

Team Hardcore Call Transcription - March 2<sup>nd</sup>, 2017 – Jenelle Summers - Attraction Marketing: The Missing Link...Influence!

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00:00:01      Jenelle:      Hey everyone. My name is Jenelle Summers and this is the Team Hardcore call and today is March 2<sup>nd</sup> so we are at the very beginning of a new month, new month, new goals. Forget what happened last month and honestly, if you didn't make Success Club last month or you didn't hate your rank goal or you didn't hit goal of adding new coaches to your team or whatever it may be, the work you put in is going to pay off. It's always like a 30 to 90 day delay. You have to understand that and just be okay with that because that's how this business works. So the topic today is called "Attraction Marketing: The Missing Link...Influence!" It might be your missing link. We talk about attraction marketing all the time and there's tons of attraction marketing trainings on my training website, which by the way, if you're new, that's jenellesummers.com and log in with the username "teamhardcore" and the password "fitness." So there's lots of different trainings on attraction marketing and they will go over, like just in case you are brand-new and you've never seen an attraction marketing training, I will go over the five things that I feel really are activities of attraction marketing that you absolutely have to be doing; you have to be doing these five things or at least, I would say, at least...I'm looking at the list, at least four out of the five things you need to be doing. But what I want to talk about today is really, you know, there is this piece that we don't talk about very often and it's your influence, your credibility, because you can be doing all of the right things and doing all five of these activities, and for some reason it's taking longer or for some reason, that ratio of like every 10 that you ask, 1 to 3 people will probably join your business out of every 10 that you introduce the business opportunity to and you follow up with, about 1 to 3 of those people will probably join your team. And some of you are like, "But I'm not having. I'm not seeing that." And I say some of you, a lot. And I have this happen to me too and I have to really take a step back and look at what I've been

doing and what I've been...and I don't just mean...I'm going to talk about this...what I'm putting out there in public posts, I'm talking about everything that I'm doing in terms of my credibility and my influence, because we all know there are certain people...my sister being one of them, that just have this amazing amount of influence. Like they could say, "Drink bone broth, bone broth, for three days and nothing else," and you will do it. I only say that because I'm probably going to end up doing that. Because they have influence, they have credibility, you know they've done their research, you trust what they have to say, you trust their intentions. There's all these little things that go into that and, you know, coaches that get into this business and they seem to have faster success than other coaches and it usually boils down to...well, there's a lot of different things, but one of the things that it could be and it could be something that you're missing or one of your coaches is missing, his influence and/or credibility. So we really need to take a deep dive into this. And I actually had this conversation with my sister last fall and we were on a girls' trip and we were talking just after lunch and it was myself and our friends, most of who are coaches, and I was just saying, "You know Chalene, I want to have you speak on a topic on my call about influence because I feel like there's so many coaches out there that are just doing everything right and yet things are not...the momentum is not building up for some reason. It's taking them longer. It's still happening, but it's taking them a little bit longer and I want to be able to pinpoint that," and I said, "I honestly feel like...a lot of these cases...the missing link is their influence, their credibility as a leader, as someone who knows what they're talking about someone who you can trust and knows what they're talking about and really is going to follow through on all these things. So its influence and credibility," and she was like, "Oh yeah, that's really interesting," and so we ended up having this whole, big, long talk and brainstorming and all of us...really fun conversation and Chalene ended up doing a podcast on it. So if you don't follow my sister on podcasts, "The Chalene Show," or "Build Your Tribe," definitely listen to those. She did a podcast last fall on this topic of influence and so I was thinking, you know, I really need to do a call where we talk about influence, but really tie it into our activities as coaches because our businesses

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are different than other businesses, you know? Our business is even different than other network marketing businesses, in my opinion. Ours is...well, maybe I'm biased, but I like ours better and it really comes down to the one-on-one connection you have with people and that relationship you have with people and...so that's what I want to dive into today and hopefully help you start thinking about those things as you do your other, you know, your activities as a coach and how this has an effect on what the people buy from you or whether they join your free group, your challenge group, or your team. So the first thing I wanted to do is go over the five things that...no, let me take a step back. I want to first say what effective attraction marketing is not because we talk about attraction marketing all the time and I think that, especially newer coaches coming in, what they think attraction marketing is, is that this successful coaches...they put up posts, you know, and they have so many followers that they can just put up a post about a challenge group or doing email about a challenge group or a post about the business opportunity and all these people must just flood in and say, "Where do I sign up? Where do I buy?" And it does not happen that way, at least not for me, and I've talked to other leaders, many of the other 15-Stars, it doesn't happen for them either. Where it happens is in the one-on-one conversations. Yes, we all still need to do those, those emails, those public posts, those mass invites, we need to do those things and it does trigger people to ask questions sometimes and it triggers them to maybe...maybe they won't even comment or reply or anything, but they might...that seed that you planted at one point might start to grow just a little bit more because again, you've brought it up. So we need to do those things, but that's not where the magic is and you need to understand that because if you are relying on those posts and you're just like, "I don't know. I posted about the business opportunity and no one seems to be interested. People aren't, you know, asking questions." I'm telling you that's not where it's at, so don't rely on. Don't be like giving up just because people aren't, you know, responding to or reacting to a public post because that's not where it's happening. I've even had some people say, not some people, but I had one person who was like, "I haven't seen you post a whole lot," it was actually

a coach from another team, and I said, "You know, to be honest, the majority of the work that I do and since I'd been in this business that really is...puts me where I am, is behind the scenes." You don't see it. It's not necessarily the public posts; it's the one-on-one conversations and I'm having with people and even, you know, in terms of like coaches on my team and them having success, it's the one-on-one interaction between us and talking them through things and it's the one on one, you guys. I can't stress it any other way. That's where everything really, really takes off is that one-on-one interaction. So I wrote down...I really thought this through and I'm like, "What is attraction marketing and what is it not?" And there's attraction marketing and then there's effective attraction marketing. They are two completely different things and I can tell you what effective attraction marketing is not. It is not, and I wrote this down, it is not the activity of putting out a public post that has an amazing picture, an amazing caption, and having strangers come to you and want to buy from you or join your team just from that post. So I've kind of already said that, but it is not that. Relying on public posts, here and there, to build your business, does not work in this business. So if you are just relying on ads, you're just relying on those public posts on Instagram or Facebook...sorry, I have a little bit of allergies...you would struggle if that's all you are relying on. If you're just waiting for people to show interest and waiting for them to come to you, you're going to find yourself struggling. Attraction marketing for us coaches, where the trust in the connection, 1 to 1, it's just...it's everything. It's having specific groups, experiences, and skills, that you share consistently and that you provide consistently and you market and brand those things in such a way so that when you do make those invites to people that they are more attracted to joining and saying, "Yes," and, "I want to do that." They are more attracted to it; it's more appealing to them to say yes and it easier for them to say yes because of the way that you have packaged it, okay? So let's dive into that. So first of all, like I said, I want to go over the five things that just in case you are kind of new to attraction marketing that you have to be doing. Number one: free groups and, I admit, I for a really long time was not doing three groups. For those of you who have heard me say this in trainings, you know that like I tried clean-

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eating groups. I've tried a few other free groups that just...they're okay for me, but not great. Like I really don't do well with free groups and it's something that I've really struggled with, which is kind of crazy that like I could actually do better with a paid challenge group than I could with a free group. So it was always my passion for it and my excitement for it and the way I was marketing it, all of that kind of stuff, was playing into why my free groups were failing because you may or may not know, I recently did a five-day, sugar-buster group with my team cup challenger team and it, oh my gosh, the demand...I still have not been able to get to everyone that wants to be in that five-day, sugar-buster group. I mean the demand has been insane for that. I still have people messaging me over one post that I did about that. So the demand was huge for that and I've never had that before, you guys. I've promoted free clean-eating groups and all kinds of free groups that just...flat, like no interest whatsoever. I literally had to cancel a free group because I'm like, "No one wants to be in my clean-eating group," kind of embarrassing, but it's the truth. But that's not to say your free clean-eating group will bomb. I have tons of coaches where they are free clean-eating groups go over great. It all depends on how you position it, who you are, your followers are. That's why you have to be so true to you; don't look at what everyone else is doing and what's working for everyone else. Hone in on you and where your energy wants to be and emphasize your strength, okay? Roll with your strengths, big time. Don't be looking at what everyone else is doing and think, "Well, I better do this," or, "Jenelle's got a sugar-buster group, so I'd better do that." Do your own thing, you guys. Do your own thing. I can't stress it enough. So if you all copy each other then everything becomes white noise, right? So don't copy. In fact, that's I think one of the reasons that did take off is because I positioned it differently. When it comes down to, you know, having less sugar and artificial sweeteners too, it comes down to clean eating. So it basically...it's kind of like a clean eating group, but the way it was packaged and my passion for it and my story around it, I think that really made a difference. So free groups: obviously The National Wake-up Call talked about free groups. So listen to Candace Talbot from The National Wake-up Call this past week, amazing. If you didn't hear last week's team training...oh my goodness, that was the

bomb. Okay, so it was Jen Richardson last week and she talked all about leveraging Instagram, but she talked a lot about how she runs her free groups. Amazing team call, so listen to that too. Oh and Meg did too the week before, Meg Wysinski. So two 15-Star Diamond coaches talking about free groups and how they do it differently and the success they've had. So free groups, big one, okay? Number two is freemiums. So my freemium is a way that I've been able to add to my network that is part of my attraction marketing strategy, guess you could say, is my Foodspiration e-book. I created it years ago. It's probably been three years and I still, every single day, constantly getting people opting in to get my Foodspiration e-book. It's not even rocket science at all. I mean it's so basic. I hired someone from Upwork.com, Upwork.com. You just basically post a job description. I said, "I need someone who can put together...log into my Instagram and put together my last 50 food posts and make them into an e-book that can be downloaded to someone's mobile and also desktop and got a bunch of bids on it. You look at their previous work, you get to choose who you want to choose based on their bid, based on their previous work. The money goes into escrow so you don't pay unless you're satisfied with their work. I chose someone. I ended up paying about \$200 for it, but oh my gosh, so worth it. That \$200 has got me thousands of new, like-minded followers that I wouldn't have had before. I mean I don't get that kind of effect from my Facebook posts. So wasn't worth my money and time? 100,000%. So yeah, I just had her put that together and we proofed it and edited it and made it make sense and boom. And you don't have to have a website to have something like that. I could've said just create a link where they can download it and that's what I will, you know, promote. So every time I do a food post on Facebook or Instagram, I tell them to download it from my website, but you could just have them go straight to a link to download it, but it's where they put in their email address and now you've got them on your email list and so I try to send them valuable content like once a week and it's usually just a post that I've already done for my like page and I create an email from that. So freemiums was the second one. Now think outside the box. Don't everyone go doing, you know, a Foodspiration e-book. My thing was, "I don't cook." So mine needed to not be a recipe book

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because I don't cook. I don't know any recipes I just know how to throw things together. So that was something that was one of my strengths and your thing might be baking. It might be DIY...I don't know...hair. Can you do DIY hair? I don't know. DIY something, it might be décor, it might be beauty, I don't know what your thing is. You've got to figure out what's your thing. If you're brand-new to this business, you might not know your thing yet. I certainly didn't when I was brand-new. I was just kind of putting up posts, just kind of scene what would stick and that's what you have to do. You have to be okay with the fact that you don't know until you just start doing posts and you start hearing from people and they're like, "I love it when you do this. Your \_\_\_\_\_ posts are the best," and you're like, "Oh, okay I wouldn't have thought about that, but awesome," you start to understand what it is that people really like to hear from you and how you have maybe a skill that you didn't even realize you had, something within you that you never knew you had, that maybe other people don't have so much and you just kind of take it for granted because you live with you every day, right? So the second thing was freemiums. The third thing is like page targeted ads and/or boosts, but if you have a like page and that's a whole other training in of itself, so I don't even want to begin to try and go into that, but definitely leveraging your like page if you have a like page and I've got trainings on my jenellesummers.com for that. Number four is shout outs from other accounts. Now this is one way that I have built up my following, you know? So attraction marketing is all about that cold market, right? Cold-market people, the strangers, we are trying to attract the like-minded, trying to make them our warm market, right? By connecting with those people once they start following us and engaging with us and us engaging with them and one way that I have built my following like on Instagram for example, is from shout outs from other accounts. So there were certain things that I've done in the last several years on Instagram, just certain posts where...because I used to be really diligent about using hash tags. I'm not so much anymore because I'm not as concerned anymore about building up my network. I've been doing this eight years; my bigger focus now is engaging with them and connecting with them versus aggressively building my network. So again, don't just

follow what you see leaders doing because they have different goals right now versus if you're in your first year, you're in your first month, or you're in your first two years, it's different. So when I was in my first year, second year, third-year, fourth year, really aggressively building my following. I was always really diligent about using those hash tags; I learned that from my sister of course and I would hash tag, you know, certain hashtags that I knew certain big accounts looked at and, you know, tagging them, you know, in the comments of course and a few times, several times actually, a post of mine caught the attention of the bigger account and they would do a repost of something that I posted and so I'd be like...I mean I remember so many times like going, "Oh my gosh Matt, I'm getting so many new followers right now," and it's because of big accounts had reposted maybe it was like a checklist I did or a workout or something I thought of myself. So it...you guys, if it's ever something that many people have done, it doesn't get attention. So it's got to be something new. Like, what do you want to see? What do you wish you could see, right? Think of those things and post those things so that yours can be unique and it really stands out. So getting shout outs from other accounts really, really helped me grow my network and tons of accounts are looking for good content that they can share. There's tons of those accounts out there. In fact, there was a training done by a coach that in my down line, Ashley Campos, and she talked about that's one way. If you look up Ashley Campos...shoot, I wish I knew her Instagram name off the top of my head, but she is a down line coach of mine, so she's one of my coaches' coaches' coaches and she does awesome on Instagram. She's a mom and she's just super real and she has, you know, she has a lot of followers, but her followers really engage. Like she gets tons of comments and she always makes like super high Success Club numbers. She builds her team. Like she has amazing success and she has a major massive influence and credibility with her followers, more than me. It's really cool to watch and she did one of our trainings. It was like probably a year or two ago, so it might be in the 2015 trainings, and she talked about that she would use Kick, the app Kick, or just DM to these big accounts and she'd say, "Here's my story. Would you mind giving me a shout out?" And so she never paid for any followers, never paid for

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anything, and they would give her a shout out and so she really built up her following and they are good followers. Like they get her; their like-minded, awesome example. So number five is teaming up with someone else who's an expert. So maybe it's for a five-day free group, maybe it's just to put together your freemium, your document, and both of you somehow benefit from this. Maybe it's teaming up on a challenge group. Just because that person's not a coach doesn't mean they can't team up with you for a challenge group for some reason. I, you guys may or may not now, I have teamed up with a friend of mine who's a physical therapist, she's a personal trainer, she is a fitness instructor, and she's a figure competitor, and so I...was it last year or the year before? I teamed up with her to do several challenge groups and just promoting the fact that it's not just me, it's also her, and just we're going to put our heads together and help you see results and if you want to train like a figure competitor trains, you're going to get back, you know, support, experience from her, etc., etc. So that was just like something different to offer just by keeping up with her, super fun too. It takes off the pressure too. So those are the five things. I hope you're doing those five things. So next let's talk about the five factors that really are impacting your influence and your credibility, whether you realize it or not. So number one is how you position yourself. So hopefully you're taking notes. Number one is how you position in yourself. So what does that mean? And what that means...what I'm referring to is how you position yourself to the world, to the social media world, right? And the public. And so the very first thing that people see, of course, is your profile picture, your profile picture. It's really interesting to me that when I do these leader type Facebook groups with my leaders and every now and then I'll just go, "Okay, who all do I have in this group?" And I'll go and look at the members of the Facebook group of my leaders and they all have these great profile pictures. Like you can tell they get it; they know that that profile picture is really important. You've got to be able to see the person, right? It can't be dark. It can't be holding something. Like, you know what I mean? It's just got a be...because when we are talking about attraction marketing, again were talking about that cold market. They don't know you. They need to see your face, your smile, and you might have

some other picture that you're like, "Yeah, but my hair looks really good," or, "But I did my makeup just right that day." If you're not smiling it just gives this impression to others that you might not be that friendly and that you're not that approachable. So you have to have a smiling profile picture. I get that, you know, you might not have a professional photo and that's okay, but let me tell you this, if you can get a professional photo and there are so many like photographers that just do it on the side and you can higher than very inexpensively, very reasonably in fact. I need to hire and get some new photos taken, because that profile pictures should really be changed up often, okay? Definitely have a smiling profile picture. Again, your pictures that you post have to be...they either need to be bright where they at least need to have a certain style to them. I don't think that those pictures need to be professional. They don't. You don't need to look perfect, you don't. We're definitely in a mode of social media right now where perfect is not what people want to see. They don't want to see it. They don't want to see all the professional photos and all that. Yes, maybe for your profile picture, but not the other photos. But they do want to see a photo that in focus. I actually went back...I was looking for a really old picture for my son last night so I scrolling way back, years, into the photos on my phone and I saw some of the photos I had posted on Instagram from years and years ago and they were so blurry, oh my gosh, so blurry and I know my sister and my nephew have made so much fun of me for how many blurry photos I've taken and I still sometimes maybe a little too blurry, not the best lighting, but the best lighting you're going to find is in front of a window. So even if you don't have like a Diva ring light or you don't have, you know, great lighting in your house, if you've got a window and you've got some sunshine, that's where you need to take your picture. So get outside or get in front of the window and especially when you're taking pictures of food - in front of the window. I always take my food pictures in front of a window, okay? Even when our kitchen was just a disaster, like there was no countertop to take a picture of food, I literally put my food down in front of the window on the floor because I had to have that sunlight shining in on that food. It's incredibly key. So the pictures that you post it just gives people a sense that you're more serious about...like that you have a

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business and your more serious about what you do, but not only that, it's just that those types of pictures grab attention in the newsfeed; whereas a dark, blurry photo does not and it's especially important on Instagram. If people are looking at your Instagram gallery of photos...like let's say they find you from clicking on hash tag and then the first thing they're going to do is...so they found you and they're like, "Ooh, you know, whatever that dessert looks amazing and it's a clean treat, whatever, it looks amazing," so they click to see who is this chick that posted this and they look at your gallery of photos in they're like, "Oh, random people, random animals, random party she was at, random children, random, random, random." They do not follow. Trust me, they do not follow that on Instagram. It's just the mode of Instagram; just the reality of it. People...like they will follow you for a reason. Like they have to look at it and go, "Oh, I could really use that. I could really use that information. I could use that whatever." There is a reason, so you've got a kind of figure out what that is and you kind of got to stick to that theme. Not to say you can't every now and then post your dog or post your kid. People want to see, you know, especially once they start calling you, they want to see that you're a real person, but it's just kind of like that 80/20 rule. Like 80% of it needs to have some type of theme to it. Two examples of really Instagram accounts that look pretty different: one would be Angie Bellemare and she's one of my coaches' coaches. She's my coach Ashley's coach and she finished number four last year. So Angie Bellemare, B - E - L - L - E - M - A - R - E, I think that's it, and she's like...she gets photography. She knows how to position things, how to find great light. She is so good at this, okay? So she's like the perfect example. So Angie Bellemare on Instagram. Check out her photos. I'm not saying you have to be that perfect. I certainly am not, but it's just something to go, "Oh, okay, I kind of get what you're saying. Like you've got a kind of angle things and," gosh, take a picture of anything and angle it and suddenly it's cooler, right? Or even yourself, if you just look away, suddenly it's cooler, right? So the other example is Amy Silverman Fitness, Amy Silverman Fitness. Now I want to give her as the second example, also she finished in the top 10, but her photos are not that bright, cheery, everything pink kind of a look, glam kind of a look. Hers aren't. So I just want to show you

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it's okay to have two totally different, you know, lots of different styles. You don't need to have Angie Bellemare's style of glam, pink, shiny, glitter or Amy Silverman's style which is more deep, dark. It's got like a filter on a lot of her photos that just have a certain...call it like a tall, a feeling. Like it's very tropical. I don't know, check it out and you'll know what I mean. It's like surfer, free spirit, totally different than Angie's look and feel, but I just want you to see that it's not that you have to have a certain style or certain personality or certain look. You just need to have a look. So figure out what yours is and just trying keep that in mind and, you know, Amy Silverman's photos are not professional photos. It's just her and her life and check it out. So how you position yourself is huge. It's also, you know, putting yourself out there plus 5%. Remembering I met...not I met. Well I did meet him actually, but Chalene had a guest speaker at one of her academies years ago who was from QVC and...gosh, what was his name? Last name...King. I forget now, but anyway he was talking about, you know, when we put ourselves out there we have to be real, we have to be true to who we are, he said but give it 5%. So I thought that's a really good way to put it. Like it's still you, but give it that 5%. Like, you know, comb your hair, you know what I mean? And yeah, again, people like to see real and raw. So that's why 5%...so this was years ago, so I'm going to add to his 5% and say sometimes do a negative 5%, right? Let the realness show through. Let the know makeup, you know, if that's what you want to do. Make sure that you show both sides because, you know, people want to follow and be inspired by someone who they're like, "Yeah, I could do that," and at the same time they want to know that they can relate to you and can connect with you and that you are just like they are. So you have to have that balance of both. You can't just put all, you know, your highlight reel out there and at the same time you can't put your, you know, everything is a downer, you know? So it's got to be that nice balance. I think most of you get that already anyway. We've been over that so many times. But also, as far as how you position yourself, your bio information. When it comes to attraction marketing, and these are strangers, so your bio information is really important. I feel like it's important on Facebook, for sure, and you should always be friends requesting people. I don't talk a lot about that

that much anymore, but that was huge in my business until I reached my friend max. So once you reach your friend max you can't request people anymore, so I haven't been able to do that for like a few years, that you guys, you should be friend requesting people all the time and have a reason for friend requesting them. Check out their profile information. Have a reason that you want to follow them because you know they are really into horses and you love horses or you know they're really into interior decorating and you love interior decorating. Have a reason so that you have something to talk about once they accept your friend request, so it's not just weird, right? Or it's a friend of a friend you've met before, so you're just friend requesting them. But in your bio, you know, you should, you know, that you're the CEO of your own fitness business or however you want to put it. I wouldn't put Beach Body coach, okay? That's just like a lot of people seen your a rep for a company and they just assume you're going to make sales to them or try to push them in the things and so I would just say CEO of [jenellesummers.com](http://jenellesummers.com) or fitness support coach or online fitness coach or however you want a title yourself, but I would just put Beach Body coach. Now I do think that once you become like a Diamond coach, I think say that, say Diamond Beach Body coach. I really think that's important. This is all up to you; I'm just giving you my two cents on it. As far as Instagram bio, you need to...check on my Instagram bio because I recently updated it. In doing all my research for this training, I was like, "I need to update my Instagram bio." So look at my Instagram bio. I added my Snapchat, you know, name, which you don't need to be on Snapchat. Snapchat really isn't attraction marketing; it's more connecting with people who already do follow you. So you might not be at that point yet. Again, if you're aggressively building your following, Snapchat is not where, in my opinion, where you like aggressively build your following. It's where you kind of aggressively connect with your following. So...but your bio on Instagram should have a place where they can like reach you. So I added to my Instagram...I couldn't believe it wasn't showing before, but my email address so they can reach me and also my [jenellesummers.com](http://jenellesummers.com) website. So whatever it is for you...maybe it's your...it used to be for me, before I had my website, I had...it

would link to my personal page on Facebook and said, "friend request me," and had my personal page on Facebook. And in fact, I did that for years. Like even when I would do a YouTube video, I'd say, "Friend request me at Facebook.com/turbosister." That's my personal page and then once I opened a like page and I maxed out on my personal page, then I was on every YouTube video and on my Facebook posts and on my Instagram, I was constantly telling people, "Like my page and let me know in a comment that you just liked my page," so I was constantly feeding them to my right page. Feed them somewhere where you can connect with them. So whether it be your personal page or your like page and the reason I send them to my website is because when they get on my website, it right away asks them if they want the Foodspiration e-book, so it asks for their email. Or if they wanted beyond my me their email address and I have a way of connecting with them. So number one was how you position yourself. Number two is how you make people feel and I'm only going to go through five and then the rest of these won't be that long. How you make people feel...so are you making people feel that you are relatable? Are you being kind and empathetic with them? That is huge. When I look at...a lot of times coaches will give me screenshots of their conversations and a lot of times it's just that there's not enough kindness and empathy being shown. So just a very quick rule of thumb is that anytime someone says, "Oh, I just know if I can afford it. I don't know if I could swing it. I don't know if I have the time," very first thing you have to do is validate that concern, validate that feeling because whether that feeling is based on a preconceived notion that they think Shakeology is a protein shake or they think this business requires a \$1000 investment, or whatever preconceived notion they have, the truth is they feel this way and the truth is you might've felt that way at some point. I know when I first heard about Shakeology, I thought it was way too expensive. So I say that, "I totally understand how you feel. I thought the same thing." When I heard the price of Shakeology, Matt and I literally thought it was mistake. Like, we were like, "A protein shake?" We thought it was a protein shake too. We were like, "A protein shake for that much?" We didn't understand Shakeology. We didn't get it so I relate to people who also don't get it and also initially

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think it's too expensive. So the first thing you can do is show kindness, show empathy, do lots of smiley faces, lots of compliments, you guys. Compliments go so far. You know if someone has a great profile picture, "Oh my gosh, I love your profile picture. Oh my gosh, I love your name." You know that's one thing I love to do is compliment people. It makes people feel good. I can always find something good to compliment someone on. Compliment people. Smiley faces. Use full sentences. When you're talking to people in inbox messages...I don't know if a lot of you use like where your lives on messenger where like you type out a sentence and you hit enter and it immediately sends; whereas if you're in your other mode you can hit enter and not hit send, so you've got like, you know, a few sentences. I prefer that because I don't want people to think I'm being short and brief and like don't have time for them. So I hate to say it, but use full sentences. Like people like need to know that you're professional and this is your line of work this is your business and you need to fully understand their situation in order to be able to help them. "Do you like working out at home? Do you like working out at the gym?" You know? And really going through this just as a consultant, a professional consultant, would do. So you have to really make people feel like they are in good hands; they are being cared for. Think about how you're treated at a doctor's office and how they ask you questions and maybe think of a good experience and maybe think of the bad experience and relate that to what you do. And then also just in your inbox messaging and also in your comments of your own posts on Instagram and Facebook, how do you make people feel? Like when they give you a compliment, how you compliment them back or how you, you know, say thank you and how you thoroughly try and answer a question and then ask, "Did that answer your question? Does that make sense?" Just the fact that you really show in all that you do that you care. That is seen and that is felt and that is a part of your attraction marketing. In other words, when you do finally asked someone, "Hey, have you ever considered coaching?" or, "Hey, have you ever considered trying Insanity and being in my challenge group to help you keep accountable to it? I know you said last time you tried it years ago and didn't stick to it. Have you ever considered trying an accountability group and being able to stick to it this time?" When you

ask those questions and do those invites it so much more appealing to them if you've done this other leg work where you've built up trust and credibility and influence. But if you haven't, then those questions, those invites don't go over very well. They're not very well received. So number three is creating trust. So I just kind of touched on that. When it comes to inviting people to challenge groups, free groups, whatever it may be, if you have not built that trust, then the invite is not going to go over well. So how can you really increase the amount of trust people sense with you? Number one is practicing what you preach. If you're constantly, you know, putting up workouts and healthy foods and yet you're still not seeing results yourself because you still have not tackled your own demons, your own, you know, bad habits, or whatever, people start to lose trust and you start to lose credibility. You start to lose influence and it's just the truth. You have to be practicing what you preach and so you have to have a really hard conversation with yourself. Are you working on yourself? Are you working on your business more than you're working on yourself? You've got to be working on yourself and showing with your actions because your actions speak louder than your words. There is no doubt about it. You can put whatever you want out on social media and people will know if you're really practicing, over time, they will know if you're really practicing what you preach or not because if you are practicing what you preach, they will see changes in you, whether it means you're now able to do 10 push-ups on your feet versus one or you're able to do pull-ups now versus you couldn't or you've lost, you know, 10 pounds versus you hadn't before. They will know because your actions will have spoken louder than your words and that builds trust from people and credibility and influence, also being honest. So this also goes along with creating trust. When I was at QVC the last time when we were doing a show for PIYO and in the hallway they have all these like different quotes up and one of them was about the anti-self. And the salespeople at QVC are like the best. They're like super talented and there was this one quote up on the wall about the anti-self and it was basically saying...I don't remember what it said...I wish I did. I took a picture of it, but I couldn't find it. It was basically saying that like you don't love everything, so be honest about that. And it's very, very

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true that that goes a long way with people when they can see that you're just simply being honest about what you like and what you don't like. And I remember when I was looking into coaching and doing my research and looking at YouTube videos and trying to figure out like who are the successful coaches, what are they doing, I came across a video of a successful coach and she was going over this whole line of supplements from different companies and some from Beach Body and she was saying what she uses, what she doesn't use, why she likes this, why she doesn't like that, and there was one Beach Body product in particular, I remember, that she really didn't care for. And she was just super honest about that, didn't make a big deal about it at all and I just thought, "How cool is that? Like I really trust her because she could have easily just said, 'Oh, this is a Beach Body one and so of course I love it and it's the best,'" but she was like, "Well, it's..." you know, she just was completely 100% honest about it and right away I was like, "I like her. Like she's super...like I feel like I can trust. Like I feel like if I were to join her, she would be honest with me. Like she just comes across as that type of person," and so those kinds of things go so far. Also in creating trust, you have to show respect for yourself and your time. So you don't just take anyone into your group. You don't just take anyone onto your team. You don't just send anyone to your website to buy. You really take a lot of respect for what it is you do in giving the right tools to the right people and asking questions and respecting your own time and, "Hey, going to give you this information, but I'll do it in the morning. You know, I'm not working this evening. My son's birthday..." or whatever. Like just showing people that you respect yourself and your time and that those really far too because it shows people that, you know, that you are a professional. Number four is creating culture. So creating culture for this community of coaches and also for your team and your brand. So it's about doing shout outs for others, you know, uplifting other people. So shout outs for your challengers, shout outs for even other coaches that aren't on your team. I recently did a shout out on Instagram for another coach that's not even on my team, which is showing that you believe in uplifting others, which hopefully you do, otherwise you wouldn't be in this business. So doing those kinds of things outwardly and in inbox messages too, again, it's

just another layer of influence and trust and credibility that you are building for yourself. Also sharing on social media and even sharing, you know, stories and inbox messages and emails and such of team activities and things that the team does together and things that you enjoy: Super Saturday, maybe it's Zoom call, maybe it's team training. Whatever it is, don't forget about all these. Be grateful and be very conscious about all these great things that we have and don't be afraid to share about those things to promote the culture of what we are a part of and that helps your influence as well.

Number five: creating an urgent appeal. That definitely gives you more influence when you're like, "This is my last call," or, "This is my last one," or, "My groups always fill up, but this one I've got a couple spots left." That urgent appeal where someone's like, "Oh gosh, I need to do this now." That excited feeling that you should have about whatever it is that you're promoting and that's what gets people that feeling of, "Oh, I better not wait till tomorrow," right? Because I'm the queen of procrastination on like everything unless I have this urgent appeal for some reason. Something has to give me that urgent appeal in order for me to do it because otherwise I'm going to do everything else instead of that. Most people are like that. So give people that urgent appeal. "This is the last time I'm going to do it. This is my last call. It's almost full. This is a one-time deal. I'm extending the deadline this one time only." Those kinds of things, of course there better be truth behind it, but, you know, make sure that you give that urgent appeal. So I wish I could see your questions. I can't. So definitely asked me your questions in the Coach Success Facebook group. I hope you enjoyed this training and I hope that will have an amazing month. We've got a lot of exciting things coming our way and our businesses this year with new products launching, with new nutritional supplements launching. Were going into another international market. So super exciting time and I know a bunch of people are pushing for big goals before Summit. I can't wait for Summit. Oh, and then Punta Cana. That's coming up. That's like a month away. So anyway, thank you so much for getting on and let me know if you have any questions in our Coach Success Facebook group and make sure that you add your own coaches into that group, okay? Make sure you're adding your own coaches into that group and if

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they quit the business, make sure that you remove them from the group as well. Thanks so much guys. Have a great rest of your week.

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