

Team Hardcore Call Transcription - January 19th - Onboarding New Coaches: Simple 1-2-3"

[Beginning of Recorded Material]

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00:00:01 Jenelle: Hey everyone. Welcome to the Team Hardcore call. My name is Jenelle Summers and I'm head of Team Hardcore and thanks for hopping on. So today's topic is all about on boarding new coaches. So whether you have a team yet or not, I can tell you right now that one of the scariest things to do is to become a leader and to lead others and especially in a business where you may feel like you don't know all the answers. Let me just assure you that when I started building a team I certainly did not know all the answers and I still, after doing this eight years, I still don't know all the answers and that's okay. You're never expected to know all of the answers. You're never expected to be like, "Okay, well I have to be successful first before I can bring on new coaches," because to be honest, this business is about personal mindset, consistency, how badly you want this, it has so many different factors, and the person you bring on might actually do better than you. So by waiting until you have success, you're actually holding other people back. They may be ready to go. You might need to find your place, your voice, whatever, but don't hold back from letting other people know about this opportunity, because when you bring on new coaches it's not like you're saying, "Hey look, I'm the expert. I've got this all figured out and therefore now I'm going to teach you." It's not that. I started building a team on day one, day one. I didn't know...what you guys have in my jenellesummers.com site under "new coach start here," that stuff that's all there that you have access to now on day one, took me probably six months to a year to learn and I already...like I said, started building a team on day one. So when you bring on new coaches, realize that yeah, you're not going to have all the answers. They're going to ask you some questions once in a while that you don't know the answer to. Big deal. You just go to FAQ in your online office and you can find the official answer to pretty much anything. I use the FAQ all the time. You just search in there, whatever it is. Let's say you want to learn about coach

mobile enrollment, the app. Type that in and boom. You're going to see different frequently asked questions about that. So such an excellent resource; you don't need to have all the answers. But here's the other issue with bringing on new coaches to your team. So whether you're brand-new and you don't even have any coaches yet or you've been doing this for, I don't know, years and you still struggle with this aspect and it is that newer coaches feel very overwhelmed. And I know I did as a new coach, I felt very overwhelmed, and I know it's one of the biggest struggles in this business is that there's a lot that you can learn in this business. A lot. And some of it, honestly, is very fluff oriented. Like it's not going to make a big difference in your success. It's really not. And then there's other things where like it does make a difference that you know this. So it's hard to decipher what's important, what's not, and so sometimes when you coach begins it's just like overwhelm, too many trainings, and they don't really know like, "What am I supposed to be focusing on?" Like, "What's the end game here? Like I get that I love helping people; that's why I do this. I get that it's about fitness, health, and nutrition, and that's why I do this. I understand the importance of empowering other people and helping other people, but still yet I feel like misguided." And so what I wanted to do and I've been thinking about this for a long time, is I've been wanting to just simplify "The-Getting-Started-Right" process. And so here's the deal: I've been thinking about this a lot. I've been brainstorming with some of my leaders: Jen Delvo, Corey Miller, my husband, Hannah Weiler. I mean we've been brainstorming about this and trying to come up with what can simplify the process. And so "The-Getting-Started-Right" process for a coach, it is a process. It's not one email. It's not one training. It's not one Zoom call. It's none of those things. It can't be done in one step because this is a business with huge potential. It's like, you know, if I were to say, "Hey look, you're going to open a gym tomorrow. You're going to have a building, you're going to need to hire employees, you're going to need to get equipment." That's a process of learning how to do all of that stuff and what to do and when and all of that stuff. It's a process. This is a process too. So don't expect it to be like super fast, but I do want to find ways to simplify that process as much as possible. So I've come up with a portion of "The-Getting-

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Started-Right” process. So, in my opinion, “The-Getting-Started-Right” process and you can go on my Jenelle Summers’s training site to see this, but it’s a step-by-step process where it starts with like just that message, “Oh my gosh, that’s awesome that you’ve joined and I’m so excited for you.” So usually for me that’s like a text message or it’s an email or it’s a Facebook message, just that initial, “So excited for you. This is going to be amazing and I’m going to send you a welcome email.” So it’s that initial contact and it’s that welcome email and in the welcome email you really want to just give them a little bit of basic information to not overwhelm them. What I do in my welcome email and I’m pretty sure it’s still up on my jenellesummers.com website, but the shorter that welcome email, the better, and over the years I keep trying to make it shorter because I don’t want to overwhelm them. But one of the first things I want to let them know is this is a process that they just joined and they need to lay their foundation. So just chill, relax. I’m not expecting you to hit the ground running. I’m not expecting you to suddenly have a bunch of quick sales and customers and know all the products we offer. I’m not expecting all of that. So I really try and in my welcome email give them a message of, “Hey, relax and enjoy. Like enjoy the ride and let’s just learn some stuff. Let’s get into a mode of learning,” and I actually do that via a video that they get in their welcome email. So in their welcome email I give them that...what I call a “The-Getting-Started-Right” video and I also let them know why I do this, you know my story and then I let them know...and this is like in the first paragraph...I let them know their retail website because that’s one of the first things they are going to want to know is their retail website and their coach online office so that they can start seeing what customers are going to see and also they can start seeing what their online office looks like and they can start kind of clicking around and navigating in there. And then I let them know that the two critical trainings that they get on every week is The National Wake-up Call and this training call and then I just let them know how it’s best to contact me. So that’s what I do. So at the end they say, “Hey, email is best for me, but if ever you think I missed one of your emails, I overlooked it, it’s been a couple days, or whatever, just text me,” and I put my text number, you know, my number right at the

bottom of the email. So, you know, establishing their website, that they have a coach online office, that they have two trainings that they need to get on every week and when they are to mark their calendars now for that and how to best reach me. So that's what I do in my welcome email. Now after they've gotten through that welcome email and I do ask them in now welcome email to, "Please contact me once you've read through this and digested it. Email me back once you've read through this and digested it." Once they email me back, then I let them know that I have two starter trainings for them to begin with and the one training is called the "Critical Core Activities," and as most of you know that's on my training website. So you go under jenellesummers.com, you log in with the username "teamhardcore," and the password "fitness," and then they click on "new coach start here," and the first two trainings are the first two trainings that I give my coaches: the "Critical Core Activities" and it's like 10 or 11 activities that I feel are critical. Like you miss one of them and you're going to miss the boat. These are critical activities. And the other one is the Facebook 101 for Coaches. So those two trainings I feel like they need to have that under their belt right away and so then...so again, like I said, they respond to the welcome email that they got through it and with my reply email back to them I say, "Great," you know, and by the way, they've also sent me an "about me" form. I attach an "about me" form to my welcome email. Now that form I believe is on my Jenelle Summers's training site as well, but it's very simple. It's just like, "What are your fitness goals? What are your life goals? What's your story? You know, what do you want to do with this business? How much time do you want to spend on it per day? What's the best way to reach you? What's your best email?" You know, those kinds of basic questions. So anyway, they send me back their "about me." They say they went through the welcome email and then I say, "Okay, now," with my next email, "these are the next two trainings that you need to watch and let me know when you finish these and then we'll move on to what's next." And what's next for them is going to be their "Getting-Started-Right" follow-up call and that's where I give them a little bit bigger picture about things. I introduce what Success Club is. I introduce, once again, reassurance that this is going to take time and it's okay

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if they're starting from scratch. It's okay if they aren't really using Facebook yet. It's okay if they don't know how to use a like page or how to, you know...we don't even need to get into that stuff yet. So I just kind of give them, again, "It's okay. It's okay," because a lot of people in this business are perfectionists and they are go-getters and they want to join and then go and hit the ground running and they don't realize they have to build this foundation first, so they have to kind of slow down a little bit. At least that's my approach with my coaches. And so in that "Getting-Started-Right" follow-up call that I do with them, like I said, I go over some big picture stuff. I introduce what Success Club is, why we have it, what the benefits are, and I let them know that if they weren't able to take great notes on what Success Club is that it's at the bottom of every single team email: exactly what it is, how to earn it, so if they ever forget or if they bring on a new coach and they can't remember what it is, they've got it at the bottom of every single team email what Success Club is. So I go over that in my follow-up call and I've really been thinking like I want to give them a point of reference at that point in their coaching business of what to focus on in terms of goals and here's what I wanted to simplify because I feel like saying, you know, "Hit Success Club, make Emerald," might get them through the first month or two, but still I feel like they can't really envision... "Okay, but what does it look like to get to Diamond? What does it look like to get to 2-Star Diamond." Like I feel like there's a gap there. They're like, "Okay, I get how you would make Success Club and I get how you would earn Emerald rank, but I don't get how you get to Diamond and I don't get..." and it's not that they are even ready to be pushing for Diamond yet or, you know, anything even bigger than, but I feel like in their heads they need to somehow see what that process is going to look like or how they are eventually going to get there and if you like that's the part that I need to simplify. So I develop something that I really think is in test mode because it's not something that I've been doing over the last eight years. This is new. The activities are not new, it's just the way that I'm presenting it will be new and it may not work you guys, so this is totally a test and I wanted to do this now because I thought this might be a good time for you guys to test it as well and of course you can do something totally different or a little bit different or

the same thing, whatever, but I'm going to be testing it. You're welcome to test it and if you do test it I would love to hear your feedback on it. We've got coming up in February that Team Cup challenge, which if you're brand-new, if you go to your online office, check out the information about the Team Cup challenge, but it starts in February and it's basically just small teams, a handful of people, coaches, who get together and just kind of hold each other accountable to their business and doing the best they can in that month with their business and February is a huge month. In my opinion, February is always bigger than January. So it's a good time to maybe look at these numbers that I'm about to give you in this kind of game plan or blueprint, whatever you want to call it. Look at these and kind of pick, "Okay, I think I'm going to aim for this or I'm going to aim for that." So I thought that even though what I'm about to show you is really a piece of the "Getting-Started-Right" process, you could also use it in your Team Cup challenge, especially if you're leading a Team Cup challenge, you could put this out there and say, "Hey, this is the simple one, two, three "Getting-Started-Right" piece that Janelle, you know, just trained on. Where do you think you are within this and which one are you going to aim for?" Now you're probably totally confused, but let me just show you what I'm talking about. Hopefully you're still there with me. Okay, so let me just screen share real quick to you can see what the heck I'm talking about. And again this is a test. I can change it and the wording of that, so I didn't make it fancy yet because, you know, who knows how much this is going to change over the next month or so. But I'm calling it...hopefully can see my Word document. I'm calling it the "Getting-Started-Right Simple 1,2,3, Goals," the "Getting-Started-Right Simple 1,2,3, Goals." So once again, in case you missed the beginning, this is not the entire "Getting-Started-Right" process. I kind of, in the beginning, went over what my process is, but it's a piece of it. It's a piece where...it's the goal-setting piece, really. So here you can see I'm talking about month one. Now I'm really referring to their first full month as a coach. Now you may do this completely differently when you bring on a coach. You might consider their month one the month that they joined. Maybe you want to start them faster or maybe you just have a person that wants to get started faster. With my coaches, I, like I said, I really want them

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to get into a heavy learning phase and really just absorbing and being a sponge until they begin their first full month as a coach. So maybe they're just starting to post here and there on their Facebook or maybe they're just starting to figure out how to get on The National Wake-up Call and they're just starting to figure out where to fit in this time of working their Beach Body business because most of my coaches are full-time moms or are full-time moms plus have a full-time job, so they're very busy. So month one guys, here's what I'm talking about, so connect and the number there is 20, sell two, sponsor two. Okay, so I really went back and forth about this. What I'm talking about with this connect and I'll go down here to my...no, I'm not really do that yet. I'm not going to go down to the definitions yet. Okay, so what I'm talking about here with this connect is that these are 20 people that you are personally inbox messaging with. okay, so I'm not just talking about a, "Hey, how are you?" written on their wall. I'm talking about a personal inbox message with at least 20 new people. Now when I say new people that doesn't mean they're cold market people, that they definitely can be family, friends, people you haven't talked to in a couple years, or it could be a cold market person, but regardless you are connecting with at least 20 people in month one, so that's only five people a week. Okay, but here's where a little bit of explanation comes in. As you probably know in the Critical Core Activities, we expect you to be connecting with 2 to 3 people every single day. So that's, you know, 15 to 20 people per week, right? But the thing with connecting with 2 to 3 people per day, I'm not expecting and no other person is expecting that you are connecting with them about fitness, health, or nutrition, with 2 to 3 people per day. You're just connecting with them. "Hey, how are you? How's school? How are the kids? Do you have a vacation coming up? How were your holidays?" That kind of connecting with 2 to 3 people per day. But this number here, the reason it's smaller, and again this is per month, is because I think that if you are connecting with 15 to 20 people per week that about five of them per week you can get on the topic of fitness, health, nutrition, energy, weight loss, finances, their job, their career, their time, lack of time, all those different topics, you could get on one of those topics with at least five people a week. So that's going to be 20 people per

month and why am I talking about those topics? Because those are the topics where you and I as coaches, that's where we have an opportunity to help people. If someone mentions anything about their health, about their nutrition, their weight, their energy, their stress level, their job, their boss, their commute, feeling unfulfilled, feeling unhappy, whatever it may be, that's where we come into play, okay? So all I'm asking is that as you're connecting with, you know, 15 to 20 people per week, which obviously could be up to, you know, 80 people per month, I'm just saying I think there are about 20 people where you have an opportunity to help them, something with her business, okay? So it's just going to be a matter of getting on the topic with at least 20 people per month and I think that's a really realistic number. And from that, those 20 people that you're on that topic, I really feel that it's a very realistic numbers, the you should be able to get a Beach Body program or product into at least two people's hands, just too. Now there might be two others where they borrow it from a neighbor or whatever and there might be some others where they are not interested in anything right now and you can tell just by talking to them that, you know, they decided that they're going to get back into walking outside and that's totally cool. I just don't want you to even feel like everyone you talk to you need to try and sell to. Selling is not what we do. Selling is just a byproduct of what we do. We're constantly inspiring. We're constantly connecting people and we have solutions. So yes, there are sales that will happen and I feel like if you're connecting with this many people about fitness, health, nutrition, finances, etc., you will have at least at least two where you can help them with a solution, okay? Does this mean necessarily a challenge pack? It might be or no. The way that I'm going to approach this, no. If you are able to, you know, help this woman who really needs to strengthen her core and do something that is low impact and you're able to introduce her to Piyo, awesome. That's a win. I definitely don't feel like these have to be challenge packs. In fact I feel like and I hope no one's upset with me saying this, but I feel like we get into this mode of, "We have to sell challenge packs. We have to sell challenge packs." No, what we do is we help people; we listen to their needs very sincerely and thoroughly and we ask a lot of questions because the

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worst thing you can do is make assumptions. That just because someone has said this or that that they want this or that. You need to just ask. And when we are really, really listening closely and we're asking lots of questions to make sure we don't assume anything, that's when we really give them the impression that we care, that we truly care. We're not on this agenda to assume that they want this or that. We are there to hear out what they need and to help them and help them with a solution. So I'm saying, you know, realistically at least two people. Now sponsoring two: so of course that refers to enrolling two new coaches. So again, I really feel like it's realistic that if you are connecting with this many people and again, these are one-to-one personal messages and you're always ending your personal messages with a question, you know? So maybe someone says, "Yeah, I'm doing okay, you know, I just started a new job and I can't stand my boss so far and the commute is ridiculous, but, you know, I'm doing okay," and then you come back with, "Okay, you know, sorry to hear that the commute is so long. You know, how far are you having to drive every day?" So you end your messages in a question. That's what keeps conversations going. So often I hear coaches say, "Well, I was talking to some people, but then it was crickets." Well typically if you're ending your messages with a question that is not business related, but just social, then you won't get crickets and if you do, no matter what, don't take it personally because people are just busy and, you know, it's not like...I mean, gosh, you guys all the time I have messages where I open it and I'm like, "Oh shoot. I do have time to respond to that right now," and then sometimes I forget. So just, you know, if you get crickets ever, you just message them back to being social with them, that's all. So again, connect 20, sell two, sponsored two. And I'll be honest, I really hated using that word "sell" because I'm like the anti-sell coach. Selling is not what we do. I mean not from...I guess I kind of have like a negative feeling. I feel like sometimes the words "sales" and "selling" has a negative connotation. It doesn't for some people and it does for others. It just kind of depends on your own personal experiences whether that word has a negative connotation to you, but I really feel like, you know, I wanted to use a word that was clear, you know, that was really clear and I almost said this word should be

“coach” too because you are going to coach these two people, for sure you are. And so I almost changed that to “coach,” but I felt like that might get unclear because we are really getting a product or program into two new people's hands, okay? And so I wanted to make sure that was clear because I certainly coach lots and lots of people who had never bought anything from me, but I help them, you know, with whatever it is that they need on a daily basis and it doesn't mean that they ever bought anything from me. So I do feel it's, you know, necessary to call that “sell,” and the other reason is because that if you are doing this, if your coaches are aiming for this, then they are obviously going to make some profits in their first month as a coach and they're already starting to build their team and can come up with a team name and really start realizing that they are not a salesperson with a job to do. They are the CEO of their own business and they are now helping others become CEOs and helping others become fit. Some month two, here's where you're connecting with 20 new people in your continuing to connect with the 20 people from the month previously, okay? So that's why the number is 40. So you're connecting with 20 new people, okay? And you're still continuing conversations with the 20 people from the month before. Now that doesn't mean you're messaging them every day. You guys, do what's natural. I remember one of the first trainings that I listened to when I was a newer coach. It was a woman and she's not a coach or anything. She was just in network marketing and she said, “Guys, keep it cool.” She's like, “Be cool. Don't be one of those people,” and I don't know. For some reason just saying that alone was like, “Oh yeah, don't be annoying. Like just be social.” People aren't annoying when you're asking them about their life and what's important to them and their kids and their dogs and, you know, work. They're not annoyed by that. What does get annoying to them is if you keep messaging them like you have an agenda. “Hey, by the way, are you going to order this? Hey, by the way, did you see this sale? Hey, by the way,” like that's what gets to be too much for people. You know, so my rule of thumb with that, in case you haven't heard this before is don't give people information that they didn't ask for in the first place. That, to me, is when people get annoyed. When you are giving them information that they never asked for in the first place.

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So that's another reason why I say, "Never assume that people want something or even want certain information." Even when people, you know, message me and say, "What is this coaching thing?" I could easily just respond. I could say, "Oh, well I'm doing this sneak peek next week and it's going to be this and that and it's this and that," and, you know, just word vomit, but instead I'll just give like one sentence to answer the question, what it is, and I'm not assuming that this person is interested in coaching. She simply asked what it was, that's all. I cannot assume she's actually interested in doing it. I can ask though. I can say, "Is this something you've been considering?" That's all you have to do you guys. You just have to ask. So with month two, connect and continue with 40, sell three and sponsor three. So, you know, part of the Critical Core Activities to make a list of everyone you've ever known in your life. So pretty much every coach out there should be able to make a list of a minimum of 100 people, if not 200 people. Usually if they're making a list of less than 100 people, it's because they are already weeding out in their minds people they think would never be interested in fitness or in coaching and we can't do that. We have to just write down every one: every neighbor we've ever had, everyone we've ever worked with, everyone we've ever gone to school with, all of our relatives, all of our relatives' friends, all of our friends of friends. I need everyone, everyone, everyone. And so from there are you going to be able to, you know, find people, after you've been connecting with them, who need something that you have to offer as a coach whether it be something physically or financially with the business? So would you be able to, you know, put a Beach Body program or product, and remember we not only have Shakeology, we have Recover, we have Pre-Workout, we have all of our fitness DVDs, you have the all access pass now which is an incredible deal, like seriously incredible deal. We have Derm Exclusive skincare line. I mean you guys, the list goes on. Are there going to be three people? Absolutely, absolutely. I think where newer coaches sometimes kind of panic is when they feel like they have to sell three challenge packs. I think if you get out of that mindset you just get into the mindset of listening to people and helping them, I think when it comes right down to the nitty-gritty of those conversations you have your trying to

figure out what it is that will help them, I think you're going to have a lot of opportunities where it's natural to say, "You know what? You might want to look into the challenge pack deal instead because it's going to be a much better deal for you." That's where your opportunity is going to come in. But if you come right out of the gate trying to sell a challenge pack, in my opinion, you are going to lose a little bit of credibility and trust because they will potentially sense that agenda. You really have to just lead with wanting to help them in any way you can - and then of course sponsoring three. So again, you know, some coaches really struggle with sponsoring other coaches and I just have to reiterate that where this sponsoring happens; it's a byproduct of the conversations that have happened here. So if you're just putting yourself out there a lot, don't expect the people are going to be coming to you and asking you about the coaching business opportunity because they won't. At least not when you're a newer coach or even...gosh, I probably didn't even have that in my first year at all where people would literally ask me, you know, "What does it take to be a coach?" Or like really come to me about it. I have to ask them and it's only personal conversations and it's only once I've heard their needs and I made the decision that, "Yeah, this business is something back could help them with that need or that want or that goal or that problem or that pain point." So I'm bringing it up with the infamous question, "Hey, have you ever considered given what you've just told me about your commute and not liking your job, you ever considered starting like an online business on the side so that maybe, you know, two, three years from now you're in a different situation? Have you ever considered doing now?" And just let them respond. Just let the conversation flow from there because that's what you're doing is planting a seed and over time as you have more conversations here and there, when it's appropriate, be following up about that thought, about that seed you planted. But if you never follow up on that seed you planted, don't expect to have anyone enroll under you. If you always plant seeds and never do follow-ups, you know, regarding that topic, you won't have coaches join your team or if you do you're extremely lucky, but typically people do not join without all of those follow-up conversations. A statistic

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that you've probably heard me mention is that we buy or join after 5 to 7 points of contact regarding that subject. So when I think about my coaches who have joined me, there's definitely more than 5 to 7 messages that go back and forth, but I would say there's 5 to 7 of them that are specifically about the coaching business opportunity, but we have other messages in between that are just like, "Oh hey, did you see this?" and, "Oh, I saw your, you know, daughter the other day," or whatever. Like there's other conversations going on, but specifically bringing up the business opportunity, I would say at least 5 to 7 times, back and forth with questions and whatnot. And sometimes all that happens within a coach sneak peek and that is one of the benefits of a coach sneak peek is I really feel like you can kind of expedite that process because they can learn all in a matter of, you know, a few days or whatever. But typically even after the sneak peek is over the real key is following up with those people a day or two later. That's so key and the other thing that's key is giving them a sense of urgency: a reason to join now versus months from now versus a year from now. Because I know for myself, there are lots of things that I want to do in life and just even in my day and half the time I don't do things unless it is high on the priority list because I know I have to do it now, there's a consequence or I'll miss out on something if I don't do it now, right? So that's the same thing with coaching. These people that you're talking to that are like, "Yeah, it sounds really cool and I might do that later and blah, blah, blah," you need to give them a reason that now is the right time. And you guys, this is the best time of the year for our business: best, best time. And hopefully you watched the Super Saturday videos showing that we are going to have three new fitness programs launched this year. We are going to have a new nutritional supplement launched this year. We are going into an international market this year, so dude, this is the time. So yeah, let people know that. Let them know that this is the time to get their feet wet before, you know, February and March really get under way and, you know, their business can really be, you know, starting to get some momentum as long as they get in now. So there are lots of different reasons people should join now versus later, but make sure that you are, you know, conveying that. Some months three is connecting continue 60. So again,

adding 20 new people, but continuing the 20 from month two and continuing the 20 from month one, sell four, sponsor four, okay? Now for some of you, you might be thinking that sounds aggressive, but if you think about all the people you're talking to, that's a really a realistic number and it is realistic for what you need to really build and continuously build and continuously increase your income and continuously rank advance in this business. This is what you're going to need. I'm not putting these numbers out there to say, "Hey, this is what you need to do to be top 10. This is what you need to do to be a millionaire." No, I'm saying this is what you need to deal if you want a successful, thriving business that continually increases in income and eventually starts doubling and tripling in income and continues your rank advancements and continues to level you up on the Leadership Ladder and all that stuff. This is what it requires and this is a very simple goal set for if you're a new coach for you to follow, but also if you bring on a new coach for them to follow, because honestly, look at the numbers here. If you're sponsoring...let's see...nine people, you could be Diamond in three months. I mean really, it takes eight coaches, eight active coaches to be Diamond, two of which are Emerald, one on each leg. So you could potentially be Diamond in three months, maybe it takes you that fourth month, because honestly, most coaches when they go Diamond, they have, I would say, more like 12 coaches underneath them, but this is a great game plan for you to go Diamond in three or four months and for your coaches to have a way that they would go Diamond in three or four months. How cool would that be? So let's say you join, you know, you just joined this month and next month you bring on a coach, that means you go Diamond in, you know, three or four months from now and then you have a Diamond a month or two after that because they followed the same plan. So what does that mean? That means you're 1-Star by summer. You're 1-Star Diamond by summer. How awesome is that? This is actually what, you know, coaches who are really having a lot of success in the business quickly, this is what they're doing. This is what they're doing and so it's not that this is new information. This is really all the stuff I've always taught, it's just that I'm presenting it in a different way that I'm hoping will be more clear, because I feel like

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again, like I said in the beginning, when coaches get to Emerald and they are starting to make Success Club, a lot of them, you know, can't wait for the push to Diamond, you know, group and I've done is differently now where they're not so focused on trainings, they focused on, "Just do it," because honestly, usually by the time they've gotten to that group, they've already got all the main trainings under their belt that they need to make it happen. It's just a matter of doing it. There's no secret. You just have to continue consistently to be connecting with people and, you know, introducing people to the products and programs and, you know, coaching and through that, new people every month, and asking people if they'd ever considered this business opportunity and following up with them and really treating this as a business by tracking all of that. That's what it is. And so month four and onward, you're really doing the same things month after month after month. So...oops, hold on I'm just noticing it saying that my computer is not plugged in. Hold on. Okay, I don't know why that's doing that. Sorry, I'm on four percent so I'm like kind of panicking because I don't want to go dead during this webinar. So I'm just going to finish real quickly, but same thing going forward, but you would increase your sponsorship to at least 4 to 6 people per month. Now if you do want to go for like Elite status coach or Top-Ten coach, I do recommend that you double these numbers. To be honest, yes, it's a little more difficult, but at the same time there's another aspect that makes it a little bit easier because when you sponsor fewer people, you actually feel like you have to rely harder on those people in order to keep your rank and you have to rely harder on those people to stay active and you have to rely harder on what they do or don't do and it makes it feel like your goals are completely out of your control and in the control of their hands because you don't have enough people to be solid. So it really comes with, you know, adding more people to your team that you become much more solid and a lot of things actually get easier when you get into a groove and a real momentum and you get very systematic, you know, just working effectively I think when you really start being consistent about sponsoring at least 4 to 6 people per month and then more. And then at this point, you know, after you're about Diamond, you're really having a little bit more focus

adding to your plate of creating systems of training and communications for your team. It doesn't have to be anything rocket science; it's just a matter of maybe teaching them this Simple 1, 2, 3 process and pointing them to my training website and telling them how to best communicate with you. Maybe it's Facebook messages, maybe it's email, maybe it's texted, maybe it's voicemail, whatever it may be, but it doesn't have to be anything crazy. You don't need a website like I have. You can just use mine. I didn't have mine up until a couple of years ago. And then focusing on one attraction-marketing tool. Not that you can't do more than one, but really have your focus and get good and master one of them. Maybe it's like page ads, maybe it's your blog, maybe it's your Instagram, maybe it's your Pinterest, maybe it's this freemium that you offer, just so that you can really be expanding your cold market. So these just real quick, you want to take a screenshot, the definitions of the Simple 1, 2, 3 – connect: what you want to do when you're connecting in 101 messages is really get in the habit of doing CCQ, which stands for Compliment, Comment, Question. An example of that would be, “I love your dress. I need one just like it. Where did you get it?” Okay? CCQ. Selling, again, is a byproduct of interacting and helping those who actually want help physically or with their health or whatever, but yeah, physically. Sponsoring is in rolling, consistently supporting, and providing recognition for coaches on your team. This is also a byproduct of connecting and helping those who want help physically and financially. So for all those people that tell you, “Dude, I can't afford it,” they might need help financially. “Let's talk more about that,” get more into that conversation, because this might be someone who would make a great coach. They're interested in getting healthy and fit, maybe they want to get paid to do so, maybe they could use a little financial boost. So how do you achieve, you know, these things of connecting and sponsoring and getting, you know, people introduced to our programs and products? Through the consistency of the Critical Core Activities. Just message me if you need that list or don't have that training. Actually the training is on my website. Like I said, jenellesummers.com, under “new coach start here.” It's the Critical Core Activities Training. If you are doing those activities, all of this is going to fall in place, especially if you have the

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right mindset and that's one of the Critical Core pieces is that you have the right mindset. You know, I had an ad that I just ran recently and someone on there said, "Well I was a coach, but I really didn't feel like...I really didn't believe in myself and I wasn't consistent," and I said, "Well that explains why you didn't have success. You have to believe in yourself and you have to be consistent." And lastly, the measure of Success Club and placement on the Leadership Ladder and last week's training was all about the Leadership Ladder. So hopefully that all make sense. You can try it out in February and let me know if that works for you or what you think or if you have any other ideas of what you like or don't like, I'm totally open. This is something new. Like I said, I just want to help solve the problem of coaches who have overwhelm when they join and kind of don't know where should their focus be and, "What's the game plan here?" and like just hopefully to hone in on that and simplify it. So let me know your feedback. I'd love to hear from you. Next week I believe we have Summer Tucker as our guest speaker, so I'm super excited about that. So get on next week. It's always going to be Wednesdays at noon...no, it's always going to be Thursdays at noon Eastern Standard Time going forward until otherwise noted. So with that, I hope you enjoyed this. I hope you learned something. I hope this little system helps. Let's try it out. Let's test it. Let me know your feedback and I'll see you next week. Thanks so much.

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