

Team Hardcore Call Transcription February 16th, 2017 – Meg Wiczynski - Attracting and Connecting with Your Niche Market

[Beginning of Recorded Material]

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00:00:01 Jenelle: Hey there everyone. Today is February 16th. My name is Jenelle Summers and this is the Team Hardcore training call. And sorry again I have to do the training in my closet, but we are still having construction going on and we have like an open layout house and so you hear it everywhere, so I have to go in here to do it. This might be the last week I have to do that. Anyway, we have an amazing call today. One that is so incredibly needed and the perfect person to do this training. So the call topic today is “Attracting and Connecting With Your Niche Market,” and so, you know, one of the things we talk about a lot in the business is that, you know, we all have the same products and programs and business opportunity that we share and that we introduce people to, right? So we have to find what is it about us that is going to attract like-minded and so that such a hard thing to do. You don't just usually come into this business knowing how to do that. That's something that you have to practice and learn and develop and be on trainings like this. So this is incredibly, incredibly key. So I want to introduce to you our guest speaker. She is a mom and wife, first and foremost. Amazing stats and ranks here: so her first business center is a 15-Star Diamond, so Super-Star Diamond. Her second business center is currently 9-Star qualifying. So yeah, right around the corner there from two businesses with 15-Star I'm sure. 3-Star Diamond in her third business center and in her fourth business center she's 1-Star Diamond. She's also a Success Club 10 Legend. She's also in the Million Club and technically in the Multi-Million Club. She's a Summit speaker three times over and probably will be a fourth. She's also a five time Elite and she's a very dear friend of mine. So with that, are you there Meg Wyzynski?

00:01:53 Meg: I am. Jenelle, you're so sweet for even reading all that stuff off and, I mean it still crazy to think because I think that a lot of people think that will take off from the beginning and I was a coach that took a little time to get

started. You know, it took me about two years to really get my putting down with this business. So if you're sitting here listening and you signed up two years ago or you sign up five years ago or whatever and you're like, "Okay, I'm finally going to draw a line in the sand and move forward and make this business something." It's possible you guys, and your story is going to be inspiring to other people who maybe didn't take off right from the get-go, okay? So I am so excited to share this topic with you all. I've shared it with my team earlier this month and just the feedback in what they are doing with their businesses this month is mind blowing. So my main focus is to be able to help you guys...easier transition people to this fine deal, okay, people who you get excited about helping. I hear from a lot of coaches that are like, "I'm attracting the wrong kind of person," or, "I don't know how to find the right person," or whatever. Whatever your struggle is, when it comes to finding your niche, I think we overcomplicate things. We overthink things. So I want to before we get started, I want you to ask yourself this question, okay? What if I told you there was a way to have people come to you, rather than you having to go and search for them? I bet everyone is like, "Me!" You know, "I want that to happen," and yes, I still have to reach out to people but with this - what I'm going to be sharing with you guys - it's made things easier for me. Okay, so I want to read to you...go back to October 2016. So for those of you that follow me, you know, I had my baby girl Tenley. She's not really a baby anymore. She's 15 months, but when I had her in, I guess November 2015, I kind of slowed down and I was like, "All right, I want to be a mom." But that's not my personality to slow down, so I thought a lot in 2016 trying to find my footing back in the business, trying to find what made me passionate, and it took me about until October 2016 to finally be like, "You know what? What am I doing? I'm overlooking a huge niche that I could be helping, that I could be making feel better, have better lives. Why am I doing this?" Okay? And I have been a coach for 6 1/2 years, you guys. Whoa, I feel so old, but 6 1/2 years of being a coach and I felt like I was back at square one. Maybe you feel like that, okay? Whether you are a brand-new coach or you've been a coach for a while and feel like, "Oh, you know I feel like things should be getting easier and not getting easier." And I felt super

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frustrated and I felt drained and I felt like the people who I was connecting with were the same people every time commenting on my challenge group posts, okay? And I was like, "Ugh, they are not going to commit." You know those people who say, "I want to do this. I want to do this. Now, I can't do it. It's too much money." And I was getting just so stressed out about it because I'm like, "I know that I have so much to offer," you know? I've talked to some of my coaches and they say, "I know I have so much to give people, I just can't find the people coming up?" So how do we solve that problem? How do we find it so that we can find a niche market and instead of having to like drag them out of the woodwork, they actually start coming to you, okay? So that's when I made the decision back in October 2016. I said, "You know what? I'm going to change my focus." I'm going to change my focus and say, "I'm going to love on people no matter what." I dive into this a little more, but, "I'm going to love on people. I'm going to give them value and I'm not going to expect anything in return." Nothing in return. Nada, okay? If they sign up as a challenger, cool. If they end up being a coach on my team, awesome. But as long as I'm loving on people and I'm sharing value of things that have helped me, I'm doing my job, okay? So I decided, it's not because I'm a nutritionist or anything like that, I decided to become a self-proclaimed expert in something, okay? And it took me like 6 1/2 years, even though I kind of battled with this my whole, entire life, to realize that I could be an expert in this. Now I want to make sure that I say this clearly: yourself proclaimed expert, okay? You're not saying that you have a degree in it or a background in it or whatever. You're sharing your journey, okay? You're making sure that you're sharing your journey, first and foremost. We don't want to make claims, nothing like that. Just be your own expert, okay? So let's get started. Step number one, okay? Step number one: I want you to think about something right now that you are interested in learning about, okay? So what is one to two things that are fitness and nutrition involved that you are excited about? I know a lot of people are like so excited about intermittent fasting, okay? They're like, "This is the be-all, end-all." I know Melissa McAllister has become a self-proclaimed expert in that. She didn't create intermittent fasting and I look up to Melissa by so much and she help me with this idea I was thinking

about. You know what? I can create something and make it my own. So it could be intermittent fasting. It could be carb cycling, you guys. It could be sobriety, you know? Maybe you're having something that's a vice of yours that you're trying to overcome or anxiety or, you know, I have some coaches on my team who have IBS, okay? Or have, you know, some kind of autoimmune disease that they are trying to overcome, okay? Maybe it's that you want to be able to lose weight, but still be able to have a nice milk supply for your baby, okay? I know there's breast-feeding moms out there. Maybe it's emotional eating, okay? I'm just coming up with a ton of different things that I've seen other coaches have struggles with and you can become an expert in that. For instance, one of my coaches, she actually just had her baby and I hope she eventually watches this because I'm so proud of her. Her name is Amber Hudson and she became an expert on helping people with PCOS and she shared her journey and she actually started sharing a lot while she was pregnant, okay? And how she had a little bit of a battle to be able to get pregnant and then showing her journey and then just had her baby girl Kennedy yesterday. And now it was cool for me to see because she took what she saw me doing and put her own spin on it and her posts are like blowing up. I couldn't be more proud of her because she took it and she applied it to her life, okay? So I want you to think about that you guys. Write it down in your notes, okay? And circle it. What are those one to two things you want to look into, okay? Now, before you start doing research, this is step number two, okay? Once you come up with those one or two things and I hope I see these posts like flying all over Facebook, because that will make me so excited. I want you either tonight or tomorrow night, okay? So today is Thursday, so probably better tonight or in the middle of the day on Friday, whatever you prefer. I want you to put a post up and just ask your followers, okay? Whether it's on Instagram, whether it's on your like page, whether it's your profile page, whatever you're building your network on, okay? And I want you to just straight up ask people, "Hey, I'm looking for a topic that would help you guys out. I want to create a free group that's focused on a topic that's going to help you. Would you prefer hearing more about emotional eating and how I overcame or how to cut gluten out of your diet?" Okay, those are just two

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examples. I don't want to see like every single person cut out gluten and emotional eating. Come up with those one or two things that you said and put that post that, okay? And just see what people say, okay? Now let that post marinate, okay? So obviously I remember Jenelle saying, "Don't post and run," okay? So is people are commenting, respond back to them and thank them for their response, you know, because it's really helping you figure out where to go with your business. And let it marinate a little bit and wake up the next morning and see what mostly, you know, people are saying yes or no to. And here's the thing, I had some coaches message me and say, "Meg, no one commented. No one commented. I don't know what to do." It's like, "Okay, delete that post and try it again, okay? Try it again and maybe put a picture with that, okay? If you didn't do a picture, maybe try a picture. Maybe try a different time of day. It doesn't mean everyone hates you; it just means that Facebook for some reason didn't get a good response on that, okay?" A tip from one of my top coaches Amanda, when you have a post that you want to be seen, so this is one that you want to be seen, put a post up a couple of hours before that's going to get a lot of engagement. So people like to talk about their kids. They like to talk about their own opinions and they like to talk about, you know, stuff that's going on in their life, okay? So just having an engaging post. I always go back to one that Jenelle talks about when you're asking if you leave a tip for a take-out order, okay? So do something engaging a couple hours earlier, because Facebook is kind of funny and if they see that post get a lot of engagement, that next post is much more likely to get a good response, okay? Just a side tip. Now, so no one comments, try again and you put it up and still no one comments, maybe you should come up with two more topics, okay? Just try it again. There is no right or wrong way to do this, okay? Maybe it's just topics that are not really speaking to your market, okay? To your followers. But here's the reason I'm saying this is what's going to help attract your niche, if it's things that you're interested in, that you are excited about, you're going to be attracting the people who think like you, okay? People who are interested in those kinds of things. For instance with me, I'm big into thyroid health, okay? Because I have a thyroid issue and I had to overcome those things so I'm very passionate about helping people feel better in that

area so I knew if I hone in on this topic, people are going to be those kind of people, attracted to me, okay? So say that you get, you know, people who are saying like, "A, B, A, B," and you're like, "Oh my god, they're insane." You know like, "I could do both of them." That's when you step up and you say, "What would I like to learn more about," okay? So say it's carb cycling and intermittent fasting and you're like, "Which one would I like better?" Okay? And then you take the shot, okay? You call the shots and say, "All right, I kind of really want to try carb cycling because I don't see a lot of people doing," okay? And you cover that topic, okay? Now here's the next step of that, okay? Once you have that post up, okay? You need to become the expert. So you need to go and research up the ying yang, you guys. They're so many books. If you looked at my office right now, you can see books behind me, but I have like six different books that I ordered from Amazon on thyroid issues, okay? I have a book on adrenal fatigue. I have all these books that I just go through and you better believe I haven't gotten through all of them, but I take one and I sit down for 10 to 15 minutes. Read through, highlight it. I'm like, "Wow! That's really good information." Highlight it and then apply that to a post on my page and I'll get into that in a second, that you become that expert, okay? You can Google that topic, carb cycling. Chris Powell is huge on, okay? He has a really good book on carb cycling. Just go on there and look at what other people have written, okay? So now step number three: you need to put a post up sharing that you are going to do a free group on this topic, okay? So if you put this post up on, you know, tonight, Thursday, and you're like, "Okay, I got a really good response. I got a lot of people who want help with emotional eating." Okay, you dive in this weekend, okay? And maybe set it up for next weekend. So Friday through Tuesday or something, a five-day group. I don't even know if that's five days, but set it up for a couple days after you say that you want...or you go through and do the information and research to have a free group, okay? And start advertising not free group on your page. Now here's the side note: the people who commented that they wanted information on that, send them a personal message and say, "Hey, thank you so much for commenting on my post and sharing that you want information on carb cycling. Would love to send

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you information and I'm actually going to have that group set up by this date. Would you want to be added in?" Okay? I always like make sure that they are not working with another coach, that's without even having to be said, okay? But once they say, "Okay, cool. I want in the group," and them in, okay? And tell them that they can invite their friends. Now in that group, I'm going to tell you an example of what I do, okay? And this is where it really started taking off you guys, okay? So step three: you set up your free group. In my group I called it the healthy thyroid...what was it? Healthy thyroid support group, okay? And it was just set up for five days and I said, "Okay, for five days I'm going to go through and share with you guys what I do with my thyroid health." Monday I talked about nutrition tips, okay? So you guys know I'm big on cutting out gluten and dairy. So I dove into that and shared with them how they can start doing that in their lives, okay? Tuesday I started talking about exercise and what I recommend, okay? What has personally helped for me, okay? With my exercise. Wednesday I talked about supplements, okay? Thursday I talked about stress relieving techniques, okay? So we all need stress-relieving techniques, so feel free to use that as well, but I just came up with a couple different things that worked for me with stress relieving and then Friday was how they could apply it to their lives, okay? So I kind of gave them my game plan of how to apply this to their lives, okay? Now here's the kicker guys, after, you know, you put up those five days you say, "Guys, I had so much fun in this group. I would love to open this up for a support group and just keep it as an ongoing group. Would you be interested?" Okay? And if no one comments or anything, maybe you should try another free group and see if you can get some more engagement, but if people are saying they want to stay open, cool. You've got the next step down, okay? So from here guys, this is where we dive into step four: social media. I think we're on step four, social media. So you have this support group open, okay? And I let coaches in, maybe some of you guys are in there. I let coaches, I let customers that are coaches, I let people who are not working with the coach and my group just because I want to help everyone; that's my personality where I'm like, "I can help you all." But, you know, I'm very careful to let people know, "If you're working with a coach, you're going to stay with your coach and you

can be in this, you know, free group just so I can give you tips and suggestions,” okay? Always run your business with integrity. So on social media I then start talking about my support group, okay? So if you go on to my like page back in October, okay? I started like really branding myself. It was toward the end of October so that might take a while to get back there, but I started branding myself as this thyroid person, okay? Symptom relief person, okay? And so I started talking to people about the stuff on the page and a couple times a week I would mention my symptom relief support group, okay? My thyroid symptom relief support group and you better believe there were so many people who would either comment on that post randomly or message me and say, “How do I get into this group?” Okay? So you continue to add people into that support group. No, you don't have to post every single day I shoot for maybe once or twice a week to add something of value into that support group and this is the next step with that, okay? And I know it's a lie you guys, but if you do it right it really works out, okay? So in that support group, you just go in once or twice a week, okay? Add something of value in there that's focused on that topic. You don't have to post every day, but you're going to get a continuous flow of people in, okay? It might start out slow, but it's going that, okay? Now what I'd recommend doing is keeping that same group open and once a month advertising for a five-day free group, okay? That same five-day free group that you ran that first time and you're trying to figure out if this is your topic, okay? And guess what? You get to use the same posts. So you don't have to come up with new information. You're probably thinking, “But what if the people in there...they already saw that information?” That's okay. Most people like don't stick to five days unfortunately, okay? So it's always good for them to see that information again and if you want to be an over achiever, you could add a little to it as you learn more on this topic and change things up. That's what I've done, but for the most part I've stayed to those topics, okay? And then from that point on, once a month, you run that free group, okay? And advertise to get those people in, okay? The other thing that I do is I started to focus on, and this is just social media, I started to focus on branding my challenge group as a symptom relief group. Now I'm very careful about not calling myself a

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healthy thyroid coach or anything like that because I don't want to get in trouble with the FDA. I've got to be careful. You've got to be careful, you guys, about how you brand yourself. So I call myself a healthy thyroid mama, okay? A healthy thyroid mama because I am a healthy thyroid mama and I am a symptom relief helper, okay? So I am helping people relieve their symptoms. Think about what you can call yourself, okay? What can you start becoming the expert and how does that become part of your brand? Okay? So now my challenge groups...if you go to my like page, Meg Wysynski, you'll see a challenge group post that is pinned to the top of my page, okay? And if you look at it, you know, obviously don't take it word for word, but you can see how I put things together and feel free to, you know, kind of tailor yours toward that, okay? Obviously with your spin on it. But you'll notice that I call it my symptom relief group and they just continue to talk about my symptom relief group throughout the entire week in my post, okay? So if you look through my sweaty selfie pictures, you'll see that three or four times a week, very strategic about it, and I say, "My symptom relief group," okay? So what are you going to call your group? Very strategically, three or four times a week, post about that group because people actually read through your posts. You might not think that they do, but they do and that's where those people who are the flies on the wall, they reach out and start messaging you and that's when I go back to the beginning when I said, "Having reach out to you," okay? Without even really having to go find them, that's how you do it, okay? In your free groups, through your challenge group posts, and through your posts on a daily basis almost when you're just talking about it, okay? You're insinuating that you have this group set up, okay? Last step, okay? Oh wait...no, no, no. Research...I've got to continue to say this because the rest is really important you guys. You want to make sure that you go live on your page at least once a week, okay? At least once a week on something that you found out about this topic, okay? So continuing to focus on carb cycling. Maybe you're like, "Oh my gosh, I am so excited that I finally found a way to really get the awesome results that I've wanted and this is how I'm doing," and you know coming up with different topics every single week that's focused on carb cycling, just once a week. You don't have to do anything

crazy, not once a day or anything like that. Do something that you can stick to and be as real as you can be, okay? If you look at my page I rarely have makeup on. My hair is usually a hot mess. I probably have Tenley screaming in the background and that's what people like. They like to see real life; they don't want to see it picture-perfect and they want to see how it's helping you, okay? So going live not only helps them to get to know you, but it starts picking up the affinity on your page, okay? There's so much research out there that going live on your page picks up your affinity, okay? So don't get that because you're like, "I don't like to be on camera," this is part of your business you guys, to get out there and show people you. And the more the do it, the better you're going to get, okay? Because if you would ask me to do a training like this like five years ago, I would've laughed in your face. I wouldn't have been able to do it. Now it's like, "Okay," it's like a no-brainer, okay? So make sure that you're going live with value. And the last part of this is just staying consistent, you guys. For me, in October, okay? It took me from like the end of October until like mid-December, okay? For people to actually start picking up on what I was talking about, okay? So yeah, I had a little bit of a dip in October and November with how many people I had in my challenge groups, but I said, "You know what? It's worth it because I trust what Chalene Johnson has said. I trust with these other Facebook gurus has said and I'm just going to really, really try this. I have nothing to lose." So about a month and a half and you guys, in December, okay? My average before that was probably Success Club 20, okay? In December when we like moved into our new house, halfway to the month, okay? Success Club 58, okay? And I remember the first time I put a challenge group post up in December after we had moved. I had tried challenge group posts before that, you guys can even go back and look. I have like 90 people comment. I was like, "Oh my god, I don't know how to keep this up. I'm so stressed out right now," but it was a good stress, you guys, and it was because of all of the consistent work that I did in the last month and a half on my niche, okay? So I tell you if you start now, so it's February 16th, and you say, "I'm really going to become the expert on emotional eating, okay? And I am going to become the expert and I am going to love on people who have those issues because it's me," okay?

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Make sure you pick something that is a part of you and that you are interested in or else it's going to feel weird and just really stay consistent you guys. I can't say a month and a half it's going to start picking up, but I would say within 3 to 4 months, okay? So if I told you within 3 to 4 months, you could bump up to like Success Club 58 or in January to Success Club 80, okay? It would be worth it, right? You'd be like, "Sign me up. I'll do it," okay? And now I'm working with people that I'm really excited about. Back in October...not that I wasn't excited about my clients, but I felt like I didn't really have that close connection, okay? Now I know that we have that close connection because we can relate on this topic, okay? So if you are a brand-new coach and you're thinking, "What did she just talk about? I have no idea what she just said," it's never too early to like start branding yourself guys and focusing on a topic where you can become that self-expert because that's what people out there like you are looking for. That's the stuff that they are going and Pintresting. That's what they're going out there and Googling, okay? So it's time to start and that's what's going to make you stand apart from other coaches, okay? Because I remember Gary Vanderchuck saying, "I go and look at coaches' pages and I don't see value," okay? They're not teaching people anything. Let's break that trend you guys. Let's start giving people value instead of just putting a sweaty selfie up or a picture of us drinking water, which I've done too, or our Shakeology thing. Focus on giving them value on this topic, okay? Because that's what's going to make you different from other coaches, okay? So how does this help you with team cup? We had an amazing training with Andrea Crowder. I listened to that twice because I was like, "This is awesome," okay? So big shouts to Andrea and I am sending it to all of my coaches and forced them to listen to it and they are like, "Wow!" So how do you start doing it right now? All of the people who saw you over the last couple of months to maybe say no to you, they are going to see that you're serious about this, okay? They are going to see that you are the real deal. You're giving people value. You're helping people, okay? And all those people who said no before, they're going to see the value in you, okay? It might take them a little bit of time, but they'll start coming back around, okay? So I want you guys to...I'm assuming probably in the Team Hardcore...or not Team

Hardcore...your main coach success group is where most people are. I would love to see below, you know, the post that they pin at the top of the team call, what topics you guys are thinking of, okay? Because don't feel like, "Oh, I don't want another coach to take my topic because if it's working for you and it's something that you're excited about, it might help another coach guys and that's really cool because that's what this is all about is helping people, okay? And the way that you do something is going to be completely different than what another coach is doing. For instance with me and thyroid stuff, I do it completely different than other people who are doing thyroid things, okay? So we're all going to stand apart, we are all going to be able to help more people, give them value, and, you know, help them change their lifestyles for 2017. So I think that's it Jenelle.

00:27:18 Jenelle: Oh my gosh, can you hear me Meg?

00:27:19 Meg: Yeah.

00:27:20 Jenelle: My phone is blowing up. Hold on just one second here. My phone is blowing up. Everyone's like, "This is so good," and I cannot agree more. This is something that I really needed to hear too and it's just so true that we have to find something because otherwise we are all just doing the same thing: doing the sweaty selfie and doing the...you know what I mean? And it works to a certain extent and it is inspiring people, but to really bring those people, draw those people into us, we have to start doing exactly what you are saying: becoming that self-proclaimed expert in something. And so my mind was just like spinning because I thought of this of course before, many times. My sister is always like, "You've got to come up with..." you know, but you just put it in such a way that I'm like, "I need to do this like now," because I haven't really done. I have not really done that and I seen you doing it from afar when I see here and there on Facebook, but of course I don't see all your posts, but I know it's working for you and I know that you have created this huge following from it and you just laid it out step-by-step, so perfectly. I feel like this is a training, just like last week, that everyone needs to hear. Like you said, even if they are a newer coach because it's never too early to just start thinking about

like, "What's my niche? What am I really excited about? What do I want to become a self-proclaimed expert on?" I cannot thank you enough Meg. This is incredible. I do want to ask though just because I want to make sure I have my notes right, what was like...I have...I got everything down I think that you said and they think of going to listen to this again just to make sure I didn't miss anything, but the number four step I know is about, you know, posting on social media and making sure you promote that group on social media. You said...I you said at least 3 to 4 times a week. What was the actual name of that step? If I can be...

00:29:20 Meg: I think I just said step number four. I don't think I gave you a name, but you know the thing was social media is the more they talk about something, the more people are going to get interested in it. So just making sure that you like slide in whatever you're talking about. Like for instance say Jenelle you're doing like a sugar buster. I think that's what you called your...

00:29:39 Jenelle: Yeah and that hit the nail on the head. Wow, I can't believe where that went.

00:29:42 Meg: Yes. So that's a huge niche for you right there. So now slide it in.

00:29:47 Jenelle: I never even thought that that would be like something that was so huge and in demand and it is exciting to me. It is something that I had to overcome over the years. So I was like, "Oh, maybe I found it." Okay.

00:29:58 Meg: Yes, yes. So Jenelle's a really good example with that and I love your being so open and sharing like, "I didn't know that was going to take off," but the fact that you had that response. Now, you know, that group you ran it I think for five days...talking about it a couple of times a week in your posts as just like nonchalant, you know, "My sugar blasters did an amazing job. I can't wait to run the next group," or whatever because people they read. You know, they read through it and at this point if I go in, you know, I'll have a challenge group post that does better than I've ever had any time I've posted which is cool, but I have people who randomly, you guys, throughout the week will be like, "Hey, I saw that you were talking about thyroid issues and I need help

with that. I'm struggling with that." It's like, "I haven't done a challenge group post this week. That's pretty cool," okay? So anyone can have that you guys, it's just about like Jenelle said, giving value. You know, one of my top coaches Amanda Miller talked about this three years ago or was it two years ago when her page took off and I was like, "I don't have value to give though." I think we all like undersell ourselves and think like, "I have nothing valuable to talk about." While then create it, okay? If you're excited about a certain topic like, you know, cutting out sugar in your diet, then become that expert and then that's your value right there.

- 00:31:22 Jenelle: Exactly. Okay, awesome. So I'm going to call number four just posting on social media with all my notes beneath it. And then number five, I wrote down as the actual name of that step was basically to just stay consistent. Was I correct?
- 00:31:38 Meg: Yeah.
- 00:31:38 Jenelle: Okay. Perfect.
- 00:31:39 Meg: Yeah I mean because...
- 00:31:40 Jenelle: I mean I'm doing that Diamond and Beyond group right now in one of the things we're talking about is, you know, about everyone creating a freemium, something that they offer for free. Well a five-day group can be your freemium and so I think one of the steps that maybe I missed with them was this training. You know, so now I want to make sure that they hear this and understand that, you know,...and I really like how you pointed out to ask your followers what they wanted to hear because it's one thing to just come up with something and pull it out of nowhere just because you think it's what people want to hear from you and it's really not and perfect example of that is when I used to, you know, for a couple of years there I heard that all of these coaches were doing five-day clean-eating groups. I could never get anyone in my five-day clean-eating group, which is so crazy in the fact that when I did the sugar buster group, which really boils down to clean eating, the demand was huge, but it was all about I hit a pain point. So the clean eating was coming across, at least for my followers, as white noise, but when I talked

about, you know, sugar detox and cutting back on sugars it was like a whole new world of people came out of the woodwork. So it was just shocking to me. So just so incredibly good Meg. I cannot thank you enough, seriously.

00:32:56 Meg: Absolutely and guys, like I said, if you do this right and you don't give up as maybe you go through step one or two and you don't find anything that interests people, just keep going back to the drawing board because you're going to find something that really hones in with your followers going to take your business to the next level. So don't give up. Keep trying different things. You know I tried several things before I hit this one.

00:33:23 Jenelle: Awesome. Okay. You guys, I hope that you will listen again to this training because there's a lot of good information in there and it's all extremely important and like Meg said, go to the coach success, then new name coach success group, and comment below, you know, some of your ideas and don't worry about if another coach has the same idea as you. You could ask your friends and followers if they know Sarah Smith and they'll be like, "No. Who's that? We know you." Your friends and followers and there's going to be people that resonate with you for whatever reason because of who you are and don't worry about the fact that there's other people that are doing a similar thing. There's people that do the similar thing in my sister, right? It doesn't matter. You have to do what feels good to you and what you are excited about and just roll with that, a cake? So with that you guys, thank you so much Meg. Thank you so much everyone. Thank you for getting on. Have a great afternoon and we will see you next week. Bye-bye.

00:34:29

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