very excited about this call because this is a topic we really, I don't think until I hear it, but I don't think we've covered this topic and I'm really excited to learn from Emily Kearbey myself. Emily last year she finished in the top 25. She's only been coaching for 2 1/2 years, you guys. She is a 5-Star Elite coach, which is also very amazing in that amount of time and please don't start comparing yourself, right? Don't do that. He's currently in the top 10 of all coaches, which is amazing. So let's be honest, we need to listen to what she's got to say. Now for those of you that are on my team and you get on my trains regularly, you've heard Emily speak before. She was on a call with some of my other leaders, including her sponsoring coach Angie Bellemare who spoke last week. I hope you listen to that one. And Emily did such an amazing job and it's such great feedback on Emily's topic and Emily is a speaker and I thought, “You know we really do need to have her on again.” And let me just mention one other thing that's not like an accolade, but Emily has such a great Instagram account. I was just looking at her Instagram account and I'm like, “Wow! She does such a great job.” Check it out. So Emily Kearbey is spelled K-E-A-R-B-E-Y, K-E-A-R-B-E-Y. check her out on Instagram. Her pictures...when you look at

her gallery you're right away like, "Okay, follow, duh." You just get that immediate...and you guys, that's what you want to have. If you are big on Instagram, which Instagram obviously is great, you want your photos to look like that. Like, "Wow, what a beautiful account. I do want to see these photos in my feed and the other thing you'll notice is that they are clear, they're crisp and she's smiling in so many of her pictures. She's got this big smile. You feel excited. You're like, "Yes, I need this positivity in my life." It doesn't feel like randomness. It feels...just feels great. So anyway, I just had a point that out. So with that, Emily, are you there?

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Emily:

I am. I am here. I am excited. Hello everybody. It's really crazy actually to be talking to you guys. Like Jenelle said, I've only been coaching for two and half years and so the progress that I've been able to see my business has been really, really cool. I think another thing a lot of people don't necessarily realize about me is that I did start coaching when I was just 21 years old. So I have a lot kind of going on there. I was young; I was in college. I hear a lot of times people are busy or they feel like...they just feel like there is a lot of odds stacked against them, but really I was getting into this business in such a...I guess transitional place in my life that it became my plan A. I didn't like where my life was going. I was going to school for finance mentoring, which I hated. I mean, I don't know if you can tell, but I definitely don't need that 9-to-5 cubicle life and that wasn't something that I wanted and so this came into my life at the perfect time. I had just lost 50 pounds with P90X3, so I was already a diehard fan. I was a P90X girl. I am still to this day obsessed with Tony Horton and I just wanted to get involved. I really wanted to start changing lives and I got in it for a very pure reason. You know at the time I didn't have this grand vision for my business. I had no idea that I would end up where I am today I guess, but I just jumped in and I just tried every single day and I think before I even get started with my topic for today, that's a huge tip for you right there: is to be willing to fail forward. You're going to have to learn as you go. It's not all going to be perfect as you get started and that shouldn't be. If it was that easy, everybody would do it, right? But I think being just I guess kind enough with yourself that you can fail forward and you're okay with that, every single day

you're going to get better, every single day. Like my Instagram feed, well it might be pretty now. It was a hot mess express and I was getting started, but the only reason that it improved was because I never stop trying. So I'm really excited to talk with you guys today. I'm going to start a screen share with you. So let's see if it gets here.

00:04:54 Jenelle: Do you see where you can screen share? Oh, you do. You've got it.

00:04:56 Emily: Perfect. So I'm going to be talking to you guys about how to attract, chat, and commit. I'm kind of sharing some processes that I think are really going to improve your conversations, but of course before you have conversations with people, you need to be attracting people into your world and this is something that I'm really, really, really passionate about. I love attraction marketing. Now don't get me wrong, we all have to invite and that still is something that's not going to go away, but your life can become a lot easier and your business can flow a lot better when you can really improve your attraction rate and so I'm going to give you my top tips on getting people into your world. So I think this is important to understand. I'm not sure where I heard this. It might've been on a podcast, but at all times you're either creating curiosity or resistance. We have all seen the overly salesy coach, be overly salesy, you know, make-up rep, or whatever; whatever they're pushing, leggings or whatever. We have a real solution here for people and the only way that they are going to see that is if you are peeking their interest and you're not shoving things down their throat. So you're never going to see me post a picture, you know, kissing my Shakeology shake or cup or just being extremely robotic and branded, if you will. So these are kind of my top tips on how to attract others to you. And of course, you know, I am very much so a diehard Beach Body girl. I had been doing our programs religiously for the past three and half years. I love our world, but the only way that I can get other people into our world is by helping them relate to me first as a human, right? This is a relationship business. People tell us that all the time. So my top tips for this would definitely be to get off intake. You have to really be okay with the fact that you can't appeal to everybody. I think this happens to nearly all

coaches. Especially at the beginning of their business is they start to assume they have to be this cookie-cutter Beach Body coach or they have to be their sponsored coach or they have some top coach out there that they really love and so they start to make their feed or their social media, you know whatever platform thereon, they start to make it look exactly like that. But I really want you to realize that you're going to thrive in your business when you can authentically be you: the ups, the downs, the real, the raw. And so then that can usually help us to figure this out because I know for me, I struggled with this at first. I was told, you know, like, "Be authentically you, authentic you times two," or whatever. At the same time I was struggling with that. You know, I knew who I was in my real personal life, but my social media life almost felt like it had to be different and I realized that it didn't. So I've always kind of talk my girls through to figure out, you know, who were you before Beach Body? Before fitness came into your life? Before coaching came into your life? What were some things that you struggled with? What were some things that you would've loved to learn about or that you would've loved to see somebody, you know, on their journey sharing? I think this is huge. Kind of thinking about what your dream audience, what your dream client, what keeps them up at night? And then kind of showing them those solutions through your life, but you're not going to appeal to everybody. Like I said, I get started in this business very young. I am very, very positive. I am very uplifting. I am very upbeat and I've literally had somebody before asked me if, you know, if they were to coach do they have to be like a peppy little cheerleader like I am? You know, and not everybody likes that and I think that that's okay and for a while I would try to kind of cover who I was so that I could appeal to the masses, but truth of the matter is, is if you're trying to appeal to the masses, you're really going to appeal to nobody because nobody's getting to really know you. So think about that. You know, what did you need to hear? Who do you like to hang out with? And just be you online. Number two is to brand you. This is something I see all of the time and it is the overly Beach Body branding. Now you shouldn't be hiding the fact that you are a Beach Body coach. You should be proud of what we have to offer. It's incredible. The programs that we have, the life-changing opportunity

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within coaching, I mean it's insane. It really is. But it's important that you understand that social media was created for sharing, not for selling. And so if your feed starts to feel like an info-commercial all of the time people are going to run the other way. It gets annoying. I know for me personally, like when I see other friends who, they're not necessarily in coaching, but they do whatever they do and they are like every single day they are posting weird, salesy pictures so they're trying to get me to buy something every day, I unfriend them. I don't follow that because it's annoying in my feed. I want to connect with people, right? I want to build relationships and that's what other people are searching to do as well. So he listened to The National Wake-up Call this week, I know Chalene talked about this and I loved it. It's the "know, like, trust," right? If somebody doesn't know who you are, they will have the opportunity to actually like you and if they don't like you, they can't trust you and what we do is we ask people to change their lives with us. It's not a small transaction that's happening here. You know if they're getting started with your challenge group or their getting started with your team, it doesn't really matter what area we're looking at here. No matter which way they're going, their life is about to significantly change and they have to trust that person that they're going to take that journey with. So if you're letting them know you as a human on your social media, they're going to be able to actually build that trust with you. So on my page I'm very much so branding Emily Kearbey, me as a person. Yes, I am a Beach Body coach and I love that about myself, but it's what I do; it's not who I am. And then of course you need to be adding a lot of value on your social media. It's that jab, jab, jab, right hook concept. If you're constantly asking for something from your audience and you're not giving, it's going to be a very off-balance ratio and you're not going to see a lot of success from that. So I always try to ask myself, you know, "Would this post help somebody? Would this post make my potential client's day a little bit brighter? Would it actually, you know, benefit somebody? So I think that this is really helpful to think about because when you're adding value in social media, what you're doing is you're putting yourself in that person's mind of the "go-to" person when they're ready to change their life. We all know that not everybody is ready today,

right? I know for me, when I had an extra 50 pounds on my body, that 50 pounds, that was there for almost a year. You know, I had to really personally hit this point where I wanted to make a change and it's up to us to be here when they're ready to make a change, but it's really nice when they think of us first because we're constantly adding so much value on our social media. And I think that with all of this if you are authentically being you and you're branding you as a human and your adding value to other people's lives, attraction marketing gets very easy. And what that essentially means is that people are starting to come to you, instead you having to go hunt down every single person that you work with. Now I think that's where most of us tend to start in our businesses. Don't get me wrong, but as you progress and as you build a presence for yourself online this can become a really great avenue for you not always have to be, you know, hitting the pavement so incredibly hard inviting. So this is a really cool thing. I don't remember where I heard this either, but I loved it. "The fact that you are one in 1 million, yeah?" We always say that. So that means in the US alone there are over 300 of me running around. Go find them and start an army. This is a great tip for inviting as well, before we even dive into the conversation on tips, it's that if you are actually reaching out to people who you can relate with and you would actually want to hang out with, it's so much easier to get them into your world. So I always tell my girls, you know, for me when I was getting started I was a college student. My boot camps were full of other college students. I literally could go and invite them on the fact that we had something in common; that I was looking for other busy college students who didn't think that fitness could fit into their life and, you know, asked if they were interested in joining me. Maybe you are a mom and that's a part of your life where you can go, you know, attract other moms or you are a nurse or a teacher or you're whatever that might be. You're military wife. I mean there's so many avenues. There so many niches and I feel like none of them are bad. So sometimes people feel like...like I've had some people tell me that they just attract a lot of young people and young people don't have money. Well that was exactly who I was attracting and since everybody else was ignoring them, they were coming to me. So this was really important to

understand. There are so many people out there who can and should relate to you and when you're authentically being you, you can go out there and find these people a lot more easily. So if you're going to see massive growth in your business, whether your boot camp or your team, you really need to become a well oiled machine. At first it might be okay to have like sticky notes all over your office or to work from little like scribbled pieces of paper all over the place, but at some point you really need to get this down to a system if you want to bring in more people, if you want to seem professional, and if you just want to see your business truly grow. So it really is this kind of perfect funnel and it doesn't have to be, you know, some people might come in at different places and I think that's fine, but I think that the relationship and the chatting really starts on her social media platforms, right? That know, like, trust process. On my social media every day I'm letting them know who I am as a human. This is a compliment that I actually get a lot from random followers. It's that they feel like we are friends already. Like they'll message me, you know, "I saw you posted about your boot camp," or, "I saw you posted about your team. I feel like we are friends. I feel like I understand you. I feel like you'd understand me," right? And that's why they feel they can reach out to me. You're adding free value online all the time. I mean you should be adding so much value on your social media and this is the huge thing that I hear as well is that coaches feel like they don't have value to add or they feel like their lives are boring. I mean there's so many things I hear. Little things you guys, are things that don't make sense to other people. Like hydration, like literally just having water or I would take my food and I would prep it before class because I knew I was going to be gone all day. You know these little things, those are big tips. A recipe: I mean it doesn't have to be huge. It doesn't have to be earth shattering, but if you start to position yourself as that person a value, other people are going to assume that when they want to make a change, you're their go-to person. So you're getting them to trust you; you're adding value to their life. The next step in the funnel is to offer a lifestyle solution, right? This is through your boot camp, your challenge group, whatever you decide to call it. This is where they decide they want to work on their fitness, their nutrition, their

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wellness with you. I always kind of like to talk about it in terms of wellness goals, because I know not everybody is looking for a weight loss solution, although that's my story. That's not what's going to appeal to everybody per se and also it's a very gentle way, you know, so that nobody assumes that you feel like they need a fitness solution, but everybody needs a wellness solution. Everybody wants to feel their best. Everybody wants to feel healthy and happy and so I think that that's always really very inviting. So you should definitely be running, you know, a monthly challenge group. You should bring new clients in every month and it should be a very organized thing for you. I always write this out on my calendar. I know exactly when my next group is starting. I know exactly when in filling that group, when the cutoff date for sign-up is; a very systematic thing. And then of course, you know the main goal here is that they get fantastic results. So if they fall in love with what we have to offer and then they want to pay that forward with coaching opportunities, because that's what really rocked my world, right? Losing 50 pounds completely changed me as a human, but this business changed my life. You know that scary road that I was looking at before where I was going to go to a bank job that I hated, it's not my reality anymore and I have choice and freedom which is something that, I have to say is a 24-year-old, is really cool. Not a lot of my friends have that and so I think that that's a huge passion that I have is helping other women see their potential in the business opportunity. Of course it doesn't only have to be women but that's my person, right? Those are my 300 people. That's that army that I'm looking for and so when I see fit, I offer the business opportunity. And then of course we have to start chatting. So you kind of want to start with this investigation phase and then you're going to offer a solution, but before any of this can happen, one of my biggest tips for you guys, his confidence and enthusiasm. This is something that I get this literally, these words verbatim, it's confidence and enthusiastic. You're so confident, your enthusiasm is contagious and that's what engages other people. That's what makes them believe in themselves. What we do you guys, for the most part, we're helping other people who are struggling with self belief, right? They're struggling with self-confidence. They're not happy in their body.

They're not happy in their lives that they're currently in. And I don't know if any of you have been in that position, I'm assuming I'm not the only one here, but I sure didn't know if I could actually make a change. I hoped that I could, but I think we all have those self-limiting beliefs in our minds and so it's up to us as a coach to be the confident one for them and to be able to spread that confidence to them. If somebody is hesitant or nervous and they're asking you, you know, "Hey, come change your life with me, but I'm terrified. Will you actually join me?" It's just not a smooth transition. I hope that that made sense. We have to be that confident, positive person for them while they are still trying to become that person and this is going to allow them to believe in themselves enough to take the leap with you. So it's important that you also find a system that works for you. If you aren't tracking your business, you don't have a business. And this was a really harsh gut check for me at some point because I did not have a list. I didn't know who I had talked to in the months prior. I mean I was just kind of working as I felt and it wasn't producing insane results. You know I can hit Success Club, but I wanted to produce more. I wanted to see more business growth. So I think it's really important and it doesn't matter the you're using my deck system, right? Because we are all different. Our minds work in different ways. But for me, you know, working with sticky notes or working with random pieces of pen and paper, which is what I used to do, it just wasn't working. And so I found a system that works for me and I want to show that to you. Now it's obviously a little bit more intricate than just this, but I really love Google Streak. I think it's really awesome. I love setting up the pipelines and this is something where if you're wanting to learn how to use Google Streak, Google it, right? Get out there and YouTube. There's so many trainings. That's exactly what I did to figure out how to set it up and then I set it up in a way that made sense to me. So this is my current flow, my current pipeline for clients for the month. I have my boot camp or my challenge group, it's called my virtual wellness studio, so I know exactly what stage in the conversation we're in. This makes my life easy because I personally dread emails. I love video. I love talking to people. Emails are like the death of me because it's black and white. It takes me a long time. It can take me

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like an hour to write 20 emails because I'm just slow at that part. If I have to make it easier for myself or else it just doesn't get done. This really helps make it a smooth and seamless process and I can work quickly and effectively. So you can kind of see how I set it up and I'm going to get a little bit more in depth with my processes here in a minute, but the first thing they do is they fill out an application for me for my boot camp and I'm going to tell you how I create that kind of what I'm getting to here, but that's our first kind of conversation point. Then I have a video that I send them. So see right there. Currently 38 people have my video in their inbox. I move into "interested" or "chatting" and then eventually they have a link sent where they are signing up. Once there officially signed up, I put them in that area so that I know to get them started properly and you'll see this big number over here. Now I want you guys to take note of this: I currently has 74 no's for the month in my future follow-up section. These aren't people that I might never talk to again. Everybody's a future follow-up, but the reason I wanted to point that out you guys, is because I actually hit very high Success Club numbers monthly. You know I don't have a lot of no's, but I have some coaches who they hear no and it makes them stop or makes them slow down. When I hear no's I keep going forward. That's what you're going to have to do if you're going to see success in your business. Listen, I'm assuming that maybe some of these 74 people, they aren't my people. Maybe they don't actually resonate with me as much as they should and that's okay or the timing is not right for them and it has to be right for them and it will be for some people, but the only way that I can figure that out is by actually talking to enough people and this is something that you have control over. This is always frustrating for coaches when you tell them that, "You have complete control over the fact that hit success club or you don't, you hit the rank that you want or you don't, at all times. This is in your control. Are you talking to enough people? Are you adding value on social media? Are you showing up on social media? Are you doing your work outs?" I mean we all know our vital behaviors; they're not complicated, but if they're not happening, your business is not going to grow and I know for me last year when I threw this big period of growth. I started last year as a Diamond coach and I ended as a 5- Star Elite coach. That

was the second year of my business, you know, and [silence] I knew that if I was going to be ranked among these people that I envied and that had been here for a while, I was going to have to work really hard. In fact, I told myself I was going to have to work harder than everybody if I wanted to see that growth, right? And so I did. And I think that this is something that we kind of are naturally...I don't know, taught? That hard work is like a bad word for hard work is like punishment, but you guys it's not. If you're doing work that you love and if you're doing work at like a massive level. So I read the *Ten Times Rule*, it's a fantastic book, but essentially at that point I picked up all of the activities in my business by 10 times. I started doing more. If you do more actions, you will see more results and as you go you will get better at these actions and you will really see better results. But I love Google Streak. It works for me. It might not be, you know, be your jam, but figure out what is so that you can be organized in your business. So let's go ahead and talk about this email process, yeah? So I think that this is really cool because sometimes people want to know what's like this secret script, right? What works? What is the thing that I'm going to be able to copy and paste all of my clients, answer all of my coaches, and it's just going to work? And I want you to know that that doesn't exist. And if that's what you're looking for, you're not actually looking to connect with people. And if you're not looking to connect with people, you're not doing what we do as a coach. So this is really important. Now my first step in this process, when I'm talking to somebody online or they saw my post about my boot camp and they want more information, the first thing I have been do was fill out this little application. You don't have to do this. This could be a message where you kind of go through the same questions, but for me it's very efficient and that something where I have records of it and I don't actually have to go through and make that. So you could do a Google form. You could use like a Wufoo account. I mean there are so many things out there where you can create...it's just a form, right? But I call it an application and so in that I'm trying to dig deep into their goals. If I know their struggles and I can connect with them emotionally, I can provide a compelling and proper solution for them. I mean the questions I'm asking are pretty basic, but what you're

really wanting to get down to are what are their goals and what are their struggles? Right? Like what do they tend to fall apart with? I mean what we provide is pretty simple, it's fitness, nutrition, and sport. Somewhere, one of these isn't happening if they are not where their life's at, right? Or if they're not happy with the results they're currently seeing. So I try to figure out which one of those might be. I ask, you know, how much time they have two put toward their fitness because I know that the huge thing that people generally believe if they need a ton of time or they need to go get a gym membership or whatever. So I just kind of get down to their fitness goals and it's very simple. It's not super long, but I think it makes them feel very heard and then I can properly provide a solution for them. So [unintelligible] in my life link in my bio on Instagram if I'm currently promoting my boot camp or happening in the message box when I'm inviting. I asked them, you know, if they say they're interested, I say, "Great. Can you fill out this application for me and I'll be in contact via email?" You know? I love to have this all in Streak so I just move them to email. It's not a huge deal. Do what you want to do, but for me if it's all in one place, I can do a lot more easily. And so the first email that they are going to actually receive for me is once they've filled out this application. And when asking them...I essentially say, "Hey, I'm so excited for you. I'm excited that you're interested in learning more about my virtual wellness studio. While I read to your application would you have about 10 to 15 minutes to sit down and watch this quick little video that I put together that really explains exactly what you can expect from me and my virtual wellness studio? I think this will really help both of us to decide if this is a proper fit for you." So I ask them if they have time to watch this little video that I made and I'll talk about the video and a second here, but this is making sure that they do agree that they have time to watch it. It's short and it lets them know that I am reading your fitness application, but in my mind, you know, I want to know if they're interested before I get super, super, super invested in our conversation and so I asked that. It just really helps try to simplify things for me especially if I'm talking to more people. So I ask if they had time to watch that video. Nearly everybody says yes unless they got busy and forgot to email me back or forgot to message me back. So then I send them...it's such a short

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email you guys. It literally says like, "All right, you've got it and here's that video. If you have any questions afterwards, I'd love to chat through them. You know I can't wait to chat through your fitness application." It's very short. It's just a very short email. It sends than the video. It lets them know that I'm prompting conversation afterwards, but I do recommend having a third-party tool that you used to explain your boot camp and here's why...or your challenge group. I call my new boot camp, sorry, so your challenge group. I think it's really important because number one, why I think the video is so cool is because they get to hear your voice and they get to see her face. It's very humanizing. They get to hear, you know, your passion and I think that that's huge. I was not rated video when I got started, but I knew that if I wanted to build a really successful business. I mean I don't know how many people there are that work on social media that have never done a video before because that the way that people actually get to know us as humans. So this is a really, really, really short video. This could be a PDF that you put together. This could be, you know, whatever, just some resource that explains what they can expect from you. It works really well for me. So in my video it's 15 minutes. I try to be sure, but I intend to get a little bit long-winded. It explains my story first and foremost. I explained my fitness story and why I do this is because it explains why I'm so invested in helping them, right? Why my passion is helping other people through fitness. So I kind of talk into my journey: how I used to feel, how I feel now and I'm kind of painting that picture that they could do it as well, right? I'm not even saying those words, but I'm taking them through my journey and then I let them know, you know, and that's why I am here to help you. That's why it's on my heart. I love helping other women to believe in themselves again because I desperately needed that, right? And everybody's story is different and so maybe your story is different from mine and that's totally okay, but I let them know who I am as a person, why I want to help them so badly. And I explain the fitness, nutrition, and support aspect. A boot camp is so simple or a challenge group is so simple. Sometimes I have newer coaches who ask, you know, how do I explain this to somebody? What do I walk them through? And with BOD All-Access that we have you guys right now, not even just like this

promo pack, which is nuts, but with BOD All-Access, I mean our jobs are really easy. We don't have to sit there and talk to everyone of our programs, right? We let them know, "Hey, you're going to gain access to this incredible platform where you have access to thousands of workouts, right? You're never going to get bored whether you want to work out at the gym, at home, on vacation, wherever you're at, is going to be able to follow you and make your life so easy." And then explain our nutrition guides, that they are customized to the individual. I chat them through Shakeology, which for me and how I explain Shakeology, because this is what it was for me. You know, it was a nutritional supplement, but for me, I've done a lot of research and to really kind of like how our soil is very depleted and how our foods right now are not the same foods that they were 40, 50, 60 years ago and so our bodies aren't getting the same vitamins and minerals that they used to and we're not running at 100% and I don't feel like this is a surprise. I mean this is government information, if you go look up what's happening to our soil, right? But I think that's just something that I'd like to speak on. For me it's really cool to be able to get top-notch nutrition sourced from the best places around the world and I'll tell you, like I kind of explain it like that and I'm like, "And the great plus is that it taste like a milkshake. Like it's delicious, it's helped my body run at optimum levels." I think when you talk about it like very legitimately like that, like why you love it, but for like a very real reason, people don't even bat an eye. They're like, "Oh, okay. That sounds legit. I mean I need that, right?" And it is legit. I'm not, you know, lying. I mean this is an incredible resource of nutrition for them and then I explain support. And I think that this is the most important part. So in that video I just chat through this. "This is where most people fall apart and I'm going to keep you on track as your personal fitness coach, but you're going to have access to my VIP accountability group and you're going to love it and you're going to have so much success, you're going to sit here a year from now and you're just going to be so blown away by the changes that you've been able to see in your life." I think being very positive and reaffirming for them is very helpful. And then after that...so I've explained my story very briefly. This is a lot shorter than what I'm explaining to you right now, but I explain my story, why

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I want I help them, fitness, nutrition, support. I let them know that they will not fail and then I create a sense of urgency and exclusivity. So basically I say you know, "And we are getting started on whenever. I had this many spots available and if you'd like one of these, make sure you reach out to me sooner than later." It's pretty simple. I do kind of like to cap how many people I work with. You know, I can't work with like 50 clients a month. I mean maybe you can and you can make a personal choice there, but I think it's always nice to kind to give them that sense of like, "Oh man, I should just do this," right? Because it's not that I want to like fool them into thinking if they don't sign up today, they can never sign up, but a lot of times, they're struggling with those self-limiting beliefs and they need a little nudge, I think, you know, to actually commit to themselves. So it's helpful. So they've watched this video. In the solution email, it's just this video, right? And it says, "I can't wait to chat afterwards," and usually they message me afterwards or they email me afterwards and they say like, "Oh my gosh, the video was great, let's chat. Let's move forward," or I don't hear from them and then I know they are a future follow-up. And I'll ask if they watch the video, but sometimes they're just not ready to commit and that's okay. But if they've watched this video and they loved it, I don't drag out this conversation, right? I touch back on their goals so it this point I've read through their application or their whatever, you know, our conversation about their fitness goals and I let them know how I can help them with those. You know, how am going to be able to fill those struggles for them. I reaffirm how confident I am that their life is going to change and you should be so incredibly confident in that. If you're using our programs, you know how incredible they are, right? If you're not, you don't and so I think that's important why you need to be a product of the product, but we have such a solution for people that if they follow the system, they will not fail. It's extremely fail-proof. So I let them know that I'm so excited for them and they are going to crash it. Their life is going to be changed forever. I asked, you know, "Before we move forward, do you have any questions for me?" And usually they don't. They're excited. They want to get started. We make emotional decisions before we make logical decisions especially when were wanting to change our

lives and I think that's important to understand. This whole process, you know, I'm getting them as a person. I'm personally letting them know who I am in this video and then letting them know how I can help them. This commitment email I'm touching back on their goals slightly. I'm letting them know how confident I am in themselves. I am helping tap into their emotions because that's important. They're making an emotional decision if they're wanting to change their life. And I ask, "You know if you don't have any other questions for me, let's go ahead and get started." I find everybody up with the coach mobile app, because it makes it so simple. They can't click the wrong thing. They can't accidentally click it without Shakeology, right? They can't mess this up. So I sign everybody up with the coach mobile app and I'll let them know, "All done on my end sister. It's in your hands now. You have any questions through sign-up, let me know, but if not, I will see you on the other side," and I'm keeping this very short and brief. I know a lot of times people will drag out their conversations because they're almost nervous to get to the no, right? They're almost nervous to have somebody knock them down and so they just drag it out forever hoping they can convince them of something. I'm not in the business of convincing people to change their lives. I'm here for the people that are ready and I'm in a position myself in front of as many people as possible so that I can find the people that are ready, but I'm not scared of the no. The no might happen; it's not up to me. They'll be back when they're ready to change their life, but I think kind of pushing them through this process, for me, I'm a very impulsive person so maybe that's just behavioral for me, but I like things...if I want to know about it, I want to know that it. And if I want to get involved, I want involved now. So if you're trying to chat my ear off for a year, I'm not interested and that's very much so my personality, but I assume that's how my people work as well, right? Those people that I'm looking for, those people that are authentically me, the 300, my army. And so I ask for a commitment and they commit and it's very seamless. I know that this might seem like what? Like this is very simple; it is very simple. It's not a complicated process. They filled out an application. I say, "Hey, thanks for filling out this application. While I read through it, do you have time to watch this short little video that will help us decide if

this is a good fit for you.” I send them said video. I asked them to reach out to me after they’ve watched it. They do. I chat back about their goals. I let them know how much I can help them. I ask if they're ready. They commit or they don't and that's okay, right? That's not up to me, but this process is very, very short, very quick, and very effective. But it's important here you guys that you find joy in the process, not just the transaction. This drives me bonkers is when coaches just want to focus in on the paycheck. You're here for the wrong reasons if so, but you can adjust your mindset I believe. If you really want to help somebody change their life, you take joy in the process. And if you want to help these clients get fantastic results and potentially want to join your world as a coach, it's important that they are enjoying your challenge group, your boot camp, right? They have to have a good experience in there. They have to start seeing those results that you promised. This is I think almost a huge mindset barrier for coaches is that you're getting people started with this 12 months All-Access BOD, right? That's some skin in the game for you. You have client here for the next 12 months. So many people and this mindset just drives me absolutely bonkers because it's a failure mindset. Like I'm going to try this out for three months and see what happens. I'm going to give myself until this day and if it doesn't work, okay. I'm going to call it quits, right? That was not where I was at mentally when I started my business. This was going to work because my life sucked and I didn't want to suck anymore and this was amazing and I was able to help people. I was able to make a difference and I wanted that so badly, there was not an expiration date on my business and so I feel like having that 12-month commitment with your clients is really powerful and I almost feel like that mental barrier right there might be why you struggle in your conversation if you're not confident in yourself being here a year from now, you know what I mean? So I think just really taking joy in that process of helping somebody change their life, being there to support them through that, I think it's really powerful and if you do that they're going to get amazing results, right? And clients who do get amazing results become lifers and lifers become amazing coaches. Nobody had to convince me to stay around in this business because I loved it. I loved the programs; I believed in them. I believed in this coaching opportunity

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because if somebody can make such amazing programs, course this coaching opportunity must be equally as amazing and that is so true through all of my top coaches. They love our programs whether they got started with them, you know, well before. Like I had done P90X3 well before he became a coach. I did two rounds of it and then I did a round of Body Beast and then somehow I found out about coaching. I don't know how this all happened backwards like that, but it did, you know? But some of my coaches, they're just starting out with the programs when they get started in the business. I think that's okay, but they have to level we had to offer if they're going to be a great coach and so this is just a very small process here where, you know, you're adding value online, you get them in your world and your boot camp, you show them how awesome your world is, and they want to join you for life on your team. It's not complicated. It is fun and it's going to happen a lot more easily when you are authentically being you. This process works fantastic for me. You might need to tweak it slightly if you're a different person or you're not speaking to the same people, you know? And I think that that's okay. Just like with social media...while Instagram is my jam, maybe it's not her jam or maybe her look is completely different from mine. That's okay. Your people are going to respond to that. That really embrace who you are, embrace your business. Know that you are here for the long term and really understand that you are here to help other people and that's your intention. It's so simple. They feel that. They can smell bullshit a mile away, yeah? They know when it's not pure. So if somebody feels like they are your last two Success Club points for the month and you're trying to rush them to the process or they feel like, you know, you just want to make the sale off of them, they're going to be very turned off. But if they know how emotionally invested you are in them and that you really want to change their life, whether through your boot camp whether through your team. I mean this process could be changed for either one of those processes right there, they want to be in your world and they want to hang out with you and they want to be your friend and they want to join your party and that's where the magic happens. That's where you're attracting the in, you're chatting them to this process and you're getting them to commit in a very

seamless way and it makes your life easy and you can be okay with the no's and be ready for the yes's, the people that are ready, you're going to be here with open arms to kind of let them into your world. So that's what I've got for you guys today.

- 00:37:15 Jenelle: Emily, can you hear me okay?
- 00:37:17 Emily: I can hear you.
- 00:37:18 Jenelle: Ooh, am I echoing?
- 00:37:21 Emily: I don't think so.
- 00:37:23 Jenelle: Ooh, I am to me. Okay so I have...so first of all this was amazing. Like mind blowing I have like four...my phones already blowing up. Emily is amazing. Okay, so...sorry, I'm hesitating because of my own echo. Why is it doing that? It's driving me crazy. So my question was...okay, so I get the process, at least I do, and I think my followers do too, I mean my coaches do too that you're doing these jabs, [echoing - impossible to decipher] all those things and then you talk about getting them into a boot camp [echoing - impossible to decipher] is it a free boot camp that you were talking about it first? What's your free thing?
- 00:38:40 Emily: So what I like to do for free value is actually...can you hear me okay?
- 00:38:45 Jenelle: I can. I'm getting messages that I'm echoing.
- 00:38:50 Emily: Okay, so I'm not a huge free group person only because it's never been the strength of mine. So if it's a strength for whoever's watching this call you know, that's fantastic. For me, I like to add free value on my social media. I like to do...so if I make a recipe, I'll turn it into...that one recipe, I'll turn it into a PDF on Canva and I'll ask people to comment below if they wanted and I'll send them the PDF. This is often because it's not posting the recipe publicly. They have to actually message me and it's a pretty little PDF, but it's just a small little thing and that's adding them to my list. So now I know they're interested in healthy recipes. They might be interested my boot camp down the line, but I really just try to add as much free value on my social platforms as possible so

that they see the value in me. Free groups are great. I don't know why I have a disconnect with them, but I don't know. That's just what I do. I like to add as much value as possible publicly so that I don't have to convince them of my value in the message box.

00:39:41 Jenelle: Okay, awesome. Sorry I was looking at all my messages during part of that so I might've missed this part. So when you are promoting your boot camp though and that's paid challenge group, that is a post that you are mainly getting traction from like on Instagram or Facebook or both?

00:40:01 Emily: Yeah. So what I do is a post about it. I usually post about it twice a month. So what I like to do is I like to work in weekly chunks. I think it is just helpful for me. So one week I will be focusing on inviting coaches, right? Whether that's from my previous challengers who are crushing it or whatever, and then the next week I'm bringing clients and in focusing on inviting clients. So you'll see me post probably twice a month on my Instagram and on my Facebook, letting them know that I'm looking for, you know, X amount of people who are looking to work on their fitness goals. When I do this, I asked them to comment below and I'll send them the information and that's what I'm sending them that application. So I typically post about it twice publicly and what I do, what is been working really well for me, I know for some people they are going to be like, "I don't have a transformation. This isn't going to work for me." I mean this could easily be your client's transformation, right? This could easily be a coach on your team's transformation. So what I do...I'll see if I can find one here. I mean if you scroll back just a smidgen in my feed, like nine posts, I post a little picture like this and that's my call to action and it tells them to comment below with a little bikini. I know you will be able to read this, but their commenting little bikinis below and so I personally send them the DM on Instagram and I let them know, you know, "Hey, go fill out this application. Am so excited for you," and that kind of how I get them interested in the group. Also I am sending invites to those people that I add pre-value to, if I sent them a PDF or if I sent them, you know, if they've reached out to me before and they've just ask for a tip we're they were saying that they thought I was inspirational or

whatever, I might personally say like, "Hey, I have this new boot camp starting up. I'd love to have you in there. If you're interested let me know."

00:41:34 Jenelle: Oh my gosh, I mean that's just brilliant, brilliant, brilliant. Okay, and I have to add that I was really bad with free groups four years, literally years mine all bombed and I finally have got to the point where I got a free group that gets tons of demands and traction, which is crazy, but finally I found it. Anyway, so I wanted to also ask you are talking about the video which your system is just so, so good because I'm not a big systems person like I want to be. It's what I aspire to be, but I'm just not naturally, and so this system was absolutely perfect and I loved your visual of the funnel, starting with the no, like, trust. I was just talking to my up line in fact yesterday because I was speaking at Summit on leadership about that exact funnel and I said I'm going to have a visual so people can see and it was exactly what you just showed except yours was much nicer and cleaner so I absolutely loved it. So okay, you talked about providing that video to them and I think it really hit on a pain point for a lot of us because we all hate email, right? And you were like, "Look, so to why. Let's make this much more simple and still let people, you know, get their feelings out and get their needs out and just in a way that's so much more effective in time saving." So that was absolutely brilliant. Now you said you provide them with this video. Is it always the same video? Is it a YouTube video you created and it's always that same video? And then you create this sense of urgency in the email. You say, "By the way here's the deadline date," or are you saying that sense of urgency in that video and always creating a new video?

00:43:15 Emily: So what I do...I did have to make a new video this month because we have a promo and the All-Access pack, but I do try to reuse the video. I don't necessarily put a date on it in the video itself. I will say, you know, I have however many spots in my boot camp. I try to be consistent with that. So I might say, "I have 10 spots, you know, in my boot camp. I'm so excited. You want one of these, reach out to me." This month I remade it because we had the All-Access pack, but what it usually looks like...and I'm not even presenting any other options right now, because I think that that is the

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perfect solution for everybody. When it was the \$199, I still think it is the perfect solution for everybody, but what I was doing to kind of hopefully help more people and I saw that it worked pretty well was in my video I offered to package options. And I kind of...I said it just like that, "Two package options, two giant package options. One is just getting started. You're wanting to dip your toes in the water, maybe you are not super convinced you're going to commit," or they have different budgetary needs and I give them that \$140 BOD option. It's not All-Access; it's the quarterly. It's \$140 for that and Shakeology, right? That's three months All-Access BOD. It's not All-Access, and I let them know that, "I don't think that's the best solution, but if that's the only thing that you can, you know, do right now, then I'm happy to meet you in the middle," and then I tell them also that I have my Ultimate Solution package. So that one's way more fun, right? Likely have this Just Getting Started package and then we got this Ultimate Solution package, that's the 12-month All-Access BOD, right? And I let them know, "You're going to have access to me for a year. You're going to have access to my boot camp for a year. All of our programs," and I even let them know in that video, "That's where my passion lies, right? I can help have the help you need. I can help you have a healthy month. Heck, I can help you have a couple of healthy months, but if I can help you have a healthy year, your life is going to be changed and we are going to be sitting here year from now and you're going to be so blown away by the changes you've been able to make in your life," and I just let them know that that's where my passion lies. That was my lifestyle change and it happened overnight and it happened over a couple months. I occasionally will have a few people who go with that \$140 option, but most people what that does is it actually helps them see the value even further in the \$199 hack because they're like, "Oh, that's only a little bit more money and I have so much more value there." With the \$160 pack you guys right now too, just to go off on a little side note, this is insane. Like the position that we have right now and the opportunity that we had to help people, this is absolutely nuts to have all of our programs and Shakeology and you for a year, you should be singing this from the rooftops. Like everybody should be hearing about this. You should be so confident in the

solution for other people. This it should be your highest successful month ever. I mean it's insane. It really is. I didn't have a problem helping people see the value in it at \$199, but \$160 that's crazy. And you can say that you are offering like a flash sale or your offering a promo on this for the month and they do that in the message box too. I see it on of people posting this awful, salesy post. So if you've done this, I'm sorry, but you need to stop. This like awful, salesy post, it's like, "\$160, All-Access Challenge Pack," and it's like the picture from corporate that they told us about it and your posting this on your social media. People don't care. They're looking at that and it's just another thing in their newsfeed, right? This should be happening in the message box. So my video for this month, I let them know, you know, I only let them know about the Ultimate Solution package right now and I let them know that it's usually \$199, but unable to offer it to them this month as a promo up at \$160. So they want to get started like you better message me fast because this is going to fly like hotcakes.

00:46:29 Jenelle: I'm so glad you said that because when we hear, "You should be singing this from the rooftops," I think everyone's immediate reaction is, "Oh, I'm knitting a post about this right now," and they do that salesy post. So you pointed out that this is within inbox messages and that's where, you know, people are going to take note of it versus just seeing an ad in their news feed, basically what looks like ad. Okay, so that is so good that you basically use the same video so you're not having to re-create that video all the time. And then as far as, you know, these people that become lifers and they would make great coaches, are you doing that invite to learn more about the business opportunity in a one-on-one message or are you also making that invite in your boot camp groups?

00:47:19 Emily: Oh, sorry. I muted myself to get ready. Yeah, so what I do is I message them personally. If I think that they are going to be a great coach, I think it's so much more effective because they know that I thought about them and makes them feel special, you know? So I do post publicly, like again, not very often. You follow me on Instagram, occasionally you'll see me post like, "I'm looking for coaches," kind of thing or a mentoring

opportunity, but it's like once a month, maybe twice a month, right? That's it. But for those individuals who are in my boot camp and I'm like family, she has been busting it up in my boot camp. She's getting great results. She's crushing it, like it just makes natural sense for her to become a coach, I will send her a message and let her know. Like, "You are amazing. You are crushing it." I pump her up. I let her know how amazing I think she has and then I say like, "You're doing what I do. You know, you would have so much fun with this. Have you ever thought about it?" I mean it's a very casual conversation and that's how I usually try to approach most things especially if I'm personally inviting people whether it's to my boot camp or to the business, I tend to find that for me, casual approach is really, really effective. So sometimes I'll get like this creepy, salesy, copy paste message. I had somebody yesterday invite me to [unintelligible] and it was so salesy and I was like, "Oh my gosh, I just sent this to everybody. That's really weird," but instead if I go out there and find my army, right? So I am looking for people just like me, I will let them know why they just like me in a very casual way. "I saw this about you dude. Like that to I am. This was a solution for me. I think you might like it. Have you ever thought about it?" Whether that's coaching, whether that's my boot camp, whatever that looks like, very casual approach. So stop creeping yourselves out about this like copy paste script because everybody asks me for a like this copy paste message. It's going to be your ticket to stardom. It doesn't happen and I think that realizing that is huge. I don't copy paste anything. Voice messages are very effective if you are Facebook messaging. People can hear you; that's huge. They know that you took the time out of your day to message them. You're touching on something that you saw them post about recently. I mean small little things. Very small little things that...tiny personal touches where you're letting somebody know that you thought about them as a human. That's where we feel connected and were like, "Wow, she has my best interests at heart."

00:49:19

Jenelle:

That's awesome. Okay, I think I have just one more question. I'm so sorry to keep you. With your boot camps and maybe you already said this, are you doing like 21-day or 30-day boot camps are you keeping this

group like an open boot camp group that's always staying open?

00:49:34 Emily: That's a really good question. So for me, personally, this is what works best as I run one group and I add new people to it monthly. It's a forever group. I know I've done single groups in the past where like for 30 days they were in a group and then they could graduate to my forever group. So I would run one new group a month and then I had like this forever accountability group where they could graduate. I think that's fine. For me I just found that running too many groups it just pulled me too thin and that's not where I personally thrive. My personality is like when it gets to match, when it's too complicated and there's too many things, I tend to retreat, and so I try to prevent that as much as possible because I know that that's a weakness of mine. Like the emails, it was a weakness of mine and so I had to make that not happen anymore. With groups, when I had too many groups, I wasn't running them effectively and so I had to stop that. I realized that about myself. So I run one group. Every month I add new clients in. I believe in power in numbers. So they are all in their motivating each other and I also think that with the All-Access BODs, it's called Month's Access, it's kind of nice for them to have that long-term deal in there and they can get comfortable in there instead of moving them around or like kind of just like keeping them supported for a month or two months. You know what I mean?

00:50:43 Jenelle: Wow, that's awesome and so you don't get the problem with maybe some bad apples in there and they're suddenly like advertising their own stuff and stuff like that?

00:50:52 Emily: If I do, I message them. Very, very rarely has it been a problem. Once it has. I just said like, "Hey, you know, stop that. It's a safe place. People don't want to be sold to in here." And also I'm going to let them know it's not that I don't support their business is or whatever they're trying to promote, but, "This is a safe place. People don't want to be sold to and feel like they're pressured and I don't want them to feel that way."

00:51:11 Jenelle: And so you just [unintelligible]

00:51:18 Emily: Yeah, yeah.

00:51:19 Jenelle: Okay. [unintelligible] but I love that. There's so many different ways [unintelligible]. Okay, so I'm back to echoing. So I better end this. Thank you Emily, I'm going to listen again. This was so, so good. No wonder you are where you are. You guys you have to be really be paying attention to what these up-and-coming leaders are doing because they so get it and they've grown up in the most recent stages of what social media is doing and they've had success with it. So definitely listen to this call again. Make sure you've taken notes and pass it on to your teams. Emily, thank you so much for doing this.

00:52:03 Emily: Thank you so much for having me.

00:52:04 Jenelle: Thank you. We'll see you guys later [unintelligible] and don'ts in Facebook. So we'll see you next week. Thank you. Bye-bye.

00:52:15

End of Recorded Material