

Team Hardcore Call Transcription January 5th, 2017 - Rebooting Your Business – Carolyn & Ryan Luhnning

[Beginning of Recorded Material]

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00:00:01 Jenelle: Hey there everyone. My name is Jenelle Summers and this is the Team Hardcore call and today the topic is “Rebooting Your Business in 2017,” with Ryan and Carolyn Luhnning. I’m very excited to have them speak. They are a phenomenal couple and most of you, I’m sure, follow them on social media and if you don’t, make sure that you do. I’ll introduce them a little bit more in just a second. I wanted to just first of all say, “Happy New Year.” We are in 2017 in this year is going to be killer. Already we’ve had our first pay period of 2017. I heard from so many coaches that their checks were like record high or very high and you guys already got started off to a strong start and honestly people really, you know, the beginning of the year is like the fitness resolution time and that’s when anyone that’s involved with fitness with the business sees like momentum, but usually doesn’t even happen yet. People are still trying to figure out like, “Okay, I’ve got this resolution. I’ve got these goals. What am I going to do? Where my going to start? Who am I going to go to?” So now is the time you want to be putting yourself out there because people are trying to figure out like, “Who do I trust? Where do I begin?” And you want to be that person that’s on their radar because when people actually start committing and make a decision is actually in the next couple of weeks. It’s not even this past week, believe it or not. So this is the time to be putting yourself out there. So we’ve got Super Saturday this weekend or Super Sunday or Super Friday, whatever it is that your local area does, and if you haven’t found your local event, go to your online office. I think it’s under “news and training events,” and you can search your state and figure out where the local Super Saturday or Super Friday are Super Sunday is being held. Our Super Saturdays being held in Perrysburg, Ohio, which is right near Toledo and lots of coaches are even flying in for it which is amazing and, you know, for people that are in Ohio, of course, you know, like Cincinnati, Columbus, you know, that might be a little bit of a drive - a few hours. Michigan,

there's, you know, Detroit area is only like 45 minutes to an hour, maybe an hour and 15 in bad weather, maybe an hour and half. So it's very central locations, so get there. We're going to have an awesome time with Jericho teaching a live Core De Force. We are super pumped about that. Trina Gray is going to be our guest speaker. So this is going to be an amazing event, jam-packed, with energy, and fun, and you're going to learn a lot. So I hope that you can make it, if not ours, then at least your local Super Saturday. Also, don't forget that obviously right now is the all-access, annual challenge packets going on through the end of December. Obviously right now it's three Success Club points; it's an amazing deal for your customers' family and friends, amazing deal. You get three Success Club points; you get \$70 commission for challenge pack sold. So basically I mean even for a brand-new coach coming into this business, I mean if they were just to connect to people to buy an all-access pass, that's a \$140 commission, right there, brand-new in the business. You know, that's huge. That's really huge and that something where they can feel good about that because it is such an amazing deal. This customer of theirs or whatever gets an entire year of fitness with all these programs that are, you know, world-renowned programs all over the news and media, access to all of them. Live streaming for \$199, you know, plus obviously there's Shakeology, incredible. So feel good about that and make sure that you're really leveraging that. But, you know, as I've always said you guys, never feel like whatever is being promoted or whatever, you know, challenge pack is being promoted or new program is launching or whatever, always be encouraging people and your Facebook and your inbox messaging and all of that with listening to people first and what are their needs. So we now have this extra tool in our pockets, you know, that we can offer people as a solution, but listen to their needs first because this person may not...the all-access pass might not be what they want. It might be just some of their normal challenge pack. It might be just some program. Don't lead with this agenda to make a sale on this annual, all-access challenge pack. Lead with the agenda to listen to people. Listen to their needs very clearly, their goals, and their needs, okay? Because you will always win when you do that, okay? And last I just wanted to mention congratulations. Team Hardcore did

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finish Elite again this year, number 16. Super excited about that, super proud of you guys, and I wanted to give recognition to the others who made Elite, but I have not seen the list yet, so I want to hold off on that because I'm afraid I might mention a name and not mention a name and that could be weird. Super excited though about where we finished and super proud of all of you guys. So with that let's go ahead and dig into this call. So I've got Carolyn and Ryan Lunning and Ryan is...first of all they're amazing parents and amazing people. I definitely remember the first on Collie had with these two and I was just like...I remember hanging up the phone and some because I have with coaches I just...like I get teary-eyed and I'm just like blown away and that was the kind of call I had with them. I really felt like these two can make a huge impact and have huge potential and they're just such great people and they lead with passion and heart and creativity and fun and I just hope you follow them and I hope that you take great notes on this call. Anyway, Ryan is a 3-Star Diamond. He is a Success Club 10 All-Star Legend and Carolyn is a 1-Star Diamond and a Success Club 5 All-Star Legend and, get this, the team spirit challenge competition, their team just finished number three and the whole network... I mean I literally just spit saying that; I was so excited. They finished number three in the whole network. I mean how amazing is that? Really amazing, really amazing, they really stood out and they really have been putting in the work and doing some really amazing things in their businesses, so I was like, "I need to get them on a call," and let you guys learn from what they're doing right now because they are going big. So with that Carolyn and Ryan are you there?

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Carolyn: We are.

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Ryan: We are right here. Wow, that introduction was fantastic. It was amazing. It's kind of like...

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Carolyn: I did get emotional too.

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Ryan: I did too.

00:06:47

Carolyn: Jenelle, thank you so, so much. In fact, we will talk a little bit tonight about our first call because we remember it fondly as well. We are so grateful to be

here you guys. When we first started in this business, I know for many of us we create visions. You're vacuuming, listening to the, you know, the team calling you start creating what that team call is going to be and, you know, here we are now, four years later into our business in a position to share with you some of the things that we have learned over the past four years and so we are humbled and honored to be here and thank you so much Jenelle.

- 00:07:21 Ryan: And we're totally crossing this off our bucket list, because it was. It was to be able to post a call for Team Hardcore. So yahoo! Where so honored and privileged to just...kind of over the moon about doing this.
- 00:07:34 Carolyn: I know that we can't see the comments and can't see everyone on the call, but let's just get a general vibe. If any of you have ever hit that point in your business where it was like he didn't know what to do next...you know you wanted change. You know you wanted big growth, but you're hitting like this...call it a threshold or a fork in the road or a dip or even a dead-end and the ever, so familiar brick wall, but maybe you have. I can feel it. I can feel it.
- 00:08:07 Ryan: If you don't have hand up right now, you're lying, because we've all been there. Not to be totally dramatic, but I think we can all say that we've been. We've been in a position in our business where we don't know what to do next or we are stuck or we just...we know there's something, but we just can't figure it out. And on this call tonight we want to give you [unintelligible] the wrong word. Maybe some people out there don't need to absolutely reboot their business, but you might find something out here that's just a nugget, a little bit of something something that you can take forward with you and launch you into 2017 in amazing ways.
- 00:08:43 Carolyn: So either way we're here to give you some tips that help us and we hope that you get what you're looking for and what you came for, big or small, for your business in 2017. So Jenelle mentioned that Ryan is a 3-Star Diamond and I'm a 1-Star Diamond. Proudly, we have held those ranks for a couple of years now and to create some context for you, I've held a paid Diamond rank for most of my tenure as a 1-Star Diamond. That's the

reality check. And so knowing, you might think, “Who the heck are these two?”

- 00:09:12 Ryan: What are these two doing on a call? What?
- 00:09:15 Carolyn: Telling us how to reboot your business? But as Jenelle said, we had some outcomes at the end of this year that, you know, we wanted to share how we did those things with you because we fill qualified. We feel justified and we feel passionate and if you can't feel the passion it's here. We love this business so much to present these tips and ideas to you tonight. And in the past four years, you know, we've been in it since day one and we've been in all-in, but maybe sometimes our actions didn't reflect that, and so will get started here. We started as part-time coaches with full-time jobs for our first three years.
- 00:09:56 Ryan: Yeah, I think we've got to back up the bus a little bit here because we started and discovered beach body programs pretty much when we were at rock-bottom. That's the way we like to describe it. We were at a point with ourselves, with our relationship, with a lot of things in our lives where we were at an absolute rock-bottom. And both of us know from past lives now, I guess it would be, being in my teens-twenties being an athlete and Carolyn being a world-champion, gold-medal baton twirler, we knew what it was like when you're in training and you take care of yourself what that can do for you and your mindset and your confidence, so we decided to make a change and we decided it would be through fitness. We didn't know what to do, how to do. We basically bought treadmills. We went to boot camps. We did all we could, but nothing locked in until we discovered Beach Body. We discovered...I discovered P90 X and it basically changed my life from the moment that I put the DVD in, from the moment that Tony said, “Do your best and forget the rest,” I was in absolutely, because it fit with our lifestyle. It fit the way we needed to workout, when we needed to work out. It had the nutrition plan. It had the...anything we needed to succeed, it was there for us. So Carolyn, around that time, was kind of looking for something. She discovered...
- 00:11:09 Carolyn: Turbo Fire.

00:11:10 Ryan: Turbo Fire.

00:11:11 Carolyn: June of that year, when it launched, yup.

00:11:13 Ryan: And we would do the workouts and we were getting amazing results, but then at the end of the videos, we would see that little video that says, "Become a coach," and we would be like, "We want to do that."

00:11:23 Carolyn: We don't know what it is.

00:11:24 Ryan: We don't know what it is...

00:11:25 Carolyn: but we want to do that.

00:11:26 Ryan: Come hang out with these cool people and be part of a fit family. We were like, "Yes, let's do that." So we investigated then they said, "No. You can't. You Canadians can't be a part of our Beach Body culture." And we were like, "Oh, okay. We'll wait then because it'll eventually come." And then Carolyn, because she was doing Turbo fire, started following Jenelle on Facebook because, you know, we were trying to get...kind of make our way into the world of it, and then Jenelle made up a proposal saying that Canadian Beach Body coaching was going to be launching and it's available. Message me," and we were like, "On like Donkey Kong." We were just like, "It's time. We are in. We are all about it."

00:12:00 Carolyn: And so, you know, when we were preparing this, this is what got me emotional because really then that's what changed the trajectory of our lives. I mean yes, starting our fitness programs, that did it, but the connection with Jenelle, the conversation that we had, the back-and-forth, setting the stage, asking the questions, much like you do for your clients and your coaches now and we do for ours, making sure it was the right fit. Not just for us, but for us to be on her team. And so we went back and forth and we signed on and it was our first call really with Jenelle, as she was talking about earlier, that solidified it for us and we were all in at that moment. She told us a little bit more about the business in our two-hour conversation leading up to that point, so by the time we had her Getting-Started-Right call, which I think was at five in the morning just so that we could all connect. It doesn't matter. Details. But she said to us and

this is what's so important about Getting-Started-Right calls you guys, so important, she said to us, "Hit Success Club and run challenge groups every single month." And in his first month, Ryan hit Success Club. In my second month I hit Success Club and we have never looked back and we'd run challenge groups every single month.

- 00:13:07 Ryan: We work big Canadian listeners. We were told what to do. She gave us a roadmap. She gave us the template. She said do this, do this. She handed us a document and we said, "Let's do it. We are all in." So for that first year of our business, we saw great success. We did. We both reached Diamond rank in that year. We ran challenge groups every month. We had challenge groups full of people. We hit Success Club every month and we were building an amazing foundation for our business. And looking back on it, we realize how grateful we were for that because Jenelle gave us the roadmap, Beach Body gave us the tools, and we were able to kind of pay that forward and we created a great little foundation for a business right off the bat in our first year, but we had big goals. We had big goals, big dreams. We were seen it happen and we knew we could push it just a little bit further.
- 00:13:58 Carolyn: Yes. Oh, that's me?
- 00:14:01 Ryan: That's you.
- 00:14:01 Carolyn: That's just my point.
- 00:14:02 Ryan: This is the script we have.
- 00:14:05 Carolyn: We wrote a novel.
- 00:14:06 Ryan: We wrote a novel. Hunker in till 11 boys and girls. Get yourself a hot chocolate. Anyway, I digress.
- 00:14:12 Carolyn: So you know, the important thing is, you know this, but we are blessed to be a part of this training where were at. We own it. But we have, like Ryan said, we have aspirations to take it further. So, however, after that first year in our business we started to feel that momentum slowed down. Not to say that there weren't wins: successes for our challengers, for our teams, for some of our coaches, and there were great things to

celebrate and, you know, it gave us a great many experiences with our kids that we'd never had before but the business model, as a business model, ours was not increasing at a pace that aligned with our goals. We were recruiting by leading with the discount. We weren't...this is how things started to evolve in that year after our first one. We started to lead with the discount more because we just wanted to sign coaches, right? So we were leading with the discount. We weren't helping our coaches develop as leaders or rank advance or sustaining our interest in the business...

- 00:15:06 Ryan: We weren't getting them started right...
- 00:15:08 Carolyn: ...because...in the way that we had hoped, right? So we spent hours and days [unintelligible] at what we were doing wrong that was inhibiting our progress in our growth and so yes, we were hitting Success Club and yes, we were recruiting and yes, we were making a good residual income for two people who already had full-time jobs, but there was something missing and the momentum stalled. And you guys know in any business or anything, even in your fitness results, that once you stop growing...well once momentum stops, your business stops. There is no growth. And so...
- 00:15:45 Ryan: We decided to take a huge leap and it was in November 2015 that Carolyn decided that she was going to quit her full-time job and become a full-time Beach Body coach because...and this is what she said...we said it over and over again because she said, "As soon as I quit my job, my business is going to blow up." That's what she said. That's what we believed and so we took a huge leap and we decided yes, she would leave her job.
- 00:16:15 Carolyn: Okay, so financially not in a position to do so. I was not recouping my full-time income, but ready to take only. I'd been pining to become a Beach Body coach since day one, since that call, and, you know, Beach Body doesn't guarantee any level of success in our business and we know that. It comes down to the hustle and what you bring to it. But I have this goal in my mind for three years, and so three years hit and I'm like, "That's enough. I've got to move. I've got to go because if I leave my full-time job, when I go home, I'm going to blow up my business in three months." Guess what happened? It

didn't happen. I mean, it was great. I was happy. I had everything I wanted and I'm so grateful, but come three months later in February Ryan and I had a serious heart-to-heart and a quick realization that we needed to make a change, to make definable change, and to make this work. I was working full-time, but the results weren't changing. So it wasn't translating for me. I remember saying to Ryan, "I don't know who to talk to. I don't know that I'm doing this right. I must be missing something."

00:17:11 Ryan: "I don't know who to add to my network."

00:17:12 Carolyn: That's right. So veteran coaches would say to you, anybody who wasn't in the fog that I was in, they'd be able to pinpoint that right away. You're not doing the fundamentals of the business; you're missing your power hour, you're missing some key steps along with that. So I realized I hadn't been doing those things for a very long time and so as we all know, you can fill this business with busy work. And I think I was making a lot of nice, pretty pictures, managing our team which I will talk about later, doing a lot of things that filled my day that filled me that it wasn't getting me the results. I wasn't helping more people start with the business or with challenge groups. So I remember standing in this kitchen right here were you guys are at, "Welcome," and this is where we have a lot of our deep conversations as I'm sure you do in your home too. I remember Ryan saying to me, he said, "This is it. Reboot. Coaching 2.0 starts now. Line in the sand. There is no more in enable gazing. There is no more looking back. There is no more regretting the choices that we made because they got us here today and we wouldn't be standing here without these choices. So here we go." So we started with a fresh reboot, a fresh start and we went back to the basics and took a cold, hard look. We calibrated. We reevaluated and we went back to the basics of our business. So what we are going to share with you tonight are the steps that we took and so we just wanted to give you some context as to where this all comes from and why we feel like we're in a position to share some of those things. Some you probably already know, but bear with us because I think it's going to be a good refresher. So keep in mind: change is still happening and it still continues today. We are never passed going back to the basics.

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Ryan:

One of the things we had to take a cold, hard look at when we started coaching 2.0 was where we were the two years before. What was going on and where that was? What got us off track? And tip number one is this - lean in everybody because I'm going to whisper it: there is no secret sauce. It's true: there is no secret sauce. We mentioned right out of the gate that we had a strong foundation for this business. That we were given everything right from the get-go that we needed to succeed and we want to ask you these questions as well. You might want to write them down. You don't have to answer them now, but you might want to write them down for yourself because this is what we did to literally gain perspective back. Do you believe wholeheartedly in Beach Body, the products, their vision, their mission, and their values? Do you believe in the business opportunity for yourself and for others? And do you believe wholeheartedly that your goals, whatever they are in this business, are possible? And do you believe it's possible for others to succeed? So, with that being said, surprisingly over that two-year span what happened was is we lost passion. We lost faith. We started seeing people start in this business in Canada later than we did and leapfrog us, like go past us. All of a sudden they would start as coaches and then it seemed like six months later they were 15-Star Diamonds and like crazy things were happening. And [why] this happened to us it happened because it happened because...we've all been there and I hope we've all been there...is it started to trigger that fear and it led to skepticism and we started to feel like we were missing something. We started to feel like they know something we don't know. What do they know that we don't have? What's the information they are getting that we are not getting? Where are we missing out? And what happened was is that started taking us down rabbit holes. It started taking us rabbit holes of trying to find out where others were getting their information from, where they were getting the results from. So we basically, I mean, we started to do things like blog posts, emails. We started to go to...and paying marketing gurus to assess our marketing, coaches, personal development coaches, fitness, freemiums. We even at one point debated doing a talk show, doing like a podcast. Like we were trying to find all these other little avenues that we could basically

get our word out there, but what happened was is we were spending all of our time focusing on that and not focusing on the fundamentals of the business. We were spending our energy working with the marketing guru, working on a freemium, working on a funnel, and we started to ignore what brought us to the dance, with basically got us to the point that we were already at. We started leading with fear rather than leading with gratitude, rather than being trustful in the journey that we were owning for ourselves and accepting it and moving forward, we started to doubt and we started to fear and we started to think there was something else going on that we weren't a part of. So, to recap, I just want to say there is no secret sauce. In fact, you know what? There might be a secret sauce because we were given it. We were given the secret sauce right from day one in Carolyn is going to talk about point number two.

00:22:24 Carolyn: Which is go back to the basics. That's where your secret sauce lives, right? Go back to the basics like old school, you guys. It's where it lives; it's where it's at. And yes, we were vitalized, we changed it up and make it frequent, but the basics of our business are in relationships. It's where the people are at. You can do all those other things; those things are great for creating a pipeline to your business, but you've got to be talking to people and you've got to be inviting them. So, you know, we went back to the basics. Jenelle gave us a welcome email; it had everything we needed. It had a coach guide. It had a "How to Invite to a Challenge Group." It had a "How to Run a Challenge Group." It had all the links and everything to the coach online office. Like the roadmap was there, she was there for us as well. So, you know, that's what we did. We went back to the basics. So we literally researched, developed, and created templates for ourselves and our team. And it's not that we've never done that before, but we lost putting focus and value on it. So we went back to the basics and recreated those pieces for ourselves and we shared with our coaches what we were discovering and we shared with them those templates. We gave them everything we were doing and we didn't hide anything. We didn't be like, you know, like we were doing one thing and not sharing it with them because we thought, you know, whatever, I don't know. But we gave them everything: a duplicable roadmap for them and for us.

And to think that Jenelle provided all of that for us in our first year, from the very beginning, and that we were doing those things in our first year and we'd gotten so far away from that, we couldn't focus on that, but that's the reality. It's all there for you guys. Okay, so we started to...you wanted to talk about...

- 00:23:52 Ryan: Yeah, I just wanted to say we also at that time, we basically...Carolyn talked about being transparent with the team...is we decided to share with them and draw a line in the sand with our team and share what our vision was for our team. We'd never done that before. We've never spoken to our team and said, "Look, we have a vision for our team of us locking arms together and moving forward and being one of the top teams in this organization." We talked about more stuff as well. We also...Carolyn and I both have a big belief that there is a lot of power in words, in words that we say to each other when we're fighting or when we're...you know, what he said other people. I believe there's very much power in words and we took a look at our team name and we were like, "Team Affinity...what does that even mean?" It was kind of wishy-washy. It didn't really kind of sit well and we even changed our team name that time to Team Hustle and Boom, which really kind of has a kind of oomph to it. It has some stink to it. It's got some volume. So we wanted to kind of basically say we became less kind of leading from a fear base and hiding, but we decided to kind of put ourselves out there and we started to put ourselves out there first to our team and basically say, "Look, this is what we're all about."
- 00:25:07 Carolyn: That's right. It wasn't that our team...they had the tools. We were reinvested in the tools and the trainings, but we also created vision. These are fundamental pieces and guess what? It wasn't just by osmosis. They started to create their own vision. They started to hit Success Club. They started to build their own teams. Things started to move.
- 00:25:27 Ryan: They started to understand where they were going. They saw the vision and they went, "Oh, I want to be a part of that then." Where before it was kind of this nebulous world of kind of like, "Well we're doing this, we're doing that. Make sure you're doing, you know, the things that we weren't doing, we were telling them to

make sure they were doing them, which leads to...anyway...I'm getting ahead of myself.

- 00:25:46 Carolyn: So we started to nail our power our daily, consistently and in doing so in one short month, you guys, like literally in March. I think I remember realizing how many people in my network I've never invited. Like we'd been doing the business for three years or whatever it was at that time and I'd never invited so many people who I'd reached out to and had conversations with and never invited. And so we've been frequently sharing our story. You guys, if you check on Facebook "This Day Last Year" or whatever that app is that shows you this time last year what was going on. Oh man, we never posted. We didn't post. We didn't share about our journey. I don't know what we were talking about, but it was not...
- 00:26:23 Ryan: We were busy making freemiums and blog posts and sitting in our closets doing mock podcasts. Yeah.
- 00:26:31 Carolyn: So now for some people, I understand. Templates can be cringy, right? I get that and some of it lacks depth, but it was a starting point and it gave us confidence and in doing so we were able to develop confidence and relearn those skills and make them our own and start to become innovators in our own business again and allow ourselves to lead in our business again. And so we started 10xing our invites and we increase those behaviors on a daily basis and we fell in love with the business again. And our actions lead to results, which reinforced that there's no secret sauce and then we really began to believe it because we could see it. And so, you know, go back. Do an audit of where you're at with your business and see that you're doing all of those things that, you know, put yourself in the place of being a beginning coach again and if you feel like you need a reboot or a refresh, just go back and take a look. Do you need to reinvest in your tracking system? In your list? In your trainings for your team? And the templates: refresh, redo, dive in, create them fresh for yourself, and then share them with your team. And back to the basics, not only reflected on our power hour and are critical core activities, but all four vital behaviors, including your fitness.

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Ryan:

Point number three: fitness first. All of us on this call have different backgrounds. We had different faiths. We have different beliefs, whatever that may be, but we all came to this coaching business. I'm going to guess 99.5% of us all came to the coaching business because we fell in love with the fitness program. It's what we do. It's our company. We are a fitness company. So we had to take a look at ourselves and see where we were with that as well and we realized over that two-year span, that we were kind of in. You know, we worked out every day or missed a day or kind of did stuff, but I was at a kind of plateau. I lived at this plateau of fitness for a very long time, but basically we had to look at ourselves in coaching 2.0 and say, "What brought us to this game?" And for me, it was a love of P90 X. It was a love of Tony Horton. It was a love of what he did and how he helped me change my life to begin with and we had to fall in love with fitness all over again. It's basically the backbone of our company, like I said. I'm flipping too many pages at once. We're a results-driven business. If we are not getting results, if I challenge members are not getting results, if we are not getting results, if we don't have things to share with people, if we don't have things to share on our social media, if we are not relatable about our fitness company, who's going to buy into it? Who's going to believe it? Who's going to go, "Oh my, you look amazing. What are you doing?" Who's going to contact you if you're not sharing that journey or if you're not even getting results from the journey or if you're not even on a journey right now? So we had to, like I said, we had to dialect back and fall in love with the fitness all over again. In fact, this is the plan that we've put in place. We put in [place] right from the get go. Carolyn and I that point, we started it. We drew a line in the sand. We never missed a workout. That year we completed six programs, six full programs last year, and once we do that line in the sand and made fitness the priority...be a product of the product, right? When we made fitness the priority, we are in better shape now than I was after my first go around of P90X because I committed. I committed to the fitness. I committed to the nutrition. I committed to the shakes. Put yourself back in the driver seat of fitness again. Believe me, it's what brought you here. It's your love love it. Find that program that you love and go do it. We all sometimes have those programs that come out...and

maybe I'm speaking...that come out that you go, "Mm, I don't know about that one. I'm not going to do without one," and then you force yourself to do it and then you're kind of like, "Well, not really enjoying this one, but I feel like I have to work out," then it's hard to push play. Then it's hard to get that work out in. Go back, if you need that reboot, if you need to find that fire that's sparking you again, go to that program sparked it for you, be it Turbo Fire, be it P90X, whatever it may be. Find the one that ignites the fire for you. Go all in.

00:30:45 Carolyn: Yes. Okay, you want me to start on personal development?

00:30:47 Ryan: Oh, I'm next or I keep going. Okay, because fitness is a huge priority, fitness is a huge priority. I'm trying to segue now. I wish Grace had her Segway to drive by on. Point number four and I named this one so I just want to think because it's a big one for me and it's get personal with your personal development. Get personal with your personal development. It's a vital behavior. They tell us we have to do it and that was my mindset for a long time. "I have to do personal development. I don't have to do personal development. I'm fine. I'm Ryan. I'm helping tons of people," but you have to take a cold, hard look at this. I've heard it from day one in this business till every day in this business, when you got your personal development and line, when you got your personal development in order, that's when things started to take off, but here's the caveat to it: I was trying to put the circle into the square peg. I would take a podcast that was personal development and I'd put it on in the background and I do some work or I'd shave or I'd drive in the car and wish I was listening to sports radio instead and then 15 minutes later I'd check it off and go, "Yes, I did my personal development for the day," because I felt like I had to do it. Without being too blunt about it, from the number-one Elite coach to any Elite coach who's delved into personal development, they know. It changes the trajectory of your business and I will say because first-hand, I was not a big [proponent] of it. I didn't do it. Cold, hard look at myself in that two-year period for coaching to point out and say, "Personal development starts now then," but where does my personal development begin? What do I need right now? I didn't want to fall prey to the personal

development du jour, the hot personal development but that everybody was talking about, that everyone was saying, "Oh, you have to read this because I fell into that trap." I was like, "Oh, okay. I'll read that book." And I'd be 10 pages in and I'd be like, "That isn't working for me. Okay," and I'd shut it. It's just like your fitness. If you don't love your fitness, you're not going to press play. If you don't love your personal development, you're not going to crack the book. You're not going to put headphones on. So I really needed to focus on what I needed to focus on with my personal development - what Ryan needed at that...what was I lacking in? What did I need focus and attention on? And that's where you need to get personal with your personal development.

00:33:15 Carolyn: Yeah, and for me as a recovering over thinker, I got caught a lot in my head, right? I'd listen to stuff and it would create even more paralysis by analysis for me. So I really started to drive my attention with personal development two things that were about taking action or that really kind of were...people that were a bit opposite than I was that, you know, that called it as they saw it and really would call people out on their BS, right? Like I just needed somebody to pull me out of my own head is overthinking some personal development...I did a lot of thinking and I really claimed, you know, "I'm great. I do a lot of personal development," but it wasn't meaning to action. So I started to read books like *The 10X Rule*, by Grant Cardone, Mel Robins, her *TEDX Talk* about "The Five-Second Rule, podcast like "Women Wanting More," and "Warrior on Fire," and "The Joy Junkie," Carrie Baynerchuck. These people, typically they don't mince words. They use them and so I'm not saying there for everyone, but they helped me to snap out of it. So most importantly for both of us, it wasn't about reading a book or crossing it off our list, we got intentional and we made sure we were putting things into action. It wasn't just about reading a book, it was about, "What can I glean from this and put into action?"

00:34:32 Ryan: And that was the biggest key of take away with personal development. I was absorbing it, but not putting it into action. Carolyn was reading a lot and doing a lot, but we weren't actually putting it into action. There's been moments over the past year with my personal

development where I've sat down with it and have read one that has blown my mind and I've been like, "Okay, I have to think about that for a second," rather than push through my minimum 15 minutes. I found a little nugget that just literally rocked my world, so I'm going to absorb that and see how I can carry that forward into my day and into tomorrow, rather than just do it for the sake of doing it. We were investing and a lot of personal development, but we weren't taking the action. You hear Carl say it when you go to Summit, "When you get all the information, what do you do now?" But we drew the line in the sand and said, "We're going to take action with the personal development."

00:35:21

Carolyn:

So yet intentional about your personal development. Make sure it's what you need and don't just do it as a matter of course. It is incredibly valuable and not every piece of personal development is for everyone. So if you are, you know, if it takes down a rabbit hole of paralysis by analysis or if like Ryan said you're just doing it as a point of action, you know, you've got to find new ways of approaching personal development that's meaningful for you. That as you can hear from Ryan, two years of kind of really not effectively using your personal development led to us being subject two things that took us down other rabbit holes, right? It's sort of symptomatic of what was going on for two years. The skepticism and the limiting self-beliefs and the fear. So, you know, it doesn't always mean about...you no, you don't always need to have like action-taking books or 10X books or, you know, these kinds of things. It can be about mindfulness. It can be theoretical or spiritual or whatever you need, but make sure whatever you're reading or taking in that you are absorbing it and taking action with it and I think that's the biggest thing we wanted to just share is make it meaningful and get intentional about it. Okay, so, you know, where did some of these things come from really? Well, tip number four is success leaves clues. You've heard it before. It's a beautiful saying. I've heard it from the very beginning of this business, but it's hard to be humble. It's hard to be humble when you come from a place of ego and so fear and skepticism...and as we rebooted things, we also started to get out of our own damn way, check the ego at the door, and started to look at with the leaders were doing and our business with respect. And we started to

see that their success was leaving us clues. They were the ones that were passing down the templates that worked. They were the ones that were sharing on calls with Jenelle and across line and up line and down line. There is power in that. So, you know, we took that forty thousand foot view and you can take it too and get a perspective of what the leaders are doing and what they're best practices are, what the trends in our businesses are, and what's leading them to success? You have to get over yourself and look past the fear and the lack of mindset start to look in abundance. There is plenty to go around in this business. There are plenty of people to help. Carl talks about it all the time and so this is where we started to see the power of getting resourceful and wildly curious instead of, you know, waiting for somebody to hand it to us or for the secret sauce to appear on a silver platter. Success leaves clues. Any industry, sport, aspiration, business, anything, if you study the leaders, you will see that there are distinct steps that they took that led them to their success. And so in Beach Body we talk about duplication a lot and going back to the basics we gave ourselves permission to duplicate processes and systems that other coaches had passed down to us. But not only through those systems did we learn, we learned about skills by watching the actions that those coaches were taking. They're all on social media. You can follow all of them. Jenelle her leaderboard for her team every single month. The top coaches on her team including herself are posted there. Go get serious. See what they're doing. Why are they succeeding? You may not be able to see anything, but I bet you're going to see a few things. You're going to see consistency. You're going to see value. You're going to see things that are working for them that may not be things that work directly for you, but dang, you can get inspired. So with you will see that what they're doing leads to their success, it can lead to success for you as well. The caveat is that you go by watching those things from being a duplicator to becoming an innovator. You go from being a duplicator by...and becoming the innovator and how that is, is that you get out of your own damn way and you start acting as if..., you start believing that this is possible for you, knowing that it's possible for you and knowing that you have value to give other people. And when to start acting as if...and even if it is a bit of, "Fake it till you

make it.” You can like lead with that, sometimes it's a bit of false confidence, but when I experienced is people start to emerge as an innovator and as a leader because you start to practice those behaviors that you see in others that are successful for them and then you start to build real confidence and that in my experience, over the last few months, and opinion is that's when you really will start to put your true self out there and when you will truthfully start to attract like-minded people.

00:39:52 Ryan: Wow. That was awesome. No, it was. It was...that was really incredible because it just got me thinking...just in that two-year period I remember being that guy who was angry about the people leapfrogging me, about doing those things, about getting that stuff, but now because of the personal development and the mind shift and looking at success leaves clues, I now not envious of those people anymore, I'm grateful for those people. They have paved the way and I now have a template to be able to follow. Point five, last one: leadership. Carolyn and I for about four hours this afternoon. I'm an actor. For about 2 1/2 hours, we struggled with this one because we wanted to get it so right. We wanted to basically give you the right information about leadership and let you know exactly where it lives and then we realize that's what we were doing. We have been trying so hard to get the idea and the concept of leadership right that we were getting in our own way.

00:40:58 Carolyn: Yeah, I mean...

00:41:00 Ryan: I mean yes, we're going to go into it. We still have a lot to learn about it because this is one of those things in coaching 2.0 that has kind of started to happen in like October/November that things have kind of just started to sink in a little bit more. But here, we as coaches want to help people so badly that we often lose sight of what actually helps people and enabling people doesn't help people.

00:41:27 Carolyn: So...yeah. I mean, you know, it's that conundrum that we faced where we wanted to be everything to everyone, but what we realized in our coaching team and in our challenge groups is that's just not possible. You are not...and this we kind of came up with this afternoon. I hope it resonates with you and I hope,

Jenelle, that you would concur. That you are not responsible for the success of the people that you bring into this business or your challenge groups. You are responsible for setting them up for success, helping them get started, being there when they need guidance, and recognizing their independence and achievements along the way.

- 00:42:02 Ryan: But you are not their boss.
- 00:42:04 Jenelle: Amen.
- 00:42:07 Ryan: You can run beside them. You can sometimes run a little bit ahead of them, but you can't push them because one thing that this business tells you you can have and that's freedom. And when people want freedom they want freedom from various things, but I can guarantee you one of those things they want freedom from is their J-O-B, their job, their boss telling them what to do all the time. What we need to do as coaches and where in the process of doing it is setting people up for success so they can sail on their own. If you turn into the micromanager, if you turn into the boss who's constantly on top of people going, "Where's your list? Where's your that? Are you inviting? Are you doing this?" And trying to force it upon them...I said the circular into the square peg...if you're trying to force it upon them, all of a sudden what you promised them this job, what this opportunity can give them and that's freedom from having a boss, you've all of a sudden become one, they are going to go, "I hate this. I don't even want to be a part of it anymore."
- 00:43:06 Carolyn: So the other big piece of this in terms of leadership that we are learning and grateful for Jenelle is really in the last few trainings if you guys have been on the calls, Jenelle has said this a few times and I actually...it's so brilliant and I think we thought we had to do this. Like I think we thought we had to be the motivator and so this one was hard for us to wrap our heads around because...and if you've ever heard yourself say, "If I could only get my team to hit Success Club...If I can only motivate my team...If I could only motivate my coaches to work." The thing is...and Jenelle posted...and I hope you don't mind me reading this, Jenelle, but you posted it in one of our groups, our team groups, and I think it's

really important if you haven't heard it on the call, you've got to listen because she talks about it and she's talked about it a few times, but here it is. She said, "You can only do what you do. Lead by example." That's what we've been talking about this whole time. All of those things we've been doing, we weren't and so we had to start leading by example, loud and clear. You have to be the leader, you have to be leading by example, and then run with the willing, right? You can't push the broom. You can't push people. If they are not motivated, there's nothing particular you can say or do. It has to be something from within that makes them motivated and when they're motivated, that's when they start paying attention to what you're doing, saying, and teaching. But that's why it's a critical activity of growing your business that you are continually adding to your team. Since only usually a small percentage of people are motivated at any given time, coaches are usually most motivated when they first join, so it's important to start equipping them with confidence and knowledge right off the bat and getting them started on the right process is pivotal and so because once they've lost interest or excitement, it's hard to get them back. And so this...oh my God, this was like light bulbs going off...

- 00:44:59 Ryan: And it's so crazy because what did we start this call with? How did we get the fire underneath of us? How did we get the motivation underneath us? From our "Getting-Started-Right" call; from Jenelle telling us exactly, "Success Club 5, run challenge groups, here's a whole bunch of templates, here's a document you can go wild, run wild, be free," and we saw a great success for that first year. We saw it happen and then all of a sudden, that did happen. It was there the whole time.
- 00:45:25 Carolyn: So it's a good reminder...our job is to trainer coaches and to set them out to do with they do: it's to coach and build the business and to sail forward, to learn, and grow forward. And we just have to do and where learning this too to let go of what we can control and influence the rest. The most freeing thing we learned is that it's not our job to motivate our coaches. It's not our job to fix their businesses. It's our job to trainer coaches and get them started right. Controlling and managing: it's not our job. And my goodness, you guys, I've got to tell you it is a freeing realization because now we can f

finally create in our business what we wanted, what our vision is for this business. You know in traditional business, the bigger you get, the less freedom you have. In coaching, if you feel like you have to do it for your team or do it for them, you will never have the freedom and you will always be looking in the wrong places for the growth in your business. So, you know, we are still a work in progress. We're only a quarter of the way through coaching 2.0, but in rebooting our business in 2016 with these concepts in mind, you know, we went from on and off with our fitness game to completing six Beach Body programs together and are collectively in the best shape of our lives. Team Apathetic...

- 00:46:39 Ryan: That was one of the things that our team at the start of the year called us. A member of our coaching team said, "Our team is apathetic," and that was a dawning realization too that something really needed to change, but our Team Apathetic in one year went from being Team Apathetic to being team number three in the Team Spirit Challenge.
- 00:46:56 Carolyn: And Ryan and I are both, you know, Success Club 10 All Stars. We went from struggling to hit Success Club 10 monthly in 2015 two doubling the number respectively each month in 2016.
- 00:47:12 Ryan: Our average over 2016 a month was 30 Success Club points because of just revitalizing, going back to the basics, and getting fire for the business and we help somebody more people I just finding that fire again that we needed to so desperately find.
- 00:47:26 Carolyn: So we seen a record number of rank advancements. We've created a vision for ourselves and our team and, you know, in really going back to what we love so much about the business, that's been truthfully at the heart of rebooting and revitalizing our business in 2016 and so we hope that something that we said here tonight will help you revitalize and reboot your business for 2017.
- 00:47:50 Ryan: If that existed when you first got that little tickle in your stomach when that opportunity was offered to you...when somebody said to you, "Hey, have you ever considered the coaching opportunity?" And you went, "Who, me? Well maybe. That sounds kind of

interesting.” You had that little fire and if it's gone out or if it's dimmed or something has happened, maybe we told you something today that can help ignite it for you again make 2017 your best year yet because I know in this household ours is going to be the best we've ever had. YEA!!

00:48:23 Jenelle: Oh my goodness, you guys. Mind is blown. Seriously, this is one of my favorite calls ever and it's not just because you put in some compliments and you quoted me, I mean but I'm extremely flattered, but you guys articulated that so well, hit the nail on the head. You really fired me up. I learned a lot. I still have so many things to work on myself. Even some of the things I say to you guys, it's because it's going through my head, “This is what I need to do more of,” you know, so just even the way that you said things differently than I've ever said before or ever even thought of before, it was so helpful to me and I know so many coaches our loving this training. I mean the fact that you talked about, you know, where your business was. I'm really glad that you set it up that way because so many coaches are there right now. Maybe not this week because this week...obviously we're in January, but definitely 2016 and they are going, “Okay, I need to like make a shift, a mindset shift now. I need to get back to the basics now,” because a lot of people, just like you said, are chasing down those rabbit holes and it's a distraction because you do get into that mode when you watch social media and you see other people rank advancing faster and you start having these thoughts in your head like, “I must be missing something.” I've been there; I've done that and I even...and I said before in my trainings, I've had those thoughts before too. Like, “Well, they must have some type of SCO search engine working something because clearly no one's going to work harder than me,” right? Yeah, so you have those thoughts and it really comes down to just being consistent with the basics and not the fluffy, fancy stuff that sometimes you think might be the secret. But, you know, talking about 10xing the invites and the fact that this is about relationships and putting value on the basics and refreshing things with your team. Like I've been thinking about some of the things I need to redo and make a new visual because different things click with different people and any way that we can simplify and put value on the basics, you

know, the better we're all going to do. And falling in love with the business again just by leading by example versus trying to push and convince and drag and manage and all that stuff that is not fun and just takes the joy right out of all of this and doing all the programs and being a product of the product. And I love the talk about being personal with your personal development. I've never heard about it put in that way before and that is so true. We all hear about what's the new book to be reading and the new podcast to be listening to when we really need to think about "What is it that resonates with us?"

00:51:12 Ryan: Exactly.

00:51:13 Jenelle: What do I need? What do you need? Because we're all so different, we all need different things. So I love that you talked about that and also going from the duplicator to an innovator and that's a lot of what leadership is being the innovator, being that person that says, "Well, no one's really tried this yet, but I'm going to take this step and make this my own and create this instead of just copying what someone else has done, kind of making it my own and making it resonate with me and my team, building confidence through doing that." So anyway, I don't want to recap everything, but this is an amazing, amazing call and I so appreciate your time. I know everyone does. I wish we could see the comments because I'm sure that they are just blowing up right now. So thank you.

00:52:00 Ryan: We'll have to all go look immediately, as soon as we are off. I'll be like...

00:52:06 Jenelle: Thank you. Thank you, you two.

00:52:08 Ryan: [unintelligible]...more Jenelle. I mean...like we said when we said at the beginning, "This is a bucket list." We literally had moments where we're vacuuming the house and we're saying, "A topic for a call with Jenelle would be this." Like we had those moments. So this is literally for us...like it's a watershed moment in not only our lives, but just for business and moving forward and being able to do this, it's just honored and touched. Thank you so much.

00:52:30 Jenelle: Oh my gosh. Wow. That worked out great then because I was like, "I cannot wait to get these two on a call." So this is awesome. And I've got to say the beginning and I'm changing the call times because it evenings because of the construction going on, but next week I'm going back to weekdays. And so next week it's just going to be noon, Eastern Standard Time on Wednesday next week. That's the next team call, but then after that it's going to be Thursday's noon, Eastern Standard Time. So next week Wednesday noon, after that and ongoing it's going to be Thursday's noon, Eastern Standard Time. So I hope that's okay with everyone, but that's what I'm going to have to do. So thank you everyone. Have a great evening. Caroline and Ryan have a great evening. Go back to your kids and thanks everyone for being on. We'll see you next week. Bye-bye.

00:53:20 Carolyn: Thanks. Bye.

00:53:21 Ryan: Thanks everybody.

00:53:25

[End of Recorded Material]