

Team Hardcore Call Transcription March 30th, 2017 - Angie Bellemare “Branding Yourself to Attract Your Dream Team”

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00:00:01 Jenelle: Hey there you guys. My name is Jenelle Summers and this is the Team Hardcore call in today's March 30th, 2017, and we've got a special guest speaker. I'm very excited about this topic. It is one of those topics where everyone is like, “Yes, this is exactly what I need,” because it's a critical, critical thing in our business is to be building our teams and to be building our teams not with just anyone, but with people who are like-minded that we love working with and we love seeing them succeed and it's like our dream team. So that's what this call is about. So I'm going to introduce you to our guest speaker in just one second. I just want to say that this is the end of the month, but you still have tomorrow, right? There's 31 days in March, right? So you still have tomorrow to still finish...today and tomorrow to finish your month strong and trust me, if, you know, you might be thinking, “Well I'm at Success Club 0, so like what's the point?” But everything that you do, like the follow-up messages, and the one-to-one connecting with people, and, you know, even if it's people that you maybe haven't talked to him, you know, 5 to 6 months or maybe even a year, looking at that list of people and just reconnecting and, “Hey, how are you doing? How are your workouts? I know you are doing such-and-such program a year ago, how are things going now?” Just those conversations could result in you actually hitting Success Club Friday and the month or becoming a higher rank by the end of month, but also, obviously aside from the fact that you're helping someone or helping people, but a lot of those conversations end up, you know, turning into something else like a month later or two months later or three months later. It's never a waste of your time to be reaching out to people and wanting to help them and reconnecting. So make sure that you are working from a list and connecting with people. So what I want to talk about on this call or what our guest speaker is going to talk about is branding yourself to attract and recruit your dream team. Isn't that dreamy in and of itself? Like that's what

we want. We want a team of people that we want to work with and so to speak on that topic is one of the top recruiters if not the top recruiter in my whole entire down line, Angie Bellemare. And Angie, you know, I can see in my online office white, you know, who's bringing who onto the team and it's just like Angie Bellemare, Angie Bellemare, Angie Bellemare, Angie Bellemare. It's just like over and over and over and the people that she brings on her team they are just these awesome women who are just like her and she's so good with training and she's so good with developing her team. So I don't want you to think for a second that she just liked brings on all these people and then leaves them hanging. She is where she is because she brings on like-minded: she develops them; she gets them started right. She trains them and she's very smart; she's very business savvy and she's very smart and she's very good at training. So I'm really excited. She lays it all out there. She doesn't hold it back. So I'm really excited to learn from her and for you to learn from her. I'm all ready did take notes. Last time she did a training for as she did it regarding sneak peeks, I believe it was, so that's in my online, you know, training jenellesummers.com. You know, log in with the username "teamhardcore," password "fitness." You can find her last training there. It was amazing so I have no doubt this one is going to be as well. Angie is married and she has the cutest little dog named Carl. If you don't follow her on Instagram or Facebook or Snapchat, you should. You'll get to see a lot of Carl. And she is a 12-Star Diamond and she's number four right now in the company. So finishing last year 2016, she finished number four in the company, which is obviously amazing out of how many hundreds of thousands. What is it? 450,000 or something coaches? She is a three time Elite coach and she is of course a Success Club 10 Legend and I just adore and respect her and I'm so excited to hear from her today. Angie, are you there?

00:04:08 Angie: I am. Can you hear me okay?

00:04:10 Jenelle: I can hear you just perfect.

00:04:12 Angie: That was like the most beautiful introduction. Thank you and I'm so glad that Carl is being quiet. Notice how my doors closed and he is not invited in the room.

00:04:19 Jenelle: Oh, we would love to see him if he comes in, so no worries.

00:04:23 Angie: He's ridiculous. He's like a tiny terror. He's cute and all, but crazy. Thank you so much. Honestly it's so funny like to hear you talk about old calls that I've done. I remember the first call but I did for Team Hardcore. I was so nervous and I had all my notes like on my wall and I made my husband leave the condo and take Carl. It's just so funny like how you grow as a person in this business so much because I literally just like popped in here and I'm ready to go. I'm cool as a cucumber. It's so funny how much you grow because that literally was like my first guest speaking appearance...

00:04:54 Jenelle: And that's awesome...

00:04:55 Angie: Is it cool if I share slides with you guys?

00:04:57 Jenelle: Of course.

00:04:58 Angie: I have so much to share right now. So...okay, there it is. This is in part the stuff that I shared at Super Saturday in Washington last time and it was straight gold and I feel like that was for such a small amount of people and I was like, "This is too good not to share it with everybody." And like you said, I really do kind of bring the goods. Like I give it all because I don't see the point in just holding it to myself. Like anybody can really do this and I started this business so shy. Like so shy and then that was actually something that helped me get signed up whenever I listen to something that Jenelle had said as like a getting-started-as-a-coach type of training or welcome-to-the-business type thing and she said that she was so shy and I was like, "I'm so shy. So I can totally do this then," and that alone gave me so much confidence and a new that I could build this business on social media and that I didn't have to let go door-to-door and make cold calls and present in people's living rooms and feel all icky and whenever I kind of got the swing of that, that's when so many things exploded for me and one of my biggest, I guess, aha moments is when I started to find his love for building my team and I never thought that I would do that. Like it's so funny that you say that Jenelle about like how you

can see in your back office... and I always wonder. I'm like, "I wonder if people can see this?" Because it's very much timed and I'm going to share with you guys exactly how I know when I'm going to hit Success Club 50 and how I'm going to hit 100 and those are literally as a new coach, I was like, "I can't even hit 10, what are you talking about 100?" And I used to hear about these mystical unicorn coaches that would Success Club 100 and I can tell you I'm at like Success Club 118 right now and my goal this year, is a big goal, is to hit over 100 every single month. I don't know if I'll do it, but that's what I'm aiming for and I hope to share with you guys basically exactly how I have done that and that is definitely the compound affect three years time span of not giving up and continuously doing these things that I'm going to share with you guys, but I want you to know that it is possible. Like if little old shy Angie can do it, anybody can do this. So hopefully you guys can use this as your master game plan for social media because I really think this is where it's at and this goes for any platform. So I want to share...can you guys see? Yeah, perfect. You guys can see.

- 00:07:08 Jenelle: Angie, can I direct you for one second? First of all my jaw has already dropped a whole bunch of times, but secondly can you tell them how long you've been coaching?
- 00:07:19 Angie: Yes, absolutely. I've been a coach for 3 1/2 years. So I signed up in 2013, like midyear. Right before Summit actually. And this is a really good tip for you guys falls at a perfect time, if you are not signed up for Summit, oh my gosh, like go, because as a new, new coach I had signed up right before Summit, like May 31st I think it was, and I really didn't do anything in my business except for sign-up to go to Summit and honestly guys it was nothing more, like I'm not trying to come up like I knew how to grow my business and I wanted to go to all the trainings. I didn't even know that there was trainings at Summit. I just wanted to do Turbo Fire live and Go to the Core. That's all I wanted to do.
- 00:07:58 Jenelle: That's so funny and you guys, Angie and I are probably...I mean it's all kind of tentative right now, but it looks like we are both going to be doing some speaking at a training that we're going to have for the

whole down line on Thursday probably from morning until noonish on Thursday at Summit. So FYI on that.

00:08:17

Angie:

I'm so happy that you said that. I wasn't sure if we were allowed to announce it. So yes, I'm super, super pumped about that and those type of events were the things that changed my business. Even being like the little shy me, going to those things and seeing people like Jenelle that I had seen on social media and I was like, "Oh my gosh, I could never do that," and then meeting these people. Like Mindy Lawhorn and Mindy Wender and a lot of Mindys and I just thought like, "These people are so normal." Like they're amazing, but in person you're like, "I can do what they're doing," and that to me was the biggest thing I took away from Summit. So a couple of months later, that's when my business kind of started to build. So 3 1/2 years, I would say is how long I've been in the business. But yeah, go to Summit if you can. So what I'm going to go over today just to give you guys a quick idea and to get you kind of pumped up. I really do feel like this is the stuff that people do want to know: how to build your brand on social media, anywhere on social media; how to construct the perfect profile. So I'm going to give you the exact recipe of how to do that will really do decide, as sad as it is, people decide within like 10 seconds or less whether they're going to follow you. So I'm going to show you how to get the people to hit that "follow" button. Know where you should share on social media based off of what you're good at, based off of what you can stay consistent with, and based off of where people are, for the love of God, and also how to find your type of people. Like I find it absolutely insane that I have a team now of...we hit 3000 people last week, which is super exciting that it all kind of started with one and I used to hear about these teams that were like massive and I know that it's probably nothing compared to some teams, but for us, like to hit 3000 people, knowing that that started with me and that all these people are so like a little family and we are also similar to each other, it's almost scary. So how to find your type of people. How to speak to your future challengers and how to invite them and how to speak to your future coaches and to actually invite them. So I always get that question. Like, "How do you find people and how do you get people?" And I kind of hate that question because it sounds like I'm almost tricking

people into it, but I will answer the question in like the right form because it really isn't about trickery or like any type of sales pitch and that's the furthest thing from what I do. It really is about how to speak to that specific person and then pull out that right hook or however Gary V. talks about it. So one thing that I truly believe in and this is something that I feel comes up so often for me in presentations, but I think it's because I've just gone through it and narrowed it down so specifically in my own business and that's just kind of figuring out how to peel back the onion and sharing the stuff they you legit love. Like even if that's weird and you think that it's weird, it's not. That's the stuff that makes you so human. So for the longest time I had actually held back on sharing a transformation because I didn't have one. Like I watched all of these coaches that had these amazing transformations and I had actually gain weight. Like I was a little skinny thing that had all of the internal issues of someone that like was totally unhealthy, but on the outside I appeared healthy. So I had tons of people being like, "Well when you mean you're getting healthy and fit now? You're already at a goal weight," and I really wasn't. So I held back. Like I gained 5 to 10 pounds on my Beach Body journey when I started at [unintelligible]. We're a weight loss company. How am I supposed to share that, right? So I kind of held back on that for a long time and when I started to peel back the onion and I just shared my what I call my skinny too strong journey, that attracted my type of person. The other thing that I had so much trouble sharing for the longest time was not only like the girly side of me, like the excessively like pink and all that type of stuff, but the Disney side. That was something that I held back because I was like, "People are going to think that I'm a child," and that is the thing that attracts so many people to my page and to me as a person. They can relate to my goals because a lot of my goals are centered around Disney. You know someone that isn't part of like our team or someone that I would attract might find that excessively strange, but the people that I just tend to attract find that incredibly inspirational and I feel like that's so cool and that's just based off of the stuff that, you know, I kind of was most scared to share. So anything...like you can make this list as I'm talking. Like anything that the hobby of yours, a passion, an interest, something that motivates you, your daily life. Like me

sharing Carl is, you know, that's just a part of my life and people seem to be massively entertained by it, but that's just the behind-the-scenes. Any skills that you have, you guys, I have a ridiculous ability to find the best [unintelligible] cocktails in Disney World. That's a skill and I share that to love it, but think that it's weird, like if you're awesome at like planting tulips in the spring, then go for...I don't even know if you plant tulips in the spring, but if that something that you're great at, that's the stuff that makes you human. You know, you sharing your shake every single day and your workout every single day, makes you into a coach, but you have to share what makes you human and relatable because your target audience is not currently drinking Shakeology and doing the work out every day. So it's not that relatable; it's inspirational, but it's not something that they can relate with you on. So the other thing is knowledge obviously and just figuring out what truly makes you you, like to your core, and be vulnerable about it. So these are some things to help you get there. So how you can brainstorm that and asked some questions to kind of get the ball rolling on it and honestly I encourage you to either do this as I'm talking because I am all about multitasking. I know that you're not supposed to be, but I am all about it. You know, when the juices start flowing I feel like that's when you start to get excited about your business and this is the type of stuff that genuinely, for me, took, you know, the edge off of inviting people and like that...the scared factor of like judging myself and other people judging me and all those fears and whenever I pinpointed this specific person and this specific type of I guess avatar that I wanted to invite and have on my team, that's when stuff started to change for me because I could picture her life being changed. I can picture what would come in the future. So some things you can ask yourself: what have I struggled to overcome? Like what struggles have you overcome yourself? What inspired you today? If you guys are on this call or you've done personal development this morning, like I want you guys to now my computer is legit covered in personal development all the time. I just got off my...I listen to personal development while I spin. So I'm listening to *Master Your Inner Mean Girl* or *Master Your Mean Girl* and audio, great book. And then I just listened to Gary Vanderchuck's Summit presentation for like the 15th

time and that's how I started my morning. Like if you did some personal development this morning, that's the type of stuff that inspires you to move forward today and that's the type of stuff that I share. How did the old you think? I want you to know that your target person, hands down, is you before Beach Body. So like Angie B. B.B. is who I'm targeting 100%. It's not me now. It's not the girl that maybe has a little less trouble pressing play or a little more confidence, it's Angie before, the person that was terrified of everything. That's the person that I'm trying to attract and talk to, you know, and I know what will motivate her to get started. So what motivated me to make a change? Because that's the thing that's going to motivate your target audience to make a change. What am I excited about right now? You guys, if you're going to be in Punta Cana or if your team is going to Punta Cana or you plan on being on next year's Success Club trip, like that's the type of stuff that you should be sharing, like the stuff that you have as goals for this year, the type of stuff that you're excited about. What's your biggest excuse right now and what is your plan to conquer that? I always share stuff like this. Like I always kind of match an excuse or a struggle with a plan to conquer and I always end of post like on a positive note. I never just leave it on, you know, "My house burned down today and then my dog ran away and then I stepped in a puddle and I lost my mail." Like I don't ever do post like that is that add zero value to anybody, but if you've had a really bad day or struggled to press play and you shared how you overcame that, that's something that super inspiring to people. And then how have I grown since yesterday? This is kind of my new theme of the year. How can I be 1% better? Like 1% better than I was yesterday. You know, maybe push myself a little bit harder during my workouts, post a little bit more on social media, be a little bit more vulnerable, check and more with my team. You know, that type of stuff. Do a little bit more PD. I don't know if I already said that, but those types of things, to just grow myself every single day. And it's not about being 100% better every single day because you're not an alien. It's just what you can do a little bit every single day and that's kind of the idea of *The Compound Effect*. I don't know if you guys have ever read that book, but it's phenomenal. So here is the real stuff. I wanted to give a shout out to one of my top coaches. I think she is my top

coach, technically. She's currently ranked in the top 10 as like this year right now and she finished I think number 20 last year and she grew, listen to this, over 20,000 followers on Instagram last year and I asked her. I said, "Emily, like how does one do that?" Like I've done it, but I feel like I did it more gradually and Emily just like came out of nowhere and blew up her business and, you know, totally exploded on Instagram and I was like, "What did you do?" And she said, "Well the days that I post like three or so times a day is good and I gain followers and a gain engagement, but the days that I post 5 to 6 times a day, oh my gosh. Like total traction, total engagement." So note that, you know? And also note that it's not just six crappy posts that are being put out there. I have this hash tag that I share with my team all the time called "#stopthesloth." How a lot of people post their "healthy food," and you know what? It looks like healthy food. It looks narsty and I just think when you're going to share the healthy lifestyle, you know you've got to make it appealing and I feel like Emily does that beautifully and you can see her page. When you land on her page you can see what she's about. She shares the things that make her her. Like the legit stuff, and you can also see how me and her are really good friends because our profiles definitely looks similar in her content is good, like it's really good. So she's someone to definitely look at. And that was something that Jenelle kind of said at the beginning and something I'm super proud of. None of this you guys is stuffed to just bring on people and recruit, recruit, recruit, just to build your recruiting numbers. I don't believe in that. Our team had five Elite coaches this past year, six including me. That's a lot. That means that there's a lot of six-figure earners that are being built up, a lot of team leaders, a lot of people that are kicking butt. And I really think that this is the recipe and it's all about duplication. Like if you can share with your coaches and how to build on social media and how to kind of overcome your insecurities and your fears, that's what creates a strong coach. That's what creates an Emily. I feel like everybody wants an Emily and asked how I was for the longest time. I was like, "I want another Angie. Like I feel like I'm working so hard and I want to coach," and then you'll start to have these people, but you'll never recruit someone that...I hate saying like better than you, but you need to be at a certain level of growth to recruit

that rock star and you need to be doing the things that you wish your coaches would do. You need to do it first. So if you wish that your coaches with hit Success Club or you wish that your coaches would post better content, they are watching what you're doing more than they're listening to what you're saying, always. You can do all the trainings in the world, but I think that when you start to really take yourself into account and what you're posting, that's what makes the biggest difference. So like I said, people are going to decide in like 2.5 seconds if they want to follow you. So you need to assess what your profile looks like. So by profile I mean what that says and for the love of god, if it says, "beachbodycoach.com," or, "Visit my Beach Body website," that's what you do. It's not who you are is a human being. That's what makes you the same as every other Beach Body coach. You have to figure out a small list of the things that make you different because that's what you're selling. You're selling you. Your selling the opportunity to be fit best friends forever with you and that's, I think, what Emily has gotten so, so good at. Sorry to plug her. She's probably on this call to and probably totally embarrassed because I always build her up, but she's so awesome in such a hustler and that shines through on her social media. So that's one thing is your actual profile and then your last 30 or so posts. This can be on Instagram, on Facebook, but just go on to your profile right now, while not right now, after this call and self assess, "Would you follow you?" Like if you just have a bunch of shared posts or copy and pasted stuff from Pinterest or things that don't really depict you for these things that are about you, then nobody's going to know who you are. And also it has to be appealing to the eye and they truly, truly believe that. So both Emily and I are still growing our accounts and they kind of grow...like the numbers have gone up since I screen shotted this post even and I think that that's really telling. You know, to constantly be moving forward.

00:21:18 Jenelle: Hey Angie, can I stop you from one second?

00:21:21 Angie: Yeah, I figured you were going to.

00:21:22 Jenelle: I'm sorry. On that previous slide, if you can show that again. Okay, so I wanted to point out how, you know,

clean that profile, that bio looks, you know, with the list. And it had some people asked me, "Well, like how do you do that on Instagram and your bio," and some that are new to Instagram might not know this, but I don't know about you Angie, but I just type it all out in my memos section, the memo on my phone and then I copy and paste it into, you know, when I'm editing my bio.

00:21:54 Angie: Exactly, yes. I'm really glad you touched on that actually.

00:21:58 Jenelle: Yeah, makes it look a lot prettier and you have the space to do what you've done is you get like 150 characters and I know at one point I thought you had to like upgrade to a business profile in order to be able to fit it all in, but I don't think you have to.

00:22:16 Angie: Yeah, exactly. You don't. You just need to use your notes and then you just copy and paste them in there.

00:22:20 Jenelle: Yup. Okay perfect. Thank you. That's awesome.

00:22:22 Angie: No problem. All right, so the next thing and I know that I'm kind of going on and on about Instagram and I feel like his coaches we'll see certain...like I know for me and that's why wanted to touch on Twitter first. As a new coach I have listened to a training, I listened to every training by Mindy Wender, but I thought that it was like the end all, be all to be on Twitter because she talked about Twitter and I was like, "Oh my gosh, I can't fit," as you guys can tell, I talk a lot. I talk really fast. You think a girl like me can fit her thoughts into like what is it? 140 characters or 250? I don't know. Impossible. So I tried Twitter and it's so funny that like years later I actually met Mindy in person. She gave me such a good piece of advice. She said, "You're going to be looking at all the shiny objects from other coaches doing Facebook and doing Instagram and doing Pinterest and doing Snapchat. You have to figure out what you're good at and what you can stay consistent with because you're going to go crazy. Just because Melanie Mitro is doing blogger and killed it on her blog, I think she does Word Press, kills it on her blog, and you've got like Amy Silverman killing it on Instagram, and you've got Bonnie Engle killing it on Facebook, you know, that is something as a new coach that killed me because just so much comparison. I actually did a live video, I think it

was like the day before yesterday on comparison and how like if you're always looking left and right, you're never been to move forward and you have to take a platform that works with your strengths. So I use the doughnut example because I absolutely love doughnuts. But this is just a clear depiction of exactly what every single platform is and what it means. So for me, I just want to give you guys a back story is the reason why I kind of cling to Instagram, the first reason, to be totally honest, is I have this massive fear of sharing any of this with my warm market. Usually we are told to talk to our warm market. My cold market was less scary than my warm market and they know that that might sound weird to some people, but I actually built my business the opposite way. I went out into like a world of people that didn't know me first and then I built up the courage to invite the people I knew after that and maybe that helped me. I don't know, but where no one was that I personally knew was Instagram. So I kind of went and hid on Instagram, but I was committed to growing it. That was the thing. And I know that so many coaches and I hate this because so many coaches will hear about other coaches on Snapchat and they'll think they need to be on Snapchat. Yes, you do, but if you have two followers on your Snapchat, nobody is seeing it. So don't go and hide where no one is. You have to be dedicated to growing our platform. So for me on Instagram, I was so dedicated to it and I'll tell you guys exactly what I did to grow it. I've done this for 3 1/2 years and, by the way and this is not a plug, but it is, and I'm not paid to say this – Instagram Impact Academy – yeah, I get asked that all the time. “Did you really do that and is testimonial really true?” Yes, 100%. I have like maybe 1000 followers as a new coach and within a couple months I did Instagram Impact and my followership grew. And I'll tell you guys one thing that I learned on there. It was like the 5:3:1 rule. And it's so funny because I was kind of already doing that I just didn't have a name for it, nor did I do it back consistently, but once I heard about it from Chalene I was like, “Okay, this is on.” So what it is is you...you basically target your potential coaches. So you have this idea of your ideal avatar and you go through Instagram and you set an hour. Like I would set a timer and I usually did it when I was either going to have like a bath or I was watching TV, just a mindless activity, and I would go on Instagram

and I would go like on people's pictures. I would click on five different of their pictures and like five different pictures and then I would comment on three recent ones, but authentic comments. Don't do like the love with a heart because that just makes you look like a robot. And then if they were really awesome, I would follow them. And I did that forever, like forever, and I still do that. And you want to know the funniest thing? When I asked my coaches in our Getting-Started-Right Call, this was one of my questions, "Where did they find me?" And a lot of them will say, "Oh, well you followed me on Instagram a while ago." Isn't that interesting? So that's how I've done it and that's also how I've grown a loyal following not just like a following of people that just kind of disappeared. So that's one thing that I've done on Instagram, that you can do that on Facebook. You can do that anywhere. But I want you guys to know that for me Instagram was something that I knew that I could build. I was passionate about photography because I studied architecture and the whole artist side of it was really, really big for me. Like the visual love of the pictures, like taking pictures, was something that I like and I just think that so many coaches will go on to Instagram because there's other...and they just think that they need to be there, but unless you know that you can stay consistent with it and grow it, that's where you need to assess which platform to be on. Some know where you're going to be and know where you're going to share stuff and I just think that that's so important and if you want to share that one platform out to another one...like I'm still on Twitter. And I actually tweeting? No, I just share out my Facebook posts to Twitter. And same thing with my Instagram posts, I just share that on Facebook. And you can pin it and then I'll hop on Snapchat a little bit. And right now, I'm telling you guys. You heard it from me first. I love YouTube. Like it's my newfound love. I'm kind of almost cheating on Instagram with YouTube. Love it. And blogging...you know, I feel like you guys need to know this, I've already told you that I am at Success Club 100 and something...I don't have a website. If you go to Angie Bellemare Fitness right now, it's empty. It's just like. There's nothing. So if you stopping yourself before starting, you know it's the start that stops most people. If you're not getting started in your business because you don't have a "real website" and that was me. I don't have a website.

I'm a top 10 coach that is at Success Club something and I don't have a website, like a real website. It's down right now and it's been down forever. I don't use it and I feel like that's true proof. Like stick to what you can be consistent with and what you truly are passionate about. I heard this from Gary V. and I think that it's so true in terms of how to create content and how to generate content for your business. Stop trying to calm you know, rack your brain with the whole 3+ times a day posts and just trying to get stuff out there. If you were to just document their life...so perfect example of this. There's two videos that I put out this week on my YouTube and it is a lot of work to get a YouTube video, but I do love it because it's so rewarding once it's up. One video I did was how I plan my day. I just documented...like I would've been filling out my planner and I have a whiteboard behind me...I just filmed myself doing it and I put that up on YouTube. I edited it a little bit and I put it up and I just documented what I did. And then yesterday I started The Asylum and I just documented myself like getting ready for my work out. I showed people my Snapchat glasses. I got dressed for my workout, went downstairs, showed them a couple moves, and that's the YouTube video. That, to me, is documenting not creating because you're not really staging content. It's your real life and that to me makes it so much more fun and relatable for people to watch you, but also more fun for you. You don't feel like you're kind of clocking in and clocking out. Like, "Oh, I have to put up another Instagram posts now," or, "I have to do a Facebook post." It really just becomes part of sharing what you're doing and it's so much more inspiring that way and also so much more real. So I want to share with you guys how to find your people, how to find your tribe. You know I don't know if you guys have a goal of doing a team retreat one day...that was something I always wanted to do. I always wanted to do a team retreat and I always pictured myself doing it with people that I really, really liked. I'm like, "The last thing I want to do is recruit people that, you know, and later heck out of me and that I don't get along with," because I just recruited anybody. You know I make it a point to build my team with people that I truly love and that I would love to go on a team retreat with and hang out on the beach with for a weekend and really reward these people and that's something I always think about.

So when I'm looking for people, whether that be for my challenge group or for my team, I always make it a point to be myself first because if you're being someone other than yourself, you're going to recruit people that don't really get you and you know it's going to happen? They're going to sign up on your team and be like, "Where did she go? She's like a different person. What is this?" And you're just not going to click and therefore that could stop their growth as well. So I just feel like being authentically you and you know, if that's a little bit weird, then be a little bit weird because I'm definitely strange. Like if you've ever seen my life videos a lot of people think that I'm funny which honestly is the biggest compliment in the world. My husband thinks it's hilarious that people think I'm funny because he's like, "She's just insane." But it's like the biggest compliment to me because I'm just weird, but when that hilarious and endearing I think it's just because I kind of taken that wall down, whereas if you were to look at one of my oldest YouTube...I can't believe I'm telling you guys this because I don't want anyone to see it. My old, old YouTube videos, I made them is a new coach and you can see just how much I was going over stuff in my head and how insecure I was if I can use that word, but the point is, I still did it and I got better and I didn't want to go live on Facebook and I did it and I got better. And one thing that I committed to doing that really, really helped me grow my business, and you guys can do the same thing, it's kind of the same idea as, you know, watching what your coach is doing well rather than listening to what they're saying. And I saw my up line coach Ashley who is a personally sponsored coach of Jenelle, she documented all 21 days of her 21-Day Ultimate Reset. And so when I signed up as a coach, I'm like, "Well I'm going to do the same thing," and I did that and the videos are awful and they're still there, but you know what? I grew from and I think that just being unfiltered and being you and sharing your life and just trying to be yourself as much as you possibly can, not really caring what other people think as much as you possibly can. You know I do promise you will get better. It's like I said. I was so shy. Like I used to turn red like at the drop of a pen is someone would even say my name. And now, you know, speaking at Summit and speaking at Super Saturdays and speaking on team calls, it doesn't ever really faze me, but if you would have asked me three

years ago, "How you feel about public speaking?" I would have died. Like I literally would have died. So it's amazing to me what this business can do if you just allow yourself to grow. And when you're talking to people on video and I want to give you guys an example...and you know what? I think I learned this from Marketing Impact Academy and I feel like on these calls I always really promote Chalene's stuff, but it's what I do. So I learned this trick for when you are on video. First of all, when you are flipping your phone on Sophie mode, you know when you're filming a video of yourself? Stop looking at yourself in the screen because you're not connecting with your audience. There's a camera hole. Look in the camera hole. And I get that that is super, super difficult. Trust me, I catch myself sometimes too doing it, but that's something you have to work at. Look into the camera hole and picture a teeny, tiny human in there, the human that is either you before Beach Body, one of your most amazing challengers that you so connect with, someone at last set your jokes, and that's why I wanted to use that example. I have a coach on my team that's been a coach on my team for, oh my gosh, maybe almost 3 years now. Her name is Lauren. She is one of the Elite coaches on our team and she thinks that I am the funniest person. She laughs at all my jokes. She understands my humor and she's one of these coaches, and she was my challenger to start with, and she was always one of these people that any advice that I would give her, she would so listen and go do that and I love people that do that, especially if you are going to take up my time and, you know, I'm going to give you my advice. You know, use it and put it into action. That's why I love people like that. So any time that I was doing a video on YouTube or going live on Facebook or anything, I always...I still to this day sometimes do it, I think about Lauren because I'm like, "Well she's going to laugh at my jokes," and it kind of builds you up. If you are just thinking about one person instead of thinking of like the potential thousands that are going to see your video, just thinking about that one person. And also thinking of what you are going to hash tag. And I get this question a lot. I saw this question the other day in a Beach Body Facebook group as well for leaders. I will answer this question. Hash tags: what does one hash tag? Do not hash tag love and don't hash tag, you know, general statements like

that that have a zillion amounts of views on them. Try and hash tag things that, like I said, really make you, you. Like things about Disney, I hash tag everything about Disney. I also hash tag clothing brands that I love. It's basically where Angie before Beach Body would be looking at. Like I am a consumer in my heart; I love to shop. So anything that has to do with fitness gear for all these brands like Gym Shark and I'm probably wearing it. Yeah, I'm just closed in Gym Shark right now, but that's my target audience and that's who I try and target. It's not hash tag 21-Day Fix because that's...guess what? A bunch of coaches that are hash tagging that. So you need to think about who you were before Beach Body or coup that ideal coach is that maybe you have right now or that ideal challenger. And also to not sell; add value always, yes?

- 00:35:19 Jenelle: Hey Angie, I have something about the hash tags. First of all, thank you for bringing that up. I really need to get better about going back to hash tagging. For like two or three years straight I was diligent about my hash tags and it really help me grow my Instagram and I haven't been good about it anymore. So I need to get back to that. So I'm glad you brought it up in the fact that we can't be using hash tags that every other Beach Body coach is using. We got a think those through, but the other thing I wanted to mention is when you're talking about hash tags, you are pretty much referring to Instagram and not Facebook, correct?
- 00:35:50 Angie: Correct. I don't think on Facebook people really search by hash tag.
- 00:35:55 Jenelle: Yeah and I feel like it hurts the traction because Facebook, it seems like and I know no one really knows, but it seems like if you have a bunch of hash tags on Facebook that it actually will hurt it from getting traction. It's like Facebook [unintelligible].
- 00:36:10 Angie: Oh absolutely. I think you're frozen or am I frozen? Oh no, and I don't even have a chat so I don't know if you guys can hear me. I'm just talking on...if you guys can hear me on hopping on Facebook right now to see if I'm frozen. [Silence] Okay, so people are commenting to me on Facebook that they can hear me so hopefully you guys can still hear me and hopefully this still keeps

everything recording because I think it's Jenelle that's just out. You guys let me know, like my coaches that are on. You aren't frozen Jenelle. Okay, so keep going. So we were talking about hash tags...am I frozen? Okay, seems like you guys can hear me. So hopefully everything is good. Yay, awesome. Thank you to everybody that just messaged me. That was very helpful. So we were talking about hash tags and I'm going to keep going here. Okay. So I want to share with you guys some actual like real life examples of exactly how I speak to people and this is kind of like the...I don't want to call it the calm before the storm, but this is how I invite without being so direct and salesy. And you know sometimes you see these posts that you're just like, "Ick, that's so salesy"? This is how you do it by planting seeds and not being a super-duper sales creeper, to be honest. So this is how I personally speak to future challengers. So I do both. I'll speak to future coaches and I'll speak to future challengers and also you know how I do both, but number one, like I said: be you, be real, and be specific, always. So one thing that I do and it's so funny I just started up Asylum again. I love "Asylum." I love workouts that I basically die. So I'm going to tell you guys how I took this picture first of all because no, I do not glow like that after a workout. I was probably much more red. The way that I do it it's not complicated. I have an app called Photo Wonder and there is a filter camera in it. So it basically gives like this Disney princess type of fairy dust glow, which is perfect post workout so that you don't look like a crazy person, but I'm always mindful of my background. I made it a point to have that ladder back there and yes, I probably took more than one attempt at this shot. And that something, you know, having an eye for quality as a coach is so important and also an eye for what your caption is going to be. So in the caption I said, "Yeah, I dare you to spend 45 minutes at a gym and sweat this much. Holy Asylum, graduate program the 'hardest workout ever put on DVD,' so I guess that makes Insanity the Asylum even harder. And then what about Insanity the Asylum volume 2?" So I talked about my calorie burn, that I took 45 minutes to break from work, five-second travel time to my gym, a.k.a. my living room, press play, now I'm done: fast, effective, and excuse proof. That is not only speaking to Angie before Beach Body, that is not being salesy; it's adding value. It's going to inspire hopefully the heck out

of someone that wants to press play on their workout or do their work out as they've seen that I've done it and, you know, it's sharing the product without being salesy and weird. Now for every one of these...oh, okay, I'm going to share with you first and example of how to speak to challengers and how to speak to future coaches first, without any direct invite. Then I'll show you how to directly invite people. So I do both of these, back and forth constantly. And this would be how I would speak to a future coach, even the current coach on your team. Maybe you have a coach right now that you're like, "Why aren't they doing anything?" or, "Why isn't she doing anything? I wish you would like hit Success Club or do something," and sometimes a coach on your team can be inspired by what you're posting. So this isn't just for your prospects. This isn't just for your future coaches. It's for your current coaches as well. So I talked about my goals in my dreams in this post like I shared the things that I wanted to have happened in my life and one of the biggest things that I wanted and I think I wrote it exactly how I say it, yeah, "Babe, I just want to travel like a lot, like a lot, a lot." And that honestly, I still say that to Andre. We always talk about our goals and we'll always talk about what we want to do is just so funny that my biggest goal and his has just been, "You know, I just want to travel." And we set up some random goal of 8+ times a year and that particular day last year I had booked a trip to Texas for a team retreat to go see Tony Robbins, to Nashville for Summit, and then for Vegas for a friend's trip for a wedding. That's wicked, awesome, cool. Like three trips booked in one day. So I shared that, you know, like how that's happening and if you're not...and I used to always think this was such a limiting belief of mine because I would always hear coaches say, "Share the successes," and I'd be like, "I'm an Emerald coach. I don't have any successes." And then I realized, you know being a coach and hitting these ranks and hitting Success Club, those were all achievements. So I learned to be my own biggest cheerleader and I started celebrating my own successes publicly and even if I thought that they were small...you when it did? It really created a really cool timeline and like monument on my social media. Now that I can look back and be like, "Oh yeah, I did that and then I did that," and I was so proud of myself because I celebrated what I was doing and I think that that is so

true in the business and you know, nobody will really understand what Emerald coach promotion means for you know, it's cool to shout that out and I think everybody needs to know what that is, but outsiders don't understand what that means. So the more that you can explain it and you need to explain it more than once, like, "I added two new coaches to my team this month and we're growing and then I help three of my challengers see results and I hit this thing called Success Club which is going to qualify me to go to Mexico next year," like that is cool and that's the language that people understand. So I've gotten really, really good at that and personally I love doing both, just back-and-forth, and I do these a lot, like all week long and then for everyone of those, you do the 1 to 7 method. So if you have shared seven times at least, like I need seven as like a major minimum, but added value 7+ times throughout the week. So let's say all week long you've done like the whole, "I dare you to select this much in 45 minutes. Here's what I ate for lunch. It was awesome and this is how you can make it too." For every seven of those you can one of these because I truly feel like if the coaches that put these challenge group invites out in the challenge pet pictures and all these things, that's where you're saying a lack in your business [silent] to kind of continue on, on my train of thought. It's funny I was on like a total rant too and then my husband comes into my office, he's like, "You're talking to yourself right now." It was so good. So I was basically saying now with the [unintelligible] access challenge pack you can of course do a hybrid and I do think it's totally okay, but I do think that there is something to be said for following a schedule and right now what I'm doing is I'm following The Asylum 2 schedule where he basically just go back and forth between...it came with Asylum 2. So I think there's something to be said about that because people can follow along with you. You're not creating some like random schedule, but if you want to do that, by all means. Like I think I had said I had gotten into the best shape ever when I was doing Turbo Fire and Chalene Extreme together and my husband right now is doing Body Beast and Core de Force. So like if you want to, that's cool, but the plan of all of this was to give every single program a chance on its own from beginning to end and I know that so many people, at least on my team. I don't know if anybody else felt this way, but

when Core de Force came out everybody had like tears of joy. But when a program, it seems, comes out like Country Heat or things that are a little bit more like chill, coaches seem to be like, "Oh, okay. Like yeah I'll talk about it, but I'm not going to do it," type of thing. And that's how I had felt when P90 came out which was like the modified like, tamed down version of P90X. I was like, "Okay, cool. Like I'm not going to do it, but cool," and this was my biggest challenge group lunch ever because I did the program and it really felt like that could be people's introduction to fitness and I was so passionate about it and I've been posting about it consistently about me doing it and how even though it was like a tamer work out, I was getting amazing results. Like you guys, I have not had abs like that since that program. Like it was really good. And so whenever I posted about it, I finally posted out that invite after sharing it for at least a week prior and I spoke to one specific person. I basically spoke to Angie before Beach Body saying and calling out anybody who's ever considered starting or rekindling their relationship with health and fitness and then I said right away in the beginning of it, "Leave your email below and keep reading for all the details. If you watch me or any other 'fits bow' account on Instagram or on Facebook from afar and you've always thought about reaching out for support, I can understand that," and I really spoke to like the feel, felt, found part of it where you're like I understand how they feel and I felt the same way where they are at in their journey and what I came to find and that's what I kind of used to sculpt all of my captions whenever I invited people. I really try and relate to where they are in their journey whether it started or not because that's where I was at. So it's not by any means a crazy picture. I just made it clear. I made it real. I made a compelling and I was very, very specific. I said, "Leave your email down below," and this was my best challenge group invite post that I had never done. Now of course this was backed with personal messages to people and follow-ups and all of that jazz, but just this launch alone was so good because I followed what I was telling you guys. I did this for the week prior, that type of stuff, and that's what makes the difference. Nobody's going to join your challenge group if you're not doing it yourself, your own program yourself, no one's going to join you. And I've heard this example a long time ago

and I think it's so true. If you were to go to someone's house that's been telling you on and on and on about I like this Mary Kay lipstick and how freaking awesome it is and that you need it. And you get to their house and in their washroom they have like all Sephora products, you'd be like, "Okay, I'm not getting that from you. Like you're a liar," and that's what we do on social media. Like if you're sharing that you run or that you spin or that you swim or whatever, like I love to spin. I think Jenelle does too. And we do, but it's not the foundation of our business. Like we do it, but it's not what we put out. You know like be a smart businessperson and share what it is that you're able to help your customers with. So the forefront of my social media is always my programs that I'm doing. It's kind of like I said earlier: one cold hard question you can ask yourself is, "Am I pressing play on the beach buddy program from day one till day 30 or day one until day 21 or day one till day 60, every single day?" And to follow up that question, "Does anybody know that you are doing it?" So if you can do that and then on the seventh day invite to your challenge group, you're going to hit Success Club, there's no doubt in my mind. And then you do the same thing with coaching and a lot of coaches don't do this and to me, this is my favorite part. Like I actually prefer this one. This one is the one that scares most people and if, like I said, shy little Angie can do this, anybody can do this. And I do the exact same thing as the other concept with challenge groups. I will share about coaching and about my dreams and about all the things that are happening and my small victories all throughout the week and then on the seventh day I will post and invite. Like, "Why not you? You can do this," and I just shared like some of my biggest memories from that year. So that was 2015 and I was still in newer coach at the time. I think I was Elite at that point and they still consider myself a new coach and they need to touch on this: I love tell Ruth, on the Wake-up Call on Monday, shared how she...she said, "I gave this a solid two years." Most coaches will give this like, "Well if it works for 30 days then great," or like they'll be disappointed after 30 days. You have to have the business mindset of giving this the time that it deserves to build a real business and I still feel like a new coach and I've been doing this for three and half years. You know like that's...do you know that a typical like start-up business, you wouldn't even be

making money yet. You would not be making a profit after three years. You'd still be reinvesting in your business and I think that it's so cool that you can be a six or seven figure earner potentially, like three and half years in, four years and, five years in. Like that so cool that you can make a legit profit, but that only comes from having that business mindset and really giving it the time that it deserves. So I just want to make sure that I'm...okay, I'm just seeing messages. I just want to make sure that nobody was texting me saying they couldn't hear me again. So this is what I do on the seventh day of the week of sharing what coaching has done for me and this is how I personally invite people. I'll say like, "Why not you? Like I've done it," and I do the same thing. How I would have felt in the beginning and how I felt about coaching and how super scared to talk to people and what it's become and what I found like to have built this dream life and what has come from it. And I think that that's so important to put out there and for whatever reason people hide that. And I think I have one more...yeah. So this is my message basically to everybody that's scared to do these things and, you know, you might have like your skin crawling a little bit when you see these posts and you're like, "Oh my gosh, I'm so scared to put myself out there." Someone invited you to this whether as a challenger or as a coach and like I wish I could see you guys right now because there's a chat group in here, right? If your business, I shouldn't say business, but if your income, your health, your life, your confidence, whatever has changed because of Beach Body either because of a program, because of the challenge, group because of coaching and I'm pretty sure every single person would raise their hand or be like me, because like my life has completely changed. Even within the first 30 days of coaching, my life had completely changed. My first 30 days doing a program, my life it completely changed and it changed because somebody invited me. So I wanted to tell you guys, what my coach did, and this is my biggest lesson - I always think about what my up line coach did to attract me to the business, to invite me to the business, to invite me to her challenge group in the beginning, like what got me started? And do you guys want to know? Because all just flat out tell you what she did. I found her on Instagram; well, she found me on Instagram. She commented on one of my pictures. It

was the nerdiest picture ever and she commented, "Girl, I love your energy," and I was doing Turbo Fire. That was it. She was not a weirdo. She didn't say like, "Hey, I have an online support group on Facebook and if you want to join it, click the link here." Like it wasn't a weird thing. It was just, "You're awesome," and she put it out there. And I therefore went to her page, we started talking and she was talking to me about The Ultimate Reset because I had seen those 21 videos that she did on The Ultimate Reset and I was like, "I want to do that." And she planted the seed. When we were talking about doing that program, she said, "Hey, just so you know you'd be really good at this coaching thing." That's it. Some many people overthink how to invite people to coaching. If you think that you have someone that would make a great coach, stop holding back because someone invited you and changed your life forever, so be that hero. I think that so many people kind of hold themselves back when someone kind of maybe went a little outside of their comfort zone to invite you and I'm pretty sure that you're grateful for it. So why would you pull back from doing the same thing? So that's my message for you guys. That's everything that I have to share. Am I still...I'm not muted am I?

00:52:40 Jenelle: Can you hear me?

00:52:41 Angie: Yeah.

00:52:43 Jenelle: Oh my gosh. Thank you so much Angie. I'm so sorry about that technical glitch...people, seriously? Like could a few more things go wrong? Like the internet goes down, the fire alarm goes off, [unintelligible] while we're at it, right?

00:53:04 Angie: That's the story of my life. That's honestly...I told my husband, I'm like, "Of course this happens."

00:53:11 Jenelle: And it's one of those calls where it's like everybody wants to hear this and the information is just so spot on. I've got so many notes. I've got pages of notes here and this is one that I definitely want to listen to again because I want to make sure that it's all here in my head and said there were those interruptions. You guys I hope you took notes. I hope that you listened very clearly to all of her tips and I wanted to ask you too

Angie. I had a few questions [unintelligible] if you don't mind? Facebook, okay...and I'm so glad that you said... You guys, if you didn't hear her she clearly said, figure out which platform you want to rock. Like maybe it's YouTube for you, but maybe it's blogging for you. I mean if you look at the top coaches, it's not just one platform that they are all like, "We all did this." No. It's all different for all of them. So you have to figure out what makes the most sense for you, your personality, your lifestyle, and what you like. So as far as Facebook though, since a lot of people do use Facebook and a lot of coaches [unintelligible] page or they want to open a like page because just like you said, they're worried their warm market. So the idea of being able to put all this stuff out there to their cold market is very appealing to them and so with your Facebook, you said that you just post to Instagram and you just have it defaulted so that all of your posts from Instagram go to Facebook, is that true?

00:54:44 Angie: I organically share it to Facebook because I think it does better if you do that. So what I do is...like when you post to Instagram it will buy default share to your camera roll. So then I just go right into my Facebook page, my personal page, and I post it up. I usually copy and paste the caption and then I do it again on my fan page and, you know, you can't assume that someone's going to be annoyed by seeing all three for all four were wherever you are. If people want to follow you they will and sometimes I do switch it up, but I think that that's so important to know. Like it doesn't have to be different everywhere. You don't have to rack your brains.

00:55:16 Jenelle: Okay, good. I'm so glad I asked because that's what I do too. When I post on Instagram I just use that same exact sure and caption and I actually post it to my like page and I don't also post it to my personal page, but sometimes I do. Sometimes I've got the same thing on all three and then other times on my personal page I'll just put up some random stuff, but it's mainly my personal page for shout-out type stuff. But you guys, again, you have to take this into consideration the fact that I'm at my friend max. I can't grow on my personal page, so I don't. That's why I don't put a whole lot of emphasis on my personal page, but I just want to point out that both Angie and I do just copy and paste what

we've put on Instagram into our like page. Okay, so I'm trying to think if there are any other questions because I wish I could see their questions because I'm sure they have questions, but Angie, thank you so much. This was phenomenal as I fully expected it would be and you guys, if you have any questions...like I said, we're going to try and put together these part one and part two and put it in the Coach Success Facebook page as the pinned post. Hopefully we can get it into one YouTube link and you'll be able to watch it all as one and let me know you guys if you have any questions. Angie, thank you so much for your time and your incredible information today.

00:58:39 Angie: Oh thank you. You guys are awesome and for everybody that stayed on, like you guys are wicked cool. Super patient people. That's like a real go-getter.

00:56:48 Jenelle: Totally, totally. Well this was that type of training where we are all just like at the edge of our seats. Like tell me more, tell me more.

00:56:55 Angie: Oh, yay. I'm glad. That's awesome.

00:56:58 Jenelle: Okay, well thanks you guys and we will see you next week. Have a great rest of your afternoon and finish this month strong. See you later.

00:57:05 Angie: Bye guys.

00:57:11

End of Recorded Material