

## Team Hardcore Call Transcription - June 1<sup>st</sup>, 2017 - Attracting Go-Getters and Motivating Your Team

[Beginning of Recorded Material]

00:00:00

00:00:01 Jenelle: Hey everyone. Welcome to the Team Hardcore call. My name is Jenelle Summers in its June 1<sup>st</sup>, so we are at the start of a new month. We've got fresh goals. We've got a fresh start. No matter what happened in May, you've got a whole month to start fresh and gain some new momentum and this topic is one that has come up like at least three times in the last week and it's one that I've actually trained on several times before, but I haven't recently and knowing that it has come up a lot recently, I know that we need to talk about this again and it is attracting go-getters and motivating your team. And when I first started this business and some of you have heard this story a gazillion times, but I'm going to tell it again because I know a lot of you haven't or maybe your coaches haven't heard it. First let me just adjust my computer. There we go. Okay, so when I first joined this business many of you know that I was gung ho. I was all in. Yes, I had a full-time job and being a mom and a wife, I was super busy. So when I say I was all and that doesn't mean that I had 24 hours a day to work this business. I didn't have that at all. I had very little time to work this business, but mentally I was all in and it's because I had done my research prior to joining the business and I understood what it was about and I loved what this business is about. I still love with this business is about. I love that at the heart of this business is hard work and not taking shortcuts and not finding the easy way out and really, you know, using fitness to build your self-confidence and to have that stress release in your life and to, you know, eat healthy and live this healthy lifestyle. It was a whole package of what this business is about and what Beach Body is about that drew me in and that's why I will never go to any other company. And so I just thought, you know, I get what this business is about. I love it's about and then I kind of needed to understand how does it work? Like how is it that these other people who had joined way before me were becoming so successful and, you know, building a lucrative income and some of them being able to quit their full-time jobs? I was like, "How is that happening?" so I did my research. I figured all that out, and by the way, if you're still at that point asking those questions, make sure you ask your up line because I feel like in order to want to work this business you need to understand it, otherwise it's just like this floating thing where you're like, "Yeah, that sounds great. It sounds too good to be true, but I don't really get it and I don't really understand why and so therefore it's not worth my time," and it just kind of floats off your radar. So if you are asking any of those questions make sure that you how this business works because once you understand it you're like, "Okay, I just need to put in the work and they need to be disciplined and I need to have consistency and I need to know that it's

00:05:00

going to take time and I need to enjoy what I do and I need to stick with it and not give up and I need to have realistic expectations and realize that it's not going to happen overnight." Okay, so that's just setting the stage for where I was when I started the business. And so one thing that I didn't know when I was at that point in my business, new, I didn't know that as you were building a team of people who said they really wanted to also work this business and seemed just as excited as I was that some of those people weren't actually going to work the business. They weren't going to get on my team calls. They weren't going to open my emails. They weren't going to show up at the trainings that I held at my house or other places. I actually at one point rented out a computer lab and said, "Let's go and like...I'll show you how to navigate your online office," like I did everything I could think of to motivate my team and to train them because, you know, they had said they wanted to work this and they were excited about it and I just like embrace that and took that as like, you know, set in stone and I just couldn't understand why they weren't opening my emails or showing up to trainings or...so, you know, I really started to beat myself up about that. I really started to think, "I'm just not motivating enough. I'm just not attracting the right people. I'm just not giving them enough information or I don't know how to help them." I just really was beating myself up and so I know some of you, I'm guessing, some of you might be at that point and that maybe you don't know this story. By the way, if you are asking questions along the side, I cannot see them. I've never figured this out. If any of you know the answer, please let me know, but as a presenter on these I can't see the live chat on the other side. So definitely asked me your questions in the Coach Success Facebook group under that pinned post where I pinned these trainings. So anyway I was at that point and I was about six months into my business and I had probably, I'm going to guess, around a dozen coaches at that time, give or take some. I'm not sure exactly the number, but it was right around there and I already by that point, 6 months into my business, I'd already had some coaches who had joined and already quit by then, by the way. And my up-line, Christine Dwyer, had given us the awesome opportunity to go to a training and hear from Craig Holliday. Now many of you may or may not know that Craig Holliday is a network marketing guru and so I flew out to California. Mental note right there: I invested money that we did not have to fly off to California and hear from that network marketing guru. So make a mental note: yes you have to make sacrifices, yes you have to invest your business. Anyway, so I did that and listen to him and my mind was just blown, but before I went my sister who has always given me the harsh truth, she was like, "You no way? You need to figure out what questions you would want to ask him in case you have the opportunity to ask some questions." I'm like, "That's really true, but I only have one question, one question: how do I motivate my team? Like I'm just pulling my hair out." Like I just felt like I could not do any more and I knew that the people I had on my team were way smarter than me, way, in some cases, more brilliant, in some cases more fit. One of my coaches, at the time, she had had an amazing success story with Turbo. She had lost over 50

pounds. She had become a super popular fitness instructor. She had become a personal trainer. She was voted the city's best body. She had a huge following. Local girl here, local to me, and you would think...and she had a need for this business. She was a young girl and she wanted to get into the fitness industry more and...so there was a need, there was, you know, everything just seemed perfect, right? Like she should be a rock star. She should be that type of coach where you're like, "Oh my gosh, that's the go-getter I want to attract." She did nothing with the business, nothing with the business and she did end up quitting. So I just...again, I was like, "I don't know. I don't even know. I don't know what to do. Like I don't know what more I can do or how better of a rock star to bring onto my team than someone like that," and so I just was beating myself up and so my only question to Craig Holliday was, "How do you motivate my team?" And so I did have the opportunity to ask that question and he said quite frankly, "Stop trying to motivate your team," and he said it like, "Duh." He said, "You can't motivate other people. All you can do is equip them and lead by example and keep doing what you do. Keep adding to your team. Those people who are ready to take this on because they have that fire in their belly will be there. It'll be a small percentage, but as long as you equip them with the tools and the vision and you keep leading by example, you keep being that example that you would want your other coaches and team and customers to be. You keep being that example and those people, it's just going to end up being a small percentage, they will come out of the woodwork. Stop trying to motivate and drag your team. Keep moving forward," and I was just like...to me the clouds separated and I was just like mind blown. I was like, "Thank you. It just released so much off my shoulders, a ton of bricks off my shoulders," is that the saying? Anyway, I felt so good after leaving that conference and I'm not even sure what else I learned. I know I learned a lot, but that was the one thing that has stuck with me ever since and so I no longer let it bother me when I bring someone who I think has in fact...pretty much all the coaches I bring on my team, I think could be rock stars. I'm one of those people like I see things in people, I feel like I see things that they don't see. Don't you? Like you see things, you're like, "Oh my gosh, you would be so good. Like I'm drawn to you. You're so inspirational. You're this, you're that," and they just don't see, but every once in a while, someone...this business and what we're about and what this business can do for them, it hits them at the right time and they are in the right mindset to accept it and they are willing to go all in and they want to work this. They want to become Emerald because they want to become Diamond, because they want to become not necessarily the ranks they care about, but they want to build a big business. They want to be able to, you know, do the things that top coaches are able to do and get all the benefits that this business can give which are obviously not just financial, but they are all in. They get it. Those people are out there and I'm just here to tell you that you cannot prejudge what a go-getter is going to look like, act like, or what their social media following might look like at the time. You're not going to know. I can promise

00:10:00

you that. I can promise you that. I've had people join me...I had this one woman join me, very sweet, and we really connected and she actually had been on a TV show, a reality TV show, and she had had this amazing transformation with Insanity and she had a big social media following and she had started a blog and a lot of her content was about fitness already and specifically a lot about Insanity. And so, oh my gosh, right? That's the go-getter you want to attract, right? Perfect person, right? She didn't even go Emerald; in fact I don't think she ever went active. Never got on a training, as far as I know, never asked me a single question, never responded to any of my emails, you know, once she ended up joining. I mean the list goes on. She didn't engage at all and when I reached out to her she was just like, "Oh, I'm good; I'm just busy right now," she just didn't dig in and so again, just goes to show you, if you think you're looking for a certain mold, you're going down the wrong path. What you need to attract are good people who are like-minded and some of those good people who are like-minded will be like this woman who was on a reality TV show and maybe in your situation she is in the right mindset and wants to dig in. I'm just saying don't assume that one situation is going to be better than another because you just don't know. You can't prejudge it. All that really is a commonality of go-getters is that they are positive thinkers. They are self-motivated, okay? They have a fire in their belly and that is something that you cannot necessarily see. You do not know what is going on behind closed doors for this person. You don't know the kind of possibly nightmare that they are living that they need to get out of and this is their way. You may not know that and so while you may be talking to someone that like doesn't seem to have like...their profile is actually private on Instagram and they're not even on Facebook and they are not on YouTube and, you know, you're just going, "Okay, don't check that one off. Cross that one off," in your head you're thinking, "Not a go-getter. Not an ideal prospect." Not true, maybe not true. Maybe they won't do anything with the business; they might crush it. I'm telling you. I promise you that some people will totally surprise you. You have to get to know people. So what you have to do is attract good people who are like-minded. So, you know, with this whole story the bottom line is kind of two things: number one, I want you to stop thinking that you need to do more to motivate and train your team. Now that's not to say you don't have some improvements to make. We all do. I certainly do, all the time. We all can do better at equipping our team with vision and tools, right? But I don't want you to think that the fact that you don't have any go-getters on your team is because you haven't done enough. Chances are that's not it. And number two: you need to have more people. You need to keep adding more people to your team just letting them know what this business opportunity is, knowing that you are not responsible for their success. You are there to let them know that the opportunity exists and let them know that it is their business to do with what they want to do and that you will be there to help point them to resources and to equip them when they need help, but it's their business. You're not responsible for their success in business, just like you're not responsible for

00:15:00

success in fitness. People have to be self-motivated because we can't be there to hold their hand 24 hours a day and when things get tough. We can't be there. They do have to be responsible for their own success in fitness and in business. We are there to help guide them. We are there when they cry out for help. We are there to point them to the resources, point them to my [jenellesummers.com](http://jenellesummers.com) training team. You know we have tons of resources to point them to so we need to be there for them, of course, and we want to create that team culture and that's all going to help too and we need to lead by example. All of these things are going to help, but I just want you to realize that it's not necessarily that you are not doing enough and also that you just need to keep adding more people to your team. It is, I hate to say it, but kind of like a numbers game because it is only going to be about 10 to 20% of the people who join your team who actually end up digging in. And once I heard that number it was just like a huge relief for me because again I kept beating myself up for why this talented person who has all the potential in the world wasn't doing anything with their business and they know they need it, like really, really need this business and they weren't doing anything. It was just kind of crushing me inside and so knowing that it really is only 10 to 20% that are going to be in the right timeframe in their life and in the right mindset in their life and just kind of all the stars align and they are like, "I need to be into this. I've got this amazing opportunity in my back pocket and I need to go for it," and, you know, so 10 to 20%. So think about that. So when I was meeting with Craig Holliday and like I said I only had a dozen coaches at the time, one of my frustrations, my big frustration was that I really only have like one coach, kind of two-ish, sort of three-ish, but really just one coach who was really digging in, really showing up every day, really engaged, asking questions, you know, just everything that I wanted. I had one and the other 11 had just as much potential and just as much, you know, desire when they joined, but they weren't. It was just this one and that was Corey Miller, by the way, who I just recently gave a shout out because she hit The Million Club. So it was Corey and no one else was really engaging the way that she was and here I should've been just so excited about Corey and bringing more people on and showing them Corey. Instead I was so bogged down with, "Why is so-and-so not? Why so-and-so is not emerald? Why is so-and-so not even active?" you know I just kept bogging down with all "who wasn't" instead of being excited about "who was," and just moving forward. And so one other thing that I have...so my point with that was that's 10%, right? So now I would say that as far as how many of my coaches actually dig in and engage, I would say it is much more close now to 15 to 20% of my coaches. Why? Because I've gotten better in my systems. I've gotten better like in my systems of having like obviously we have a regular training call every week. You know I have systems in place to get people started, to continually equip people. So you get better at these things, but you don't get better if you're not bringing people on your team. Let me just say that: you do not get better at all those things, you don't get better at your systems, you don't get better at getting people started right, you don't get better at training coaches, you

00:20:00

don't get better at giving them vision, you don't get better at giving them advice when times are hard if you are not continually adding to your team. You get better at all of those things if you are continually adding to your team because you get more and more practice with it. Now I'm to the point where there is almost no situation that I haven't already dealt with, you know? That any coach comes to me with or says, "Hey, I'm not going to be able to work my business because of this and I'm sure it's just going to stop," and I will say, "So-and-so as an example. This is what happened to her." Like I've got practice now; I've got experience now. You won't get that...all of these processes won't get more smooth and comfortable until you do more of it. Duh, right? But for some reason coaches who are just bringing on like one coach a month or one every other month or one every two months, they're like, "Uh it's so hard and how do you get them started? I feel all of this fear and I just don't know if I'm a good enough leader and I just don't know..." That's because you're not bringing on enough. You're not getting enough practice. You truly aren't. So I cannot stress that enough. So again, at that time when I met with Craig Holliday, I had that 10% that he said, "That's normal." I was like, "Oh my gosh, it's normal." Again, just a huge sigh of relief. So I was constantly working to...I would rather obviously it be a higher percentage of coaches that dig in and so I am constantly getting better at equipping my coaches and giving them vision, finding new ways and having guest speakers and new visuals, new graphics, new trainings, whatever it is to help it click with people because you never know when that one coach who hasn't opened an email or side training for maybe six months suddenly watches or suddenly opened email and it's like, "Ah," they get it now. You just never know when that is going to happen so you have to be really repetitive and find lots of different ways, but don't let it be your sole focus. You have to be continually adding to your team and I'm actually speaking at the leadership workshop at Summit and my topic is on recruiting and specifically not really how to recruit, that the importance of recruiting and really having a benchmark for recruiting. And so one of the things I'm going to talk about is having a benchmark for recruiting, being at least 4 to 6 coaches every single month if you are someone who really wants to build a big business, 4 to 6 coaches per month. Now you know that in all of the trainings we say, "If you want to build a big business, you need to be introducing this business opportunity, the true opportunity of working the business, you need to be planting the seed with at least 3 to 5 at a minimum per week, plus following up with them, plus building relationships with them, at a minimum. So we know that statistic. We know the statistic that out of every 10 that you are talking to and you planted that seed and you've been following up with, approximately one-ish, maybe two, maybe three, will end up eventually joining the business. Maybe not that week or that month, or maybe not even this year, some of them, but one to three-ish of each group of 10 are going to end up joining your business so that means you have to be introducing the business opportunity, planting the seed a lot and that if you are doing it that much, you will end up having at least 4 to 6 coaches who join you every

single month and you can be making Success Club from that, you'll be earning all of the Beach Body rewards that you can earn from that, you'll be ranked advancing from that as long as you are duplicating your trainings and telling them to do the same thing and you will have team members who are changing their lives and their families lives because now they have a lucrative business, a thriving successful business, based on health and fitness, their own health and fitness, and helping other people in theirs. Beautiful, right? If you do this business right, it all works out so beautifully. I'm not saying it easy. It is not easy. The reason it's not easy is because it takes discipline. You have to message people when you are tired. You have to message people when you are not in the mood. You have to post on social media when you don't feel like posting. Just an example, side note: this morning I did my work out. I was in my dark basement. The pictures and video in my basement are just not good. The light reflects off the mirror and the lighting is not good, it's just ugh, that so often I take the easy route and I do my video or my picture or whatever in that room and it's just not good, you guys. And so finally today I thought, "You know what? I'm doing this training today," and we are going to talk about attraction marketing so hang on for that, and I thought, "Instead showing some of the things that I did for my workout today in this dark space, I need to go outside where the sun is shining brightly, there's greenery. It's obviously going to make for such better photo in someone's newsfeed to see that versus this dark basement." I didn't want to do that you guys because it would've taken me two seconds to get my picture over with right where I was, right? But to have to take it outside and set it up outside and make sure I've got, you know, set up on something high enough and blah, blah, blah. I knew it was going to take me an extra...at least 15-20 minutes to do that, but I said, you know, "I need to do that." That's the kind of stuff we need to do. We need to take that extra effort because everyone is doing photos and videos in dark spaces and, you know, in their living room or whatever. Like you have to do some things that will stand out and I'm not saying, like I said, I do that sometimes too. I'm not saying always be perfect. I'm not saying always take the extra 10 minutes to put the makeup on. I'm not saying you always have to do that, but I would say 80% of the time take the extra effort and time to put your best foot forward, your best picture forward, your best video forward, okay? 80% of the time, so yes, maybe 20% of the time you are a hot mess. You don't have your makeup on or you do show, you know, your actual workout space or whatever. Let people know you are real, but when it comes to attraction marketing...so let's get into attraction marketing here real quick. When it comes to attraction marketing, and that's what we are talking about here: we want to attract good people who are motivated, believe in themselves, that have goals like we do, right? That's what we want, so when it comes to attraction marketing, we are not talking about your warm market, remember? Your warm market people, your friends and your family, they're good like with whatever you post. You post a picture of you, you know, doing some crunches next to a pile of laundry, they are good with that. Like you just

00:25:00

post, you know, a picture of your dog, they are good with that. Like they are good with stuff, right? That's your warm market: the people who really have known you for a long time. They know, like, and trust you. They're good, right? So there are certain posts and I've heard it from many of you and I experienced it myself too where you're like, "I don't get any traction on this, but when I just post my baby or my puppy or just blah, blah, blah, you know, my friends and family really react to that." That's good so you do want to do some of those, but when it comes to attraction marketing and attracting some of those go-getters that live on the other side of the country or they live in Canada or they live in the UK, those people don't know you. So they only know what they see, okay? So if you want to grab their attention, and this is my opinion, I really feel like again, you really do need to put your best foot forward. That's not to say again that sometimes you won't, you know, do the, "This is the real me, no makeup, this is whatever," that you won't do that sometimes. That's good too. You've got to mix some of that in, but I really think like 80% of the time, I'm just kind of throwing out that number, you need to put your best foot forward. Now if I were to look at some of the coaches who really do a good job at cold market attraction marketing, cold market attraction marketing, a couple of examples. Number one and she's in our downline. She's one of my coach's coaches. She's Ashley's coach, Angie Bellemare, Angie Bellemare on Instagram. So Bellemare is B - E - L - L - A - M - A - R - E or is it B - E - L - L - E - M - A - R - E? If any of you know please put it over in the side chat, but Angie Bellemare her Instagram is beautiful, like beautiful, and I'm not saying that you need to do that. In fact, let me be clear, that's an example. You need to do you, okay? She has a specific brand and it's her, you know what I mean? I don't know. I don't know how to explain it other than it's her style, it's things that she's into, but what's clear is the photos. The photos are very clear. They are eye-catching. Now if I were to give like an exact like kind of opposite style, but still eye-catching, her brand, Amy Silverman, okay? Her photos, much darker feel, but an artsy darker, not like I-have-no-lighting-in-my-basement darker, and artsy kind of darker, like a creative darker, like a deep-thinking darker, like there is a mood to her pictures; that's what I mean by that. Now look at Angie Bellemare's. Hers are like bright, tropics, strawberries, pink smoothies, pink flamingo floaties in her pool - that kind of a thing. Don't think for a second that she doesn't, you know, put time and effort in those photos, right? So that's Instagram. Now Facebook, pretty much the same type of photos catch someone's eye when it comes to attraction marketing, cold market. Now you still will see from both examples people just being themselves: no makeup or, "I feel heavy today," or whatever. You're going to see them wearing their heart on their sleeves. You have to do that. So two things I want to make sure is clear with attraction marketing. Okay, maybe there are three things. Number one, if you aren't doing it, if you are still just appeasing your warm market, it's time to step it up because your business will struggle. You typically, if you're just appeasing your warm market people and you're like, "But that's where people are liking on stuff," you've got to go into that

00:30:00

uncomfortable zone. Get out of your comfort zone and start posting on your like page and doing ads and YouTube, especially when it comes to the UK market. I really feel like YouTube is going to be a big one. I feel like people will be googling things and, you know, if you are visible or you're doing ads, sell ads and Google, your cold market, also meaning the UK, is going to be more likely to come across you, right? So don't get too comfortable in your warm market even though you may be getting some traction there. You have to put some more time and effort in your posts and make them eye-catching and put some thought behind it and how it looks visually and keep this in mind: usually people's eyes are attracted to white more than dark. So if, you know, whenever you are going to take a photo, just think of bright and light and white. If you can get that into your photos somehow, that's what you want. That's why I always, when I started doing pictures of food, I made sure I went out and bought white plates because I knew that white background was going to grab people's attention. That's a fact that people's eyes gravitate toward white. Okay, so the other two that are so important with attraction marketing. Number one is positioning, okay? How are you positioning yourself? If you are always positioning yourself as disorganized, you know, you don't really care about how you look. I hate to say it, but I mean people do. I mean that's why we all know that when we go to a job interview we've got to look our best. We've got to take a shower. We've got to put our best foot forward. It's a fact of life, like it or not. You've got to put your best foot forward because this person who's interviewing you - it's the first impression and that's the same thing with your cold market. It's their first impression of you. So if you are always looking like you just rolled out of bed, it's not that those people won't relate to you; they will, but they might not be inspired to join you or inspired to do what you do. So realize there's two things there: there's people that relate to you and connect with you and that's great, but then there's also people who relate to you, connect to you, and they are really inspired by you. They want to be more like you. They want to learn from you. They want to do as well as you. So if you're always just putting out there yourself when you are not at your best then you might miss that other market of people, in my opinion, okay? So the one was positioning and I think positioning, if I were to give you a little graphic I would branch that out into two things: your brand, in other words what your pictures look like, the message that you're always sending, your uniqueness. Do you take care of yourself? Are your photos taken against a window versus window behind you? Like so do you look bright? Do you look energized? Do you look refreshed? Do you look healthy? Because I know you are, so you want to look that way, right? And I know that's how you feel, so you've got to convey that. It's your branding: your style, your attitude, your messaging. That's all your branding: your history, you know, who you are, okay? And the other piece of that is the value you provide. Like are you just making statements about yourself? Or are you saying things that really speak to where you used to be? Because that is what people need to hear. Are you saying things, are you using the language that you used to use? What are some of the negative

00:35:00

things you used to say to yourself? What are some of the negative things that used to happen to you? What are some of the things that you struggled with that you have overcome? Are you speaking in that language? Because you want to be able to resonate with someone who hasn't experienced what you've experienced yet. I mean hopefully coaching has done so much for you and you've got, you know, because of personal development, because of fitness, because of living healthier, you've overcome so many hurdles in your life and things have gotten so much better and are continually getting better. But speak to that person who needs that in their life too, okay? So positioning is brand and it's also what kind of value are you adding? Are you doing free groups? Like for example, an example of okay, where was I prior to coaching? One of the issues that I have struggled with big time was being a carbaholic and being a chocoholic and so that's why I really feel like I've had great success with doing my groups that I've called sugar busters where we're just trying to cut down on sugar and I really feel like the things I'm able to say in that group and the things I said in promoting that group, it's true to me because it's what I dealt with a lot and so I know what they're thinking, those people who are addicted to processed carbs and sugar, I know what they're thinking because I been there. So again, don't everyone go out and do a sugar buster group. In fact if you do do some kind of similar group, call it something different. Everyone's got to be original, be unique. I specifically called a sugar buster group because I'd never heard that before. Think up something unique. Do something that really speaks to your past, something that is close to something you've experience so that you can really have a lot of fun doing it because it is so tied to who you are and your experiences. So the second thing was invites. So many people do great with attraction marketing; like they really do. I'm like, "You are hitting the nail on the head. Your photos look great, your content's great. Like I love following you. Like awesome," but, there's like no invites there, at least not that I see on Instagram or Facebook. There has to be calls to action and obviously in addition to that there's got to be a lot of inbox messaging going on. There are days where you might only see...like I might have one post on my like page, maybe two, and maybe like one post on Instagram, but it's a day I've done so much in-box messaging, okay? You have to be doing the inbox messaging. It is more important probably...I don't know if I want to say more important. It's at least as important as those public posts, because...and here's another thing Craig Holliday told me, and I'm almost done now...I said to him, "If I have like five people in my head," actually I had them on a list, "that I know would be great at this business, do I invite them to like a, you know, business opportunity meeting where I explained to them, you know, a Power Point or whatever what this business is all about? Do I get them together and explain it to them?" and he said, "No. No, no, no. You meet with each one of them individually." So now we don't necessarily meet with people because were talking to people all over the country or whatever, at least I don't. I talk to people on social media. I don't go to lunch with them. Talk to them 1 to 1 because then you can address what is their specific need? Why would they

want to put something extra on their plate, right? Most people are super busy as it is and a lot of people are financially tight, so why would something that adds responsibility and cost some money, not a lot - very, very cheap in fact, it still it's money. Why would they want to put that on their plate? They wouldn't want to unless there is something big for them on the other side; there's some big benefit for them. You have to connect what they need and what they want in their life to this business. You have to make that connection for them or at least try. They might not see it, to be honest. They might not see it at all. In fact they might see it and then their mom, dad, brother, spouse says, "Don't do it." You have no control over that. You have no control over that, but you have to at least make that connection for that individual person of what this can do for them and yes, I would mention the discount, that they...you know, "By the way, you also get a 25% discount on our products and programs," which that alone if you even like Shakeology, that alone puts money in your pocket. So it's a no-brainer for that reason alone, but I still am leading with the amazing business opportunity that this is and yes, I built it while working a full-time job and being extremely busy because I understood that if I stuck with it what this business could do for us and our family and for all the people that I'm able to help and my coaches who are able to do that for their families and their followers, etc. So you have to...number one, just to recap as far as attracting the go-getters...it comes down to positioning, how your positioning yourself and so, you know, that branches off into how you are branding yourself? What does your social media content look like and what kind of value are you providing to them? In what way are you connecting with them? Because you can build a huge following and not connect with any of them. If you're not doing like free groups or asking questions or polling them in ways that trigger them to join you in something or trigger them to inbox message you on something or trigger them to have a conversation with you about something. If you're not doing us things, you're going to struggle. And so the other piece was the invites. You have to be doing invites to your sneak peek or maybe it's to a webinar or maybe it's to your free group or maybe it's to your challenge group; you've got to be doing calls to action so that people are talking you and I just don't see enough of the calls to action. So the invites need to be, you know, every now and then that you see on your Instagram or on your YouTube or on your Snap Chat or on your Facebook, whatever, social media platform that you like to work, but a lot of it none of us will see because it is behind the scenes and those are the best. Those are really the most valuable because they mean the most to the other person on the other end. So your action list, last final point, your action list for this training if you really want to attract go-getters, you have to probably clean up your social media. I need to do it too. I really do. I really do. I need to take a look at my social media. I probably need to take down that picture I took of myself, post-surgery, where my eyes are like completely dilated and my face is swollen and like I have a fever, so I'm like all red. I probably need to delete that, that no seriously. You probably need to clean up your social media. We all need to

00:40:00

improve on that. It's just something to constantly...these things I'm telling you, I'm not saying I'm perfect by any means. I'm saying we all need to probably clean up our social media and take those extra five minutes or 10 minutes to make the picture, the graphic, the whatever it is, to make it look better and I think you probably need to do a brain dump. Like just get all your thoughts out there. What you need to do? Do you need to have a plan for, you know, are you going to attack Instagram a little more with like hashtags or are you going to attack YouTube a little bit more? Are you going to start attacking Facebook ads? Like I don't want you to feel overwhelmed by this training, so do a brain dump, get it all down on paper and then kind of prioritize things. Like, "Okay, I'm just going to focus on this this week, and then next week it will be this, and next month it will be that." Like get it all down, otherwise you're just going to go, "Ugh, too much. Where do I even begin?" Okay, so clean up your social media, do a brain dump, prioritize what's on that list, the things that you want to start tackling and then make an action plan, again with those priorities and I think hopefully, I really think that when it comes to attraction marketing, I think you really need to include some Facebook investments and I feel like you need to probably be on YouTube as well. That's just my own personal feeling and for those of you who are delving into Snap Chat, definitely check out [unwrapsnap.com](http://unwrapsnap.com) and yeah, I think that's pretty much the message I wanted to give to you today. So I really appreciate for you all getting on and if you have any questions and if I forgot to say anything that was in my notes...oh I know, I can see one thing right now. Discount coach: be aware of the discount coach. When you bring someone on your team and you've basically called them a VIP member and you have right from the get go labeled them as a discount coach, in your head...I personally feel like in your head, you've kind of put them aside and you are ready to move on. You put them aside and you are ready to move on and I personally think that's dangerous because I...I really feel like this whole aiming to recruit people who just are in for the discount, it's good for the person and if that person wants to be a coach for the discount, by all means they should do that, but you are doing them a disservice if you have not told them about the amazing business opportunity that this is and if you have not told them that you are there for them as soon as or if they are ready to start working this business...I don't mean push it on them, but I think you need to make it abundantly clear that they own a business. They can totally sit on it if they want, but it is an amazing opportunity. One of my top coaches Meg Kozlowski, she came in and she was like, "No, I think I just want to do it for the discount," but, don't think for a second that I wasn't like, "You would completely rock this." Like I was continually planting that seed that she could build this business and she, about a year later, made up her mind. I didn't do anything different all of a sudden. She made up her mind; she was going to dig her heels in and frigging go for it, all in. I can't control that, but that's awesome. But thankfully she was still on my email list. She was still paying attention to everything I was doing. She knew I had this incentive going for those who make Diamond. She made up her mind that she was ready to dig

00:45:00

in, but thankfully anyone who gets in the business, who gets kind of pushed aside and they're not involved in the team stuff and they're not involved in the groups and they're not involved in team emails because either you have categorized them as a discount coach, never going to do anything with the business, or they have told you they're never going to do anything with the business, let me just tell you that neither are probably true. Like even if they tell you they're never going to do anything with the business, a lot of people just say that as a defense mechanism. I don't want you to try to convince them otherwise, but I want you to just kindly say, "Well, just so you know it's an amazing opportunity and if and when you ever change your mind, I'm right here for you. You can start at any point." So always keep them in the loop with maybe different things that you are doing with the team. Like let them have some fun with things that you are doing so that they can be engaged in some way, shape, or form. Okay, that's it. Thank you so much for getting on the training today. I hope that this was helpful. Please let me know if you have any questions in our Coach Success Facebook group, under the post that talks about this training. Thanks so much guys. Have a great afternoon.

00:45:44

[End of recorded material]