

Team Hardcore Call Transcription - January 18th, 2018, - "Recruiting!"

[Beginning of Recorded Material]

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00:00:01 Jenelle: Hey there everyone. My name is Jenelle Summers and this is the Team Hardcore training call and today's topic is, "Recruiting!" First of all, I'm so sorry I'm a little bit late. Bear with me. I tried to make sure that this call that I've got my other laptop all set up so that I can see your questions and I see you guys on there so I'm definitely going to be checking over there to see what questions you have. So definitely ask questions as you have them. Whenever I do a topic like this, first of all recruiting is so important in our business. This business is such a gift and if you're not going to be adding to your team, I don't know how long you'll be in this business because if you're just trying to sell, sell, sell, that's exhausting, that's hard. It doesn't really build the business because you're only doing one portion of the business. And so it's such a big topic and I'm worried I'm going to miss something. I'm worried that there's something that is a burning question or some kind of hurdle that you can't get over and I'm not addressing it. So make sure you ask questions. Awesome. Lindsay says, "I'm so ready for this." Okay, so what I want to address in this training call is basically the how, when, why of recruiting and the order that I'm going to present it is why talk about recruiting? Or why recruit? Or why add to your team? Why is that so important? When should you do that? When, meaning when in your business and also when in the relationship? When in the conversation should you bring this up? And then how? What do you say? What do you say? It's so like...it can such a scary thing and let me just say in case I forget to say it later, the more you do this, the easier it gets. It's like anything in life: the more you do it, the easier it gets. If you are constantly avoiding asking people if they've ever considered this business, that anxiety is going to build up more and more and more and the more pressure you're going to put on yourself, the more anxiety you're going to have the first time you do ask someone if they've ever considered this business and the more eggs you're going to put in that basket. Like if you only ever ask three people if they've ever considered this business, that's like, oh my gosh, like everything revolves around these three people and if they don't...if none of them are interested, it's like, "Oh my gosh, how would I ever become, you know, Star-Diamond and, you know, building this big business or ever be like this person or that coach or whatever. I can't even get these three people who I love and adore and who also like fitness. If I can't even, you know, get them to get into the business with me, how could I ever make this a big business?" The truth is if you're not asking at least ten people out of every ten that you think would be amazing, like how could they not do this, nine of them are not probably going to join. You might get one out of the ten, one to three. You know, as you get better at introducing the business and you have put yourself

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out there more, you've been in the business longer, people know that you're not going anywhere, like you're in this, right? You're really in this. This isn't just a phase in your life; you're in this. Then yeah, your percentage out of that ten, it's going to be more like two people and then it's going to be more like three people out of every ten. It's going to increase over time, so you're going to get better at this over time. You're going to be more confident with it over time. You're going to care less about the response over time because you're going to be like, "That's okay. If it's not for you, that's all right because I'm talking to ten other people," but if you're just talking to those three, you're like, "All eggs are in that basket," and it's stressful and it feels icky and you feel like, you know, the world revolves around these three people and their response, but when you're talking to people about it every day and you're throwing it out there every day and you're of the mindset of, "Look, some will, some won't, you know, who cares? Next." Like, "I believe in this. I'm in this. I love it. If you don't see that, that's okay. Maybe someday you will and maybe someday you won't. I still love you anyway. You're still my friend or you're still this acquaintance that I love to follow and that's cool. Like I'm not going to stop following you, but I'm just letting you know this is an amazing opportunity." So if you guys aren't thinking in that mindset, you have to start developing that mindset and one of the ways I develop that mindset right from the get go, before I was ever making any money in the business, before I was ever successful with the business, was I was watching other successful coaches. I was reading their blog posts. I was looking at their YouTube videos. Is that helpful for everyone? I should forewarn you. There are some people out there where you're not in a good place so maybe by doing that you'll feel like, "Oh my gosh, how could I ever do that. Like I couldn't measure up to that." I was in a good place. Like when I would see those people, I would be like, "Okay, if they can do it, I can do it," because I saw so many different people. I saw people who, you know, were doing extremely well with the business, who were very introverted. So I was like, "Okay, if he can do, maybe I can do it." And then I saw other people who were in the business who, you know, worked full-time, mom, extremely busy, and I was like, "Okay, I work full-time, mom, extremely busy, and if she can do it, I can do it." So I was relating to these people. I was like, "Okay, basically what I'm seeing from all these successful coaches is that they're just genuinely being themselves and they're not coming across as salesy and pushing product all the time and being annoying and like you can tell with every blog post or every YouTube video they did...and the reason that I don't say Facebook or Instagram is because I wasn't on social media at the time. So I was looking at their YouTubes and their blogs. I was Google searching people and so I just really related. I related to the fact that they weren't being salesy, they weren't being pushy. I remember very specifically watching a video...I think it was by Tracy Marrow and she was talking about products that she used and she had like all of her stuff out and she was like showing her P-Entry and her refrigerator and she was just being helpful. I was just like...my eyes were like glued to the tv. It was just helpful. As someone who's into fitness and nutrition, it was just

helpful information and at one point she said that she didn't like...it was a supplement that Beachbody offered. She didn't like it. She didn't recommend it and she recommended this other one and I was like, "She's a Beachbody coach. Oh my gosh, she just unrecommended. She just advised us not to buy that supplement and to buy this one instead," yet, she fully stands behind Beachbody. She loves her stuff, and I'm sorry, Tracy Marrow, if you're watching this and you're like, "That wasn't me," I think it was, but I'm not positive. Anyways, my point is I was like, "Honesty, honesty. She's presenting herself as someone that's just honestly helping." Like she...it did not come across as, "I'm making this video to make a sale. I mean you should buy this or that." She was making a video with the aim of, "I'm going to help other fitness-minded moms or women out there," and I was like, "Wow, that's coming across loud and clear to me. I love that. I can do that because if this is a business about pushing products and a business about just, you know, trying to get people to join you and...I don't want to have any part of it. I want to run as far as I can," and that is exactly what your prospects are thinking. They're looking at everything you do and they're going, "Would I want to do that or would I want to do it like that?" And if what they're seeing is a turnoff, then in their heads they're building up a story of why they should not do this business or if what they're seeing is cool and it's not pushy and it's not salesy and it's not in your face and it's not obnoxious or annoying or whatever, then they're building a story in their heads of why they could do this. So really, really, really keep that in mind. So when I joined as a coach, I really tried to keep that in mind because I knew that when I was considering it, I was looking at what other people were doing and going, "Okay, could I do this? Would I want to do this? What are the successful coaches doing?" So it's really important to keep that in mind because a lot of people who are Beachbody fans, they've seen maybe on social media what other Beachbody coaches do and there may be some Beachbody coaches out there who don't do it right. They are...not any of you guys, right? You guys all know what you're doing, but they are a little too salesy. They are a little too like, "Beachbody this, Beachbody that, Shakeology this, Shakeology that," you know just like constant and nothing else and so they may be turned off by that and so those prospects have this brick wall up, like, "I would never do something like that. That is not cool." And some of those people that have that brick wall could make some of the best coaches. They love Beachbody. They don't like that for a reason because they wouldn't want to be that way and that's great. They would probably make a great coach, but you're going to have to start having conversations with these people to understand what is that brick wall and why was that formed and kind of peel back the layers and figure out how you can re-educate them as to, "Yes, that might be what you see, but that's not what successful coaches do and that's not what we're aiming to do. We just help people that want to be helped. We promote a lifestyle. We're not promoting a Beachbody brand. We are promoting a lifestyle: fitness, health, nutrition and each one of us as coaches has our own message," and it might take and it might take several conversations to get

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through that and to understand what someone's brick wall or what their hesitations are or what their road blocks are, but understand that that's a really big piece of it. So why is it so important that you be adding to your team. Now first of all, if you're brand-new into the business, you know, and I just recently just FYI, side note, I just made a brand-new video for my newer coaches of what to focus on first and one of the things I talk about in that video is just, you know, get committed to a journey and start to just gradually start to post, you know, because most of us coming to this business...and that was my situation as well, I wasn't posting on social media. So just having to post on social media was a whole new ball game and scary, super scary. So if you're new, get into that habit of just trying to post something helpful once a day. You know we've talked about now. Just start with once a day and you can work up to three times a day or two or three times a day, but something valuable once a day. It might be funny. It might be inspiring. It might be motivational. It might just be you, a selfie of you, and saying, "Had a hard day," whatever, but get in the habit. It takes practice. Posting takes practice. Learning how to give of yourself and learning how to put your thoughts, your inner-most thoughts out there, it's scary and it's hard and it takes some practice. So kind of get into that habit first. But if you're not new and, you know, you kind of know the basics of the business and not new is a relative term because some of you, you may feel ready for this after, you know, in your second week in the business. Others, you may not feel ready for this for two or three months or maybe it's longer. I will say this: the faster you shift your mindset and get yourself ready to start adding to your team, the faster your business is going to build and the more your business is going to benefit you, hands down, totally. If you delay in adding to your team and recruiting, you're really delaying your business even more than you know, okay? You have to start because the longer you delay it, the longer you overthink it, the longer you over analyze it, then more anxiety builds up about it and the more difficult it becomes to actually start building a team because then people are like, "Oh, well how long have you been, you know, doing the business," and you're like, "Oh, I've been doing it this long," and you start to question yourself. It's not really reality. Like you should just say, "Look, I just really started working my business today," even though you may have joined two years ago. If you're just starting to like really dig in, just say, "Hey, I joined a couple of years ago, but I really just started to work it," because if you're just starting to build a team, then you're just really starting to work it. So you can just say that because that's the truth. Like Michelle Lurch said recently, "You have your join date and then you have your start date, right? But the faster you start with building a team and building a like-minded team, the cooler this all gets and actually things start to flow better and the more you introduce the business opportunity, the easier it gets. So why do we have to build a team? Now if you didn't build a team, then all that you are doing with your business is sales and like I've said before, if your business is just based on sales, I don't know if you've ever noticed, but there isn't a top coach or a six-figure earner or an Elite coach. None of those people don't

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have a team; they all have a team. You can't get there without building a team because this business has two parts to it and you can't build a business with just one part. You have to build the other part as well. So you have, you know, where you inspire people into fitness. You share your journey. You be vulnerable. You host accountability groups. You help people every day. You help people in the accountability groups. You help people reach their goals. That's the one piece...and of course through that process, you make some sales and we make a great commission percentage. It's really great - 25-40%, that's amazing, okay? So that's the one piece of our business and yes, that is where your income first starts to come from and that's exciting. The other piece of the business is that you build a team and through building a team and training a team, you make a team bonus. Sorry, I've got something stuck on my lip. Anyway, so you make a team bonus and so that team bonus starts to build as your team starts to build and develop their success, okay? So it's not just...you don't make a team bonus based on the number of people you have on your team. You make a growing team bonus if you are growing your team and developing their success. Now you might be thinking, "Yeah, but that's what holds me back. I'm not sure if I'm ready to develop their success and really support them in their success. I don't what I'm doing half the time." That's okay. With this business, it's not like you say, "Okay, I'm going to become successful first and then I'm going to start building a team. It doesn't work that way with this because you can't even become successful without starting to build a team. You can't do one and then the next. It doesn't work that way. In order to become successful you have to start building a team, but what's great about this business is as coaches of new team members, it's not our responsibility to make them successful, thank goodness, because we can't make someone be successful in anything. I can't make someone be successful. They have to want it themselves. All I can do for someone in fitness and the business is be the best example that I can be, be the best role model. In other words doing the activities that I preach, practicing what I preach. So yeah, I'm going to tell my new coach, "Make sure you get on the team calls." Am I doing that? I better be because I need to be a good role model. All I can do is be a good role model and equip them, right? That's what we do for them in fitness too. We try and be a good role model and we equip them with resources, with tools. That's what we do in fitness, with our Beachbody business. We equip them with Beachbody On Demand. We equip them with Shakeology. We equip them with the Recover and the Energize. We equip them and we try and be good role model, practicing what we preach. Same thing with our coaches that we bring on board. We tell them, "Hey, you should be watching The National Wake-up Call and that Team Beachbody 411 page. Watch it live or watch the recording later or listen to it from your phone, but I need to be doing it too and I am, every single week. I never miss it, okay? I don't care how successful someone is, they should never miss those and those help you build a team too. So I'm teaching this person the same things that I'm teaching myself to do, okay? And I'm just saying these are the things that I'm doing and I need to be a good example of those things because if I'm not, then

she's not going to be likely to do them either. If it's pretty clear I'm not listening to The National Wake-up Call, I'm not getting on the team trainings, I'm not learning anything new about this, that, and the other thing, she's not either, okay? So just be a good role model and equipping them, telling them where to find The National Wake-up Call, telling them how to find these team trainings, telling them how they can learn about running a challenge group. So even if these things are brand-new to you, you could be learning together. My coaches who have been with me for a long time, they know that when they started off with me I was like, "Um, I don't know. Do you know? I don't know either. Let's find out," and so we would Google things. We would research things. We would ask each other and we would just kind of figure it out. Sometimes we'd figure it out just through failing over and over and over again. Luckily you don't have to do a whole lot of that because we have so many resources, but I just don't want you to feel like, "I need to be successful first before I bring anyone onto the team," because it doesn't work that way and will unfortunately delay or even prohibit your own success if you continue to have that mindset. I know for myself, before I joined the business and I heard that, you know, building a team was really important, I started asking a gazillion questions because I was like, you know, "I need to know this and know that and know this and know that," and if any of you know my story, you might know that Chalene, my sister, was the one that told me about this business opportunity that Beachbody was doing and I kept asking a whole bunch of questions and Chalene didn't know the answer. Chalene's not a coach and Christine Dwyer was the one that ended up becoming my upline, but she didn't have all the answers either. No one really did and I remember, it was actually my brother-in-law Brett one time said to me, he said, "Jenelle, don't worry about it. Just work hard and you'll be successful. Like don't worry about it," and I was like, "Dude, I'm not worried about my success. I'm worried about the success of my team that I'm going to build. I want them to become successful," and that is the truth. That is the truth. I just did not want to bring people on my team. I didn't want to tell my mom about the business and not know how to lead her to success. I didn't want to tell my friends about the business and not know how to lead them to success. So I started asking a ton of questions and becoming a sponge so that I could equip them and so that's what you need to do. As you join, you learn some things. Give yourself credit. You know jenellesummers.com has all those trainings. Plug them into that. How hard is that? There's a whole tab that says, "New Coach Start Here." You can plug them into that. Okay, so the next thing is when do you talk to them about this business? Okay, when do you bring it up? So let's just say, and this is a very common question, that you know someone that you think would be amazing as a coach. She's already posting fitness stuff all the time. She's really into healthy eating. On social media, her account looks amazing. You're like, "Oh my gosh, she would be so amazing. She's a positive person, blah, blah, blah." So you're probably thinking, "How do I bring it up to her?" Well my number rule of thumb always is you need to know why this or how this could help her, okay? It's not enough to just say,

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“You would be amazing.” Unfortunately, that’s not enough because you can tell someone they’d be amazing at anything. It doesn’t mean they’re going to start doing it just because they would be amazing at it, right? It has to solve some kind of problem in their life, otherwise they’re like, “Okay, that’s great that I would be good at that, but I’m kind of busy and I’m pretty happy,” and those are actually the best prospects. People that are busy and happy are people that are usually go-getters and they’re positive people and those are usually your best prospects, but their mindset right now is that they’re busy and they’re happy, so why would they want to do this, right? And part of that was my thing too. I was like, “I’m busy and I’m happy and why would I want to do this?” And a great story was told to me when I was a newer coach and I went to some conference and he said, you know, “We act on something with urgency and just commitment when it’s something that has meaning to us. Like there is a reason we’re doing this and it’s a strong reason, it is a strong why.” And I don’t know if this is a good example, but it stayed with me and he said, “Imagine if someone walked up to you at the mall and said, ‘Hey, I’ll give you \$20 if you just start screaming and run around like you’re crazy and just like screaming someone’s name and just, you know, really make a scene,’” and he said, “How many of you would do that?” And like none of us raised our hand, right? And then he said, “Now what if you just realized you’re five-year-old was gone? You’re in the mall, your five-year-old is missing. What are you going to do? You’re going to start screaming and running around and going crazy. Do you care that you’re making a scene? You don’t care. You don’t care. You’re why is so strong. You don’t care if you’re bawling. You don’t care if you’re running around frantically. You don’t care because your drive is so strong.” So it resonated with me because I was like, “It’s so true.” You know someone could tell me...it’s another probably horrible example, but, “Jenelle, you’d be great at horse-back riding,” okay? I’ve been horse-back riding, but I’m not great at it, but let’s just say someone said that, okay? Let’s just say I have...and I’m making this up...let’s say I have horrible gut health and it’s like something like I’m having to go to the doctor all the time and it’s horrible. It’s bringing me down, like, “Oh my gosh, I’m having all these tests run. It’s horrible, horrible,” and someone says, “You’d be great at horse-back riding.” I’m like, “That’s great. I like horses a lot, but it’s all right. I’m good.” They say, “No, you really should get a horse and start horse-back riding. I think you’d really like it. You have the perfect build for it and you’d be great at horse-back riding.” “That’s great. Awesome. Thank you so much. I appreciate it. Thanks. I’m good,” right? “I’m busy. I don’t have time or space for a horse or whatever.” But then if they are like, “Did you know that people who own a horse and ride it once a day improve their gut health by 95%?” I’d be like, “Can I get a horse overnighted?” Like it’s just one of those things where it’s like if I have a problem and all of a sudden you presented to me some kind of solution and it makes sense to me, I’m all about it; versus you just saying, “You’d be great.” Okay, so that wasn’t a good example, but you get my point I hope. So when is it the right time to bring it up? When you’ve heard them say something where you’re like, “Okay, coaching does that,” and

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there are so many things that coaching does. It gives people accountability in their fitness and nutrition. How many people are telling you that they tend to fall off track? Like so many people. I want to say all people, but not all people, but a lot, that is there issue. Coaching gives people extra income. My husband just the other day told me a statistic of the number of Americans who have a higher amount of debt than they have...it was a statistic that made my jaw drop. I wish I could remember it, but it was like...the debt that people have right now is insane. So many people are working so many hours and they're not getting ahead and they don't think that coaching can help them. They do not believe that and if you talk to them, they're not going to be thinking, "Yeah, maybe this would." You have to gradually over message, over message, over message, and over posts that you put out there, you have to be giving...you have to be breaking down that wall where they're like, "Yeah, coaching would never help me financially," so that they're like, "Oh, maybe I could do something with my finances with coaching, maybe just, you know, working that on a part-time basis, you know, making x amount of dollars per week extra would make a huge difference. X amount of dollars per week equals x amount per month - that would make a huge difference. You have to help them break down those walls. So finances, fitness and accountability, purpose. There's some people, they're totally comfortable financially, but they are doing something that doesn't give them purpose and maybe fitness is something they love anyway. There's so many...and it could just be of course for the discounts on Shakeology, but even if you do present it that way, please I beg you, to tell them about the bigger opportunity and to find out what else is going on in their life because there's probably some other reason that they would want to work this business versus just getting the discount because if you just are signing up discount coaches, you won't build your business. It's fine if you have a discount coach here and there, but never stop planting that seed of what they could do with this business, never stop letting them know what's in the back pocket. And next is how - how do you talk to people about the business opportunity? Well once you hear that cue in conversation, in messages, and I'm always talking about messages because I work my business 99.9% on social media. But when you're listening to cues in conversations, maybe you're just talking to them about leggings, maybe you're just talking to them about parenting or trying to control a, you know, a toddler who's really in their terrible twos right now or whatever. Whatever the conversation, somewhere, if you keep going, if you're always ending messages in a question, then you're going to get on other topics. It's going to happen and you're going to hear clues every now and then for what problems or pain points or just struggles they have in their life or what their life situation is. You're going to hear those clues and you have to not be afraid to act on them and the more often you just say, "Oh my gosh, well given that, have you ever considered this business?" or, "Given that," so it's always, "Given that issue," so you are presenting it as a solution to that issue, to that problem. So it's not like you're just throwing it out there in the blue. It's not you're just like out of the blue saying, "Hey, I think you should become a

coach," because that has no meaning to someone. You're listening to their clues and you're saying, "Given that, have you ever considered?" You're not saying, "Would you want to join me," or, "I'm a coach. This is what I do. Would you be interested?" None of that. That does not work. I tried that for a long time, "Would you be interested?" No, I didn't even say that. I said, "Let me know if you're interested. This is what I do. This is what we do," and it was all of the what of what we do, which that's the other thing. When you're talking about the business, you've got to say why you do it. You've heard that a million times by now probably, but you have talk about why you do it. That's the only reason why they would want to do it. They want to know why. "Why would I want to put something extra on my plate?" So in talking to them about the business, you have to start with, you know, the why and hopefully you can pinpoint in/on what they're struggle is, and so if you say, "Given what you just said, have you ever considered starting on online business?" You don't have to say, "Becoming a Beachbody coach." You can just say, "Have you ever thought about doing a fitness business? Have you ever thought about starting an online business like I do? Have you ever thought about? Have you ever thought about? Have you ever considered?" That's all you have to say, and they will say, "Yes, I've considered it," or, "No, I haven't." Most of the time they'll say, "No, I haven't considered it because it is blah." They'll say, "Because it's all about sales," or they'll say, "Because it's all posting selfies," or whatever. They're going to say something that's going to make you go, "Ugh, that stung," you know? It happens to me all the time, all the time. My most common thing is they'll say, "No, because that's all about sales," or, "No, because I don't have time," or, "No, because I don't have the money," or, "No, because I don't just do Beachbody programs. I've done them before, but I also go to the gym." All of those objections are just things where I need to peel back the layers and so do you, okay? So those are just starting points for conversation and there's going to be message after message after message that will go in between before I actually say, "Do you want some more information on it?" So between the time I've said...I've planted the seed of, "Have you ever considered this business?" To the message where I say, "Would you like to see some more information on it? Would you like to see the basic information of it?" There's probably about seven to ten messages in between there, seven to ten messages over the course of days, maybe even sometimes weeks, okay? So that's where a lot of mistakes happen. A lot of coaches will plant the seed and within a day or two they're hoping to get some type of commitment or they're hoping to close the person and, I don't know, I am not an expert at this, but I get to know people better. I get to know their situation and I don't rush this decision. It's a decision-making process. For most of you it was not an immediate, "Yes, I need to join this business." It was something you were skeptical about, just as I was, and something you really needed to think about and you kind of wanted to look at what these other coaches are doing and so that's what this coach is going to do. He or she is going to look at your Instagram or your Stories or

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whatever. Are you being pushy? Are you being too salesy? I mean it's hard right now because we've got 80-Day Obsession and everyone's posting about that. As long as you're doing it in the right way, as long as people aren't going, "Oh my gosh, she wants me to buy this 80-Day Obsession," they shouldn't even necessarily know the name of the product because you're just posting about a lifestyle. You're posting about a lifestyle and if they really want to know what it is, they'll ask you, right? So hopefully you're doing that right and so that people that are looking at that don't see it as you trying to push a product because they don't even know what the product is. They just know that you are promoting a lifestyle. You are sharing your journey and you're being really helpful and cool about it and you're sharing other pieces of you as well. So I was going to share some scripts on here. I think I will just show...so if you have to get going, we are at 35 minutes at this point. If you have to get going, I understand, but I'm going to share my screen real quick and hopefully this will help, but I'll also put it in our Coach Success group and my other groups so that you can take a closer look at it. Let's see if I can get this on here real quick and I kind of don't like...there it is, hold on. I kind of don't like scripts. What is this? Would like to control this computer...I don't know. Okay, I couldn't read that fast, sorry. So I kind of don't like scripts because I really, really think you have to just listen to what people are saying and it's like having this radar...just getting a feeling for what's going on in their head and what kind of a personality they are and what they really want and what they really don't want to hear. The only way you're going to know that is to ask more questions, okay? So the very first step in recruiting is understanding their story and their situation. What is their full story? What happened when they were in middle school? What happened when they were in high school? What happened when they had their first baby? What's going on right now in their situation? Are they working way too many hours? Like what are their needs? What's going on with this person right now? Don't assume you just know. Like what's important to them? Is it their kids? Is it their time? Is it their money? Is that all of that? Is it pride in what they do? Is it accountability to fitness and health? Why are they even taking any kind of remote interest in this business? There's a reason there. You need to figure out what it is. And, you know, like I said, these are scripts so tweak to suit who you're talking to and how you talk. If you say, "Dude, you need to do this," like there are people that I've known for years and I'll be like, "Dude, you need to do this. Like just stop it already. Get over it; you need to do this." You have to talk like you would normally talk and that's going to depend on if this is just an acquaintance or if this is someone you've been friends with for ten years. It's going to depend on that. Always ask early in the conversation if they're already working with a coach and if so, if they are, please refer them back to their coach for information, okay? If they just have an assigned coach they don't work with, that's fine. You can take someone like that on, but if they already have a coach that they're working with, you want to know that right away. So if it was kind of a random invite to the business, you know, planting the seed, one way to plant the seed with someone that is, you know,

00:35:00 kind of a stranger is, you know, let's say you're on Instagram and, you know, we do CCQ, Compliment, Comment, Question. This random invite is an example of that. "Hey Sarah, I love your leggings. Where did you get them? I love your account, by the way. Are you an online fitness coach too?" Boom. Just planted the seed because now she's going to say, "No, are you?" Or she'll say, "Yes, I am. Are you?" Or she'll say, "What is a coach?" You know? Or, "Yes, I'm a personal trainer," like whatever, but it's going to start the conversation. So what do you say when someone asks, "What does coaching even entail?" You know let's say she said that. "Well I'm glad you're asking. I can't help but thinking you'd be so good because blah, blah, blah, I saw in your account you do this, you do that. It's really inspiring me. In fact, you were the one that inspired me to [unintelligible] or whatever. So what about this Sarah? Caught your interest?" Because I want to know. I want to know why all of a sudden she's interested or why, you know, maybe I did a post about the business and now she's interested. I want to know why. So just an example of a second message and, like I said you guys, it could be seven to ten messages that go back and forth. That's very common for me. So let's say, you know, she says what caught her interest is that she saw, you know, that you can make a supplemental income with it or maybe she saw that you don't have to be on Shakeology and that for her was always a stopping point. She thought she had to be on Shakeology and she's allergic to it. So maybe she saw me post something where I said, "Look, you don't have to be on Shakeology," and so she said, you know, "Now it's something I'm really interested in," and I say, "Oh okay, that's awesome. Yeah, this business can definitely provide..." so, like I said, maybe it was supplemental income because as coaches we earn an income from commissions and team bonuses and we don't have to sell. Basically we're fitness reps for Beachbody and we promote a lifestyle. We share out journey. So I go through what I already can tell from conversations what her hesitations are because she doesn't want to be salesy. She doesn't want to be pushy. So I say in there, "We post about things that are just relatable or funny, but they're not, 'Look at me.' They're not, 'Buy from me.'" Then I say, "Is it something you've considered for a while now? Do you want me to list some of the basics of it here?" So again, notice I'm always ending in a question. That's how you keep conversations going, an easy-to-answer question – an easy-to-answer question, one that can be answered with a "yes," or "no," so I keep conversations going. And I said, "Do you want me to list some of the basics here?" Now I can do that in a DM very easily. If she says yes, she wants to see some of the basics, I can easily do that. Let me see if I've got the notes up. This is really small. I apologize, but I can copy and paste this from my phone these, what I call, bulleted basics. So I can put this, it takes up two parts of a DM, because it's kind of long. But I'll copy and paste both parts straight from my phone into a DM. I do this all the time, all the time. So I don't even have to have...I don't have to wait until that next Sneak Peek or that next Glimpse into Coaching, which I do those at least once a month, but on any given day, I can post this, I can copy and paste this and do a DM. So of course you guys can copy that, put it into your own words. You

know it says, where is it? I'm your mentor to get you started and I provide you ongoing training. Now if you're not going to be doing team trainings, which I don't recommend until you're more like a Star-Diamond, that's fine. You say, "I'm your mentor," and the next bullet point says, "and we have weekly live team trainings that are all recorded for your convenience," you know? That's fine too. That works just as well. This person's going to be equipped just as well as anyone. The important one down here, "You can cancel at any time," and then I end it with, "Is that cool? Do you have any questions? Do you have any thoughts so far?" And if they don't reply, then I'll message them again like a week later and say, "I'm so sorry. I know that was a lot of information. Was there anything there that didn't make sense?" Because sometimes people will glance at it, just out of curiosity, but they really don't have time to respond to it at that moment. Okay, so hopefully you got that. Whoopsie, I got rid of the wrong thing. There we go. So that's if she wanted more information, I'd insert the bulleted basics or I can invite her to my next Coach Sneak Peek. If someone hasn't responded, you know, like I said, I can say, "Not trying to bug you, just want to follow up. See if you've given this anymore thought. Did you have any questions or did anything not make sense?" They usually will reply and more conversations are going to take place. Like I said, between five to seven at least before they want to commit to something like this if they're even ready to commit. But when they're getting close, like now they've asked quite a few questions, quite a bit of information has been shared, sometimes I might even share a video with them, but honestly, that's one of my last resorts. I would say I do that definitely less than half the time - I share a video. I really only share a video if their interest is really strong and they're asking a lot of questions about exactly what we do and how we do it. Like they just want a much more detailed answer, then I will share with them a video called, "What is Coaching?" and that is on my site and you guys can check that out. It's on jenellesummers.com under "Become a Coach" tab. Anyone can see it. You can share it with anyone. It's not password protected, okay? So you can see that video that I do sometimes share with people when they want more information. A lot of times if they want more information, I'll put them in a Sneak Peek, but sometimes just going back and forth enough is even better. Follow up with someone from the past challenge group. "Hey Sarah, how have you been? How are your workouts? How is your nutrition going?" So I just start with that. Let her respond to that. Then a second message if it's appropriate, "Awesome. I still think you'd make a great coach and it would help with _____," maybe it's her accountability, maybe it's the finances, maybe it's having something meaningful that she's building of her own so that she could maybe one day go part-time at work. "And have you given it any more thought recently?" Now here's a challenge group ending and this is my last thing. At the end of challenge group or even a free group, I, you know, of course I do a whole post of saying, you know, how much fun I had with them and blah, blah, blah. So I just kind of condense that into this little

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paragraph, but here's the three questions that are key, "Do you want to continue plugging away at your goals? And you'll message me if and when I can help you more. Do you want to be in another group to continue the accountability or do you have interest in becoming a coach to earn extra income or enjoy the discounts?" And so that way I get a feel for who's where, you know, in their thought process and just because someone answers one or two, doesn't mean they don't have a little bit of interest. Some of these people actually do and they might tell you that in a private message. They may kind of hint towards it in a comment. Like they might say, "Oh, I would answer number three, but I'm just not fit enough," and so I'm going to message that person. I'm going to be like, "Look, you don't need to be at your ideal weight by any means to start this business. In fact, you are much more likely to be more accountable and get results faster if you become a coach." So just because they don't answer number three, does not mean they're not a prospect, okay? Definitely keep p that in mind. Okay, so I hope that was helpful you guys. I'm going to go ahead and close these out real quick. Please let me know if you have any questions. Let's see, "Could we get a link of the scripts?" Yeah, I'm going to put them in the Coach Success Facebook group, in the files and thank you Sarah. She said, "I love your wording." Oh, my hair doesn't look good over here. What else, "Thank you, thank you, thank you." "Shouldn't even need to know the name of the product," exactly. "Planting seeds." Yes, Megan. She said, "I always love the quote, 'People don't buy what you do, but buy why you do it,'" which is so true and that's why we have to talk about why we do what we do and not the what. I think that's it. I'm not seeing any other questions. So awesome you guys. Thank you so much for getting on and I will see you next week. Hope you're enjoying your 80-Day Obsession. My group doesn't start until the 29th, so I'm feeling a little FOMO, but I'm excited to get started.

So we'll see you next week. Thanks so much and let me know if you have any other questions.

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