

Team Hardcore Call Transcription March 9th, 2017 – Jenelle Summers – “Creating New Coach Success”

[Beginning of Recorded Material]

00:00:00

00:00:01 Jenelle: Hey everyone. My name is Jenelle Summers and this is the Team Hardcore training call and today's call is going to be about creating success as a new coach and/or and this was too long to put in the title, but and/or if you've been in the business for any length of time and you just decided to draw a line in the sand and start really digging in, then use this call to, you know, to be that one thing that says...maybe it's your “aha” moment where you're like, “You know what? I've not been doing this or I've not been doing that or I need to have that shift in my mindset,” whatever it may be, I just want you to be able to hear from a couple of coaches and each of them has a little bit of a different story. One of the coaches that speaking, she has been a coach only...she just finished her first full month as a coach, so she's brand-new. So I really feel like that's going to help those coaches who are just coming on board, maybe your brand-new coach, or maybe you are bringing on brand-new coaches. So I just wanted, you know, other coaches to hear from her and of course don't compare yourself. All my goodness, if you're going...I want you to relate to these two coaches, but I don't want you to go, “Oh yeah, that's it. I'm not like her because of this so therefore I'm not going to have success,” because you guys, I could've picked 50 other coaches with 50 different backgrounds and 50 different stories of success whatever and they all looked totally different. The one thing that every one has in common that ends up becoming successful in this business is their mindset. That's why when you listen to my critical core activities the number one thing I talk about is your belief system and your mindset because we are all coming from different backgrounds, different skill sets, different, you know, credibility and influence with our followers. We all have all these different things going on, and so we are all going to hit stumbling blocks, every single one of us, me included, every single top coach, every single beginning coach; we are all going to hit those stumbling blocks. The key is, you know, are you going to be able to get back up from those

stumbling blocks? Every time you hit what you think is a stumbling block, what are you going to do to hurdle it? What are you going to do to overcome it? And it's going to start here. It's going to start here, every single time. So that's what I want to come across really, you know, in this call and I let them know ahead of time, just yesterday, what kinds of things I'm going to probably ask them, but they haven't scripted their answers. I haven't told them how to answer. So if one of them said that they actually hate coaching and they're going to quit tomorrow, I'm just going to pretend we had a technical glitch and cut them off. No, I know these two women very well so far and they love coaching. So I'm really excited to have them. So this is all about creating success as a new coach and so I'm going to start with my coach Dina Ray. So let me introduce you to Dina Ray real quick. So Dina Ray Carmada, hopefully I said that right, she has been a coach for about six months now and she has just recently achieved Diamond status, which is obviously super exciting. Now I don't want you to go, "Oh my gosh, I've been a coach for a year and I'm still not a Diamond yet." Now, I want you to listen to what she has to say. I think a lot of coaches think that there's like some kind of secret to becoming Diamond. A lot of coaches say, "I want to be in your next Push to Diamond because I want to learn how to get to Diamond." It's like, "The trainings are already there. It's all the basics. It's doing the basics," so there's no secret. So I'm going to have Dina Ray speak and Dina Ray is a physical education teacher. She is a varsity track coach. You're going to have to correct me Dina if I say any of these wrongs. She is a wife and a mom. She's also a group fitness instructor, a certified personal trainer. What else am I forgetting? I'm sure I am forgetting something. So in just a second when you're on Dina Ray, you can go ahead and added that because I think there's more. She joined in August 2016. This past month she not only made Diamond, but she also earned it was either Success Club 23 or 24 or something like that, like way up there. I mean really, really good. And she's just someone that has this amazing positive attitude and go-getter attitude and so I thought she'd be a perfect example for this call. So I've got a few questions for her, but first of all let's see...Dina Ray, are you there? Go ahead and unmute yourself.

00:04:39 Dina: Here I am.

00:04:41 Jenelle: There you are. Yay! Awesome. Love it; we love it. So did I get your accolades right and your description right? Did I miss something?

00:04:49 Dina: Think Spin instructor, which is one of my, you know, that's how I originally got into group fitness was my love of spin and our instructor was pregnant with twins and so that started way back when, but you got it all right. Success Club 23 and they just want to say thank you Jenelle so much for having me because I know I mentioned to you how can I add value to our call? But I'm super excited about it. I just wanted to say thank you and I'm privileged and blessed to be a part of this team.

00:05:21 Jenelle: Well you are so welcome. We are so happy to have you here. You are such a huge inspiration and I know you've also lost a bunch of weight with CIZE.

00:05:28 Dina: Yes. It started with CIZE; it did. I will give you a tiny little snippet. The end of summer, it was actually the day before I was to go back to school. It's not like they didn't know the weight was on me. It's been coming on slowly for a few years and I was embarrassed going back to yet another school year as a health and PE teacher and track coach carrying all this weight and the day before I was supposed to start school I ordered CIZE and then I started doing my homework because I wanted to try Shakeology and I thought, "I want to discount," and that's really...so I don't even...I know I technically started in August, but it was the end of the month. So I don't even think August as, you know, I was coaching because I started to be a discount coach in September.

00:06:14 Jenelle: Yeah.

00:06:16 Dina: But I lost 30 pounds.

00:06:20 Jenelle: Oh my gosh, awesome. You look amazing. Okay, so my first question for you is how successful was your first month as a coach or your first month or two as a coach? Like what did that look like? What did those activities

look like and your mindset look like? Brand-new as a coach?

00:06:37 Dina: My mindset was scattered. I felt overwhelmed and being, you know, a teacher going back to school after having, you know, the summer off, that added to it, but I still...my focus was on me initially. I know that sounds selfish.

00:06:54 Jenelle: No, not at all. That's a great place to start because you want to feel good about yourself before you can help others.

00:06:59 Dina: Yes. So that's what happened. I just was like, "I don't know if this is really going to be something that I can do, but I know that it will work for me as far as helping me to lose weight and for me to get back on track," but I didn't know if that coaching thing was going to work. I pestered...I know, and not the right thing to do, but my very best friend here at school, I pestered her. I'm like, "You've got to try Shakeology. It's, you know, going to make a difference in you. It's making a difference in me," and I think just out of being such a great friend, she bought a challenge pack. She since signed up to be a coach, but she bought a challenge pack. [unintelligible] And then that was it. Like I...no matter who I spoke to I didn't really have my, you know, I didn't have my thoughts together about helping others. I was focused on me and so I got Success Club 2 my first month and I felt defeated. I felt really defeated at the end of September.

00:08:04 Jenelle: How did you get over that? Because obviously you did.

00:08:07 Dina: I just a vowed. Like having that feeling it made me really want to dig my heels in and I didn't want to feel like that again. I like, "I can do this." I started, you know, listening to The National Wake-up Call. I had a long commute, about an hour, so I started listening to not only the current National Wake-up Call, but previous. Okay, my classroom backs up to the boys' locker room and so [unintelligible] it's noisy. Can you hear me okay?

00:08:35 Jenelle: Yes, I can hear you just fine and I don't hear very well so you're good.

- 00:08:41 Dina: So I started listening to previous calls and I started thinking, "This is something I can do and I want to do and I feel strongly. I'm starting to feel good about myself and I want others to...I want to share how great two simple things like doing home fitness program and adding Shakeology into my nutrition made the world of difference."
- 00:09:07 Jenelle: Right. Okay, awesome. And so at what point each you start to see things like happening in your business? And what do you think contributed to that? Is there anything in particular that...any point where you were like, "Oh, okay. This is kind of working." Like what do you think that was?
- 00:09:27 Dina: I'm looking at my numbers because I jot down, you know, October, November, December. I want to say my confidence. The numbers started increasing as I started feeling better about myself, as people started noticing, "Wow Dina! You look great. What you doing?" And me sharing my story and having such a positive, you know, feedback from the women, from the man. You know like "Really? It works? I've seen it; I've heard about it. I don't know. Right away? Isn't that a scam?" I get back. I work with educators and I'm like, "It is not a scam. It is not..." [unintelligible] I think my confidence just started to just seep out.
- 00:10:09 Jenelle: Right, right. I do remember some...I don't know if it was texts or emails from you toward the beginning there where you are just really excited about people making compliments at work and I could tell that that was fueling you. So it just goes to show the whole vital behavior of being a product of the product is so true.
- 00:10:30 Dina: Yes, without a doubt. It's funny I shed...one of the biggest things I guess that people noticed. I'm a petite, curvy Italian girl and always tie something around my waist and it's my own insecurity. I'm walking around without that sweatshirt or that long-sleeve quarter zip tied around my waist and people are like, "Wow! And you look good." So that was a big boost.
- 00:10:58 Jenelle: Oh my gosh, that's awesome. So describe your climb to Diamond. In other words, was it easy? Was it a struggle? Was it smooth? Was it very focused? You know, what

did that climb to Diamond look like and was that your goal? Did you have a goal?

- 00:11:15 Dina: Yes. My initial goal was Diamond, but I plan on working with this as far as it takes me, as far as, you know, I'm able to. Day one of Diamond I was as sick as a dog. I was home in bed and I thought the last thing I could see myself doing is messaging, you know, maybe my first task was messaging and CCQing 10 to 20 people and I thought, "I don't even want to get up to let the dog out. Never mind," you know? But I was in bed and I didn't message a few people, I picked up the phone and I had laryngitis so I don't know how that worked, but... A few people I know that would be there and they responded well to speaking to me. So again, it gave me confidence that my friends want to hear from me. They don't just want to always necessarily text or voice message them, but being home on day one was actually a blessing.
- 00:12:15 Jenelle: Okay, so wait a second. When you say "day one," do you mean "day one" of our Push to Diamond group?
- 00:12:20 Dina: Yes.
- 00:12:22 Jenelle: Okay, and that just started in February.
- 00:12:25 Dina: Yes. So that was a blessing being home. I kind of just felt...it made me feel...I have a tendency to be...it's my personality. Like I want to go and I want to go 110%, but I couldn't being sick, so I did what I could and the next day there was another task, and the next day...it wasn't easy. I'm not going to live. I don't want to give anyone, you know, the impression that it's simple. You know you're going to snap your fingers and everyone's going to come running and they want to be on your team and they think that it's great. Now, there's a lot of resistance from different friends, different groups of...,you know, your social circles. But when it did...when you did get those couple of people that, you know, were positive and they wanted too, you know, more. They wanted more information, then it fuels you.
- 00:13:19 Jenelle: Absolutely. And I remember...okay, so first of all a lot on the call may not know this, but before you are in a group like that, a Push to Diamond group or a...it was Diamond and Beyond. That's the name of the group: Diamond and

Beyond. You have to have at least four coaches on your team so far. So the people that go into that group, it kind of got the prerequisite that they at least know how to introduce the business opportunity to someone else and the fact that they have four coaches proves that and so the group itself that Dina Ray was a part of is really more of an accountability group. I don't think I necessarily taught them much of anything new in that group. It was just kind of like, "Okay, every day we are going to work towards this goal and it's going to be our focus," and you really took that to heart and took that very, very seriously and every day did the work even as you are very sick. And I know that there were times when you were like, "I think I've got everything right. I think I'm all lined up," and I was like, "What? Are you kidding me?" So I looked at her down line and sure enough, she was super close. She didn't have everything, but just the fact that she was plugging away and you guys, she wasn't sure if she had everything in alignment and she actually didn't, but she reached out. She could have very easily said, "Oh crap. I thought I made it. I didn't. I give up. This is going to be too hard. I've worked so hard and I thought I was already Diamond and I'm not. I give up," but she didn't and oh my goodness, it's like she dug her heels in even harder. [unintelligible] Dina Ray.

- 00:14:58 Dina: I didn't want that defeated feeling that I had back in September with two Success Club points and I was...I don't know if you remember, I wanted the free ticket to Summit. I didn't know really about it until it was almost too late and it was too late because I missed the boat on September, but again, that just makes me, you know, I'm like, "All right, so I'll buy my own ticket. I'm going anyway."
- 00:15:24 Jenelle: Right, right. For those of you that don't know it, if you achieve Team Leader in your first year as a coach, you still earn a Summit ticket, if you achieve Team Leader. So yeah, that should be next on the goal list, Dina Ray.
- 00:15:38 Dina: She just planted the seed.
- 00:15:39 Jenelle: Right, right. Okay, so how many people did you have to talk to about the business opportunity you know in

order to start getting some yeses? What did that look like?

- 00:15:53 Dina: You've told us...I've then in trainings where I've heard you say you know, "For every 10, maybe one or two," and that really...that's the truth. I spoke to probably between 35 and 40 people and multiple times following up. Never saying...[knocking] excuse me.
- 00:16:15 Jenelle: Oh sure. Go ahead.
- 00:16:16 Dina: Can I mute?
- 00:16:18 Jenelle: Yeah. Go ahead. Go ahead and mute. We'll get back to you. So you guys, I want to just say how important it is that she mentioned that she talked to 35 to 40 people because I so often hear from coaches, "I've talk to, you know, so many people about the business opportunity and no one seems to be interested," and I'll say, "Okay, well how many people have you talked to about it and what did those conversations look like?" And what it turns out is coaches talked to like a handful of people, like maybe four, maybe five, and the conversation wasn't and ask. It wasn't, "Hey, given your situation, have you ever considered coaching?" It was more like, "This is what I'm doing and..." So they kind of like put it out there what they're doing and they're expecting the person to be like, "Oh wow! I why do that too." Or they're like, "This is what I'm doing. I think you'd really be good at it. Let me know if you're interested," and those two examples that I just gave you, they don't work. You have to ask. So I'm going to get back to Dina Ray. Let's see...Dina Ray I think you're still on mute.
- 00:17:20 Dina: Sorry about that.
- 00:17:21 Jenelle: No worries. I had a little spiel anyway. Go ahead.
- 00:17:26 Dina: So speaking to...where was I? I was speaking about...
- 00:17:30 Jenelle: You said...you were talking about the 35 to 40 people...
- 00:17:35 Dina: ...and following up several times. You know, I never said and I heard this somewhere, I never said, "Let me know," because "Let me know," doesn't happen. We are all guilty of, you know, wanting to do something worth

thinking about something and not following through. I was always like, "You know what? I'll get back to you in a few days," and I did. I'd mark it down and follow-up, but there were tons of follow-ups.

- 00:17:57 Jenelle: Yes. The magic is in the follow-up and so while you were on mute that's what I was telling them that how important it is that you mentioned that you spoke to 35 to 40 and multiple times of follow-ups and I mention the fact that say, "Let me know if you're interested," it's a lot less scary, but it sure is a lot less effective, not effective at all in fact. So okay, last question for you Dina Ray. What social media platform is helping you the most in your opinion and why?
- 00:18:24 Dina: Okay, before I became a Beach Body coach, I was very private on everything I think just because I didn't...I don't know. I didn't want students to find me.
- 00:18:35 Jenelle: Yeah, most people...that's the majority of coaches coming in. They're private. Everything's set and most of them don't post very often at all.
- 00:18:42 Dina: So now that I'm not private...I'm still private on Facebook where you have to friend request me, but my Instagram has not only students following me because it's all health and fitness, it's related. It's things that I used to put on my school Instagram. I created a school Instagram for my well-fit class, but they are following me now on Instagram. I've got their parents following me. So Instagram is growing much faster than my Facebook is, but I have to say I'm making the true connections through Facebook as far as, you know, my cold market is Instagram. It's growing quick, so there is hope and there is so much potential, but my Instagram is where I've done most of my work up till now.
- 00:19:30 Jenelle: Okay. That's perfect and your Instagram is what is going to help you the most probably in the future and that's typical because the people who buy from you and join with you are your warm market. Typically starting off, most coaches, their warm market is on Facebook. Yeah, okay, awesome. Dina Ray, thank you so much for getting on the call in sharing with us. You're such an inspiration. Thank you, thank you, thank you for your time.

00:19:54 Dina: Thank you, Jenelle.

00:19:55 Jenelle: Okay, we'll get over to Melissa. So Melissa is a mom and a wife as well and she is also a group fitness instructor and by the way you guys, now you're probably like, "Oh, that's it. I need to be a group fitness instructor." No. The majority of successful, leading coaches in this business are not fitness instructors. They have no fitness background, okay? So it just so happened that I realized this morning, I'm like, "Oh, my two examples are both fitness instructors or former fitness instructors," and that's usually not the case at all. So please don't get that seed planted in your head. It's just a coincidence. So she is a group fitness instructor and she has just finished her first full month as a coach and she did very, very well and I know, you know...who knows what her journey is going to look like from here going forward, but I just want you to hear from someone that jumped in and kind of her mindset and what worked for her as a brand-new coach. So she achieved Emerald coach in her first full month as a coach and she achieved Success Club 15. Wow! So with that let me introduce to you Melissa. Melissa, are you there? Whoops. I think you're on mute.

00:21:17 Melissa: There we go.

00:21:18 Jenelle: Oh now you're good, you're good. Awesome. Hey, how are you?

00:21:22 Melissa: I'm good. I just finished teaching one of my classes here at the local YMCA. I'm kind of hold up in an office, so...

00:21:32 Jenelle: You're totally fine. You're totally fine. Okay, so Melissa, I coach? Like what were your first steps and your first days and your first week four weeks, what did that look like?

00:21:49 Melissa: I took part in the new coach Facebook group that you offer pretty much on a monthly basis and they really had no idea when I joined the group and what it was going to entail or what we were going to do, but I just read the post and I just trying to be as active as possible. I remember like reading the comments and talking about personal development. I was like, "Oh, I have to

have a personal development book?" Like I didn't even know that. I needed to like have that prepared or ready and I was like, "Okay, I guess I need to make sure that I do that." So as far as like kind of stepping in blindly, I feel like I'm keyed to just moving forward and just doing what I was told to do. So I took part in the Facebook group. I was active. I commented every day. I did everything that you were suggesting for us to do: to watch the training videos. I literally jumped in.

00:22:50 Jenelle: You did. You did. You know, really in this business when you first start off, you're really in a heavy learning phase and you have to like just grasp the fact that you're going to be just learning a lot of information all at once. Did you feel overwhelmed?

00:23:08 Melissa: I did though. I did feel overwhelmed. I actually remember texting you and being like, "So, I'm kind of overwhelmed. Is that okay?" A notebook became my best friend because you do, you're learning so much and you're watching trainings because you love it and you're excited to learn this information, but it's got to go somewhere. It doesn't just all stay in your head, you know? So I know but became my very best friend and just writing everything down and I still...notebook, BFF, okay? And I just was writing everything down what I was learning and just keeping notes of everything so that I can refer back to it or when it actually came to the point where I was to start doing what I had learned, I've got something a look back at, you know? So that was extremely helpful.

00:24:07 Jenelle: That's so good you brought that up because now that I think about it, that's a very common thing with coaches that I seen over time become very successful and I too started with the notebook and I noticed Dina Ray had a notebook because she texted me a picture of her notebook this morning and her notes from it. Yes! And I know that...notebooks unite. And I remember Mindy Wender, she's like my very top coach and she also would send me pictures of her notebook. So just the fact that, you know, you're treating this like a business and you're also been an excellent student and not having to, you know, redo things so you can look back at your notes and go, "Okay, that's what I need to do here," or whatever because it's hard to keep it all straight unless

you write it down. Did you write down your goals at all too or just pretty much taking notes on stuff?

- 00:24:58 Melissa: Mostly just notes on stuff. My goals...kind of always the same. Those didn't waver from what I had wanted to accomplish before I was coaching. Since I am a group fitness instructor, my desire to help others learn to love health and fitness, has always been there and I took coaching as extending out the ability to help other people learn to love it. So that goal is still the same. So I didn't have to write it down. That one's ingrained all right here. So, yeah.
- 00:25:34 Jenelle: No, that is awesome. That is awesome. Okay, cool. So Melissa, name three things that seemed to work for you and your first full month as a coach.
- 00:25:45 Melissa: The things that really, really worked for me that were super awkward to do, number one, one was super awkward to do: posts. I started posting. I know that you all had mentioned being very private on social media. I didn't have social media. I had Instagram which is like, you know, baby social media. I feel as...I did not have Facebook. I didn't want people to be able to talk to me. I didn't want to be out there with anything. I was super private, super, super...does that sound bad?
- 00:26:14 Jenelle: That's so funny. That's so funny.
- 00:26:16 Melissa: I just did not want to reconnect with anybody and so that then...the most fun part actually is the complete opposite of that...of that not wanting to connect, is connecting with everybody. I have loved that. I'm a super outgoing and talkative person, so it never made sense, but whatever. So, but it's funny. Every person that I have talked to, that I'm doing this, they're like, "I got a friend request from you all on Facebook. Is that real? I got a friend request. Is that real?" It's not me. It's not me.
- 00:26:50 Jenelle: Oh, that's so funny.
- 00:26:51 Melissa: But posting, I do it and I have committed to doing one on Facebook a day and three on Instagram a day.
- 00:27:02 Jenelle: Oh good.

00:27:03 Melissa: And that has been...so many people...just organic conversations coming from those posts. Like, "Hey, I see that you are doing this. I mean I know that you have always liked health and fitness, but now you are doing this. What is this about?" And it has just created natural conversations in my everyday life, in my, you know, going to the store, to church, wherever; people coming up to me here at the gym, whatever, "Okay, what is this about? What are you doing? Hey, tell me about this. What are you doing?" And so that has been something that I really focused on doing that I did not like. I was not super excited about it. Also personal messaging...you know, to build that relationship, to have someone trust you and realize like, "Oh, you're not just trying to sell me something. Oh, wait you actually want to offer me something and help me in this process?" The personal messages, the texts, you know, PM on Facebook or anything to where you're just connecting with them, not just like...not just a post. And so I spend so much time making sure that they know, "Hi, I have this really cool thing that you might like, but otherwise I just want to know about you as well," and so that has been huge that I've really focused on as well and then again, going back to my notes. Taking the notes, that has been the three things that I think have helped me so, so very much: diving into the business, doing what I'm told, and just working those critical core activities because a lot of those are parts of the critical core activities and just making those a reality in my life. Not just looking at a, you know, a list of the critical cores and thinking, "Okay, I'll do that one tomorrow. You know, no, I've got to do that one today because it's critical."

00:28:48 Jenelle: Oh my gosh, you're like A+ student right now girl. I love it. Okay, well you are freezing on your end, but maybe you are going to come back. I don't even know if you can still hear me. Dina Ray, are you able...is she freezing on your end as well?

00:29:05 Dina: Yes. She is.

00:29:08 Jenelle: Oh, are you there? Kind of? Freezing a little. Coming back slowly, gradually, there you are.

00:29:14 Melissa: Okay. I was like, "Everything's okay over here," so I don't know.

00:29:18 Jenelle: So you could actually still hear us while you were frozen?

00:29:21 Melissa: Yes. Yes, I could.

00:29:22 Jenelle: You look cute anyway. So I wanted to say too, there was something you said that really...oh, when you are talking about personal messaging, which obviously is so important. I think a lot of coaches think that people that have success they are somehow able to really connect with a whole bunch of cold market people. Are these cold market people? Or are these people that you know, they are acquaintances, they're people that you kind of know?

00:29:46 Melissa: Acquaintances, people that I know. You know I said I didn't have a Facebook, but I have grown my face but just since when I got the email to be part of the new coach group, I was like, "Oh, I guess they can't do this under my husband's Facebook page. I guess I need to create my own." Since then I have friended and friended and friended and I have grown my Facebook and the amount of people that I am friends with so much, but they are all people that like I know, you know? They are my list, they would be on my list of everyone that I know and I did handwrite out a list, but I stopped at about 100. I didn't go to 1500 like how many friends I have on Facebook now, you know what I mean? These were all people than in some shape, way, form, or fashion I kind of know you. You kind of know a little bit about me and so the first people that I have spoken to about what I'm doing are people that like...I just have to be like, "And your name is what?" You know? I know them...so...

00:30:48 Jenelle: Right. Okay, perfect. That's what I was thinking. Okay, awesome. And then lastly, what social media platform and I think he may be kind of already answered this, but maybe not, what social media platform do you think helped you get your start and why?

00:31:03 Melissa: You no, I was already...I was on Instagram and created my Facebook page to begin coaching, but I feel like they

are kind of equal. Can I go with that answer? Because I feel like all of my posts on Instagram is a very real picture of me and like, "Here's my food, here are some workouts, here's scripture," because of how I've branded myself on Instagram, and giving you just posts about those things very specifically. It's very easy, but it's consistent and people seeing that consistency, they are like, "Oh, this is what you are about." And then Facebook that was where I really connecting with people and so I feel like if you're following me on Instagram and your friends with me on Facebook, like you're getting it all because I don't post as much on Facebook. I try to save that for the more quality discussion-type posts that I might want to have of like, "Hey, here's my really cute kid." I'm going to tie it in the fitness just like a little bit. You're going to comment on my kid, but you're also been a talk about this fitness thing and we've kind of got it all collectively together. So I feel like they are like they're both my friends together in this.

00:32:11 Jenelle: Oh my gosh, that's so awesome and it's so smart that you type things in like that because on Facebook do you like to see pictures of your kids and your dogs and, you know, your life. It's a little bit different than Instagram, that platform.

00:32:24 Melissa: Well, in putting yourself out there, you know, I teased about me being so private and I remember the first post that I did, it wasn't my children. I mean they had been on there before, but it was me trying to do a pull-up because I always wanted to do a pull-up and my husband was like, "You're going to have to post that video." It's of my baby storage room. I've got a mattress that like we want to get rid of and like my yard sale pile and I'm like, "Hey P.S., skews the mass, but here's me trying to do my pull-up," you know? I got so many views on that. I got so many comments. I still get people coming up to me like teasing like, "Don't get too strong. You're going to be, you know, stronger than your husband," which would not happen because he's a man, but, you know, just putting myself out there has been one of the like most wonderful, but most difficult things, but I have had such a positive response and such encouragement from people around me. I'm like, "Thank you so much. Thank you so much," and it's just

like if we could share our stories and share what were doing, people are going to respond to that because you're being you.

- 00:33:33 Jenelle: Yes. Oh my gosh, just perfect. Melissa, thank you so, so much for that insight. You speak like you are a Diamond already or a Star Diamond. You have such great perspective already.
- 00:33:45 Melissa: I need to write that goal down.
- 00:33:48 Jenelle: Oh yes, for sure.
- 00:33:49 Melissa: Dina Ray goal there.
- 00:33:51 Jenelle: Girl, you are going far. So awesome. So you guys I want to say too, you know, again I don't want you to compare yourselves to Melissa or Dina Ray. I just want you to take little nuggets that kind of clicked with you and go, "Oh yeah, that's what I'm not doing," or, "That's when I could be doing more," or, "Maybe they need to shift my mindset a little bit," because, you know, Melissa didn't know anything more than any of my other coaches starting up. It was really the mindset that she had to just kind of go forward and treat your business like a business and take notes on it and all that kind of stuff. So it's really about the activities and I don't want Melissa or Dina Ray to get burnt out either. I am want either of you guys to get burnt out so I don't want you to like, you know, I don't want you to base your success on the numbers in the ranks. I want you to really look at this as a bigger picture and go, you know, each day, "Am I working on myself? Am I working on the relationships in my life, my family, my friends?" And from there, you know, you have your power hours that you work your business and are you doing the activities? Are you doing the critical core activities and are you treating this like a business? And I think if you base your success on those activities, then you're going to feel better about what you're doing because there's always a delay in this business. There's a 30 to 90 day delay, so, you know, when you start doing, you know, your activities, certain activities are not going to show up in your rank or in your Success Club points for two to three months later sometimes. Like I know Melissa before this she was just talking to me about some people who she had been

talking to in the last few days that are just kind of like, "Oh, not ready yet," or, "I can't right now," or whatever and she's getting some of those and she's like, "Oh my gosh, I hope I'm not going to be like this one-hit wonder." I said, "No," and don't put that kind of pressure on yourself, you guys. You know, I have...and I was telling her and I think I talked to Dina Ray about this too before. I know I talked to several of my other coaches too who has had some success and then all of a sudden they had a dip and the kind of panic and the thing is you guys, if you don't have those dips, and no one's going to be able to relate to you and especially not your coaches because every single coach out there, I don't care how successful they are, they had dips, okay? So the coaches that you bring on your team they're going to have dips too. If you've never had a dip, you'd be like, "Oh I don't know. I started and I just kind of went like this. Everything was easy. I don't know how to handle this slow month that you're having or this tough month or couple of months that you're having. I don't know what to tell you because I didn't have that." Of course, you're going to be able to say, "You know what? My second month or my fifth month or after I was in for a year or whatever, I hit this rough patch and here's what I did." So we as coaches, as leaders, have to figure out how to overcome, how to problem solve, how to tweak things, how to evolve and that way we learn." We grow as leaders; we grow as people and were able to share what we've learned with our friends, family, and our new coaches, right? Sorry, my phone's ringing. Decline. So anyway, thank you so much you guys for getting on this call. I'm excited about what we learned today and I hope that you'll pass this on to your coaches whether they are new are not and let me know if this was helpful for you. And I do want to say next week's training is going to be about Snapchat and the guest speaker is going to be my nephew Brock Johnson, so I'm super about that. That will be a fun one. So thank you so much for getting on today everyone, and have a great afternoon. Bye-bye.

00:37:39

[End of Recorded Information]

