

Team Hardcore Call Transcription - January 4th, 2018 – Kelsey Shackley – “Building a Business While in Chaos”

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00:00:01 Jenelle: Hey everyone! Welcome to the team training. My name is Jenelle Summers and this is the team training for Team Hardcore. Today is January 4th, so it's the first training of the year and it's going to be amazing. I'm so excited about this call today, “Building a Business While in Chaos.” My guest speaker and I, I'll introduce you to her in just a moment, we're just talking about chaos and we all have chaos. What's chaos for one person looks different for another person, but if it feels like chaos, it feels like chaos and so this is going to be a great, great call because our guest speaker, Kelsey Shackley, has had an amazing year, several years, that she just finished, but especially this past year. Just so impressive what she has accomplished after just having twins, plus she has another little girl. So she has three girls. Oh my goodness! And she's married and she just crushes it you guys. I cannot even imagine. I mean that's more than a full-time job, you guys. So just let me give you a little bit of her stats. She is a 5-Star Diamond in her first business center. She's a 1-Star Diamond in her second business center. She is a Success Club All-Star Legend. She's a team leader and official as of today, she's an Elite coach. I hope that you're all clapping right now. That is amazing. It is so hard to accomplish Elite, but it's doable. It's doable for anyone and I think that with these tips and the trainings that we've been providing you guys, anyone can do this. It's just a matter of setting your mind to it and really, as Kelsey's going to say, putting some things into action that are going to make all the difference and they might seem like seemingly small steps or seemingly small tweaks that you need to make, but it can make all the difference. By the way, speaking of trainings, I want to just say jenellesummers.com, my training site, the password has been lifted. Why did I even have a password on that? I don't know, but now, if there's a training on there like Kelsey's and you want to send it to your team, you can go right to that training, just go to jenellesummers.com, click on, “Trainings,” click on, “2018 Trainings,” and you can send that exact link to your coaches and when they click on it, it'll take them right to the training. They won't have to sign in first and ask you what the login is again and get all confused. Boom! So when you do it in Facebook group, it's going to show up right there, so so cool and I hope that makes it easier for you guys to plug your new coaches or your coaches in general into our trainings. So with that I also just want to say about Kelsey, she has been someone...she's a major leader on our team, so I hope that you're following Kelsey on social media as well, because she does an incredible job of branding, of being really real and vulnerable. Knowing...she has a really good eye and a really good sense of, you know, what to put out there. She's someone...I watch her Instagram and I watch her

social media in general and she's really, really good at it and I would guess she probably wasn't when she first started, so if you're brand new to the business, realize that takes practice, but Kelsey's definitely one that I think has it all going on. So she is just so impressive it just amazes me. So with that will you please help me welcome Kelsey. And I think you should be presented to everyone and you're there! Yay!

00:03:52 Kelsey: Oh my goodness. Thank you so much Jenelle and I'm just going to...I want to start off by...she's talked about Instagram and social media and I just want to start off by saying that I started as a coach and I had maybe 100 followers on Instagram and it's not like I got into this business and I had a huge social media following or that I was known for fitness, because I wasn't and so if you're sitting here on the other end and you're thinking to yourself, "Oh my gosh, I don't have 25,000 followers, it's okay. There's a starting point and it's just learning and tweaking and learning and tweaking and as you grow, you'll develop your brand and you'll develop your following and you'll develop your niche. So I just want to give you hope if you're sitting there going, "Ha! I have like 50 followers," or whatever. Wherever you're at, we all started there. So I just wanted to start by saying that. So, first I want to say thank you Jenelle for having me on this call. Honestly, like this past year I have learned so much about myself, so much about this business, and I'm

00:05:00 really excited to share these tips with you. I started the year, like a year ago, with two of my leaders quitting the business – and I'm going to say all of this because I want you to see where I came from because I think we all think that success is like this straight line and really there's like lots of curves and bumps and hiccups and twists and turns and legit, you just have to keep going and you have to keep believing in yourself and in this business opportunity. You have to keep bringing the excitement and it will come back. So I had a couple leaders leave the business. I had a couple people who were so close to Diamond and honestly, I believed so much in them, but it wasn't for them. I had my twins at 34 weeks, so they were premature, had them at the end of December. So the first three weeks of their life, I basically lived in the NICU and I went through that and what I didn't know is that premature babies are extremely fussy. Like extremely fussy: they cry a lot, they don't sleep a lot as they grow, and so that first quarter of the year, even the first half of the year, was a lot of crying, a lot fussiness, a lot of me not sleeping, a lot of me trying to figure out, "How am I going to fit this business in?" Right? And so I had that, plus I had a three-year-old, who, you know, I have her in pre-school. So it's like you wake up, you think you're going to have your agenda. You're going to have your quiet time in the morning and the twins wake up early and then you try and get Ruby off to school, that's my three-year-old, and her leggings don't fit right. They're itchy or her socks don't fit right and then she doesn't want to get in her car seat, so then you're running late to pre-school. And then you get to pre-school and the twins are crying all the way home. By the time you get home, you're like done for the day, like you've mentally checked out because you're just exhausted and so if you're

sitting there and you're thinking, "This is my life," it is possible for you. It's just a matter of really giving yourself some grace and allowing that flexibility and that margin in your day to still get things done and accomplish. So with that all being said...and then something that I have incorporated this year because Ruby's kind of phasing out of the naps in the afternoon and so I have just like mandatory quiet time in the afternoon where she's got to like read a book or even just lay in her bed for a little while and that is my "me" time for me to be focused in the business. So along with all of that that I have talked about, I also experienced some post-partum depression and anxiety and I just really struggled to find joy and if you know me that's like not me at all. Like I'm one of the most positive people. I'm just like, "Yeah life's always so good," and I always find the positive in life and I was really struggling there for a while and so using that as almost therapy through my social media, obviously not putting it out there. I mean you can scroll back in my feed. I was very intentional about not wanting people to go, "Poor me, poor me," but I also wanted to be real in that I have struggles too and that I'm working to overcome those struggles. And so I think by doing that, it was therapy for me and I was connecting with people who had one, either experienced it before or two, we're going through it together, and so I felt like I had that whole other community there. The other big thing that has happened to me in this year is we moved and so with a move comes a lot of unexpected things that you don't really think about and so this year has been a crazy whirlwind and I just...like I said, I share that with you because I want you to know that that was my chaos and my chaos may not look like your chaos, but we all are busy, all of us. And so, the chaos is going to look different for all of us and it's really just a matter of taking bits and pieces of things that you hear from others or things that you're learning and trying it in your life and seeing if it works for you and then moving forward and that's what I have done this year and today I'm going to give you four tips of what I have done to really propel my business forward and keep my business moving forward because I'm fully aware that all of those things could have been an excuse for me. Like I could have said, "Oh, I'm post-partum. I'm depressed. I can't do this business," or, "I just had twins. I have three kids under three, there's no way I could do this business." I could have come up with every excuse in the book, but instead, I knew I had two choices: I could let that defeat me and I could say, "Game over," or I could say, "I'm going to figure this out; I'm going to learn, I'm going to tweak, and I'm going to keep growing." And I decided to do one or I decided to do two because I didn't want. I just see so much in this business. I feel better when I work out and eat healthy. I feel better when I'm helping other people do the same. I feel like it's my purpose. I feel like it's my calling and I believe in this business whole-heartedly and I had to turn those things that have happened to me in my life this last as the reason that I'm doing this instead of letting that defeat me and tell me the reasons why I can't do it. I had to say, "These are the reasons I am going to keep going. These are the reasons that I am going to keep putting one foot in front of the other, and I'm going to figure this out," because there are other people out there. Like I

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had to start figuring out in this business who were the other leaders in this business that have three kids under three. Okay, if they can do it, I can do," and I had to really start developing that mentality that, "If they can do it, why can't I do it?" And so I challenge you today to think the same way, "If she can do it, I can do it." Really, really challenge yourself and say those things to yourself. And just kind of...let's see here. I'm going to look at my notes here a second. So with all of that said, I've had lots of failures too. So Jenelle told you that our team had Elite, which if you're watching you guys (which you should be beyond this training, but you guys are amazing. You're hitting your goals. You're reaching your goals and I'm so proud of each and every one of you. This was a total team effort and I am just honestly so excited for you that we are the Elite team. So with that said, I had two years in a row. We started the first year. This is 2018 now. The last two years, that was my goal of hitting Elite and I didn't hit it. The first year I came, I hit Premiere. Last year I didn't even hit Premiere and so if you're sitting there and you pushed for that goal and you didn't hit it, don't let that defeat you. Keep pushing, keep growing. Every milestone, every failure is a way that we can learn and grow for the next year and so I want to challenge you with that. The other thing is, you know, I've had income goals that have fallen through the cracks and I've had, you know, other things that have just not gone my way. So if you're sitting there, this is a fresh year, fresh slate. Write down your goals, break down your goals, and make it happen. Okay, so onto my tips. The first thing that I really had to do was I had to become solution-oriented and so to become solution-oriented, I had to really figure out what my problems were. And so one of my problems was finding joy. I told you that. So I had to dig deeper and say, "Well, why am I struggling to find joy?" And my house was a disaster. There was laundry piled up. I would do laundry, but then there was like piles of clean clothes. The dishes in the sink were piling up. My kids were crying. I wasn't even cooking healthy meals anymore and I was feeling that anxiety because I'm like, "I can't keep up," and so I knew that if I could figure that out, if I could create a system that would help me overcome those things, then I could share that with my social media following because I knew that there was somebody else struggling with those same things that I could help. So I created systems for laundry. I created systems for my dishwasher. I created systems for picking up my house and I've shared those systems on my social media. And so through that it created that purpose again. It created that joy again in this business where I woke up every day excited, wanting to learn something new for myself, but then also to be able to share that with other people and through that I was getting other moms with young kids be like, "Oh my gosh, that's me too. This system is helping me." Now it's creating relationships. So no, it wasn't fitness-focused or nutrition-focused, but it was solving problems for other people and when you're solving problems and you're helping others, you're gaining their trust and when you're gaining their trust, they're more likely to want to ask you about a challenge group or to ask you about the coaching opportunity and so that was the first problem that I had to solve was figuring out how I could find my joy again and then

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solving problems through that and sharing it with online social media. The second thing I did was knowing that, okay I was an advocate. Like I posted three to five times a day. Becoming a mom to three, I was struggling to post once a day and this new thing called Instagram Stories came out and I was like, "Okay, I could do this. Like I could do this." It's simple for me because I didn't feel like I had to have like the perfect picture or the perfect wording. My weakness is writing and so I knew that if I could just be myself on Instagram Stories, that I could rock it and I could figure it out and so I am just myself on Instagram Stories. I make sure I add value there. I make sure that I offer my personal sense of humor. I make sure that I give the tips that I've shared with you in the last little point about finding the joy. I make sure I'm adding tips there, but I'm also sharing how I'm getting in my workouts. I'm also sharing how I'm using supplements to help with my fitness goals, and so I'm sharing my life, but if you've watched Chalene's "Creating Curiosity" training from Summit, I'm creating curiosity. I'm not saying what I'm doing. You know I don't say what I'm drinking, but through those stories people are asking questions about what I'm doing and how I'm able to do it. And so I'm using that platform because it's not something that I have to take thirty minutes and write a post. It's something I can just do as I go. And then what you can do is save one of those stories and upload it to a post on Instagram and have the call to action be, "Come follow me on Instagram Stories for more of this." So I'm sharing recipes. I share make-up tips. I just share just everything that people ask me about and I just share it with them on Instagram Stories. So I have just been able to...that's how I've been able to grow my business this last year is through Instagram Stories. The other that I addressed, that I had, was looking at the end of the third quarter and Jenelle probably knows this, but at the end of third quarter, I looked and I'm like, "Like I'm sitting at 2-Star Diamond right now. If I want to hit Elite I have to do something different. Like I need to figure something out. I need to change something." So something I've learned this year too is really starting to say, "Okay, well how can I do that?" And so when you challenge yourself with saying, "How can I do that?" Your brain starts to get creative and it starts to think of ways that you can make that happen. So what I did at the...like I want to say this was like end of October maybe, early Novemberish, I looked at my downline and I said, "Okay, who are the people I am noticing taking action, doing the big six that have either hit Diamond or have fallen off or are close to Diamond? Who are my key players right now who I can tell want it?" And so I reached out to them and I wanted to set up a one-on-one call just to make sure like what I was seeing was what they really wanted. So I set up a quick 20-minute call with them and I said, "What are your goals? What do you want to do? What do you want to accomplish by the end of this year?" And they either wanted to become a stable Diamond. They wanted to hit Diamond. They were going for that Diamond bonus and so what I did is I rallied them together and I said, "Let's create a group message thread on Facebook. Let's hold each other accountable and let's go for this. Like I want you guys to get that Diamond bonus too," and so that's exactly what we did. We rallied

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together. We brainstormed of ways. We got creative and we made it happen and so they all hit their goal of getting their \$250 Diamond bonus and I created that vision for our team as to what it would like to be an Elite team because it's not about me at all. It's really about creating that momentum in their business because now their business is going to kick start come the new year and so I had to do something different. I had never done that before and by doing that, it showed me it works, number one, and number two, okay. So I have created this system come the new year where I have put people into what I call "success pods," and these success pods are for new coaches. I have a success pod for new coaches, a success pod for Emerald coaches, a success pod for Emerald coaches, but that have four coaches, and then a success pod for Diamond and above because everyone's at the same point in their business. They're all pushing for similar goals and I found when you have a similar goal, when you're pushing together, it creates community. And when you don't feel like you're in this business alone, it's fun and exciting. And so we just started that. I kick started that this week and then we are also in our big team page. I changed the name to "Real Women Conquer" success pod and in that success pod I'm doing a daily poll. So in the poll I just say, "Who wants to grow their business and help others?" and I have the date and then I basically have the poll. There's four options about connecting, inviting, promoting, and so basically the four vital behaviors. So inviting and then personal development, being proof that the product works, so workout and Shakeology, and then recognizing and celebrating your coaches and challengers. So it's just that daily accountability that they can do every single day. So that is something I've implemented and I've learned from this last year to be able to hit that goal. And then the last thing that was my problem that I turned into a solution is I realized I had too many things on my plate, meaning too many to-dos, and I needed to delegate more. So that leads me into my next tip of delegating. So delegating for me has been probably one of my hardest things because I have a poor-girl mentality and I'm working on it. I grew up. My mom worked three jobs. My parents were divorced. We just didn't have any money and so I think subconsciously I'm still struggling with the fact that like I don't have any money and so I struggle with delegating and hiring out things and doing all of that, but I know if I want to take the business to the next level and if I want to keep my priorities in line, because that's the other thing, if I could do it all, but then I'd be working like a ton and I wouldn't see my family. And so I realized that in order to that I had to delegate some and delegating to you will mean different to me. It just depends on the place you are in your business, but I'm going to share with you what I've done. So I had to really let go of the fear of what others thought of me. I had the fear of people thinking, "Well, who does she think she is? Oprah? Like delegating somebody to clean her house, having an assistant, hiring a baby-sitter to watch her kids." All of these things, like I had to let go of that because I remembered what this vision, what this opportunity could do for my family. Right now it's just a season; it's a short season in our life and I know that if we can keep growing that our kids, my family, is going to

be able to take multiple vacations a year. My husband will have the option of working and we can take, we can go to the lake all summer long or we...we just have more choice and more freedom and that's what my kids to remember. I don't want them to remember having to go, you know, to daycare all the time or mommy and daddy working so much that they couldn't make sporting events or they couldn't do all these things. Like I have that vision of what I want my life to look like and so in order for it to get there, I had to realize I have to let some things go. So we hired a house cleaner to come every two weeks to do the deep cleaning, okay? I hired some help with the kids. So there was this season I was trying to figure out and this was even before I had the twins. I was like, "Okay, I need a little help," so what I did is I actually got a gym membership and I took Ruby...like you can drop them off for two hours and I went to like the little cafeteria in the gym and I worked. That's something you can do because sometimes that's cheaper than hiring somebody to come to your house. Like I know that what the Y is...I don't know. I don't know how much the Y is a month, but it's cheap, right? Compared to sometimes hiring somebody. You can have somebody come to your house two days and do what's called massive action. So in those two days a week for a couple hours, you can get laser-focused and do what you need to do to take your business to the next level. The other thing...the reason I'm talking about hiring help with your kids is because I was noticing, especially going from one to three kids, that nap time sometimes turned into ten minutes because you would get all the kids down and then one kid wakes up and you're like, "Well there goes my work session," and so even if it's two hours in the afternoon a couple days a week, that is sometimes all it needs to propel your business to the next level. So don't think you have to hire somebody full-time because you don't, not at all. And then the other thing that I did was give my assistant more things to do. So I looked at my list and I said, "Okay, what are the things only I can do. I can be the one that texts my team. I can be the one that does trainings for my team. I can be the one that, you know, talks to the people in my challenge groups, but there's some things that like anybody can do and so I really put a lot more on my assistant's plate and I'm really excited because one of my goals this year was to help my assistant get to the next level. So basically, she quit or I fired her and I said, "Marissa, I'm going to hire somebody else. You've got this," like she's going to rock and roll her business this year. So that's what's happening now, but...so those are just some things that I have learned to delegate and let go of and I had to really let that fear of what other people think get out of my head and I think sometimes we look at our neighbor or whatever and we're afraid of what they're going to think, but I kept having to remind myself, "Are they where I want to be?" And so if my neighbor is overweight and broke and I'm happy, then I don't want to listen to their advice, right? I want to listen to the people that are where I want to be: fit, happy, keep their priorities in line and that is the direction I want to go. So always remind yourself when you're getting feedback from others, "Is that what I want my life to look like?" And then re-evaluate that opinion. Okay, I don't where I am on the time, but like,

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okay...we're going to keep trekking along. Okay, so then the next thing that I had to learn to do is become even more disciplined and what I mean by that is I had to become so disciplined that every Sunday I do a brain dump and what I mean is everything on my mind is on paper and that alone helped relieve me of a lot of my anxiety and so I did two categories. I did business, my personal business. So there was kind of like two sub-categories under my business, my team and then my business, and then I had a category with family. So just writing in everything that I had to do that week and then there's some things that are like a certain time, right? Like this call, 11:00, so I would put that on my calendar. And then the other things, I fit them in where I knew I was going to have extra help or when I knew Dean was like on board for me to work that night. I would fit that in my calendar and then I would talk to him about that, so that way we were on the same page. And then the other thing, I was getting really frustrated with is like I was telling you that kids would wake up from naps or they'd wake up early in the morning when I was like, "This is my time. I'm supposed to work," or whatever it was, that I learned to time block and I have three different time blocks: my A.M. block, my afternoon block, and then evening block. And that might look different for you, but making sure that you're getting in the most important activities in during those blocks first. So like every day I would...so I do that every week and then I make a list every day of what I need to do. Then I look at that list and I think, "Okay Kelsey, what are the things on this list if I don't accomplish are going to give me anxiety because I didn't get them done?" It's most likely inviting and following up, right? And so I make sure I get those things done first, so then that way if everything on my list doesn't get done, then I lay down and go, "Okay, I did the most important things today," and I know I propelled my business forward. So that was the other thing – so I do a weekly brain dump and then a daily to-do list and prioritizing the things that are most important first and then the next thing I do is I had to make a commitment. I am not an early morning person by nature. Mornings are like the death of me, but I have to. I have to get up. I get my workout in first and I do my personal development first because I know if I'm filling my cup then I can pour into other people and so that is what I'm doing and I just made that a non-negotiable. So that had happened. So becoming more disciplined is...I had to do because I want to keep my priorities in line. I want to be able to have my weekly date nights. I want to be able to have my weekly family nights and have my evenings free for the most part and so in order to that, I knew I was going to have to become more disciplined or I'm going to feel like I'm going to have work every evening or I'm going to be working 24/7. So having a list, working from that list, and being laser-focused is so key to feeling, one, disciplined, but, two, feeling like you can chill and relax with your family. So then the last thing I just feel like is so key and in helping me through this chaotic year is I had to find a few people who I knew my goals aligned with their goals, but their priorities aligned with my priorities and I had to say, "Okay, I need to be in contact with these people and I need to..." you know, have you heard the quote that the

00:30:00 five people you hang most is who you become or whatever. I don't know how exactly that quote works, but that is what I knew I had to do this year. So I combined teams with Amber Kiper and we don't do everything together, but some things that we run like, you know, we've done like Push to Diamonds and things like together because I knew that was going to take some pressure off myself. So Amber Kiper has been a huge role in that. Rachel Bodie, Meg Wyzinski, Jenelle, I mean there's so many people that I could list off, but those are people that I knew I had to just keep in mind every day and go, "Okay, if they're doing it, I can do it. I see that they're busy and I can do it. I know Jenelle moved this year. If she can do it, I can do it. I see Amber Kiper has four kids. If she can do it, I can do it. I see Rachel Bodie working, you know, a full-time job and hitting 5-Star Elite this year. If she can do it, I can do it." And so I really had to develop that mentality, "If she can do it, I can do it." And so that is how I'm going to end the call today. I really want you...there's some action items that I have for you really quickly that I want you to take notes and I want you to apply them. First, really think about what your struggling with right now. What problems do you have in your life that you need to solve? Because when you solve those problems, you're able to help other people therefore you're going to build trust with others. So that's first. What are some things that need to come off your plate as far as can you delegate those tasks? And it doesn't have to be everything I mentioned. It can just be one or two of those things. I think sometimes people think that they have to do everything in order to see success and sometimes it's one little tweak in the right direction can change the game. So what is one little thing that you can delegate to take off your plate? And the other thing is who are you going to surround yourself with this year that's going to keep you pushing toward the goals that you want? So you can continue thinking, "If she can, I can." That's all I have Jenelle.

00:31:42 Jenelle: Oh my goodness. That was amazing Kelsey. So good. I have pages and pages of notes. You make so many good points. Seriously, I cannot thank you enough. I know everyone...I mean all the comments over here. "Amen," and everyone can relate. So many great tips. You're so organized. I always learn from you as well. I mean I just can't even begin to try and recap like the best nuggets of this because everything was so good. And you guys, I know you're probably like, "Wow, I suck compared to Kelsey." She has come up with these systems and anyone can do this, but I will say this, you know, she's been coaching...how long have you been coaching Kelsey?

00:32:35 Kelsey: Almost five years.

00:32:37 Jenelle: Almost five years. So what I just want to remind you is that this didn't happen overnight, but she's giving you kind of the shortcut to, you know, so that you don't make some of the mistakes that she made and just, you know, letting you know, "Look, you've got to look at what are your problems now?" Like go through those action steps. Truly go through those

action steps. You know, what can you take off your plate? I mean everything that she mentioned are the same things that I had to ask myself and it was the only reason I moved forward because, you know, I was working full-time when I started this business and I was working full-time my first two years and like Kelsey and like Rachel Bodie, it's not easy, but if you put those systems in place just like Kelsey talked about and you get real disciplined and you get real focused and you get your family on board, big things can happen. You just need to be patient and you need to believe in yourself and you need to not be afraid. I'm so glad Kelsey that you mentioned delegating because it's a huge fear for so many coaches because same thing and I was the same way. I was in that mentality like, "Me an assistant? Like I'm not even making money in my business. Why would I hire an assistant? I need to make money first." No, you need to invest in your business first and then you start making the money, but that's a fear thing. It's kind of like, "Do I really, you know, put my eggs in that basket and invest in myself and invest in my own business?" Yeah, you have to do that. You would for any other business if you're opening it. You would hire employees. You would invest in advertisement. You would invest. Why is it any different for this business? The earning potential in this business is usually way more. So anyway, Kelsey I cannot thank you enough. You did an amazing job and this is going to go down as one of my favorite trainings. Thank you so much for your time. Are you muted? I'm going to present you to everyone. There you go. Awesome.

00:34:33 Kelsey: Well thank you.

00:34:35 Jenelle: Thanks you guys and I want to make sure you get on next week's call as well because we have another guest speaker next week, Bob Heilig and he has an amazing podcast. I feel super honored that he's going to be speaking on our call next week and you're going to love his trainings. You're going to love what he has to say. So we will see you next week. Thank you everyone for getting on and Happy New Year. Bye-bye.

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