

Team Hardcore Call Transcription - March 8th, 2018 – Jenelle Summers & Jen Delvaux
“Getting Help”

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00:00:01 Jenelle: Hey there you guys! My name is Jenelle Summers and this is the Team Hardcore training call. Today is March...let me look at my calendar...8th. So this is a really hot topic, getting help, and I don't just mean getting help as in hiring help. So Jen Delvaux and I - and I'm going to introduce you to Jen in just a second here - are going to review this whole topic of getting help because here's the thing, for many of you on this call you're in different places in your business. Some of you are brand new, brand new to your business and you're still just trying to like get your feet wet, get your footing, trying to figure stuff out, and we get that, and so this call might be something where you're listening to it and taking notes, which I hope everyone's taking notes, by the way, but you're kind of putting it like, “Okay, this is something that I'm going to revisit, you know, a month from now, two months from now, six months from now, or whatever.” For some of you, you're like, “I really need to start putting this on my radar. Like maybe not yet, but like real soon,” and then others, you're like, “Oh, I'm at this point like right now.” Now I cannot and Jen cannot, I don't think anyone could really determine where you are and what you need. You have to kind of go with your own gut and your courage because this takes a lot of courage, but we want to really address getting help. So it's not just hiring help. I specifically titled this training, “Getting Help,” because I think a lot of times we think, “Well we've got to spend money and we're not making money in our business yet,” and so we think of it in those terms and it doesn't need to be in those terms. I know, for myself, when I started my business, you know, I was working full time and I was just crazy busy and it was really hard to be building a business on top of what was already on my plate and I just know I'm talking with so many of my coaches and so many perspective coaches, that that's a real issue. Time is a real issue and so being that I've been in the business for so long and Jen Delvaux as well, we've learned there are lots of things you can do that'll save you time that you don't even necessarily need to be paying for, but you need to make a conscious effort to do these things to get help. I was listening to a podcast recently with Nicole Walters and she had something like, “You know we're always trying to juggle

everything and do it all," right? And I know I'm guilty of that. I'm like, "I can do it. I got this. I got this. Like I'll find another minute in the day somewhere," and I think, "Just do it all," right? And a lot of us are like that. We think we can do it all. We don't want to ask for help from anyone and she was saying, you know, first of all that she obviously hires help and of course I got that from my sister. She's like, "You've got to hire help. You've got to get help. You've got to get support and all these things if you're going to build a business. It takes a team," and so in that, Nicole was saying, "You're trying to juggle all this stuff and there is sometimes there's going to be a ball left on the floor." Like not everything is always going to be in balance, but there are some things that you can do – non-paid help and paid help that are going to make a massive, massive difference in your business and where you're a year from now, where you are two years from now and we just want to make sure that you know this because so many coaches don't know these things and therefore they struggle and they get burned-out. I want you to just promise me you will not allow yourself to get burned-out. That you will go, "Okay, I know other have people have done this. I know where there's a will, there's a way, so I will figure this out. There is a way," and there is. There are ways. So I just don't want you to burn out because you can't do everything and none of us who have had success would expect that you would be able to do everything because we didn't. We got help, so I just want to go over those things. So what I'm going to do, I'm just looking at my notes and make sure I don't forget anything. I'm going to just go over first...what I'm going to do is go over those things that don't cost you necessarily anything. So I'm just going to go over some quick slides and then Jen Delvaux, who I'll introduce you to in a moment, she's going to go over some of the other ways that you can get help that, yeah, you would have to pay for, but there's so many different options, okay? So many different options within there that may be very doable for your budget and where you are in your business. So we're hoping there's something in here for everyone, no matter where you are in your business. So let me just share my screen here real quick and hopefully my screen isn't going to go completely bonkers and I'm looking to see if you guys have any questions. I don't see any questions yet. Please let me know if you have any questions. It's looking like my slides are showing, so let me start with the first one here and I'm just going to...that. Okay, so the first way that you can get help is by co-hosting groups. So whether it be your accountability group, like your paid challenge group type of group, maybe you're co-hosting it with one other coach, maybe

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you're co-hosting it with three or four other coaches. Jen and I have done lots of co-hosted groups together where we're with a total of four or five coaches, where each of us just posted once per week. Imagine that! Imagine if the challenge group that you're running right now, you only had to worry about Mondays. How much stress would that take off of you if you co-hosted a group like that? Jen and I have done that many times, like I said, with four or five other coaches. It's not just challenge groups. It could be a new-coach training group or a new-coach mentorship group. Maybe you only brought on one or two coaches last month and so you just have one or two that need to go through this new-coach mentorship for this month, but if you're combining that with, you know, four other coaches who also had one or two coaches they are bringing on, then all of a sudden it's a group with a bunch of energy and you're doing it together, right? So asking other coaches. It doesn't need to be the same four or five people each time or the same success partner each time or anything like that, but just with different groups. Maybe it's a sneak peek or Glimpse into Coaching-type of group. Maybe it's a free five-day group where you're like, "Well I want to do this group, but at the same time I'm not super knowledgeable about nutrition, yet I'm really good at graphics, so maybe I'm the one that does the graphics and my friend so-and-so who's a fellow coach on our team or maybe she's on another team, she's really good with nutrition. She's actually a nutritionist. Maybe I could ask her to co-host it with me and I'll handle all the graphics. So like team up with people and it doesn't even half to be other coaches. I have done many, in fact some of you may have even been in some of my challenge groups where I co-hosted it with a friend of mine who is a personal trainer. She's a physical therapist full-time. She's also a bikini competitor and she just brought so much value to this group, I cannot even tell you. I didn't have to pay her. She just wanted to do it. She didn't have any interest in becoming a coach. She didn't want that even mentally on her plate, which is fine. She works a lot of hours, but she did want to do this just for fun and co-host it with me, so we did. And she, of course, had some people in there too, but it was really, really cool and I felt like those challenge groups had so much value and I learned so much from them myself. So just realizing that you don't have to do this alone, you guys. You do have to take initiative to meet other people within, you know, your coaching groups. I've got, you know, my couple of coaching groups. You know you guys can be connecting with each other and figuring out who you click with and it's not like you have to click with the for life and marry them. Just co-host a five-day

group with them and see how it goes. Okay, the second way is to get family support and help. Now I know this isn't always easy. I know sometimes family aren't supportive of what you're doing and so that can be tough, but sometimes there's someone in the family. Maybe you have a teenager that's really good with social media. Maybe as part of her chores she wants to, you know, help you with something that you're doing in your business. The sky's the limit with that and maybe it is something that you pay him or her to do. Maybe you have a teenager that's really good with YouTube and can upload all of your videos that you've ever put on Instagram, he or she can upload all of them to YouTube and start your YouTube channel. Maybe you have a spouse or a child that is really good with photography and can take, you know, some of your pictures for you. You know, really think about family support and help. Maybe you have a parent nearby that can, you know, twice a week, pick the kids up from school for you so you have an extra half hour to get your work done. These are all things that are temporary, you guys. You know, I made some big sacrifices to get my business off the ground because I knew it was a temporary thing. I knew that those sacrifices that I was making were temporary and I was doing it for the greater good of our family so that I would someday be able to quit my full-time job and have way more time, really unlimited time, to spend with family and to do the things that we all wanted to do. So really, you know, looking to the family for support and help and really, you know, you can make a whole list of ways that mom, dad, grandma, brother, sister, husband, boyfriend, you know, can help you with different things, okay? But really, really look at that because again, too often we try and just do it all. And number three is to use technology. I cannot tell you how much copy and paste has done for my business. Like copy and paste alone, which has been around for, I don't know, ever, forever, copy and paste. Even when I was just newly starting my business, every time a coach of mine had a question and I answered it, I would copy what my answer and paste it into a document. You can be doing that with your challenge groups. Let's say you frequently are giving long explanations of how you overcame something, before you hit "send" on that comment or that post or whatever it is, copy it and paste it into your notes of your phone. Like use this content. It's great content. You guys are putting out great content all the time in your posts, even in comments beneath your posts, in personal messages. All of that is stuff you shouldn't have to re-do, right? So save your words. Save your words in a Word document. Save your words in a memo on your phone because you can

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use those same explanations in other things, in other posts and it's going to save you time. So copy and paste has been huge in my business. I have, many of you know, like a what I call the bulleted basics and it's just in my memo of my phone and so anytime something, you know, comes up in conversation in a direct message on Instagram, in a DM, I can copy and paste the bulleted basics into a DM. So really, you know, some people are thinking, "Oh, I don't have a sneak peek coming up. I don't have a Glimpse into Coaching coming up or I don't have enough people for one." You don't need that. Really, really be creative in just getting the job done and use your current technology. You don't necessarily need anything fancy to completely rock this business, okay? Also I wanted to go over the keyboard shortcut. I didn't talk about this in one of the last trainings, but I mentioned it and I forgot to explain to you how to do it, but here's what I'm talking about. Let's say that you have done a post on Facebook and it's a before-and-after and a bunch of people are saying, "Oh my gosh! You look great! Blah, blah, blah," and just a whole bunch of those types of comments. Just to save you time and I know it's maybe just saving you minutes, but sometimes that makes a big difference, but for you to have keyboard shortcuts set up in your phone so that like, for me, I can type in the word, "Ty," and it'll automatically type, "Thank you so much!!!" With a whole bunch of exclamation points and emojis because that's what I do. I do that all the time, so why should I keep, you know, typing that out specifically? Now I sometimes will add to that and add their name to that, just depends on that situation, but having that keyboard shortcut is so awesome. Chalene taught us about this at the Marketing Impact Academy and it was just like, "Oh my gosh, why didn't I think of this before?" So you can have different ones. Like I had "Tyy," which is another "thank you," phrase that I often do. I have another one for like when something is funny, you know, so keyboard shortcuts are huge. It allows you to engage with your followers right away and so much faster which helps your reach both on Instagram and on Facebook if you're getting more comments, even if some of the comments are your own, right? So, you know, you may have commented right away to the one person that made a comment and suddenly Facebook is like, "Okay, she already has two comments on this post," even though one of them is yours, and Facebook starts bringing it to more newsfeeds because it's a post that's getting some engagement. So the keyboard shortcut is huge. Also just using different apps and phone features. I don't want to go into too much detail on this one because I feel like every single day I'm learning about a new app or some new feature on my phone

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that's just going to save me so much time, but definitely be looking in to the different apps and phone features and, you know, in the Coach Success page, this is the page where all my coaches and anyone else and now there's even other teams in there, ask questions from each other. So if you have time saving tips, please post them in that group. If you have any app or phone feature that has saved you, I would love it if you would share it in that group. Okay, so that said, I want to go into the different things that you can do as far as paid help and so with that I want to introduce to you guys Jen Delvaux. Let me get back on the screen here real quick. I'm going to look to see also if you have any questions. "Oh gee, these things are so simple." Yep and you got the notebook ready. Okay, glad you're taking notes. So Jen Delvaux is one of my best friends. We've been like best friends since like seventh grade. Met in middle school. Jen is a wife. She's a mom. She's a 6-Star Diamond in her first business center. She's a 4-Star Diamond in her second business center. She's a Diamond in her third business center. She's a...I'm trying to remember all of this. She's a four-time Elite coach. She's a Million Club coach, meaning she's earned over a million dollars in her business. She's like a Success Club All-Star Legend, like the highest Success Club recognition you can get, just amazing, and honestly and I don't think Jen's going to start from the beginning of her story. She's mostly going to talk about her story like getting help, but Jen started off just for the discounts, okay? And I was like, "That's cool," right? Because we all know, "That's fine. That's fine," right? Because they might jump in later and Jen did. Jen joined the business about a year after I joined. So for anyone that's thinking, "Oh, to be successful you have to have joined then or you have to have joined way back when," or whatever. That is BS. I'm telling you that makes me cringe when I hear that because I have coaches that are starting right now all the time who I know they have the same exact opportunity that I had and that Jen had, so that's a bunch of BS. But anyway, Jen did not join when I joined. She joined like a year later and then she didn't start working it until shortly after she joined. So Jen's going to go through the different ways of getting help from another perspective. So with that, Jen are you there?

00:16:05 Jen:

I am here. So big. Hey I'm so happy to be here and talk about this topic because you know I get it and I know some people are probably in a place and they're like...where they're like, "I'm not even making money. How can I even think about this?" And I was there and I didn't do it for a while, so I'm going to kind of share my journey with you too when I started doing it. I

didn't do it right away and obviously you heard I first signed up as a discount coach, but I think about three or four months into it, I started actually working the business, so I'm going to share that with you. But really quick, for those that are...I am so bad...I'm computer illiterate and I need to be talked through things. So that keyboard...the way you access it, just so you know, is through your settings, and then when you go to settings, you go to general and then under general is the keyboard. I wouldn't have known that.

- 00:16:57 Jenelle: I wrote that out.
- 00:16:59 Jen: Oh, you did?
- 00:17:00 Jenelle: Yeah, it was on the slide.
- 00:17:01 Jen: I should look at that. Okay, and then the other thing I was going to say about saving time which is awesome and I literally...I don't why I haven't done this years ago and Jenelle, I don't know if you do it, but I used to save in my notes section, like she said, "Save, copy, and paste is your best friend," well like bajillions of notes, you guys. I have so many notes on my phone it's crazy, but I organized them recently. I took some time and I organized them so now I have it set up in different folders. So I don't know if you guys can see that, but I have posts. So another really good thing is repurposing what you already have. So I have Three-Day Refresh posts, advice posts, birthday posts, challenge group posts, Darren and I posts, family posts, and with that, I also attached the picture.
- 00:17:49 Jenelle: Oh my gosh!
- 00:17:50 Jen: So literally it is copy and paste.
- 00:17:53 Jenelle: I didn't know you could put a picture in a note.
- 00:17:56 Jen: Yes you can. So it saved me so much time. So if I'm in a hurry and these are my really good posts. So what I did to organize this if you're like, "Oh my gosh," while we were like watching t.v., it was just like a whatever weekend, I went through my Instagram posts back, and any that got a ton of engagement or that I really liked, I literally saved it and I edited...I pretended like I was editing that Instagram post and then I copied it and saved the text and saved the photo. So yes, it's all there. I have so many posts just at my fingertips that I can use any time. Okay, so I'm going to get into...sorry, I have to get situated

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here. I'm going to get into paid help. So she talked about hiring your teenager or some neighbor kid that's really good at that, you know. I mean for me, I have an 18-year-old and almost 13-year-old and they're always looking for ways to make money and why not have them do this, right? And you can have them do things where it's engagement in your social media. You guys right now it's not about having that perfect post, it's about having a post that will create engagement, you know? And if they're commenting, you want somebody else to comment back and like and engaging on pics or even in your challenge groups. So that's easy. Like that's such an easy one to do. Second one, is household services. So this was the first one that I was able to finally talk my husband into, but it wasn't until I was getting close to Diamond, so I was starting to make a little money, not tons. Probably not enough to afford this cleaning service, but I did it anyway because every event I had gone to and talking to Jenelle and talking to Chalene, everybody would say, "Dude, whatever you can take off your plate, do it because you can focus more on your business." So the second I did that I wasn't distracted by the mess around me. I literally could focus and I was able to get to Diamond and I'm going to get into that in a little bit, but that's where it started. The other thing you could do, the third one, is project help. So there's Upwork where it's maybe just some sort of project that you're working on. It could be editing photos, editing videos, it could be creating graphics for your challenge groups, whatever it is, you can hire just little projects at Upwork. There's also a temporary assistant. It could be something where you just need help planning out a new training or whatever it is and you want to hire somebody out just for a short time, which that is actually not bad either because sometimes you might get to know this person and you're like, "Oh, I could work with this person long-term." So that's kind of cool too and this could be your long-term assistant. I know this question is going to be ask, so I'm just going to be really brief on it, but a virtual assistant. Now this one takes a little bit longer. It's a little bit harder and overwhelming. So if you're really dying to do that, the assistance...it's much cheaper to pay, but it's harder to find the right person and you really have to trust that person. It took us a lot time. I did it and used somebody for a brief period of time. She was really sweet and nice, but it took us a lot to get there and we went through Virtual Business Academy first. That's one of Chalene's academies and then went through the whole process. So that's up to you. I don't necessarily recommend that especially for starting out. That's like way off, I think.

00:21:32 Jenelle: ...an international virtual business assistant, right?

00:21:37 Jen: Yes.

00:21:38 Jenelle: Because I mean I feel like any assistant is really virtual, you know? Or at least can be. It doesn't have to be someone local, but like as far as like an international business assistant who you're paying maybe \$3 an hour is a lot cheaper, a lot, lot cheaper and it can be someone who is extremely talented and grateful for the work, but Jen's saying it might be a little bit longer process in finding the right person.

00:22:03 Jen Yeah, and it's super cheap and actually I felt guilty. I actually paid her like more because I couldn't...it's really inexpensive and she was from the Philippines, but it's harder just to figure out who that person's going to be and do you trust them with all your stuff. So that's the most important thing there. And then lastly is obviously hiring [no sound] and absolutely a game changer, in my business, and I can tell you I would not be where I am today without this person. And so I'm going to share with you a little bit of the journey that I went through with how I got her. Actually, let me get into really quick what to pay because that's a big question I get all the time too. Honestly, that really depends, but when I first did this, my first assistant - I'm going to get into that in a second, it was \$10 an hour starting out and she worked 10 hours a week for me. And she did basic stuff, I'll get into that in a minute too, but it really depends on the person. I think it depends on what they're doing. You know, if you're hiring a college student, it can be a little bit less. If you're hiring somebody to do more, it really depends, don't you think Jenelle?

00:23:13 Jenelle: It totally depends. Yeah, I mean you might get one that literally requires \$25 an hour, you know? And this person is, you know, going to be expected to do higher-level stuff and really amazing work, whereas you could hire someone that's also very talented, but they just need part-time work while they're in school and they're willing to do it for \$15 an hour or \$10 an hour.

00:23:38 Jen: Exactly. Yes.

00:23:39 Jenelle: Because they know they can do it at any time from anywhere and even just from their phone.

- 00:23:43 Jen: Yeah, totally. And no two...I think the best thing is temporary work for everything. Cleaning service: you could just say, "Hey, I want to just test out this cleaning service for two months so then you don't feel committed." For everything it could be a temporary thing and then you're not held accountable and then you're trying to figure out if this is going to work for you and if it's helping you get more successful in your business, right? Because that's why we're doing this. Okay, so that's what...it really depends on the pay and then where to find. So you can look in your downline, your personally sponsored coaches. My first assistant was a personally sponsored coach. Ask family for suggestions. Like if they have anybody they know in their life that they think would be good. Ask friends. That's what I did with my second assistant and then social media posts. So you can actually put out on social media, "Hey, I'm looking for an assistant. Are you interested or do you know of anybody else that's interested?" I know a couple coaches have done this and they've actually not only found their assistant, but they also found coaches for their team, so that's kind of a cool way to do it, right?
- 00:24:54 Jenelle: Yes, very cool.
- 00:24:55 Jen: Yeah, so those are different options. Is there anything else I'm that I'm missing, Jenelle, on that?
- 00:25:01 Jenelle: I don't think so. Let me look at the questions. No, I'm not seeing any questions. They're loving the information so far.
- 00:25:08 Jen: Okay, good. I'm going to just kind of go into a little bit about my journey with an assistant. So I started out, before Diamond, was the cleaning service and then that helped me get to Diamond, you guys, because I was able to focus and not be distracted by the clutter and mess behind me. Second thing was when I hit Diamond I found Laura and it was kind of...Laura's a personally sponsored coach. She was just starting to have success in her business. I think she was in transition of leaving one job and I was like, "Hey, do you want to make a little extra money and work for me?" And she did basic stuff. So she did back office stuff, you know, sending e-cards...I don't even know if e-cards exist anymore.
- 00:25:50 Jenelle: I don't think they do. If they do, I don't recommend sending them.
- 00:25:54 Jen: No, I know. But sending emails or challenge group ideas. She

would help me create recipes. There was a lot planning in my challenge groups and back then, she did my noon post as well. But that was pretty much it. It was just 10 hours and she would just help me probably stay engaged with...on social media too, with liking and commenting and whatnot. She had to stop. I messaged her this morning. I'm like, "How long did you work for me?" and we we're trying to figure that out. She's awesome, awesome, awesome. In fact, she's back at it now and she's just a great person on our team, but she had to stop because life got in the way and so I had to transition into somebody else and she stuck with me until I was able to transition and interesting enough, I was out on a girls' weekend and we're in Chicago and I was like, "You guys, do you guys know of anybody," and it was after a glass of wine or two, and I was like, "Do you guys know of anybody that would be interested in being my assistant. My current assistant has to leave," and my girlfriend Jen, and we weren't really close then. I mean we were close enough to go on a girls' trip, but I mean it wasn't like we are besties like we are now. She was like, "I'll do it," and it was so funny because the next morning we both woke up and we were like...we talk about this now. I was like, "What did I do? Is she even going to want to do this?" And she's like, "What did I just sign up for?" She had no idea. She was like, "I'll be your assistant," you know all about it. So anyway, we like talked I think when we got home and I don't know, I was like, "Are you serious about that?" She was like, "Yeah," and we met and it's like you're developing almost a relationship. It's almost like boyfriend/girlfriend type thing and you're trying to figure out the other person and how they work and so there's this like two months where you're trying to just figure each other out and that's why I recommend temporary. Say, "I'm looking for a temporary assistant for just a couple of months. Are you interested?" And that way you can figure out if this is the right person for you. So Jen started out doing basically what Laura was doing and after two months, I was like, "Oh, she's going to kill it. She's amazing," and the reason why is because all of a sudden she just started implementing things herself. Like I would say, "Hey Jen, what about if we do this?" She'll be like, "Oh yeah, I already did that." Like she was amazing, right? So when she signed up, signed up? Not signed up, but when she joined me, three months later I became 3-Star. It was that next year I became Elite and here I am four-time Elite now. So she's been with me. She is my partner in crime. She looks at this as her business now. She does...I basically think of her as my boss, basically. She tells me what to do, but it starts out slower, right? And you have them do the things that you are A. either

fearful of doing, you know? Because I was scared, you guys. I get it. Like you don't want to put yourself out there maybe and ask that person if they've ever considered coaching. I had her do those things and it got really easy and then I could do it myself, but those type of things or things that are maybe within your power hour of those critical core activities that you're not getting to. Those are the things your assistant should do or things that you're struggling with or things that you really don't need to be spending your time doing. Like I love my challenge groups. I'm in there every single day checking in for about ten minutes throughout the whole day: five minutes in the morning, a minute in the afternoon, five minutes at night. She does most of the work in there engaging, commenting, but I'm seeing what everybody's doing. That's definitely if you're really working this business and you want to earn that six-figure income and eventually leave your day-time job or whatever your goals are, the critical core activities and really meeting new people and adding to your network and connecting and building those relationships is number one, right? So I don't think I want to get into all the everything that she does. We have a list maybe?

00:29:57 Jenelle: You want me to show the list? I can do that.

00:29:59 Jen: Well are we going to share it or do we maybe share it later? Like what do you think?

00:30:02 Jenelle: Well I can share it...yeah, I can share it later. So, you know, let me...here, I'll just put [unintelligible] screen for a second here. That was awesome Jen and I completely agree with what Jen said and I started off, you know, very similarly too. You know, I started with just hiring someone to clean the house and of course, Matt and I had to have this long conversation because he's all about like...he's a do-it-yourselfer on everything so he was like, "We don't need to hire someone to clean," and you know. So anyway, we did end up hiring someone to clean and then we moved on to hiring an assistant for ten hours a week at \$10 an hour and it was a big, huge decision because we weren't making money in this business yet. In fact, we were backwards because I was working full time and I had to give up this other secondary job that I was doing on the weekends. It sounds like I was doing something shady. No, I wasn't. I actually...I had my full-time job, but then on the weekends the local gym had hired me to hire their fitness instructors and so I had to give that up. So I had to give up that pay so that I could devote that time to my business which wasn't making money

yet and on top of that deduction in my income I was going to be hiring an assistant, so I was basically reducing our family income by quite a bit per week. That's what I call sacrifice. That's what I call belief in your business. We invested that money into this business by investing my time that I was going to be spending doing that into this business and those additional funds that we didn't have into an assistant. And so it was just \$10 an hour and that assistant didn't end up working out for me long-term, but I learned so much in the process and that assistant caused me, forced me to get my act together because I was like, "Oh, she wants to know what to do. I better figure out what to do," right? When you hire someone, when you just go for it and hire someone and you're like, "Okay, you're starting Monday," then all of a sudden you're like, "Oh my gosh. What am I going to have her do?" And so you start making lists and you spend Friday, Saturday, and Sunday figuring out exactly what you're going to do first and you just keep tweaking it from there. So don't be afraid to just kind of jump into it and don't be afraid. Don't be waiting until you're like, "Oh, I'm going to wait until I'm making six figures before I hire an assistant because more than likely it should come significantly before that. I was Diamond when I hired my assistant, but at Diamond I wasn't, you know, it's not like you start making a bunch of money at Diamond. I wasn't. So I guess my point is just to make sure that you know that it's going to be a sacrifice and it's going to be a big decision, but it's so worth it. So with the list Jen I were talking about prior to this, you know, I was listing out everything that we could ever possibly have to do in our business just to kind of help you, if you are interested in getting help, whether it be free help or paid help, so that you can kind of organize in your head what things you would have people doing, whether it be your teenager or having your husband maybe help you or hiring someone. And so we put them into three categories of, you know, things that should just only be you, typically, only you. Like Jen and I both, we are the ones on our social media. We do our posts every day. We write our captions. We, you know, we are present in that. We're also the only ones that mentor our own coaches. Like, you know, my assistant doesn't. She's not getting my text messages. I'm sending my coaches my text messages, my voice-memos, my emails back and forth to them, responding to them in my groups, and things like that. So there's certain and it's like this is you. This needs to be you. Then there are a whole bunch of other things that are super easy, copy-and-paste type things that your assistant could be doing. For example, if I were to do a poll on an Instastory that says, you know, "I'm about to run

another sneak peek,” or, “I’m about to do, you know, last call on my challenge group,” or whatever, “Vote yes or no if you want more information.” So maybe one part of the poll is, “Yes,” the other part of the poll is, “Not right now,” and you say to your assistant, “Can you log in to my Instagram and for every single person that yes over the last 24 hours,” and actually maybe you saved it as a highlight and so there’s even more now in there, “but for every single person that said yes, can you send them a quick copy-and-paste of “Thank you so much for your interest. What about this interests you? Do you already have a coach?”” And then I would of course take over the conversation from there, building relationships and all that kind of stuff. And of course knows like if it’s anyone that I know and it’s obvious like we’ve talking and stuff, then that’s all me. I’m going to be responding to those people, but if it’s just a cold-market list of people that happened to view my story because I hash-tagged my city and so it’s some cold-market people that I don’t even know, just that copy-and-paste to...maybe it’s even just ten people, that’s going to save me time, especially if there’s like, you know, if you’ve got like five things on your to-do list that take like five or ten minutes each, you’re probably thinking, “I can do them all...everything on my list is super quick,” right? Well you add in distractions that you have and your own ADD going in a million different directions and before you know it, those five things, you didn’t get to them all and/or you weren’t able to do them well or with focus and so then the next it comes you start to feel defeated and overwhelmed, but you have an assistant with specific tasks and dedicated time to do those things, it makes a massive, massive, massive difference and like Jen said, that person sometimes can really keep you on track and be like, “Oh, we haven’t done this yet,” or, “What about that?” or, “Usually this time of month we do this.” So it’s just amazing.

00:35:45 Jen: Yeah, I know 100% I would...I mean I would not be here. There’s no chance.

00:35:50 Jenelle: Same. Not be where I am and it really was a difficult thing for me. My sister was like, “Dude, like you’re valuing...you know, by saying, ‘Yes, I can do it all, I can do it all,’ you’re valuing your business over spending time with your family,” because it’s true. I was letting my business get into too much time of my family time because I was working full-time and then working my business and so really it was about me investing not only in my business, but me investing in my family. Investing in help, whether it be paid or free, is also...means you’re investing in

your family because you're freeing up that time for your family, for your husband, for your wife, whatever, and, you know, being able to be more present instead of worrying about things. So it's not always about do you have enough time to do it all? It's even do you have enough mental energy? Because sometimes you get home from work and you're like, "Sure, I've got two or three hours or whatever," but do you have the mental energy? And also like Jen, is it something that you're fearing, that you're just not doing because it just causes you anxiety? Maybe it's introducing the business opportunity which is the case for a lot of people. Having your teenager or your assistant say, "Hey, click on everyone with the hash-tag of 'Lu Lu Lemon leggings,' and for everyone that just has an amazing account. Please let them know they have an amazing account and ask them if they're into fitness as well." Boom! You've started a conversation with ten people every day. Over the course of 70 days, that's 70 new conversations that you've started in a week. Are you actually doing that without this help? I don't know, maybe you are, but probably not. A lot of people aren't. That's the kind of difference it can make in your business and that compounded over time is huge. Anything else, Jen, you can think of?

- 00:37:30 Jen: No, you just nailed it. I mean it's doing the things that...I remember when Jen started connecting with other coaches and asking that question. I was like, "Oh my god, she just did it. Okay, this was really easy." Like it just takes a lot off you, yeah.
- 00:37:51 Jenelle: It really does. It's just a huge mental relief and it might take a little bit to find that right person. You know, like you were saying Jen's like your business partner. I feel the same way about Hannah. I mean I give her a new title every day. She's like executive v.p. senior, the highest of the high for my business, you know? She just really is and I try not to even give out her name. I try and keep her a secret because I just don't want anyone to take her.
- 00:38:21 Jen: I wish I could clone Jen for everybody because she's just like amazing.
- 00:38:26 Jenelle: Yes. It's such a great feeling. Okay, well we just wanted to share that with you guys and Jen, I really appreciate all your help. Everything you said was just gold and I think that we don't have any questions. I'm looking over here and everyone's just saying, "Awesome."

00:38:42 Jen: Really? Okay good.

00:38:43 Jenelle: Yeah, really great comments. So you guys let us know if you have any other questions in the Coach Success Facebook group and like I said, I can provide you with that list. The list that we were referring to, it said...categorized it into things that are typically only you, only you would do. Then there are the things that are essential to your business, like inviting to challenge groups, adding to your network, inviting to the business opportunity, that are essential that you be doing, a certain number of them, every single week, that your assistant could be doing. Like if you're paying for an assistant and you're having her just do like a bunch of fluff work, that's not going to pay off for you. Fine if you do that, you know, once you're making six figures and you're like, "Oh, I'd really like to start, you know, create a whole new website or redesign it," that's fine. It's certainly not something you need to do until you get to the higher, higher income or higher ranks. It's certainly...those fluff things are not going to get you there. It's those basic things that you're not doing that will get you there. So I made those lists and I can share those lists with you if that helps you put together like a task list for someone. So yeah, I think that's it. Thank you so much for getting on, you guys. Next week we are going to have a guest speaker, Barbie Kalev. She is the wife of Sagi Kalev and she's speaking on a great topic next week. I'm so excited to have here, so I'll be looking forward to that and hope you will too. Please share this training with your coaches and make sure they understand what it's about and let us know if you have any questions.

00:40:09 Jen: Thanks Jenelle.

00:40:10 Jenelle: Thank you. We'll see you guys later.

00:40:15

[End of Recorded Material]