

Team Hardcore Call Transcription - March 16th, 2017 – Jenelle Summers & Cory Miller – “All the Ways We Earn \$”

[Beginning of Recorded Material]

00:00:00

00:00:01 Jenelle: Hey everyone. My name is Jenelle Summers and I have with me today my good friend Cory Miller. She's like my security blanket because today our topic is...and by the way, today is March 16th so if you're watching this like two years from now, probably this information is out of date, but Cory Miller is one of my good friends. She was one of my first coaches in the business and she's someone that is much more detail oriented than I am.

00:00:25 Cory: You think I am. I think I am.

00:00:28 Jenelle: Oh, I know she is.

00:00:29 Cory: We'll try. We'll try.

00:00:30 Jenelle: Trust me. Trust me. My husband is very detail oriented too, so between my husband and Cory somehow I'm going to figure out what I'm doing.

00:00:38 Cory: And Matt just needs to get a camera.

00:00:39 Jenelle: He does. And I said, “Honey, you got to do this call with us, with me and Cory,” and he's like, “I've got some grocery shopping to do.” Yeah, that sounds like a good idea. So he's out grocery shopping. So anyway, Cory is like my security blanket because she knows more details than I do, just in case I misstate something and with that...and by the way I'm going to introduce you to Cory in just a second here, but with the saying that, that I might misstate something, please don't use this webinar as like your official, “This is the word. Is what Jenelle said,” because I misstate things all the time. I might have a detail wrong. Like if you're pushing for some kind of goal and you are like super focused on it, then you need to check your online office for the actual FAQ, the frequently asked questions. You can find your frequently asked questions. There is an answer to everything with full details on everything that you could ever want to know. I find that they just going to the very

bottom of my online office and in tiny print it says FAQ. Where do you find? Do you have a faster way?

- 00:01:41 Cory: Oh no. I totally do that.
- 00:01:43 Jenelle: That's where I find it and you can type in the search, just like you were Google searching. Like maybe it's "team bonus," or something like that and you'll find all your answers. Those are the official answers, the official roles, all the details, all that kind of stuff. So this is just to kind of give you an overview of things. And the other thing I wanted to say is that anytime we talk about income and our business, even if it's just kind of generally and casually light, you know, the "Team Beach Body opportunity has helped me, you know, pay for my groceries every week," you still have to give the income disclaimer. So I was just telling Cory I'm like, "I don't know the exact income disclaimer off the top of my head, but let me try it." It's something like this, "Beach Body does not guarantee any level of income or success from the Team Beach Body opportunity. Each coach's success depends on his or her individual effort, diligence, and skill and consistency over time."
- 00:02:39 Cory: Dude, that's pretty good. That's all right, you got the general idea.
- 00:02:44 Jenelle: Basically, this isn't a get rich quick kind of thing, you've got to put in the work, right? Which is great. So that the disclaimer. So let me introduce to you Cory's stats and were going to kind of go back and forth to give you this information because it's not always the most exciting subject. So Cory is a two-time Elite coach. First of all let me just say: she is a mother and wife, okay? She's a two-time Elite coach. She is a 6-Star Diamond in her first business center. She's a 2-Star Diamond in her second business center. She's a 1-Star Diamond in her third business center. She has a Success Club Legend. Did I forget anything?
- 00:03:25 Cory: No, your good. Yeah, you're good. That covers it. That covers it.
- 00:03:29 Jenelle: And some of you...if you're new to coaching, you're already like, "What? Business centers? Multiple business centers?" We'll probably touch on that a little

bit. In fact, yeah, we well. In fact, I know I will. So you just hang on. So let me just kind of tell you real quick the things that we are going to go over in case you start to like fall asleep, but you're like, "Stay awake because I know she's going to talk about this." So we're going to talk about commissions, team bonus, matching bonus, fast-track bonus, Success Club rewards and trips, the quarterly bonuses, i.e. leadership bonuses I think they call them now, and Elite bonus, okay? So some of you are already like, "What? I didn't know we got paid in all these different ways." So with that we are going to start off with pretty much the most basic way we earn which is the commissions.

00:04:20 Cory: Yeah and you know what? One disclaimer I always like to give my coaches too and I know you will agree with me is that...listen, obviously we are in this for business. It's okay to want to make money. You know I always say that too. Like this may not be the most exciting stuff, but the biggest thing is is that you have to lead with the genuine heart and I can't stress that enough. I always tell my coaches, "Listen, yes there is money to be made and it's not bad that you're trying to make a living doing this because obviously that's what we do full-time, but if you're not leading with the genuine heart and you're not leaving with a servant's heart and wanting to help others, truly wanting to help them, you won't make money," all right? So all the stuff we're talking about today won't matter because if you're only in it for yourself, and it's not going to happen. It's okay to want to benefit yourself, but you can't only care about that and I think that's...and that's what I love about Beach Body because I feel like our company, you know, that's our motto. That's our motto. So with that said, commissions is just one of the ways that you can make money and I think sometimes newer coaches think that that's the only way that you can make money, so I'm super glad that you're doing this because it's going to come over every single way. But with commissions you do make a commission on sales to new customers, customers, and one thing that I know that when we first joined back almost 9 years ago. Nine years? I know I keep thinking about that.

00:05:43 Jenelle: I stick to the words, "over eight years." I don't know, it just makes me seem older.

00:05:47 Cory: So like just like you're over 40?

00:05:49 Jenelle: Yes. Don't even say that.

00:05:53 Cory: Okay, so anyway, I know when we first joined I was totally wrong. When I would tell my coaches I would be like, "You have to be active in order to make any commissions. You have to have your own 50 PB to make commissions." Now do I think you should be active if you're trying to build the business? Absolutely. I mean honestly you have to be on Shakeology Home Direct or some type of Beach Body performance line or...you have to be a product of the product. That's just a given, right? But no, you don't have to be an active coach to make commission so just know that first and foremost because I know that I get that question a lot. With commissions, we used to say you make 25% commissions and honestly I do still say that in my backstage passes because it's a good average. It's a good average. But remember now with the club membership and Beach Body on demand and so forth, you actually make 15% commission, but that's why it's so important to get people hooked into the Beach Body performance and hooked into Shakeology and so forth, because you're going to make more from the quantity, not necessarily from one sale if that makes sense. So our commissions are anywhere from 15% upwards to about 40% and that's just an estimate because remember on challenge pack sales you do make a base amount. So for example on the \$140 challenge packs you do make \$40. I'm not a mathematician, so I didn't write down the exact...

00:07:11 Jenelle: I think any challenge pack that is \$160, I think you make \$50, and then the all access you make \$70. But like if someone were to just buy let's say PIYO from you, that's a 25% commission. So most things it's 25%.

00:07:31 Cory: That's a good estimate, a good middle-of-the-road. So yes, you can make commissions on product sales, just know that. So the other way is by building a team and finding like-minded people with a team bonus.

00:07:42 Jenelle: Yes. So this is one where it really, over time, becomes the most lucrative way to earn in our business is

through team bonus. It's not just by bringing people on randomly. It's by bringing people on your team that you are helping become business leaders and that's the key because one mistake I've seen made a lot his coaches just bringing on a bunch of discount coaches thinking, "Okay, I'm building a team. I'm building a team. I'm adding people and they are bringing on discount coaches and I'm advancing in rank and now I'm Diamond," and then they're like, "Wait a second, that team bonus really isn't growing." That's because you're not building the team the way it's meant to be built which is with people who want to run this business and be their own business owner and start eating themselves and be running challenge groups and their team members are starting teams and running challenge groups, on and on and on. It's meant to be for business owners. So when you do it that way, the way it's meant to be done, your team bonus grows exponentially over time, exponentially.

00:08:50 Cory: Well and I should have mentioned that. I apologize I'm cutting you off, but with the commissions I would say that my commissions are probably only about like what? Ten percent of your weekly paycheck. It really is the team bonus.

00:08:59 Jenelle: No. Mine is like...I mean I would say like 1%, 1% of my pay.

00:09:07 Cory: We don't all make as much as Jenelle. I don't strive to.

00:09:09 Jenelle: Literally I mean my sales commissions are literally a drop in the bucket compared to team bonus. There's no doubt about it. And I did start building a team right away and I've done tons of trainings on teambuilding and all that kind of stuff, so if you haven't watched that, go to jenellesummers.com. Go to the training and watch on building a team, training a team. And really I knew right from the get-go, you just plug people into the trainings. You're not responsible for their success. They have to take hold of this business themselves. What you want to do is support them, obviously answer their questions, give them guidance. And it doesn't mean that you have all the answers. Obviously I didn't even have all the answers for this training. That's why I've got Corey here. Use your resources. Plug people in to help

them find answers and start building a team and create that team culture. So team bonus can get really confusing and what I thought I would do is show a video that Michael Neimand did, one of our executives, executive senior director I think is his title, and so he did a great video with superheroes, which, to be honest, I wish you would've used Barbie dolls because most of us are women and I think it would have been, I don't know, more exciting. But I may see if this actually works to share my screen. Let me make sure I got it up. I do. And so this should only take a second, but let's see. Why is it...okay, hold on, hold on, hold on, hold on. Let me find it. It should be there. I'm going to have to do that and then and then have to do that. Oh see? I don't want to lose us. I don't want to lose us.

00:10:51 Cory: Where is it?

00:10:52 Jenelle: It's gone. It's because...see? I don't think that's going to work because it is a YouTube video itself. Here's how it works: team bonus. Well here's the deal you guys, that video that I'm talking about, it's on YouTube. "Michael Neimand Team Bonus," and basically what he does is explain how the team bonus works and how you could actually end up seeing people in your down line that didn't bring on board, but they contribute to your team bonus. It's really a cool thing. So basically team bonus works like this: everyone has a right leg and a left leg, right? Every business does and you, no matter who you are, you're at the top of the right leg in the left leg. You're at the top, right? I'm at the top. She's at the top. You're at the top. We are all at the top. You have a right leg and left leg. So when you add someone to your right leg and then you add someone to your left leg then you're a Emerald coach as long as all three of you are active and then you're eligible for team bonus, but a lot of times when you first become Emerald, you don't make a team bonus yet because you don't have the other criteria which is you have to have at least 100 PV on one leg, it doesn't matter which leg, and at least 200 PV on the other leg. I should say TV. T as in "tom." Team, team. TV stands for team volume. So let me give you a little example. So I'm at the top of my leg. I signed up Cory on my right leg and I signed up my husband Matt on my left leg. Let's just say that's how it goes. And let's say Cory ends up getting I don't know, Shakeology and

you

she ends up getting I don't know, one of our supplements. So let's just say it's 100 points, okay? So that's 100 TV for me, team volume because she's one of my team members. It's PV for her because it's her personal volume. Anything that she buys her she sells is her personal volume. So she has 100 PV. I have 100 TV on my right leg right now. Let's say Matt joins and he buys twice as much as Cory when he joins or maybe he just...

- 00:12:55 Cory: That would be just like him.
- 00:12:56 Jenelle: That would be. Maybe he makes the sale. Maybe he buys nothing. He buys nothing. He joins and he thinks he's all sweet and he joins being inactive, but yet two of his buddies buy from him. He's active now and he's got 200 PV for him, TV for me. So 200, okay? He didn't buy anything, but he sold a couple of things, right? To his buddies. So I've got 100 and I've got 200. That is a criteria cycle one team bonus, okay? So the system on Wednesday night at the end of the pay period would look at the numbers of my coaches and say, "Okay Jenelle, you're eligible for team bonus because you're an Emerald coach. How many points do you have on each side?" And it'll say, "You've got 100 on one side and you've got 200 on the other side," you can't see my other hand. So you've got enough to cycle one bonus. As an Emerald coach that one cycle equals \$14. Not much, right? We've all been there and we were like, "Oh my gosh, I made \$14. I worked like 20 hours on my business..."
- 00:13:51 Cory: I was kind of excited, yeah.
- 00:13:53 Jenelle: This business is slow upfront and then it takes off as time goes on. It's like priming a pump. You're priming and priming and priming and not seen any water and then all of a sudden you start seeing some trickles and then you start seeing some gushes.
- 00:14:04 Cory: Okay, you're really good at analogies. That was a good analogy. I thought that was a good one.
- 00:14:08 Jenelle: Well I learned that analogy when I was new as a coach.
- 00:14:10 Cory: Oh? I was like, "You never told me."

00:14:12 Jenelle: Really? I'm sorry.

00:14:14 Cory: I'm not good at analogies, my team knows, so that...

00:14:17 Jenelle: I'm not good either actually. I just copied that one. But it is so true because you, you know, when you're new in this business, you're putting in the work and you're just not seen anything yet and you're like, "Really? I'm going to cycle more than once even per week?" At some point...I remember seeing that there is on how many times you can cycle per day and I don't remember what those numbers are, but I thought they were ridiculous. I was like, "Yeah, right. Might that ever going to happen." It happens. I cap out on cycles. So it happens. You just have to trust the process and keep building your team and mentoring your teams and run with the willing. So anyway, that would equal one cycle. Now let's say Cory signed up...let's say she signed up her hairdresser and her hairdresser is like, "I'm not really going to work this business," but her hairdresser talks to other people and she ended up making a sale and her hairdresser signed up a coach who signed up five other coaches. Now all of a sudden, Cory, who just talked to her hairdresser who said she really didn't want to do much with this, all of a sudden Cory's down line has like 15 people in it and my right TV that week is like...let's just say it's like 400, 500, maybe it's 1,000, I don't know, but my point is I don't know...actually I do know her hairdresser. She's my hairdresser too, but let's just say I don't know her hairdresser and I don't know the other five people that hairdresser like sold to or signed up as coaches, but they are now contributing to my team bonus. Pretty cool. I'm really glad I talked to Cory, right? So that's how it works because a lot of people think, "Oh, I could never, you know, make a really big team bonus because I only know a few people." And I remember hearing another analogy when I was newer as a coach and someone said, "You might think this new coach is a dud, but they may know a stud." Now I would never call anyone a dud. I believe in every one that joins team, but his point insane that was, "You might think this person is not going to work your business, but you don't know that this person actually mentioned the business to their aunt so-and-so and aunt so-and-so is just rocking the business and added 20 people to your down line

who are all contributing to your team bonus. When Cory and I were newer in the business, Cory had someone in her down line, neither of us knew who this person was, way down in your down line. That was weird. We didn't know who it was...

00:16:26 Cory: He was my personally sponsored coach. He was given to me.

00:16:27 Jenelle: Oh, he joined you. He was given to you?

00:16:29 Cory: Yeah, from the coach...

00:16:31 Jenelle: Okay, we don't do that lead program anymore, but...so that's another topic. But anyway, he was like rocking it. Neither of us knew him, but contributing to our bonus. So you've got to trust the process. You've got to...

00:16:41 Cory: Well can I piggyback off of your...so in Jenelle's scenario...so when I first joined it literally took me a year to understand Team Volume. I'm not even lying. Like first of all, we didn't know what the heck we were doing for the first year, but in Jenelle's scenario I want to take it from my point of view because I understood how like if I were Jenelle, I signed someone up. They sign someone up. You know, I got help people could end up underneath me because those team members sign people up. I, for the love of all that's holy, could not understand how like somebody from above me can end up underneath me and that could...like I got it if I signed someone up and then they signed someone up and they signed someone up. So from my point of view in that same scenario...here's Jenelle, here's me on her right leg, Matt's on her left leg. Say the next person Jenelle signs up is she is going to put on her right leg because you only have two legs. She can't put them anywhere else. It's either going to end up underneath Matt or it's going to end up underneath me. So that's what I didn't understand. I didn't get how random people from some up line could end up underneath me, but that's exactly what happens. If Jenelle were to find a third person, let's call her Sally because I always say Sally for every example I ever use. So Sally...she wants to put Sally on her right leg because Matt's rocking it on his left leg with all his volumes, so she wants to kind of even that out, whatever. Whatever her strategy is, but Sally ends

up underneath me. Listen, I don't need to know Sally. Not that I don't care who Sally is, but you know what I'm saying? I don't need to mentor her. I don't need to train her. I don't need to talk to her even if I don't want to. She's not mine. She's not my personally sponsored coach. She isn't helping my rank. So she's not going to help with my rank.

- 00:18:18 Jenelle: She contributes to your bonus, but doesn't help in her rank. Only personally sponsored help in your rank.
- 00:18:23 Cory: So once I hit Emerald...so I'm going to rock it. I'm going to sign up my hairdresser and I'm going to sign up my husband on the other side and I'm rocking it and then, you know, so now I'm Emerald. So Jenelle signs that Sally. Sally ends up underneath me and Sally starts rocking it. I benefit from Sally and everything that she does too. So hopefully that makes sense to you guys because that literally was the one thing I did not get. I just did not get how someone signed up underneath me from above me, if that makes sense.
- 00:18:50 Jenelle: And if you're still like, "I still don't get it," that's okay. Just know that when someone ends up underneath you, you're not responsible for them. Don't rely on seeing people fall underneath you. A lot of people assume, "Oh, if I'm not getting people from above, I'm not seeing anybody drop in from my down line from above so I'm not going to make it in this business." You guys, I haven't had people drop in my down line from above it's my first week as a coach. There are tons of successful top earners, top coaches that don't have anyone coming into their down line from above. This business really does come down to what you put into it. So it's a nice perk. It's a nice little perk, but it's nothing to rely on.
- 00:19:30 Cory: It's not an excuse. It's not like, "Oh, I got placed in such-and-such spot and I'm not getting any anybody," because listen, it doesn't matter if you have a super strong leg and you have all these people ending up in one of your legs if you are not building your other leg because that's why we are on a binary system and it has to be equal. It has to be the 100 and 200. So if you're not building, it doesn't matter how many people you have on one of the legs.

00:19:55 Jenelle: I have people, in fact, just okay, one more point on this. I have people, in fact, that joined, you know, right when I did basically so they're like right underneath me and they don't make anything because even though they have like...the number of volume points on one leg for them is like massive, but they don't build a team. It's only...what's the word? I can't think of the word. It's pointless to have a huge...one legs huge because remember, the cycle is 100 200, so if your one side is only every week adding up to like 500, there's no point in having more than 1000 on your other leg, right? You're not going to use it. You're not going to cycle. So watch that video with Michael Neimand because you're going to see it. Because he's going to get to the point where he's like, "Oh, I ran out of volume on one leg so I can't cycle anymore." So it doesn't matter if the other leg had 1 million points; doesn't matter. You've got to build and train and mentor your team to build this business.

00:20:58 Cory: Yeah. Well one thing I want to say real quick before I get to the matching bonus is I encourage you guys to coach online office if you are not normally going and look at what your Team Volume is. I mean obviously today's Thursday, so it ended last night. So look on a Wednesday so you can see that money is just sitting there. So if you're not someone who is building a business, get to building your business. Get to building your weak leg so you can cycle because that's money; that's just money sitting there. Especially if you're not Emerald; that kills me too. You know like in your scenario, those coaches that are just sitting there and they are not Emerald, they're just coming...

00:21:35 Jenelle: And that volume goes away if you go in active. [Unintelligible]. It goes away if you go inactive, so if you're like, "I'm going to build my business, but just not yet." Well, at least be active because otherwise you're going to lose that potential benefit of having that volume accumulate on the other leg.

00:21:55 Cory: Okay. Let's move into matching bonus. That's actually one of the biggest...

00:21:59 Jenelle: It is. One of the biggest, most complicated...it's the biggest opportunity in terms of income.

00:22:05 Cory: For sure. For sure. Okay, matching bonus and maybe you didn't know about this...once you are a Ruby or above coach, so a Ruby, Diamond, or Star Diamond coach, obviously you are developing Emeralds because in order to be those ranks you have to have personally sponsored Emeralds of your own. So you actually get a nice little bonus for your Emeralds hitting...Emeralds and above I should say Emeralds and above, getting that team cycle bonus. So if you're a Ruby coach you actually make 5% on whatever your Emerald coaches and above get for their team bonus. If you are a Diamond or Star Diamond coach you actually get 10% of whatever your coaches, Emerald and above, get on their Team Volume. Not their commissions; just know that. It's not their commissions. It's two different categories, but say for example, you know, one of Jenelle's coaches makes, you know, \$5000, I know it seems crazy that it can happen - \$5000 in team bonus for that week, she's going to make 10% of that, all right? That's \$500 for that week...

00:23:08 Jenelle: I was going to say that \$50, but see that's why...

00:23:14 Cory: Oh my God. It's \$500.

00:23:16 Jenelle: It is. You're right, you're right, you're right.

00:23:16 Cory: Am I wrong?

00:23:17 Jenelle: No, you're right. Yes.

00:23:19 Cory: Oh my God. I'm going to get my calculator out, because you're making me second guess it myself. \$5000 divided...wait...like what do I do? Times 5,000?

00:23:25 Jenelle: 5000 times 1...

00:23:28 Cory: Oh shit. Oh shoot. Yeah, 500. I was right. Okay, 500. You made me...

00:23:35 Jenelle: Never listen to me when it comes to adding and subtracting. I'm good at mathematical equations and algebra, but not...

00:23:41 Cory: Maybe do these together because this is what we are like on a normal basis, just see you guys know. So that's the matching bonus. I think we can move on from that though because that's pretty basic.

00:23:51 Jenelle: So fast track bonus: this is one where I didn't know what it was. I saw it and I was like, "I wonder what that is." So I figured I would figure that out before I got on here and it turns out that when you...okay, there's a couple different ways. Number one: if you have a coach that joins you and they enroll with a challenge path or they buy a challenge pack within 31 days of joining you as a coach, you get the commission on that challenge pack and they call it a fast track bonus, okay? Did you know that? I didn't know that. I knew that we made commission on that, but I didn't know they called it a fast track bonus. So that's called a fast track or a challenge pack bonus, so that's one way. The other way is this someone that you're enrolling, a coach that enrolls with you, gets the Shakeology Fast Start pack, which is just the one that when there enrolling as a coach and they choose yet they want to get Shakeology. Yeah, so basically if your new coach enrolls with you and they get on Shakeology right away which is what they should do, especially if they're not going to get a challenge pack, then you may a Fast Start bonus of \$100 if five of your PS coaches do that within the last five weeks. So I see that where I got that \$100 fast track bonus and I didn't know why and it was because at least five of my coaches in the last five weeks had signed up for Shakeology. Does that make sense?

00:25:29 Cory: Yes. You're right.

00:25:31 Jenelle: So that is the fast track bonus. So again, \$100 if at least five of your coaches in the last five weeks have signed up for Shakeology. Okay.

00:25:39 Cory: Okay, so what are we on now? Sorry.

00:25:41 Jenelle: Success Club, rewards, and trips.

00:25:43 Cory: Okay, so obviously a huge kind of perk that I feel that Beach Body doesn't have to do and it's not something that you have to do. That's what I always want my coaches to know too. There's no quotas with this

business, all right? And that's what I really appreciated before I even signed up, but we do have a lot of perks. So let's just break it down. Basically you've got to be hitting Success Club guys. You have to be paying forward and helping other people, but by hitting Success Club, Beach Body does quite a bit for us. I will say I love monthly...they give us monthly prizes now, you know? I mean I have bobble heads of everybody.

00:26:15 Jenelle:

So do I.

00:26:17

Cory:

Bobble heads, but there's also personal development. They give T-shirts. This month is the Beach Body Performance sampler pack for us and I can't remember what it is in Canada. I apologize Canadian coaches. But needless to say, they give us something each month, which is pretty cool. Obviously we also have the ability to earn trips, which is also pretty cool. I know that I've been to the Bahamas. We've been to Disney, on cruises, Cancun...

00:26:45

Jenelle:

Atlantis...

00:26:47

Cory:

That was the Bahamas. Whatever, you know, Bahamas, and were going to Punta Cana next month...whatever. And that's just hitting Success Club. That's just from paying it forward. Honestly guys, that's just for doing your job, you know, what you should be doing each and every month. Now the system is a little bit different and honestly I'm not going to take too much time getting into it. You can...I think the website is...what is it? Successclubtrips...I Puntacana.com...I don't know the websites. I shouldn't even say anything. Just search "Success Club Trips," and you'll find it. Go to the FAQs and there's all those details there. Now they have it...and from Beach Body standpoint...I can't really blame them. I'm a planner. I like planning, you know, events and things like that, but I can't imagine trying to plan strips for so many coaches, so of course it's a little different then it used to be where they have to kind of preplan. So qualifying for those trips is a little bit different and you do have to put a little bit of the down payment down and then you can earn your trip back by hitting Success Club throughout the month. You earn your room basically. You do have to pay for your own travel and so forth, but such a cool perk. Honestly just

being there with other coaches, it's super fun and I do use that as kind of like a good little vacation. I mean Summit, I'm there to work, I'm there to learn. I do use the Success Club trips as vacation. So not only does beach body offer that, I know that once you become a leader you have the ability to do things for your own team too guys. I know my success partner Jamie Thompson and myself, we have done success trips with our teams where, you know, there's different requirements. Maybe they have to make Success Club five out of six months or whatever it may be. We've gone to Gatlinburg. We went to Myrtle Beach last year. We like to do a lot of different things. Jenelle is super generous and super giving and she always likes to do a lot of stuff for her team too. Just know that's something as a leader that you could do to. You know it's really up to you what you want to give back and put into your team, but it is out there to do.

00:28:54 Jenelle: Yeah. Awesome. Okay, perfect. Some next are the quarterly bonuses and then we just have after that the Elite bonuses. Quarterly bonuses: this is something that when I was newer as a coach I remember hearing with the quarterly bonuses were at the time and it was just one of those things that reassured me that this time that I was putting into the business on top of my full-time job, on top of being a busy mom and wife, that okay, it's not for nothing. Like it's going to pay off some day. I didn't know when my business income was going to pick up. I didn't know, but I knew that there were some solid facts that this was going to be a thriving business at some point, some day if I stuck with it and hearing about the quarterly bonuses was one of those things that made me realize that and also made me realize how important it is to bring people on my team and give them the vision of what this business can do for them so that they become successful and they become one of my Diamonds, one of my Star Diamonds, one of my Elite coaches or whatever, and really wanting that. And so the quarterly bonus...so it's based on obviously the quarter and you have to hold these different ranks for six consecutive weeks. So there is a 2-Star quarterly bonus, there's a 5-Star quarterly bonus, there's a 10-Star quarterly bonus, and there's a 15-Star quarterly bonus. So the way it works is that you have to hold that rank. So the first one being 2-Star, you have to hold that

rank solid for six consecutive weeks within the quarter. So once you become eligible for these quarterly bonuses you better get a quarterly schedule so you know exactly what day that quarter begins and exactly what date the quarter ends because that can make a big difference. And so you have to hold that rank, let's say it's 2-Star, for six consecutive weeks and then you have earned your...they call it not just a quarterly bonus. They call it a leadership bonus.

- 00:30:56 Cory: That just change this year I think.
- 00:30:58 Jenelle: Yeah, that just changed and in addition to holding that rank for six consecutive weeks, you also have to...at least for this year, now if you're watching this two years from now it's probably going to change. You have to have also achieved...am I right? Ten Elite points.
- 00:31:11 Cory: Correct, in that quarter.
- 00:31:12 Jenelle: In that quarter. Ten Elite points in that quarter. So that's a new thing.
- 00:31:16 Cory: Did you say for 5-Star and above?
- 00:31:19 Jenelle: Oh, it's for 5-Star you have to have the 10 Elite points?
- 00:31:21 Cory: Correct. Now for 2-Star that's not a requirement. Correct.
- 00:31:23 Jenelle: Good to know. Would not have known that. So with that I wanted to kind of give you a feel for what those dollar amounts look like. Now here's the deal, with the quarterly leadership bonuses what Beach Body does is they set aside a pool of money based on their sales and revenue from the team Beach Body business opportunity. So they set aside some money based on that and then they distribute that pool of money to the people who have qualified, okay? So that pool of money is not going to be the same every quarter for Beach Body. They don't make exactly the same amount of money every quarter. So some quarters that amount of money that Beach Body made is going to be bigger, other quarters may be a little smaller and then likewise, the people who qualify in that quarter. Sometimes it's fewer people qualifying so maybe even though the pool

of money is smaller, if there's a lot fewer people that qualify, the amount might actually be a lot bigger. So it's not something where you can plan for it...

- 00:32:28 Cory: No, and honestly you don't want to plan for it.
- 00:32:30 Jenelle: No. I don't recommend that.
- 00:32:32 Cory: Yeah. We talk about this all the time. I mean your goal...number one, should be that team bonus. It should be to build volume.
- 00:32:40 Jenelle: Team bonus. The one that cycles weekly.
- 00:32:44 Cory: Yeah exactly, because honestly you have to look at it in my opinion. You have to look at that bonus as just that: a bonus. Your goal should be to increase your volume each week so you are making more money weekly, because once she gives you some of the breakdown, divide that by 12 and, you know, you could be making that per week. So that should be your goal first. Look at the bonus as a bonus.
- 00:33:08 Jenelle: And I'm going to give you a little example of that too in a second. So I'll give you kind of the range of amounts and if you got on late I did do the disclaimer at the beginning of this webinar. So I would say that the 2-Star bonus averages somewhere between like \$800-ish to \$1,000 maybe \$1,500 a quarter, okay?
- 00:33:31 Cory: That might be a little high right now. But you never know, it could be.
- 00:33:34 Jenelle: Yeah. I don't know. That said it could be closer to \$1,500, or has been. I'm looking at my notes.
- 00:33:44 Cory: I'm just joking.
- 00:33:46 Jenelle: 5-Star can be between roughly \$2,500 to \$3,500?
- 00:33:50 Cory: Yeah. I think that's a good estimate.
- 00:33:52 Jenelle: Yeah. So between \$2500-\$3500 per quarter for that bonus. The 10-Star bonus can be roughly between \$10,000 on \$20,000 per quarter. And now, here's the thing, when you're 10-Star and let's just say it's \$15,000

for 10-Star at quarter. In addition to that, you earned the 2-Star [5-Star?] one which is...let's say it's \$2000. So now you're at \$17,000 and then let's say the 2-Star one was \$1000 so now you're at 18,000. So you're a 10-Star Diamond and your total quarterly bonuses came to \$18,000. Do you see that? How that adds up?

- 00:34:36 Cory: You get all of them. So it's like the 10, the 5, and the 2. So add them all together.
- 00:34:41 Jenelle: Yes. Nice how they do that. Okay, so then the 15...
- 00:34:46 Cory: Especially when you're 15-Star.
- 00:34:47 Jenelle: Yeah. So the 15-Star bonus, it can really vary because I'm going to tell you that's a hard rank to hold. You know, people drop off Diamond and it might not be a big deal in their life to fall off Diamond and if you're a 15-Star Diamond you're like, "It's okay. That's okay, I just lost x-amount of dollars, but it's all right." That's why you just can't plan on this, but the 15-Star bonus is between...I mean roughly... \$40,000 and about \$70,000 per quarter. Right? But here's the deal, and this is the thing I wanted to give an example, there have been in the past a lot of coaches where they are like, "I'm not going to open up..." you know, we talked about earlier that Cory and I have multiple business centers and earlier on I remember some coaches like not wanting to open up their second business center once they were eligible, which by the way, you're eligible to open up a second business center - it's you signing up a coach and it's you. You're like, "Sweet, I'm going to sign up this coach that knows how to get to Diamond and it's me." Once your first business center, the business that you're running right now becomes 2-Star Diamond and holds it consecutively for six weeks, it's official 2-Star, you get to building that second business center. It's underneath your first one so everything you do in your second business center it's like a whole new business. It's making money and it's making more money for your first business center. So it's really, really smart, but some coaches chose...I know in the beginning at least...chose not to do that because they really wanted to just continue to build their first business center so that they can hit that 15-Star Diamond title and quarterly bonus and all of that. And I just now, when I

was newer in the business and I shared it with Cory too, I was told, "Open multiple business centers," like...

- 00:36:37 Cory: And how many business centers? She has five business centers, plus your husband's. And I have three plus my husband's. So that's where you're going to, you know...
- 00:36:49 Jenelle: That's where that income really starts to build. And so some coaches didn't open a second business center and they just wanted to build to that 15-Star. A lot of it was because they had heard that those quarterly bonuses can be really big. Well, here's the thing. When some other coaches were being recognized as 15-Star Diamonds and I wasn't because my first business center wasn't 15-Star Diamond yet, but I had another, you know...I had a total of like 20 Diamonds, but I was not recognized as a 15-Star, but it was because my other Diamonds were in my newer business. So I wasn't recognized for it. I missed out on that recognition, but didn't matter to me because I knew that from a business perspective this was a smarter way, in my opinion, to build and what that ended up doing is even though I wasn't eligible for those quarterly bonuses, I was starting to earn weekly what others were earning quarterly. Does that make sense? So, you know, talking to some other coaches that were doing now and signed up at the same time as me, my income was way higher because of the way I chose to build with multiple business centers versus just trying to hit that one business center with 15-Star Diamond. It's totally up to you, you guys, what ever you want to do. If you're like, "Yeah, I don't really care. I just want to be a fitness instructor. I just want to build my first business center," that's your choice. Luckily we have that choice. So I'm just letting you know so you have the insight of, you know, your options with that. Did I miss...?
- 00:38:16 Cory: Well one thing I want to build on and I know you probably meant to say this, but I don't know if you did.
- 00:38:21 Jenelle: Did I drift off for a little bit? I don't know.
- 00:38:23 Cory: No, but needless to say, you know, not only you say you're a 10-Star, we gave that example, as a 10-Star you'll get the 10-Star, the 5-Star, and the 2-Star, but when you do have multiple business centers, you will

make that same and multiple business centers. So for example...I'm going to give Jenelle as an example because this just blows my mind because she would never talk about this because she's not motivated by money, but, you know, she has three business centers that are 15-Star Diamond, okay? That are Super-Star Diamond. So let's just use that example of \$50,000, okay? So say a 15-Star Diamond get \$50,000 for their quarterly bonus. She gets that times three. That's her quarterly bonus is \$150,000.

- 00:39:02 Jenelle: If everyone holds their rank.
- 00:39:05 Cory: Yes, everybody has to hold the rank. But obviously she didn't get there by not leading with a genuine heart and wanting to help her leaders get to Diamond and above so, you know, it's not just a title; it isn't and I think that super important. And like you said, you build a little different. I build up a little differently. I actually use my husband's business center as kind of a second business center before I was able to open up my second business center. So financially, you know, I'm not recognized for necessarily what goes on in my husband's business center because we are separate, but, you know, I don't care because I know what I'm bringing home each week.
- 00:39:41 Jenelle: You'd be Million Club if you could.
- 00:39:43 Cory: Yeah, yeah. If it was confined, I'd be over the Million Club, but it's not and it's just a title and that's okay. You know, to me I know what I'm bringing home for my family each week.
- 00:39:51 Jenelle: With all of this – Success Club, Elite, ranks - you know, I just don't think it's super helpful to focus on the numbers or the ranks or the titles. You've got to have that long-term vision and you have to enjoy what you do because otherwise you're going to burn out or you're going to hit that title or that rank or that whatever and you're going to feel empty.
- 00:40:13 Cory: You're like, "What now? Like what? I just worked my butt off for this title."
- 00:40:16 Jenelle: "I thought this was going to make me happy." So you really have to, you know, approach this from a sense of,

you know, loving what you do and doing the right thing, right?

- 00:40:25 Cory: For sure. For sure.
- 00:40:27 Jenelle: And the other thing I will say. Were you going to say something? When it comes to, you know, holding these ranks for six consecutive weeks or getting to 5-Star or getting to 10-Star or whatever, one thing that you need to realize is that it's not just about having...let's say you're trying to get to 10-Star. Let's just say you're trying to get to 5-Star...it's not about having five Diamonds because some one, out of those five, they're probably going to fall off Diamond. So I always tell my coaches, "Look, if you're reaching for 2-Star, reach for, you know...be looking to develop at least three or four Diamonds. Because if you are just trying to focus on these two people being Diamond, you're going to drive yourself nuts; you're going to drive them nuts. So really, you know, to be a solid 2-Star, you want to have three or four Diamonds. To be a solid 5-Star, you want to have six or seven Diamonds. To be a solid 10-Star Diamond, you want to have 18 to 20 Diamonds. And it's not easy and when you first get there of course you're a little shaky because you only have exactly 15, but you want to just continually always be equipping your team and building and mentoring and adding to your team.
- 00:41:29 Cory: For sure and it does depend on where they are asked too. You know, where they're placed. For sure and I don't want to go too far into it, but go to the FAQ and actually go to "my business," and go to "my forms and documents," and go to "policies and procedures," and scroll all the way down to the bottom because the charts and there are awesome to show...
- 00:41:47 Jenelle: I think it's page 38 or 39.
- 00:41:50 Cory: You're good.
- 00:41:51 Jenelle: I have good memory with numbers. If you need to know the phone number to Marco's Pizza, I know it by heart. I have a good memory of numbers.
- 00:41:58 Cory: So go to that. Look at, if you're a visual person like me, go do that. Look at it because it will show how many

Diamonds you have to have on each side to actually be that rank, you know, and that's important to know.

- 00:42:08 Jenelle: There was something else I was going to say with that. Have at least that many...
- 00:42:17 Cory: Keep building. That's the biggest thing.
- 00:42:19 Jenelle: Okay, so let's move on to Elite bonus.
- 00:42:21 Cory: Okay, so I think one of the last things that were going to talk about is the Elite bonus. So I did look at the 2018 qualifications because that's what you should be shooting for, especially if you are not Elite right now, that basically, you know, yes, titles are not everything, but I do believe in putting Elite on my goal board each year just because I feel like the process of hitting Elite is what's going to build my volume, what's going to build my business, and that's important to know. It is the process for sure, but there is a little monetary bonus each month if you do hit Elite. So based on the 2018 guidelines that I just looked up in the FAQ today, anybody that's Elite next year, 2018 Elite...
- 00:43:01 Jenelle: Meaning based on what you do this year.
- 00:43:03 Cory: Correct. So you are named 2018 Elite next year. You're going to get an extra \$100 a month if you hit at least Success Club 5 and you hold that lease 5-Star Diamond and above for at least one week out of that month. So again, you have to be hitting Success Club and you have to keep that 5-Star Diamond or above rank at least one week out of that month. You're going to get an extra \$100 bonus. If you're in the top 200 of the Elite coaches, you're going to get an additional \$400. So you're going to get a \$500 bonus. That's an extra \$6000, I believe. Is that right? \$6000 a year?
- 00:43:36 Jenelle: I don't know. I wasn't following.
- 00:43:39 Cory: \$6000. I know. There's stuff going on. And you forgot to put your sign on the door.
- 00:43:46 Jenelle: I know. I have a sign that says, "Shh! Please don't ring were doing a live webinar."

00:43:49 Cory: And it sitting on the table right now.

00:43:52 Jenelle: Sorry. But there was something I was going to say in terms of the quarterly bonus, to go back to that. I just had it as you are talking and then I lost it again. Dang it. Oh, I know. About, you know, a lot of times when people are looking at team bonus and I'm like, "Wow, I really need to just add a whole bunch of coaches to my weak leg to increase that volume so that I can cycle more in team bonus," which I understand that and I've done that. I'd been there. But here's what ends up happening: if you're putting all your coaches on one side to try and balance out that Team Volume so that you can cycle more bonus, here's the problem that ends up happening over time. You don't have enough rock star coaches on each leg to be 2-Star or to be 5-Star or to be 10-Star because to be 2-Star, you need a Diamond on each side. To be 5-Star you need at least two Diamonds on each side. To be 10-Star you need at least five [doorbell rings] Diamonds on each side.

00:44:41 Cory: You need to stop ordering online.

00:44:43 Jenelle: Yes, I know. So, hold on one second. I can get it.

00:44:49 Cory: What am I supposed to do, just entertain them?

00:44:54 Jenelle: Okay, so yeah, you can't just staff all your coaches on one side because I was stuck in one of my business centers; I was stuck at 1-Star for...I want to say like a year and a half, almost two years and I have like five Diamonds, but I was only 1-Star and couldn't even open up my new business center because I just kept staying at 1-Star because all of my coaches were stacked on one side. I don't know why I need that mistake so late in my business, but I did.

00:45:20 Cory: But it is hard to know when you are signing up a new coach.

00:45:23 Jenelle: Oh you don't know who's going to...you don't know, but you definitely want to be...my rule of thumb is kind of like put three coaches on my weak volume leg, the leg that has less volume numbers, 3-to-1 ratio, kind of. About 3-to-1, 3-to-1, 3-to-1, 3-to-1. Okay, so with that I hope this wasn't too confusing. Like we said in the

beginning, make sure that you heard that disclaimer, that's important. Make sure that you realize if you're watching this video, you know, a year from now or whatever that it might be out of date. Things change. Also realize that we sometimes we misspeak and don't have our details right, said check your FAQ. So I hope this was helpful. I'm sorry we can't see any of your questions whatsoever. So if you had a bunch, we don't see them. I'm sorry. So I will check the Coach Success Facebook group to see if you have any questions and with that, I hope you'll join us next week. And Cory, thank you so much.

00:46:15 Cory: You're welcome.

00:46:16 Jenelle: Thank you for helping me out on this complicated topic. So next week we will be with my nephew Brock Johnson. He's the creator of Unwrap Snap, so I'm really excited for that too. So we'll see you next time. Thanks you guys.

00:46:29 Cory: Bye guys.

00:46:30 Jenelle: Bye-bye.

00:46:35

[End of Recorded Material]