

Transcription of February 1st, 2018, Team Call “Attention Discount Coaches!”

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00:00:01 Jenelle: Hey everyone! Welcome to the call. My name is Jenelle Summers and today’s training is really not a training. It’s really something where I just wanted to reach out to those of you who have joined this business really just for the discount and maybe you’ve thought possibly working the business and maybe you haven’t, but I just wanted to make sure that all of you know the opportunity that you have in your back pocket because some of my top coaches and best leaders in this business actually started just because they wanted to enjoy the discount and they really had no intention of ever working this business and I was fine with that. I’m sure whomever you’ve joined is fine with that. That’s cool, but I think we all sometimes see these people who have joined and they’re loving the programs and you’re doing your 80-Day Obsession or you’re doing your Piyo or whatever program it may be or you’re drinking your Shakeology and loving it and we see that you have an opportunity that maybe you don’t fully understand the full scope of it and if you’re coach or if you’re one my coaches, if they’re anything like me, you don’t want to push people into doing something they don’t want to do, but at the same time it’s like when someone doesn’t realize what a huge opportunity something is, it can be like, “Oh my goodness, how do I get this information to them?” So I just want to take this time because I know I myself have seen coaches join the business who are loving the business, not loving the business, loving the products, loving what we do, but kind of not really sure if they want to jump into the, so here’s my opportunity to just speak to you and I want you to come to me if you have any questions or go to your coach if you have any questions. Okay, so first let me just kind of back up and explain to you, you know, really why would you want to put something like this on your plate? So let me kind of tell you a little bit about my story. When I first started this business I was working full-time, a lot of hours and maybe like you, I really did not think that this business was something that I would ever like or would ever want to join. I really was skeptical. I thought, “Okay, I don’t have a network.” I wasn’t on social media. I’m a very introverted person. Like I’m not that type of person to just strike up a conversation with a stranger, be the mom at the basketball game who’s talking to everyone and is just the social butterfly. That’s just not me. That’s not my personality. I have learned to overcome a lot of that and be more open and learn how to...even though I am an introvert and I’m cool with that and that’s a good thing. It’s not a negative thing, but I’ve learned how to be more open and make sure that I’m not making people feel uncomfortable and making sure that I make eye contact and smile. So those little things I’m learning and I’ve learned it through this business, but I didn’t think that a business like this could be for me because I thought, “How can an

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introvert who's shy, who has no network, and isn't on social media, who really just does not do anything in sales and kind of really shies away from anything that had to do with sales," – I've never been in a sales-type position and that whole side of it really freaked me out and I just thought, "You know why would I put something like this on my plate when I'm already working full-time?" I was in a decent in a decent career, I mean human resources management, making a pretty good living and had been working in that field for over thirteen years. I just thought, "Why would I put something like this on my plate when I'm already so busy and being a mom and a wife and just trying to be the best I can be and already running around like a chicken with my head cut off, just so crazy busy, why would I put this on my plate? So some of you might be thinking along those lines because, you know, maybe you work full time and your super busy or you're a stay at home mom or dad and you're super busy or you work, you know, as a nurse and you work, you know, twelve-hour shifts and how can you fit this in? So you're thinking all these things and you're kind of legitimizing in your head why you wouldn't do well in this business. I did that. I completely did that and I just kind of kept thinking that's not for me although I love Beachbody and I love what they stand for: fitness and health and nutrition. Those are all things that are at my core and I love it and I've always love it and have interest in and those are the things that make me feel good and those are things that I always want as a part of my life because I know when those things, fitness, health, nutrition, aren't in my life then I don't feel as good about myself and when I don't feel as good about myself, I'm not as good of a mom. I'm not as good as a wife. I'm not as good as a friend. I'm not as productive during my day when I don't feel as good. So fitness and health has helped me embrace all of those things, so why would I not want a business that is focused on that at its core? Well, because like I said, I was just fearful that this business was everything that I was not, but there was a little bit of interest that triggered me to look further into it. I started to look at these other successful coaches in the business and what they were doing and I started to realize that they weren't pushing sales. They weren't being icky. I mean, yes, there were some coaches at the time who were being icky and they were the ones that were turning me off and I was like, "I'm never going to do that." But then I started looking at successful coaches and what successful coaches do or those were becoming successful and how they were handling the right way and they weren't being pushy and they weren't being salesy and they weren't being in-your-face and that's what we train our teams to do and the person that probably, you know, interested you into this business or into the programs or products, same thing. They didn't push you. They weren't icky about it. They just cared about you and so that's what a successful coach does. And so some of the things that you may have seen done by another network marketing person, you know, from another business or even within the Beachbody community that turned you off, you don't need to run your business that way and we would never train you to run your business that way because that's not what we're about. What we're about is creating a like-minded network and for everyone

that looks a little different, right? Because some people aren't going to resonate with me or my story and other people aren't going to resonate with this other person or their story. There are thousands of people out there no matter what your history, where you are in your journey, where you are in terms of what profession you're in. There's thousands of people out there who resonate specifically with the experiences that you've had in your life and who you are and the way you approach things and the way you approach people and the things that you say and the way that you put yourself out there. And...so I think that if you're like me, if you are thinking that a Beachbody coach has to fit this like certain mold, you're wrong. They don't because if you look at the span of successful coaches and maybe you follow some successful coaches, but that doesn't mean you follow all the successful coaches. It's more than just, you know, ten people or twenty people. There are successful coaches who have built amazing, big, thriving businesses who are from every walk of life. Some who started off completely with no social media network at all, just like I did. Some who started off and they had never had a transformation story yet, but they did once they became a coach. Some who started off and they were coming from a fitness industry or some who were not at all and still have never become a personal trainer or anything like that because we don't need to in this business. In this business, what we do is support other people and give them a place to have accountability. So whether that be in challenge groups that we host on Facebook or within an app. It doesn't have to be on Facebook or whether it just be through messages back and forth. We provide that platform for people to be able to share their struggles and their journey and that's what we do as coaches. So we were not meant to be experts or gurus. I actually have a certification in group exercise and personal training, but I don't present it that way as a coach because as a coach I'm helping people...we're able to help people all over the United States, Canada, and the UK. So we have a huge audience of people that we can be connecting with and helping and because of that, because I'm not working with them one-on-one like they're not coming to my house and I'm not assessing their fitness, I'm providing them with tools and resources and in that way I'm able to reach people all across the country and Canada and the United Kingdom and that to me is amazing. That is, in my opinion, the best opportunity in fitness and health that you can have because we have the most amazing fitness programs and the most amazing supplements that we can provide people and no matter where people live, whether they're near us or not, whether they're local to us or not, we can help them. I have heard from many discount coaches that say, "Well, I couldn't really work the business because there are so many Beachbody coaches that live in my area," and I'm like, "That...you don't need to keep your business to your local area. Not at all. I don't." I mean I'm helping people who live...like I said, all across the country, in Canada and the United Kingdom and because of social media we have that opportunity to have reached those people that live nowhere near us, but yet we relate to them and we feel like we've got this sisterhood because we've got this culture that we're creating with our teams and with

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our customers of people who are on the same page as us. And it might be that your experiences, you know, you struggled with an eating disorder or you struggled with IBS or you've struggled with, you know, maybe you're in a pregnancy right now. I mean the sky's the limit. The different audiences and the different niche markets, they're out there and there are so many Facebook groups and hash tags on Instagram and all these different ways that you can reach all these people that need and want support and help and there's not enough of us coaches doing it. There really are not because there are way too many people out there who are currently still struggling and feel alone in their journey because their significant other doesn't support them and maybe even some of you coaches, you don't have that support and if you were to engage more in your team and get to know your team members more and really start participating in some of the activities, you will meet some of the most amazing virtual workout friends and fitness family that you could ever imagine, but you have to just kind of get engaged. So the other thing I want to just talk about is, you know, when I was looking into this business, I just assumed that I wouldn't have time because I was working full-time and, like I said, I was crazy busy. I figured I didn't have the money. Matt and I, we were making a good living, but at the same time, you know, we didn't have extra and so I didn't think that we would be able to just start a business up and do that because I just thought it cost a lot of money. I'd heard other network companies that cost like, you know, this big, up-front investment to start the business and I just assumed that that was something like...that this was something like that. I also assumed that I would need to find, you know, hours and hours in my week to be able to build my business. I didn't realize that with just pockets of time early in the morning, late at night, and then on weekends, that I could build a business and I did that for two years straight where I just found pockets of time. Pockets of time is all it took. So yes, mentally I was all in because for me the reason I wanted to do this was I wanted for myself a business where I could be the one that's in charge of my schedule and what I do and a business where at the heart of it was health and fitness and helping other people. Whereas in my career I wasn't unhappy at all. I didn't hate my job. I didn't hate it, but it wasn't fulfilling and I always felt like something was missing and it was. I wasn't really living out my passion of helping other people and serving and learning how to be a better person and learning how to lead. All these parts of me that I think we have within all of us, were being suppressed through my employment. And I'm not saying being employed is a bad thing and I'm also not saying that if you do this business you would have to want to quit your full-time job because you don't. I have top coaches who still do what they've always done. They've just decided not to quit their full-time gig because they love it and they want to continue doing that and you can. That just wasn't goal. My goal was I would love to be able to just at least go part-time from my full-time career and be able to work at home more and see my son more and see my husband more and really help other women get more fit and experience what health and fitness can do for you and the confidence it can build and help other women

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start a business that does the same and that really excited me. So even if you're in this to just do it part time, on the side, and don't have any kind of goals of ever quitting your full-time job, that's cool too or if you want to go all-in mentally, put in those pockets of time while you're still working your full-time job to eventually build this business into something, if you want, you could have the choice of going part-time at work or being able to just do Beachbody coaching like I do. And I have to give the income disclaimer that of course Beachbody does not guarantee any level of income or rank with this opportunity. Each coach's success is dependent on his or her own skills, efforts, and diligence, of course. This is not a quick-fix kind of thing. This is the kind of thing where, you know, if you do want to build it big, it's going to take some time and effort and like any business does, right? The fortunate thing is we have the trainings for you. I do these weekly trainings every single week. You can find all the archives of trainings on jenellesummers.com. Just click on "Trainings," and you'll see them all there. We, all of us as a team, we share what we know and what's working and social media is constantly changing and we also share our struggles that we have ourselves in our fitness journeys and building out own social media because social media can be scary and that's another thing that I really dealt with, that I know a lot of discount coaches worry about is putting themselves out on social media and what helped me get over it was...it's really kind of something that my sister said. For those of you that don't my sister is Chalene Johnson and she's the one that's in Chalene Extreme and Piyo, Turbo Fire, and Turbo Jam, and she said something to me and I don't remember her exact words, but it was something along the lines of the fact that if you have all this to give and you want to help other people and you want to help other women experience fitness and health and you want to help other women, you know, get into a business like this where health and fitness is their focus too. How can you do that if you are letting your own fear of judgement hold you back? And put in that way, it made me realize that my own fear of judgement was like my ego. I was like afraid to put myself out there because what would people think of me? I was all concerned about me, me, me, me, me, me, and I thought, "Wow, even sometimes my shyness is really kind of selfish on my part because I keep fearing what the judgement will be on me," versus the desire and the need to just want to help other people and putting that first, versus, "What if they think this of me? Or, "What if they think that of me?" Or, "What if I'm not enough?" Or, "What if I'm not fit enough?" Or, "What if I'm not pretty enough?" Or, "What if I'm not thin enough?" Or, "What if I'm not strong enough? What if I don't have ripped abs?" Who cares? Right? All I needed to focus on was, "What do I have to offer others?" And I knew I had experiences to offer and I know you do too. It's just a matter of kind of going, "Am I going to be serving others? Or am I going to let my own fears hold me back?" And I just...I really just made a decision. So I started taking baby steps...just a picture of like my shoes next to the weights, a picture of me from a distance maybe with a hat on, you know? And I still don't love having pictures taken of myself or videos, but the small price that that is to pay

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versus the opportunity that we have in this business, no comparison. Hands down, completely worth it. So I'm just going to look at my notes here of what else I wanted to cover. So I wanted to cover, you know, just mainly the benefits of what you get out of this business, if I haven't already kind of stated that. Number one: it's the built-in accountability because when you're a coach it's part of your business to share your journey and so sharing that beautiful salad that you just ate or sharing the fact that you did just splurge on pizza. You know I just talked about that on a post last night. You know, just sharing the ups and downs because that's what people relate to. People don't relate to perfection. So if you're like, "Well I'll wait till I lose weight, until I, you know, and then I'll become a coach," or, "I'll wait until I have a few more followers, then I'll become a coach." You don't wait. You do things now because that's when you're relatable. That's when you can just be authentically you and the people that relate to you will naturally start becoming attracted to what you're posting if you're putting yourself out there consistently. So it's the built-in accountability to get your workouts done and to eat right. It's also the community of people. I mean, like I said, if you really start engaging with your team, you're going to meet some of the coolest people, some of the kindest, most generous, giving people you've ever met. This business really attracts that type of community. It's also the fulfillment and knowing that you've helped someone, even if you do this just, you know, just as a little side hustle, not looking to make anything big, and you're just focusing on helping one person per month. It's so fulfilling when you help someone and they're texting you or they're Facebook-messaging you going, you know, "Had it not been for you, I wouldn't be where I am today," and, "I woke up with tears of joy this morning." It's messages that just make you cry, just make you emotional because you're just so proud of the work that you've done and the life that you've impacted and even if it's just, you know, one person here or there, you know? It makes a difference. "Everyone matters," we always say. The other thing is just the personal growth. You know as you go through this business if you're engaged in the trainings, you learn a lot about yourself and that is going to carry over into other parts of your lives, other parts of your life, with your relationships, with your significant other, with your kids if you're a parent, maybe with your, you know, your relationship with other at work, with your productivity at work. It just carries over into all parts of your life because we really focus on personal development and really filling our brains with positive thoughts. It helps you manage your everyday stress, stuff that has nothing to do with the business, just everyday stress, because you have that habit now of constantly looking at things on the bright side and the positive side of things. It teaches you how to manage your stress. The other thing, obviously, supplemental income. Now, like I said, some get into this and they're like, "I want to go all in. I have goals of doing this within three years or four years," and then others are like, "I just want to, you know, if I can just make some supplemental income and inspire some people, I'm all good with that," and that's cool. You can do that too. And the other benefit is that this is a business you can build on part-time

hours and that's one thing that really drew me in too was that I was like, "Okay, I get it now. I understand what it's about and I get that it's not about sales and being pushy. I get that it's about, you know, helping others and having the courage to kind of, in baby steps, put myself out there, but I can do it on part-time hours. I can do it while I still work my full-time job and a mom and a wife." And I did have to take some things off my plate, but it was worth it to me. Once I said, "Okay, I've got a full-time job. I'm a mom. I'm a wife, and I'm doing some of these other things I don't really have to be doing, but I've always done them and I feel kind of obligated." I had to start saying "no" to those things and take them off my plate. I had to make those sacrifices in order to fit this in. And then the other thing is, you know, how do you start working it? Where do you begin? And how does it actually work? So first of all, contact your upline ASAP and get into integrated into your team. If there's one thing you can do right away it's get to know your team's members because like I said, there the greatest people. I'm sure they are. So get to know your team members. Get to know their struggles and their situation and you'll find you have a lot in common with a lot of your team members. So get integrated with the team. Get on the team trainings whether it be your upline's team trainings or my team trainings and like I said, all of mine are archived on jenellesummers.com. Click on "Trainings," or if you feel brand-new, like I said, because you're a discount coach, click on "New Coach Start Here," and you can start focusing on those trainings that new coaches go through, okay? But how does it work? I mean, you know, how is it that these coaches, you know, are making thousands of dollars per week? I know I asked myself that and my husband was asking that and he was like, "Wait, we're going to start a business? Like how do you have time?" You know, both of us working full-time, like I said, it was like, "Why would we put this on our plate? How could it possibly be worth it? How does this work?" And what I realized was, "Okay, coaches make an income in two ways, basically: commissions and team bonus. And so commissions, obviously, 25-40% commissions on everything that's sold. Now we have some challenge packs where, you know, if you were to sell a few challenge packs, you know, there's hundreds of dollars, you know, commissions built into that. So look into that because I think a lot of discount coaches all they know is that they're getting their Shakeology for 25% discount or they're getting their Beachbody Recover or their Pre-Workout Energize at a 25%, which is an amazing discount, but I think some of them don't realize the scope of the supplemental income that is available and it's absolutely amazing. It's amazing what we can make as Beachbody coaches, but if you're not aware of it, then it's just kind of is in one ear and out the other and you don't, obviously, do any of the activities to earn it. So we make income from team bonus and from sales. The sales is 25-40% commissions and then the team bonus and there's probably a lot of confusion about team bonus because it is confusing. I used to think from the outside looking in before I joined, that team bonus meant that you made money as you built your team. As people came onto your team, you made money. It doesn't work that way. That's not

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the team bonus and once I learned how it worked, I was like, "That's awesome. Another reason why I'm going to do this business. That's awesome." The way that team bonus works is Beachbody sets aside a pool of money and they pay out a bonus, it's like a "thank you" bonus, if you've helped people become successful in their business. So you as a coach, okay, so you're a discount coach. You start building a team. You're not going to make money just with each person that's added to your team. What it is is Beachbody says, "Okay, you're building a team and you're plugging them into trainings and you're supporting them and you must be integrating them into the culture. You're doing things right because your coaches, some of them, are becoming successful." It won't be all of them. It's usually a small percentage of your team that really digs in. It, you know, it's just because it's the right timing for them. They're in the right frame of mind and they start digging in, but that's all it takes and Beachbody is saying, "Thank you. You're helping them succeed." So they pay you a bonus for that, okay? Once I realized that, I'm like, "That's awesome, because I do want to help my team members become successful in this," and I have team members who are thousands of levels, thousands of people below me who I don't even know who are making six figures per year or seven figures per year – true story. So everyone coming in has equal opportunity. It doesn't matter how low, you know, how many years into they have joined. That doesn't matter. Everyone has equal opportunity and so Beachbody is just saying with that team bonus, "You're plugging people in. You're helping people become successful. Thank you. Here's your team bonus." And so that's a weekly team bonus and that grows over time as more coaches become successful over time. So of course it takes time, but it's a really, really cool way the compensation structure works and of course, I used to study compensation structures, so when I saw how this one worked, I was like, "That's legit. That is so legit," because it means that no one can shortcut the system. No one can be a jerk and make a whole lot of money in this business because it won't last because of the way the compensation structure is built and the way that the ranks are built and everything, you have to be helping people and you can't fake that. You have to be legit helping people become successful in their fitness and in their business. I love that. So, you know, what does it really take? Like I said, you can do it as a side hustle. You can obviously just do it for the discounts. You can also go all-in and I would say for, you know, myself, building my business and going all-in on top of my full-time job, I probably put in about 15 hours a week. I would say roughly around 2 hours a day, maybe sometimes 3, but then there were some days I just...because of a project or whatever, I didn't have time. So I would have massive action days, you know? Like I might put in 4 or 5 hours on a Saturday because I needed to and I wanted to. So it's flex time, you know? That's the great thing about it. You can be working from your phone and put in fifteen minutes while you're, you know, waiting in line at the DMV. You know you can just be doing the work in these little pockets of time. It just has to be, you know, in the front of your mind so that you are disciplined to constantly be doing something when you can and of course

setting aside your family time where you put the phone down and you are just present with your family. So I guess the only other thing is required costs that I normally go over, but you guys if you're discount coaches, you already know the required costs is that you have to pay a monthly service fee for your website, so you're already set up for business. Everyone has a website. If you're a coach, your set-up for business. That's \$15.95 per month in U.S. dollars and that is the only monthly required fee. Now of course, the other required fee is the start-up fee which you guys have already paid and if you bought a challenge pack when you joined, you didn't have to pay that. So that was free if you bought a challenge pack, the start-up fee, and then it's the monthly fee, except for military and non-profit. They don't even pay the monthly service fee. At least that's the case right now at the time of this recording. So I'm trying to think what else I needed to say. Any questions? I'm going to look at questions. I've got my laptop set up over here. Lots of energy. I'm not seeing any questions so that's good. Okay, cool. So thank you for getting on and I just want to leave you with a quote that I did just put on my Insta-story, my Instagram page, and by the way, you can check out my Instagram page or my like page, just Jenelle Summers. Just make sure you spell it right: J - E. It's not J - A, it's J - E, but it's just that, "If you're not building your dreams someone will hire you to build theirs," which is so true and I think for me, that really resonated with me years ago when I was sitting at my desk and working a lot of hours and I just had no control over my schedule. Like I had to work these hours. It didn't what my son had going on or what my husband had going on or whatever was going on, I had to do what I had to do because I was employed and with this business I just have so much more freedom and I absolutely love that. So with that, thank you for getting on. Definitely check in with your upline even if you just watched this and you're just thinking about it, just check in with your upline. Let them know that you saw it and if you are ready to dig in, make sure you ask them what are the next steps and I'm sure they'll point you in the right direction. Thanks for getting on and we'll see you guys next week for out training.

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