

Transcription of February 15th, 2018, Team Call “New Coach Success”

[Beginning of Recorded Material]

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00:00:01 Jenelle: Hi guys! My name is Jenelle Summers and this is the Team Hardcore Training call and I’m so excited for today’s topic and guest speaker. [Dogs barking] Yes, Stephanie, if you wouldn’t mind, if you could just...her dogs are kind of going crazy right now.

00:00:17 Stephanie: I’m going to go let them out. I will be right back.

00:00:19 Jenelle: Oh, no problem, no problem. I’m going to talk to them for a minute. No worries. So the topic today is “New Coach Success,” and today’s guest speaker, she’s only been a coach for five months, five months. Get this you guys, and she’s a 1-Star Diamond and her Diamond is a true Diamond. She is a team leader. I’m not sure if I’ve heard of someone achieving team leader that quickly. She’s already a team leader. Now team leader, for those of you who aren’t aware, you can go into your online office and look at the leadership ladder and figure out what it takes to become a team leader, but you cannot become a team leader unless you are truly building a team or coaches who are engaged in the products and programs and some of them, usually not all of them, are, you know, building a business because you have to have at least four coaches who have at least one Success Club point in the month. You have to have a certain amount of volume on your weak leg which remember your weak leg has nothing to do with your position or anything like that. It’s just the team that you are building. So that is a true testament of, you know, how she’s building her team and how she’s building her business. She’s also a mom and wife. She has three kids and she won \$10,000 in the November to remember challenge. Do you remember that? By the way, my dad and I were teammates and we really tried, okay? We didn’t come anywhere near Stephanie and Jen Delvo. Now, by the way, Jen Delvo is the one who sponsored Stephanie. So Stephanie is not my personally sponsored coach. She’s Jen Delvo’s personally sponsored coach. So she’s just had such amazing success and while I don’t want...I want you to be inspired by what Stephanie has done and what’s possible for anyone. Whether you’re a veteran coach and you’re like, “Okay, I’m starting over starting today,” or you’re a newer coach and you’re like, “Yeah, I started a year ago or I started three months

ago, or whatever, but here's what I'm going to do going forward. Here's my new start," okay? Either way, I don't want you to compare, okay? What's happened in the past is irrelevant only except to learn from it, right? The only thing that matters is the way you're going to move forward and I just want you to see what is possible. Now everyone's journey is going to look differently. I certainly...we didn't have team leader back then, but I don't think I would have earned team leader five months into my business. So everyone's path is different. What matters is that when you do start that mentally you go all in. Of course, you probably can't go in all-in with your time because you probably still work full time, just like I was still working full time when I started my business, but mentally I was all in. When I had my focused Beachbody time, I was focused. I wasn't scrolling news feeds. So I just am really excited to bring to you the knowledge and the insight and the motivation that we're going to get from Stephanie. Are you there Stephanie?

- 00:03:22 Stephanie: I'm here with dogs barking in the background.
- 00:03:26 Jenelle: That's okay. We've all got. I'm sure mine will be barking soon anyway.
- 00:03:30 Stephanie: Well, there's somebody by. It'll be over in a second, I promise.
- 00:03:37 Jenelle: Well thank you so much for being on this call. We just really want to hear, you know, what...and you can kind of just take it from here and take it whatever direction you want to go, but, you know, we just really want to hear like what have you been doing and how have you had such success and what are some of the pitfalls? What we're some of the upsets? And, you know, just give us some insight into what you've been doing.
- 00:03:59 Stephanie: Well first I just want to say thank you, Jenelle. This is such a huge honor to get asked to even speak on this call, I'm just very humbled and so thankful for our team and for the amazing group of inspiring people that we have to work with. I don't know if you guys think about that every single day, but a couple years ago, I was lacking that. Like I didn't have amazing friendships. I didn't have the inspiration that I have now and I'm so, so thankful. So Jenelle, that like is a testament to you and what you've built and my upline Jen and our team is just...has blessed me beyond belief. So thank you so much for that.

00:04:41 Jenelle: That's awesome. You're so welcome and thank you. I think that attitude of gratitude goes a long way and it's obvious that you have that kind of an attitude.

00:04:50 Stephanie: Aw, thank you. Thank you so much. Yes, that is the driving force and I'm going to talk about that in just a minute, but you guys, the first thing that I want to say to you is like, I'm not anything special. I don't have special sauce. I'm not going to get on here and say to you guys, "Here is the one thing that you can do starting right now to like blow this thing out of the water." I don't have that. What I do have is the fact that when I first started this business and I signed up in August, the end of August. So getting kids back ready for school and I signed up with the intention of building a business because I had a couple of choices. My husband and I needed some extra income and I have a teaching background. So we had decided I could either go back to special ed. teaching, part-time, full-time. Go back and plug into the school system again and not be around as much for my kids or I could really give this all I had because fitness and nutrition is definitely my passion. I do have a little bit of a background in it, so I don't want to like fool you guys and fib to you and say, "Oh, I came into this with no knowledge of anything nutrition or fitness," because I did and I knew that I wanted to inspire and motivate people. So I really did. When I signed up in August, I made a decision that this was a business. This was my job and whether you work it part-time or full-time, one hour a day or three hours a day or five or seven, I think it all just starts with the decision that this is going to be not a hobby for you. It has to be a job and it can be your part-time job. It can be that side hustle. It doesn't have to be something full-time, but it really does start off with a decision because if you haven't decided that you're going to go all-in and do the things that it takes and whatever time you have to on your business, then you're just going to end up, you know, like scrolling Facebook, checking out all of the other pretty coaches on Instagram and doubting yourself and fooling yourself into thinking that that's work. So I want to start out with saying I don't have special sauce. I'm nothing unique. I'm just a girl from Montana and I live in a town of 4,000, you guys, so with no big cities around. So I'm just a girl that decided to go for it and that's what it starts with. So when I first signed up in August with all the hustle and bustle of school, my upline Jen said to me, "Okay, let's do this. You need to start a challenge group." "Okay, I'll figure that out. We can start a challenge group. I'm going to start a challenge group." So really, you guys, if you're brand new to this business or even if you're a veteran

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coach that's like, "How do I get my new coaches to get started?" I really just plugged in to the First 30 training. It comes straight from corporate. We have it. When we first sign up you get an e-mail that's the First 30 training and I went through that First 30 in two days because I was so excited to get started. So doing a little bit of knowledge-base increasing before you get going is so important and I think we need to understand the ins and outs of our business, but I think you can understand the ins and outs while you get into action. Otherwise, I think I could have spent five weeks going to Jenelle's site going to Jen's site absorbing all of this knowledge, which is super important, but I could have not gotten into action if I just spent so much time training. So I jumped in. I started a challenge group and you know you guys, I think we over-complicate invites and I didn't know any better so what I first did when I started was I created an event and I think we forget that we can invite to events. Like if you've been doing this awhile and you haven't done an event, you can send event invites out. So I created the event. I started talking to people. I didn't just send event invitations to 500 people without conversations first. I started putting it out there on social media, not being like, "Hey, hey! I'm doing Beachbody! Do you want to do Beachbody with me? Here's my shake. Here's my workout." I said things like, "I'm starting this amazing new group to empower women to get fit, to get healthy. I'm so excited about this journey and being on it with all of you and I think creating that feeling for people of, "Wow, I want to be part of that. I want to join a movement. I want to do something great for me," and I kept putting it out there. Then I created the event and all the time I was talking to people, right? I was having conversations. I was commenting on their things on Facebook. I was creating those relationships because if somebody gets an invite from you to join something and you haven't talked to them in three years and you're like, "Whatever. Not even going to look at it," right? So I think we just really remember not to be that cheesy person that's just saying, "Join my stuff," to really be an example of living the lifestyle and put it out there first and I know it's scary, you guys. I got to look at my notes. I know it's scary, but you have to remember and start out...this was the biggest thing for me. I had one big thing when I first started. I determined what my why was and I knew in my heart that it wasn't just about making money. I knew in my heart from day one that I wanted this business to be a mission. I wanted it to be a blessing. I wanted to be able to bless people and create something so much bigger. So when the money isn't coming in or you're getting a lot of "no's," when you can fall back on your why, on

that bigger thing, that's what's really kept me going. So number one on the notes, looking at my notes, was start with you why and go out there with your why as your purpose and put that out there. Like I didn't know any better, so I wasn't afraid to say, "I want to be a blessing to people. That's why I'm doing this," and I think people really respect that. You know, just really you being you. That's just kind of my thing. So my first month in August, I started my...I mean September, I started my first challenge group and I had 24 Success Club points that month and they all just came from new start-ups, from selling people challenge packs and not just selling them a challenge pack, selling them on the fact that this could change their life. That this could be something that set them free, free from chains, free from things that hold them back from being a better person, a better mom, a better wife, a better husband, and I think when we really get to the heart of that's what we're selling, then it's not selling anymore. It's giving a dream. It's giving people a new light in their lives. So that was month number one. I let go of fear and I just got into action because I think sometimes we over analyze everything. Like I would look at Jenelle's stuff and go, "I'm never going to look like her. I'm never going to be able to take a picture like her," and it's scary, right? It's scary to see other people when in reality, they're just people. We're all just people, but I got full of fear for a while and I had to just let go of that fear and jump into action and I think for me that's point number two. Let go of your fear and just get into action and don't think that one Facebook post or one Instagram picture that says, "I'm starting this new 28-day challenge where we're going to do fitness and nutrition," one post and you don't get a bunch of comments, that's not failing. That isn't the end of it. That's not where you stop. You have to keep doing the deal. So I did. I really did just keep doing the deal and I kept working on me and this is my point number three. I think we have to always really be thinking about, "How can I be better at my program? Am I drinking my Shakeology every day? Am I following the nutrition plan?" Because in the beginning, I really...I'm going to be honest, totally, totally honest with you guys. I...the first three months, I had never really gone through a program, start to finish, because I just hadn't been introduced that way and so I didn't do it and now with 80-Day Obsession, going through every single day with all my clients, man, that's making such a huge difference in how I feel about my program. So I think if we haven't done a program, start to finish, and really committed 100% to doing the containers, to doing the system, 100% doing your shake, doing your workout, personal development every single dang

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day, because the second I get out of that, I get lost. I don't know about you guys, but...because things come up. This business isn't easy. We get...I mean 100 people, how many "no's" do you think you're going to get? A lot, right? A lot, but it takes a lot of "no's" to get to the "yes," and if I were focused on the "no's" and I didn't pick up a book or do my bible study every single day, I would have been toast a long time ago and that's just me being honest because you do get discouraged. We all know that. We all get discouraged. So working on the vital behaviors I think every single day and being a product of our product, that has kept me moving forward because people see it. People see that you're doing it and they see the joy in your heart and they want to join you. Okay, so this is the other thing that I really think...we all have our little comfort zones, right? Stuff like this is super scary. Stuff like doing our first Facebook live is super scary or even your Instastories. Like you think if your hair isn't perfect or you don't have your make-up on or you...that people aren't going to watch it, and you know what? People just want to see us. They want to see us. We need to let go of fear because that...at the end of those comfort zones, when you push yourself past that and I kept saying, "I have to push myself past it and I have to think like I'm a 10-Star coach, not like I'm an Emerald or not like I just started," and so really from day one, I really told myself, "Stephanie, if you want to do this, you have to think like you're Jenelle. You have to think like you're Jen and put on those pants and do the deal, "because magic happens when we step outside of our comfort zone. I believe that and I'm going to try and keep doing it every single day. It doesn't mean I'm not going to like put off something. I'm an introvert too. Like I'm super fun when I'm somewhere, love people, but I like my house. I like to stay put, but I know putting myself out there and doing the things that challenge me is going to make me a better coach. So that was one of my points, that magic happens at the end of our comfort zone. Okay, so I'm going to fast forward in to October. I ran two challenge groups and I took from my very first challenge, I started talking to the gals in that group that were like, "Wow, I know they'd be amazing coaches," and I really, honestly just approached them like this, "You are fantastic. I know that you would make an amazing coach and I would love to have you join me on this mission to change lives," and so out of that very first challenge group, just me being honest, I got several start up coaches and one now is...she's a Diamond, close to 1-Star Diamond and we weren't like best friends. We had just met each other. We started talking. We definitely clicked and I could see the potential in her and just laid it out there, like I

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want her to be on my team. She's rocking awesome...and talk to her and then one of my other first coaches was just an old, old friend from high school, sister, younger sister, and I kind of followed her on Facebook and I don't know, something in my heart, and this is just me you guys, but I prayed. I pray that God, every single day, that God will lead the right people into my business, but then I search them out too. So I had been following her on Facebook and I reached out and I said, "Hey, I know you have a busy life." She'd just had a baby. She was actually in the hospital after giving birth to...she has seven kids, seven, seven, and I reached out her and I just told her I thought she'd be fabulous and I wouldn't let her say no. I mean she's like, "I don't know if I'd be fabulous," and I said, "Look at your background. You are amazing. I would love to have you do this with me," and she was like, "Let's do it. Let's do it." So I just think it's being honest. Those were my first to builder/coaches and from there we just started a community, a sisterhood, a love and we...I really think it's all about apprenticing your people to see the potential in them. Like you see it so much more than they can see it at that time, but just keep seeing it for them, keep putting it out there and really focus like on their goals because I think so many times, we can think in our head that somebody wants something, right? A new coach, but they don't really want what we think they want. So being able to say, "What do you want from this?" And take that and be honest and move forward with them because I've gotten coaches that are just like, "I want to spend 30 minutes a day." "Well great. We'll work with your 30 minutes." So my number four was to just really start expanding and talking to people and this was my second month so that second month I had them apprenticed with me in challenge groups. So they started their own and I know it was scary, but I let them kind of copy everything that I was doing in my challenge group, mimic with their own spin, but they were part of my challenge group and started their own challenge groups, but were able to copy what I was doing in the beginning and it just started to duplicate from there. So second month of October I had 52 Success Club points that month and that really was just loving on people and I don't...it like makes me nervous to have you even say, "Wow," because I didn't do anything special. I just believed in the power of people. I believed in the power of when you believe in someone more than they believe in themselves, that's that all they need to get started and I'm going to cry and I think it just comes back to just knowing what your purpose is. So then, November rolled around and it was November-to-Remember and I saved some of my Success Club, my sign-ups for

November, because I was teamed up with Jen and I didn't want to let her down. I was like, that was my biggest fear. Oh my gosh, I didn't want to let her down. I wanted to work hard and I wanted to get lots of Success Club points and I really calendared out my month so that I knew that I could get two, at least two challenge groups started in the month of November. So I'd get Success Club points and my coach rollovers. So people that I knew wanted to sign up that I'd been talking to. I'd planned it all out in November and just did the deal, you guys. Had fun with it and that month I had 107 Success Club points and you know what? It just was because I was excited and I wanted people to join me and I got a bunch of new coaches just discount coaches, quite a few discount coaches, quite a few that wanted to do the business part-time, but nothing...I like...I had 400 people on Instagram following me. I don't have a like page. I have 2,000 friends and I grow that every day, but it's not like I have this huge following. I just talk to people.

- 00:22:27 Jenelle: So you just started talking to a lot of people. Would you that's true? You're talking to a lot of people?
- 00:22:33 Stephanie: I talk to a lot of people and I don't give up on them.
- 00:22:36 Jenelle: Okay, and so like when we're talking about 100 and some Success Club points, that's like, you know, around 50 people who, you know, 50 or more, who committed to Shakeology or the Performance Stack or a challenge pack. So would you say it's accurate to say that, you know, since you had 50 that committed that you talked to at least 100 people?
- 00:23:01 Stephanie: Oh yeah. Absolutely.
- 00:23:05 Jenelle: ...because I think people hear 50 and they're like, "Oh, well I talked to five people and only one of them committed or whatever," you have to talk to more people.
- 00:23:15 Stephanie: You have to keep talking to people and people who ignore you and ignore you and ignore you and on the fifth time when you say, "I'm not giving up on you," and they say, "Thank you! Thank you! I was scared the whole time and you didn't give up on me." I don't know. I just...I think that's what it's all about and any time you think that you're being the annoying person, that's what you're going to put out there. And I think...that just try to keep telling myself, "You're trying to bless people. It's not about selling a challenge pack. It's not about Success Club

points. That is not your goal. Your goal is to be a blessing for someone,” and I put on that robe or that outfit for the day and that’s the mentality I take on, it changes everything for me. The second I think, “I have to get some more Success Club points,” the way I approach people, the way I talk to people changes.

00:24:12 Jenelle: Yeah. So you don’t require...like to be in your challenge groups, do you require that they’ve bought a challenge pack or Shakeology or something, you know, along those lines?

00:24:23 Stephanie: I do. The people in my challenge groups are either on Beachbody On-Demand. Most of the purchase a challenge pack and not because I say, “You have to purchase a challenge pack,” but I really talk about the value of Shakeology and how I can really help them get results because that’s fueling their body in the way it needs to be fueled and so they can release stubborn body fat because they’re doing the right thing for their body. So I don’t have a lot of people that even want to join without being on a challenge pack only because of the way I talk about it. This is our culture. This is what we do. This is how we get healthy. Am I going to turn somebody away and not love on them if they can’t afford Shakeology the second month? No, but I’m keep supporting them and I’m going to keep saying, “I can’t wait for you to get back on Shakeology,” and most people really do. That’s what I’ve noticed for sure.

00:25:26 Jenelle: So when you’re about [echoing] sorry, I’m echoing. Can you hear the echo?

00:25:34 Stephanie: No.

00:25:35 Jenelle: Oh, okay. Maybe it’s just on my end. To start off all these conversations, would you say that most of the conversations are started because you did a mass post about a challenge group or about the business opportunity or because you’ve just been messaging them one-to-one? Like because a lot of people are like, “Okay, that’s fine. I’ll talk to more people, but how do I get to talk to more people? Like where can those conversations start?

00:25:59 Stephanie: I think it’s both and I’ll kind of tell you if it were me and was watching this, I’d want to know exactly what I do. I would want to know, what is she doing? What is she doing? Okay, so every single day, I add new contacts. I make sure that I’m expanding my network. That’s part of what I do every single day, even when I don’t feel like it and then from those new contacts, I

start commenting on their posts. I connect with them and I know that I haven't done this as well as I should because I've been really busy, you guys, and I know that sounds like an excuse, but I know that I could do this way better than I do it now, but then I go back through people that have commented because I do do posts and I'm consistent with my posting. Like if you haven't posted since last Wednesday, you probably should start posting a little bit more because people see your consistency and it doesn't always have to be a post about your challenge group or coaching or whatever, but people see your consistency and your seen and your brand and they're watching that even if they're not commenting. So then I will do a post that has a call-to-action and says, you know, "Shoot me an emoji if you're interested in hearing more," and from those I make sure I write all of those down and I connect with each one of those people, but I also connect with the people that maybe have just dropped me some love on my picture or my post, a heart, and I say, "You know what? Thank you so much for the love. How are you? What's going on in your life?" And then create that conversation. I definitely make sure I'm in conversation with at least ten people a day.

- 00:27:54 Jenelle: Ten new people?
- 00:27:55 Stephanie: Ten new people a day and I follow up with old conversations as well, every single day. A lot of times, you know, you have a lot in your [unintelligible] and so I'll wait. I'll get responses from day. I'll wait until the next day to respond to those responses because then I also have new conversations to start. So I kind of systematically...and you guys, you're going to laugh at me, but I haven't taken the time to do any great tracking system. I have a little notebook. I wish I had it with me. I have a notebook. I have the names in my notebook of people I'm talking to and I have a little color guide with my highlighter. So in an initial conversation, they get yellow. If I've invited them to a free group, a challenge group, any one of my groups, they get a pink. If I've invited them to the coaching opportunity or a sneak peek or even just engaged in conversation about, "Hey, you would be an amazing coach," I give them a blue. That's my system and I know it can get better and I know that I need to grow that, but I just want to tell you if you haven't taken the time to do that, it's okay. Just keep it simple; whatever works.
- 00:29:14 Jenelle: Exactly. Yeah. I am all for the pen-and-paper tracking system. I did that for a long time. I also used Excel. I've used Teamzy. I mean I think you kind of go through phases, but it doesn't

really matter what the system is as long as there is a system that works for you. Pen and paper with highlighter works great. It really does.

- 00:29:37 Stephanie: And I really, honestly, I believe firmly that a “no,” doesn’t mean “no.” It just means they’re not ready yet and so I make sure...and I’m not saying I’m perfect. Oh my goodness, I keep myself up awake at night thinking about the things that I need to go back and do, but I do really work on following up with people that maybe have said, “Oh man, this is great, but I can’t afford it.” Oh and this is another thing I wanted to share. If someone says to me, “I can’t afford it.” I teach this to my team. I say, “What if I could teach you how to have two friends join you on this journey and then you would put money in your pocket and you could afford it. I’ll coach your two friends. I will help them get started if you decide at the end of this process that you want to be a part-time coach with me on my team, that’s awesome. If you never decide that, great. I want to get three of you started. Go find two people to join you and I have had a lot of people that couldn’t get started because they couldn’t afford it, find two girlfriends to do it with them.
- 00:30:44 Jenelle: That’s awesome. You mean doing the business with them? So in other words...
- 00:30:48 Stephanie: No. They’ll [unintelligible] they’re doing the business, but really, honestly they just think they’re going to get two girlfriends involved in my challenge group.
- 00:30:57 Jenelle: But wait. So when you say, “Find two people who will do this with you,” are you saying find two people who will be your first customers or find two people who will be your first coaches?
- 00:31:04 Stephanie: Well, I sign them up as coaches. We sign them up as coaches and they sign those two people up underneath them.
- 00:31:10 Jenelle: Okay, okay. That’s really interesting to know. Okay. So I mean here’s thing I’m noticing. You definitely right away teaching your team to build the business. You’re giving them that vision. You’re giving them those first little wins of starting to build their team and showing them that they can just plug them into your systems and your team’s trainings, which of course all of us can do. Even if you’re not on this call and you’re not a part of my team, I give you access to jenellesummers.com. There’s no excuses, but that’s really interesting and good to hear that you do, you know, present it that way.

- 00:31:46 Stephanie: And it's duplicateable. I think every time we do something, we have to think about, "What is duplicateable for my team?" Because I could put out a really great meal plan with my knowledge and my background, but can that duplicate? No and so everything that I've been doing and I kind of tweak things over the course, but everything I've started doing is about, "How can I make this simple for my new team that doesn't really have prior knowledge of nutrition or fitness, how can I make it so that they can duplicate what I'm doing?" And I really think that that's where growth happens. I mean I just got back from a new leader conference and that was my big, huge take-away was like we have to make everything we do duplicateable. So it's not scary; it's simple. Yeah.
- 00:32:40 Jenelle: Exactly and when coaches build teams that are just about themselves getting to a certain rank and they're like, "Oh I'm just going to add this person and that person and they're all really just customers, but I'm just going to keep adding all these customers and they're not truly coaches, I mean sure we all have discount coaches, but leading with that is a real problem if you're just leading with constantly building a team with people that are actually just customers. Whereas leading with building a team of people who want to build a fitness business, inspire others, and have it duplicateable so that their coaches can inspire others and build a business with it – that is absolutely huge and that's the way it was meant to work.
- 00:33:19 Stephanie: I agree 100%, for sure.
- 00:33:23 Jenelle: I have a question, if you don't mind, I hate to interrupt, but I can't help but keep wondering if you're talking about adding to your network and messaging people every single day and making those connections every day, I'm just curious if you focus more on one platform versus another or if it's Facebook versus Instagram or a little of both or...?
- 00:33:41 Stephanie: Okay, so like I said, this is my fifth month in and I knew nothing about Instagram. I pretty much had an Instagram account to watch my 19-year-old daughter. So I'm in the growth of that and I have like 700 followers, keeping it real, and I do Instastories. I put on my like...I am a 10-Star coach and I do what I would want to do as a 10-Star coach and I try to put my blinders on and just...and building that, but honestly for me, most of my initial business has come from Facebook.

00:34:21 Jenelle: That is really interesting to know and shocking...did you actually say you have a 19-year-old?

00:34:29 Stephanie: You're not close to the wrinkles.

00:34:32 Jenelle: Okay, so you had her when you were one? I'm really confused.

00:34:34 Stephanie: You're a...I love you.

00:34:37 Jenelle: No, seriously. So the other question I had if you don't mind or maybe you're actually going to cover it. I wrote down...oh I already asked that question. Okay, we're good. You can continue. Sorry.

00:34:50 Stephanie: Okay, I got to stick to this or else I could talk forever because I just...I'm so passionate about it. One big thing that I just wanted to say is I think you have to have excellence in your customer service and I think so many times we...like when you're building, you get wrapped up in what's new, what's new, what's new, and we forget that we have to take care and love on our current people because the referrals have been huge for me and I will tell you that I probably get three or four challengers a month from referrals from my current client.

00:35:30 Jenelle: Oh, that's amazing.

00:35:33 Stephanie: And when I was thinking about that I was like, "What do I do?" And I think I just make sure that I really love on my people a lot even when I have 45 of them in a challenge group or whatever, I message them twice a week. And I know it takes a lot of time and I'm going to keep it real with you guys. Some days I'm like, "There is not enough of me to go around," and something has to give. And so then for me, maybe I take a day off of building or adding new connections and I take care of my existing clients because I think we tend to think it's has to always be new, but new can come from just that excellence of customer service, like going the extra mile, loving on your people, and blessing them and even if they tell you...like today I think I got two discount coach cancellations and, you know, I understand. People can't always make the choice to afford Shakeology, but if we've laid the groundwork and we've told them how important that is to their health, they'll come back or they'll refer someone else to us. They just sometimes can't do it and we've got to keep loving on them because they come back around and I've seen it in this short of time that I've been in the

business. Okay, I have two more things. I know...are we going way too long?

00:36:59 Jenelle: We're fine. We're fine. This is amazing.

00:37:03 Stephanie: Okay, the other thing that I think is so important is that we are always going to face adversity. There are going to be things that happen in this business that aren't what we want to have happen. There are going to be little things that if we allow them and, trust me, I have days where I'm about like, "Grrr," and I want to go back to bed. I mean we all do that, but then when you can pick yourself back up and look at your why again and not focus on the negative or the adversity or the "no's" and just keep growing, for me that has been so huge, should make me a better person, and to understand it's not going to be perfect. It's not perfect for Jenelle. It's not perfect for any of our top coaches. They get "no's." They have things that happen that derail them and maybe you have a day where you just have to step back and say, "Okay, I've got to get focused again. I have to get in the right mindset." In fact I'm going to tell this story Jenelle. It's really quick. I was going to do this call a while back and I had a few things that happened and I said to Jenelle, "I think I need to step back from doing the call because I am not in my right frame of mind to allow blessings to flow through me," and so sometimes we just have to step back and say, "You know what? It happens to everybody. It's not perfect. Things are going to get hard." You get up every morning and you put on your big-girl pants and you get focused on your purpose again, your why, the big picture and you just go after it again. No one's immune to "no's." No one's immune to things happening that are out of their control that are negative. It's our attitude and what we take on as we move forward. That's been huge for me. Oh, these are my words: "Grow, adapt, apply." That's what I always try to tell myself. "Okay, what am I going to learn? How can I adapt next time? And what am I going to apply for the future that's going to help me in the future?" I don't know. That was just something I thought was huge. And the last big thing, you guys, for me is I just keep focusing on creating a movement because if we can create a movement that people want to join, if they want to jump on our energy bus, I love that, by the way, if you haven't read that one. If they want to jump on our energy bus and you keep your energy up and you keep doing your vital behaviors and you stay positive in personal development, there's nothing that can stop us. I mean it might take a few years. It might take five years. It might take ten years, whatever, but there's nothing

that can stop us when we just believe in our purpose every single day and create that movement, create that energy for other people. I hope this was helpful. I hope little nuggets...and at the end of the day I'm just starting out. I have so much to learn and I think if we can always be learners, then heck, if I never made another dollar, I would be a better person because of this opportunity, because of this business. If there was no money involved in it or I had all the money I needed, I would still choose to wake up and do this because I feel...see, here I go. I feel like it's a platform to change lives.

00:40:34 Jenelle: Absolutely. Oh my goodness, this was amazing, Stephanie, seriously. So much. I mean I know everyone is just...I had....I'm like...I ran out of notes. I ran out of room for my notes. I do have a couple questions if you don't mind. You know, it was interesting to me to hear you say that you plugged into the online office for new coaches, the new coach training that's called The First 30, and, you know, since I...when I started coaching that wasn't available. It's a newer thing and so it's not part of my systems to use that for my new coaches, just being honest. So, you know, obviously it produces successful coaches because you're a testament to that. Do you plug your new coaches into that?

00:41:23 Stephanie: Okay, well I just started thinking about this because I am so new and my team is so new and I didn't really know what I was going to do in the beginning. I'm going to be real with you. I kind of got overwhelmed. Like I would see your videos and I would see Jen's videos and you both have website. I was like...to my husband, "I need a website. I have to do all the videos. If I'm going to build, this is what I need," and I kind of got overwhelmed. Like, "Okay, I don't know...squirrel...I don't know what to do next," and when I really stepped back and thought about how to not confuse my coaches, it's right there. It comes to everybody in their inbox and yes, as you have time, your trainings are amazing. I have other trainings from Jen and there's so much out there. You can YouTube just about anything, but I think it's so important to get into action right away so there's that, "I'm successful," you know? Get a few Success Club points. Do those things. So I think for me moving forward and this is a great question because this is on my to-do list for this week. Like what am I going to do with all my brand-new coaches? And I think keeping it simple in the very beginning and given that what corporate sends us is duplicateable.

- 00:42:44 Jenelle: I have a question. So with The First 30, I mean you obviously started building a team pretty early on which most coaches don't. They feel like if they have any kind of struggle whatsoever with inviting to a challenge group or earning any Success Club points that they for sure can't start building a team and I don't believe that. I started building a team right away before I made any sales. So what was your positioning on that? What made you think, "Okay, I'm going to build a team even though," you know, obviously when you started building a team you weren't like making a ton of money or a Star Diamond yet, but what made you say, "I'm going to start doing that,"?
- 00:43:20 Stephanie: I just knew that was the way to build the business.
- 00:43:24 Jenelle: Yeah, okay good. Now did you hear that in your First 30 training or did you hear that from one of us?
- 00:43:30 Stephanie: I...you know what? This is another thing. From day one, I plugged into every single training. Like I didn't miss a thing. The first week I was on your call. I was on other team calls. I really plugged in so I don't know exactly where I heard it. I probably heard it multiple times and I was just like, "Okay, well if this is what I'm supposed to do," and I didn't want to do it alone either. Like I wanted my sisterhood. So it was probably selfish, one, because I wanted to have other people to have fun with and number two was what I heard. And so I thought, "You know what? If I can put \$200 a month," ...my very first coach said to me...actually she wasn't my first coach because I got to Emerald right away because someone told me get to Emerald right away and so I signed up my husband and my daughter like the first week. Jen said, "Get to Emerald," so I teach all my new coaches, "Just let's get to Emerald," but anyway, she was my first working coach and she said, "If I could put \$300 in my pocket for my car payment, that is what I want," and I made it my goal to put \$300 in her pocket and that might have meant I was helping her talk to her future clients and I was modeling that for her, but I didn't know anything different except to try and help her get success because then that would start the ball rolling for my success with new coaches.
- 00:44:52 Jenelle: Absolutely and my next question is do you do monthly challenge groups. Like with 80-Day Obsession, some people have, you know, a three-month challenge group going and maybe aren't starting a new one each month. How do you handle that?

- 00:45:06 Stephanie: I'm starting a new 80-Day Obsession every month and a new 28-day with 21-Day Fix or 21-Fix Extreme and I do a prep week. So I'm actually starting three challenges this month because I...well it's a Team Cup month, so we've got to up our game, right? So I planned it out on my calendar. I do a free challenge every month, which leads into...so it'll be like a week and half or two weeks before the start of my paid challenge groups and I'm working it so I have my 28 days starting the week before my 80-Day, because you know how sign-ups go. Sometimes that's like chaos for a few days. So I definitely am always having something new in the hopper.
- 00:45:55 Jenelle: Oh my gosh, and so do you have your challenge group posts like...are you doing those live in your groups every day because that's a lot in and of itself. Or do you have templates that you follow on posts that you've saved in a document.
- 00:46:07 Stephanie: I'm going to be honest, I don't have things saved. I wake up early and do my posts for my challenge groups and still doing that. I know there's probably a better system and I do...like you should see my to-do list. Systems is at the top because I know that that's going to free me, but I'm five months in and I haven't...I just haven't taken the time because I've been in action to put those in. So I really...I'm hustling. I get up and I do my challenge posts. I do think of them the night before, so I'm not a stressed-out mess the next morning because then I get my workout in with my hubby in the morning, but yeah, I'm posting in five groups right now.
- 00:46:47 Jenelle: Oh my gosh. Okay, so you're sounding super-human to me. By any chance have you hired any help or considered it.
- 00:46:55 Stephanie: I am totally considering it. That is on my list as well and it's kind of like...here's what I'm struggling with. What do I pay somebody to do? Because to teach someone else to do what I'm doing would be a job in itself, so I'm thinking maybe housework and all those extra things. I can take some advice on that.
- 00:47:19 Jenelle: Yeah, definitely things you're doing that you could pay someone to do so that you have...when it's your focused time to work, it's really you. It's really you loving up on them and all that kind of stuff, but, you know, I don't ever want to see coaches burn out and, you know, this is a lot and you do want to have systems, but you want to get to a point where, you

know, you do have more time, you know, and are doing so much, you know what I mean? Like definitely, there's no doubt about it, my first six months, my first year in the business, I was a freaking work horse, but I do want to do a topic coming up soon about...and we've been talking a lot about it on our team...about hiring help, where to hire help, what to have them do, all that kind of stuff because it can be a lot and for anyone that's listening that works a full-time job, you know, "Like wait a second, I leave in the morning at, you know, 5:30 in the morning and I don't get home until 6:00 at night and then I've got three kids waiting to eat and I've got to take them to sports and before I know it, it's 9:00 and it's the first time that I've allowed my brain to even just settle, how am I supposed to message all these people and do a post and it just seems impossible." And I know for myself, when I was working full time, I did have to hire help. So you're not working full-time right now, but obviously having three kids is a full-time job in and of itself, but I just wanted to say, I mean definitely I think that, you know, hiring help is something that any coach who's building in such a way like you are, highly, highly recommend it.

00:48:51 Stephanie: Absolutely, and I think we have to understand like this is my full-time income. Like I want to make full-time income. If you're someone right now that's like, "I have one hour a day," go watch some Power-Hour videos on YouTube. Go check out the Beachbody Champions page on the Power-Hour, because I do believe you can build a successful second income that you could work your way out of your job if that's your goal in one hour a day. So don't think like looking at my schedule, don't let it overwhelm you, because I totally understand that feeling and when I went to the new leadership conference and I listened to Melanie Mitro, it was exactly what I needed to hear and she said, "You have to put a limit on your time you're spending," because one thing I know that I've done is almost burn myself out and that is me speaking totally honest, because I thought if I didn't answer my coaches right away, if I didn't do all those things right away, it wouldn't be okay and I'm learning that and I'm learning to block out my time and I'm...seriously, when the kids get home from school, I'm turning my phone off. It goes away and everything can wait. It's going to be okay, but I had to learn that and I think a lot of women have to learn that too. It would get overwhelming if you continue to think you can't shut it off.

00:50:17 Jenelle: Right, exactly, and I think having...if you hire help, it gives you even just that sense of peace that, you know, things are being done even when you're just sitting there cuddling with the kids and the dogs or whatever or your husband, that, you know, your business can still be building and having that person do things that you don't absolutely have to be doing. Okay, so that's a great topic for very soon in the future. So anyway, Stephanie, thank you so much. Seriously, this was gold, gold, gold, gold. I cannot thank you enough. Thank you for all the time you spent preparing. Thank you for paving the path for so many in the business and just showing them what's possible.

00:50:55 Stephanie: I'm so thankful for you. I'm sorry it went so long. I think people like left if they had to.

00:51:03 Jenelle: Oh, you know, people go back and listen to the recording. It was amazing.

00:51:06 Stephanie: Thank you Jenelle. Thanks for everything. Thanks for your inspirations. So excited.

00:51:11 Jenelle: Awesome. Thank you and you guys, we will see you next week. I hope you took great notes on this and I hope that you'll pass it on to your team members. I think this is a very inspiring call and we will see you next week. I hope that you're having an awesome February. This of course is the Team Cup, so I hope you're taking it up a notch and working smart. So we'll see you next week. Thanks again.

00:51:35

[End of Recorded Material]