

Transcription of “Getting Started Right” Call

Jenelle Summers

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00:00:00 Jenelle: ...coaching. My name is Jenelle Summers and I'm so excited to have you as a part of our team. This is a business that has completely transformed my life. If you don't know my story, I'm someone that...I have always wanted to have a health and fitness and wellness-type business, but I went the corporate route. Got my degree in Business Administration, just business management, more specifically human resources management and went the corporate route and I had always wanted something in fitness and I always wanted to be a stay-at-home mom. Actually didn't know that until I became a mom and I realized that I was working a lot of hours I was missing out on a lot of stuff with my son and with my husband and I really just felt like I was spending more time working and letting work really control my life and control my schedule and I thought it was stuck. I thought that's just what you do, like you get your degree and you work in your field and you, you know, my husband and I both working full-time...that's just life, that's adulting, and I didn't think there it was any other way. Of course I knew there was an opportunity possibly teach fitness classes full-time, which that would mean - if I did the math - teaching fitness classes like several a day or multiple classes a day and even that would not have met my career salary, not even close. And then personal training: I actually did get certified as a personal trainer and as a fitness instructor, but even with personal training it was just something I did on the side because I couldn't make a full-time income doing that. Not that you can't, but I just knew that given what my salary was, that was not a route for me. My husband and I, since we do both love fitness and health and sports and all that kind of stuff - he was in finance at the time - and we looked into starting a gym and so we crunched the numbers on that and the amount of investment for the building and the equipment and the amount of time investment that would be involved, we would have to go part-time in our careers, which we couldn't afford to do, especially knowing that our gym probably wouldn't make money in the first year and even over the course of many years we looked at the statistics on profitability and all that kind of stuff and we're like, “That's just not an option for us.” Plus we knew some other gym owners and the fact that they, you know, really were burnout and the amount of hours they spent at their gym and how difficult it was for them. It didn't work out, you know, after having been at the gym for so long. So we were just like, you know, looking long-term, that's not the kind of life we want to design for ourselves. What we wanted was a life where we were more free had more freedom in our schedule and really could put family first and still make a full-time income and then some and we just

thought there is nothing out there like that. That's just not...that's not the thing, until I heard about this and it first I was extremely skeptical. I was like there's no way I could build a business while I'm working full-time and being a mom and stressed out and chaotic life, how could I build a business on the side? I don't have any free time and I didn't, but when I looked into the business further and when I realized it wasn't this icky sales thing and it wasn't all about sales, when I realized what it was really about and what was really at the core of it all and I realize that you could build it in pockets of time and yes, I would have to make some sacrifices in my current schedule and in what I was doing outside of my work, if I could just make those sacrifices for a short period of time until I got it going, until I got that momentum going, that I could build this business and it would be something where I could potentially quit my full-time job and maybe Matt quit his full-time job. And a couple years in, I was able to quit my full-time job, was making more in my Beachbody business than I was making in my full-time career and then after that, then we were making enough where my husband was able to quit his full-time career in finance. So it's been a huge blessing to us and that's why I am such an advocate for coaching and what I love about it is that anyone who wants to make this work, no matter what your reason is, your reason may be that you want to be a stay-at-home mom, your reason may be that you want something in fitness. It may be that you just want to do this casually and just want to get the discounts and be a part of the community. Whatever your reasoning is, it's okay. Like this is the type of business where Beachbody is your vehicle, but you have your own message and you have your own reasons and you have your own style and you have your own approach and you have your own type of people that you want to attract. You make it your own and I have to make sure that that's abundantly clear because I think if you are someone that follows a bunch of Beachbody coaches, you might think that you have to fit a certain mold or you have to act a certain way or you have to post a certain way or you have to think a certain way or you have to look a certain way and none of that is true - not true at all. In fact one of the things that drew me into this business is before I joined, I looked at who the successful coaches were and what I saw was a huge variation in who they were, what they believed in, what they looked like, what their backgrounds were. I mean there were some who were absolutely not into fitness or health as their as their background, but they had...health and fitness is something that was a priority to them. It wasn't their lifelong passion, but it was something that was a priority to them. It was something that helped them put their passions and, you know, in a good place because they felt good about themselves and they felt alive and they felt confident. So in looking at other successful coaches I realized they're all different and anyone who wants to work this business can; you just have to put in the effort. It's not something that'll just come to you. It's something that you have to...like any business...you have to learn it, build a solid foundation. It's not just going to take off overnight. It's not just going to take off in one month. You've got to build a solid foundation. You've got to put in those baby steps

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every day and it's that compound effect that over time you start to pick up momentum. But that's where a lot of coaches go off track is because they think it's going to be quick and they put in some consistent effort and they're like, "Business isn't rolling in yet." It's just too soon. And I had that same thought when I was a new coach. I thought there must be a secret because I'm putting in the time on top of my full-time job and this is really hard. I'm putting in the time, but I don't see it all happening yet and I was asking myself that, like two or three months into the business. And then I realized, "Okay, wait. I was told it takes more time than that." You've got to be consistent and that compound effect will pay off and for different people at different times, depending on where you're starting, but it does pay off in so many ways, not just financially, but more importantly the person that you become along the way. You discover things about yourself. You meet new people and you make these new connections because our business is so revolving around mindset and confidence and personal growth, you just really grow as a person. So with that I hope that you will stick to it. I hope that you will believe in it. I hope you will trust the process. I hope you will commit to personal development and becoming a leader first of yourself, and becoming a leader to inspire others as well and realizing that no matter where you are right now in your journey, no matter who you have been in the past or your experiences, all of that, those are all just lessons to give to others. And no matter where you are or what you've been through, others can relate to that and resonate with that. The people that might resonate with me might not resonate with you, but vice versa. The people that really resonate with you are like, "I don't resonate at all with Jenelle." Like they don't resonate with me. You're all going to attract your own tribe, if you will, and there's thousands of people out there who are just like you and think like you and you just have to speak like them and speak their language. Just be yourself because you will bring those people in it. But you have to make that effort to, you know, to find the courage to do that and it is baby steps at first. I know when I first started I wasn't on social media, so I definitely was afraid of social media and like putting myself out there and I'm an introvert. So it was definitely a challenge for me to learn that and I just took baby steps, one foot in front of the other, every single day, slowly putting myself out there a little bit more and a little bit more. And you have to do that because what you want is to help other people more than you're worried about your own judgment. That's one thing: you have to make that mindset shift. I know for me, being afraid of social media, I was all like, "What if people don't think I'm good enough or what if they don't think I'm ripped enough or fit enough?" or, you know, because I've been doing fitness on the side for a lot of my life. What if they're like, "Wow, you can't tell. You're not as fit as I thought you would be." You know we start to have all these like mind games play in our heads and yet being fit is not what makes a successful coach. What inspires people is progress. That's what inspires people. So no matter where you're starting, as long as you are showing progress, as long as you're showing that you're putting in work and that work is paying off for you, whether it be that

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you can do more push-ups or that now you can do a pull-up or that now you can dead lift or that now you ran a race and it was faster than your high school time or now your skin looks better. I mean we're all different. We're all going to have different ways of showing progress and so don't assume that you need to fit some kind of mold or that your progress needs to look a certain way or be a certain number pounds or let go of all that because it's just not the case. That's not what inspires people. People are inspired by energy. So have that energy; think positive. So let me give you five steps. I think it's five. I wrote them down just to make sure, just to get started and then you can connect with the coach that you joined, whether that be me or whomever you joined on our team and find out what are your next steps, okay? So number one, you have to get set up, okay? Get set up, alright? You've started your business. If you were to start a business as a restaurant business or a gym or whatever, you get set up, right? You need to get set up. So this is something you can do and then today, really, or the next, you know, 24 to 48 hours. So first of all, know your business retail site, okay? So in order to do that, you need to find out your coach ID. So ask your coach if you don't know, but it's in your online office. So your retail site is "Beachbody Coach" - write this down - beachbodycoachdot.com/whatever your coach ID is, okay? That is your retail site. Write that down and so many people get this wrong because they write down beachbody.com /. It's not beachbody.com. It's a beachbodycoach.com/ whatever your user ID is, whatever your coach ID is, okay? It's that number. Now if you want to take that site that and make it into like a Go Daddy, like godaddy.com where you can buy a domain name and it's now going to be sarahsfitness.com, you can do that, okay? If you're more on the techie side and you want to do that, you can do that. But so that is your retail site. Write that down. Make sure you know it because if someone asks you, "Oh my gosh! I didn't know you were coaching. I'd love to, you know, get my Shakeology through you. What's your website?" You're like...you better know it. Okay, so that's that. And then know the number for Coach Relations, okay? So Coach Relations' number is 1-800-218-4243. So if you have any issues, you can call Coach Relations. Yes, you can reach out to your coach too, but sometimes...especially if it's like a technical issue or something's not working or whatever, Coach Relations is a good place for that and let your coach know. Another resource and make sure you have written down is the FAQ, okay? That's in your online office. It's FAQ, Frequently Asked Questions. That's in your online office. So first of all, I hope you're aware that you have now, just because you signed up, automatically, you have an online office. So you go to a teambeachbody.com - write this down - teambeachbody.com. So it's not beachbody.com. It's teambeachbody.com and then "coach," "coach office," okay? So click on "coach," and then click on "coach office," and then you'll click on "support," and you'll click on "FAQ," okay? So let me say this again so you can write it down. Teambeachbody.com. You've got to login of course. Then click on "support," sorry - click on "coach," "coach office," "support," "FAQ," okay? You'll end up seeing it. If you just start clicking around, you'll find that FAQ, but in the FAQ, you can search anything. What if,

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you know, your coach that you signed up under is at Disneyland on a ride right now and you're like, "But I need to know this right now, like right now," and you can feel that panic sometimes, but just so you know there's nothing that's usually an emergency in our business, which is great, but sometimes you just feel like it is. But FAQ has all the information on everything that you really could ever need to know and then you've got Coach Relations and then you've got your coach. Like you've got the resources to support you in this. And then make sure that you know your coach's email and asked your coach, "What's the best way to reach you?" Because you might think, "Okay, I've been talking to my coach via Facebook or I've been talking to her on Instagram," but that may not be the best way to reach your coach. So you have to find out. I know for myself, I tell my coaches, "Facebook and Instagram are not the best way to reach me. I can miss a message there. I might not, but it's more likely." So I give them my email address. And then next I need you to connect with a page on Facebook called Team Beachbody Coach 411. I want to see if I had that exactly...yeah, "Team," one word, "Beachbody," another word, "Coach," is the third word, 411, or one, okay? Team Beachbody Coach 411, and the reason that's so important is because every Monday at 11 a.m. Eastern - write that down - Mondays 11 a.m. Eastern, is what's called The National Wake-up Call and that call is full of tips and coach stories and announcements. It's your go-to. I've been doing this business for ten years; I never miss that National Wake-up Call. I either will listen to it on Monday or I'll listen to a Tuesday morning, but I don't miss it. It's non-negotiable. So even when I was working full time, I didn't miss that call. I always found a time and space to listen to that call and take notes. It's really, really important so make sure you're connected now if you're not on Facebook, you can get it on podcasts, so the Team Beachbody podcasts. So if you're a podcast listener, find it there. But it's nice on Team Beachbody Coach 411 that you can see the person talking, so that's really cool. If you don't have Facebook, I do recommend that you just open at least a private account so that you can more easily access some of these resources. And then next, connect with your team page. Find out from your coach what is the team page or maybe it's a new coach training group that you should be in, what's the Facebook group or what's your way to connect with others, okay? Others who are coaching, okay? So find that out. And for every coach it might be a little bit different. So that's basically your set-up and you also want to lastly just kind of navigate around in your coach office. Click on some different things. You'll find in support, under...actually if you go to "trainings," and then you go to...actually let me give you a specific website. It's called...let's see it's teambeachbody.com - write this down please - teambeachbody.com/the-first-30-days. Okay so teambeachbody.com/the-first-30-days, okay? That gives you what's called Coach Basics Guide, Coach Basics Guide. That gives you some important terms to know so that as you're navigating around your online office, you're like, "But what does this mean? And what does that mean?" That Coach Guide, that Coach Basics Guide, tells you some basic terms to know and it also links you to like a

business activity tracker and that's really helpful, but that is a great like kind of overview of like, "Okay, here's the basics." Here's the basics of my business. Again, this is all part of just getting set up, getting that solid foundation set up for your business. Okay, so that's over the next 24 to 48 hours, okay? And I know that was a lot for me to explain, but it actually doesn't take very long to do. Most of it was just writing those things down, right? Number two is to set some goals. Set some goals for yourself. So everyone's different, but I think most generally the goals you want to set, your physical goals, whether it be strength-wise or maybe it's energy-wise or maybe it's weight, maybe it's fat loss, body-fat percentage. What are your physical goals, okay? I'm not going to tell you what they should be because it's completely up to you, okay? What are your physical goals? Write that down, but make them specific, okay? Make them specific. Secondly...it doesn't have to be in this order, by any means, but what are your financial goals? This is a business. Now if you're just in this for the discounts, no worries. Or just doing this casually and could care less if you make a dime, no worries, okay? I will say this, if you want it to be a business, you've got to treat it like a business. You've got to attack it like a business, okay? There's no doubt about that. It's no different than any other business. It's different in that there is a huge income potential in this business, whereas a lot of other businesses, statistically speaking, there's not that kind of financial potential as there is in this one. This one definitely has that and that is a draw for a lot of people, but you have to put the work in, okay? So what are your financial goals? Is it to, you know, start making by month three \$200 extra month? Is it to be making \$500 extra per month? You know, figure out what that is. If you've been listening to any of the trainings prior to joining you know that we make an income in two ways. We make an income from commissions and we make an income from team bonus. So when you're first starting off, your income is solely commissions and that's okay. We make commissions on everything from Shakeology to Post-Workout Protein, Pre-Workout, apparel, t-shirts, tanks, gear, resistance bands. There's other gear. They've got like yoga mats and jump mats and we have...did I say Shakeology yet? We've got Shakeology, of course, we've got Beach Bars, our snack bars that are gluten free, low glycemic, ten grams of protein. We have so many things. We have so many solutions for people. We have Power Boost, which I love. I use the Power Greens in my Shakeology every day. It's like kale and celery. It's like all the cruciferous veggies that I don't get enough of. So we have all these things, right? So never feel like, "I just have to sell this or I just have to sell Beachbody On Demand or I just have to..." You don't have to sell anything. What you have to do, and I hope this part really resonates, is be yourself and listen to other people. Listen for clues for their needs and truly think to yourself, "How can I help this person? What solutions do I have in my back pocket or just in my experience that will help this person?" So it doesn't always mean making a sale. In fact, I recommend give them value first before you ever give a link. Give value before you've ever give a link to anything and ask questions. If someone says, "I need to lose weight." "Okay, what are you

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doing now? What does your nutrition look like? Do you work out? Where do you work out? Do you like to work out at home? Do you like to work out at the gym? Are you only working out at the gym because if you feel like you have to? Are you..." Ask questions. Good leaders ask great questions, okay? So set those goals: physical, financial, emotional, personal. Set specific goals. So I just listed four right there. It's up to you what goals you set, but make sure that they're specific enough and have a date attached to them and if you don't hit that date, that's okay. I'd much rather than you not aim low and hit it. I'd rather you - and it's a famous quote, that's why I'm laughing - but I'm not going to get the quote right, but it's, "I'd rather you aim high and miss than aim low and hit it, right? Okay, and then next, number three, is to make a list. Make a list of everyone you know. And when I was asked to do this as a new coach I at first admittedly wasn't going to do it because I thought, "This is kind of like a fitness-type thing. I just have a small handful of people I can think of that would have any interest in doing something like this or needing one of these products or programs. It's just like a handful people in my head and that's it," right? And that's what I thought and I was I was thinking, "That's where I'll start, you know? That's where I'll start my business," right? Talking to these people. Well the person that I joined, my upline Christine, which I love her, she implied she was going to collect the list and I was like, "Oh, I better actually make the list." So Matt, my husband, and I sat down and made the list and we thought of everyone that we'd invited to our wedding. We thought of everyone that, you know, we didn't invite to the wedding and ones that didn't make the list. We just thought of everyone we possibly could because that's what we're told to do: just make a list of everyone you know. It doesn't matter if you like them, but just thinking of this person will help you think of that person and just make a list. So we did that and so you do have do that. It's one of the smartest things I ever did in my business was to make a list. And from that list, what I want you to do, is just highlight like who are the people that you think you might be able to help? Like highlight them in a certain color. Who are the people that you think already are into health and fitness and would love an opportunity like, like a business, an online business, like this, that would like an online business or might like an online business or might like a different career path or might like to supplement their career with something like this? Who would enjoy the accountability and the community of it? Who do know maybe already is using Beachbody programs and products and might want the discount? Make that list, okay? And you might surprise yourself. Oh, and also just make a list of people you want to just reconnect with. Like you have no idea if they'd ever be in one of one of those categories, but you just want to reconnect with them, okay? Make a list of those people because you might be surprised how many of those people actually would have interests in what you're doing either because they do have a goal that they're trying to meet in fitness or health or because they are about to make a transition in their career or want some type of new path or want a supplemental income. You don't know until you've reconnected with and you really...I'm really bad...at

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some of my team...really been shocked by some of the people that are like, "Oh, what's new with you? What are you doing?" And then you tell them, "Oh I started an online business," and they're like, "What is it?" "Oh, it's, you know, I've partnered with Beachbody so I'm running an online, you know, fitness and I'm hosting these accountability groups for people and helping people are just really helping women, you know, feel good in their skin and..." "Oh my gosh! I would love to do that. I have a co-worker who does that. I would love to do something like that." Boom! Now you've got someone that is possibly interested in doing this business and you never would've thought that. You'll be so surprised how often that happens. Of course always ask them if they're already working with a coach because that person who had a co-worker might already be working with the co-worker; you never know. So definitely have integrity. Okay, so number three was create your contact list. Number four, I'd like you to check out jenellesummers.com. That's where I host or house all of my trainings, okay? So there's a huge amount of trainings on jenellesummers.com. That's the whole reason why I created jenellesummers.com. It was not to have my own blog. I did not have that in getting to my success. I did not have a website. I created jenellesummers.com after I'd already worked very hard in building my business and building my team and I was already making six figures and I created that to house my trainings for my team, because I had already been starting to do trainings for my team and I needed a place to put them so that people weren't getting distracted on YouTube. So they're on jenellesummers.com, okay? A lot of people have said, "Oh. I see you've got this blog jenellesummers.com. Do I need to start a blog? Is that what I need to do to become successful?" No. I mean if you want to start a blog, by all means do it, but that's not what you need to become successful. So many of us, myself, and so many of us never had a blog in building to success. If blogging is your thing, then yeah, do it. It could help your success big-time, but definitely not a requirement at all. So jenellesummers.com. Click on "trainings." Click on "weekly trainings," and you'll find, you know, Instagram trainings there, because you're not going to learn in this, right here, about hashtags, about how to use curiosity marketing in your posts to attract more people, how to reach like-minded people, what to say, what not to say, what to do, what not to do, like how to host groups, how to...like all that's there. And I'm sure some of that's going through your mind right away as a new coach. You're like, "Oh, my head's spinning." Just relax. It's okay. One thing at a time. This isn't a race, thank goodness. This is not a race and those trainings are there and just commit to maybe one or two trainings per week. You can also start with the tab that says "new coach start here." There's a lot of great trainings to start with there and then you can look at the Instagram training and the, you know, whatever else you're looking at the time. Okay, so jenellesummers.com was number four. Number five is to...actually I already said this one, but to check your online office for the resources that are there. Like I said, the Coach Basics Guide: that really is a very quick overview on what you should know and kind of where to begin. And lastly, your coaches

that connect with you: make sure you connect with her or him. Make sure you connect. When you join as a coach, it's a mutual thing. Like you've got to let your coach know what you want and they're going to help guide you. They can't make you successful. They can just be there for you. Just like you can't make someone fit, okay? If your goal is like, "Oh I want to help other people get fit," you can't make that fit. You can be there for them, right? You can provide them guidance. You can provide them accountability. You can be there for them when they have questions. That's what your coach is there for. It is your business, so you have to own it. You have to really own it. I know when I first started, I right away, you know, I did a lot of things wrong, but I did a lot of things just because I knew I had...the faster I made mistakes, the faster I would learn and that's the kind of mindset you have to have. You can't be thinking, "I need to make sure I know how to do everything before I start. Not in this business. You want to make sure you know how to do everything before you drive a car or before you fly a plane. That's not this business. In this business, you've got to just do. You've got to start doing things so you can make mistakes and go, "Okay, that doesn't work," or ask your coach and say, "Hey, I did this. It didn't seem to get a whole lot of traction. Could you give me a little feedback on that, why that might be?" And your coach might say, "Oh my gosh, it was amazing. That post was amazing or what you said was amazing. You're doing great. You just need more time," because I know when I was new in the business, like I said, a lot of times I would go, "I wonder if there's a secret because I'm working really hard and it's just not happening for me yet." And now looking back, I was doing the right things. I just hadn't been doing it long enough yet. I hadn't been consistent long enough yet. It takes consistency and time for your momentum to build, for your confidence to build, for your skills to build, and for your audience to start realizing that you have certain messaging that is getting to them. It's starting to really resonate with them and that takes time. It's super fun, so just let it be fun, okay? Have fun with this and make it your own. So again, welcome to the team and I hope you love this as much as I do. All right, we'll see you on the next team training, I hope.

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