

Transcription of March 22<sup>nd</sup>, 2018, Team Call “New Solutions = New Opportunities”

[Beginning of Recorded Material]

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00:00:01 Jenelle: Hey you guys! Welcome to the team call. My name is Jenelle Summers and this is the Team Hardcore call and this week’s call is not one of those mindset-type calls or how-to-type of calls. It’s a little bit different. [Echo in background.] Sorry, I’m echoing. Sorry about that, but that’s just shows I’ve got you set up over her so I can see your comments. Anyway, this is a call to bring it all together. There’s so much going on right now and really our business is taking off like in so many...like so many new directions...so many new...the best way I can describe it is exactly how I titled the call. We have new solutions and new opportunities to help more people and that’s super exciting. So this is going to be your opportunity to learn everything that’s going on in case you’re not aware, because I know a lot of you work full-time or you’re just busy or you’re stay-at-home moms and I know that even for me, and I do this full-time, sometimes it’s hard to just really grasp everything that is going on. So I wanted to bring it all together to you, but not only kind of update you on everything that’s coming, but also how to talk about it and how that really can impact your business. When I hear of new products that are launched, my head just starts spinning with ideas. Like, “Oh my goodness, I’m going to be able to help that person or this person’s going to be able to build their business even better now because of this new solution or whatever.” So I just want you to understand that. Secondly, I want to not forget to mention that next week is cancelled. We are going on a family vacation. I’ve tried it before where I’ve just had someone else run the call and that works just fine, but it stresses me out like the whole day while I’m on vacation. “Is it going to go well? Is it not going to go well?” blah, blah, blah. So no call next week. I hope that all of you guys are all on the Beachbody Champions’ page and seeing the trainings there. Our Team Hardcore member Kelsey Shackley just did a call on Beachbody Champions’ page yesterday, an amazing training...was it yesterday? Yeah. Yesterday. An amazing training. There’s lots of good trainings there and of course, on jenellesummers.com. You’ve got the tab that says “Quick Trainings,” that are five- to ten-minute trainings from Top Ten coaches and 15-Star Diamond coaches. So the best of the best submitted their trainings for that tab. It’s called, “Quick-Tip Trainings.” So that’s there. Also there’s a whole tab for newer coaches. You could spend a Saturday and go through all those trainings. There’s also a tab for all of our weekly Team Hardcore trainings. So whether you want to learn more about Instagram or recruiting or you name it, the topic is there, for getting new coaches started right, all of that. It is there. So make sure that you are plugging into the trainings. Okay, so this topic, I actually created a PowerPoint. I get super excited when I can create a PowerPoint because I just kind of have a little bit of fun with that. Totally not necessary to build your

business to do like pretty PowerPoints and pretty graphics, but sometimes when I have a minute to do one, it is kind of fun. So let me share my screen and I can see your questions, like I said. Hey Kiki. Hey Meg and Rachel and Anna. Awesome. Great. So glad you guys are on, but let me know if you have any questions. I'm not seeing any questions yet. Okay, so I'm going to share my screen and this should work. Okay, so hopefully you should see my slides. New solutions equal new opportunities for us to be able to help more people. We have such exciting things coming down the pike. Is it pike or pipe? I never know. Okay, so number one I want to talk about the Beach Bars that are coming. The Beach Bars are coming April 6<sup>th</sup>, the United States and Canadian markets. You guys, I tried these at the leadership conference. They're so good, so good. I'm not lying. These things are so good, like I inhaled them. The chocolate cherry almond...they're just like soft and chewy and just so good you guys, but what's really exciting is that in my opinion, and let me just give myself some credit here, I love bars. I kind of consider myself like a bar guru. I have into bars. It's just a thing for me. It always has been. My whole family jokes about it. I've been into bars since bars were created. I don't know. And I study their labels. I was just telling my friend Corey Miller, like, "I study the labels of all these bars." Like it drives Matt crazy when we go grocery shopping because I will sit there and look at the new bars that are on the market and study their ingredients. I'm not saying I'm a perfect eater by any means - if everything I eat is 100% clean or whatever, but I am really interested in the different things that bars offer and I don't think there is such a thing as the perfect bar out there. I've never found the perfect bar, but I will say this, this bar is one that I'm going to be able to replace from all the other types of bars that we buy for snacks in our house and now like for ourselves and our son, but for his friends. Like we go through a ton of like the RX bars, the Kind bars, there's a whole bunch made by Nature Valley that we buy. They make a...I don't know if you guys have seen the new products by Nature Valley, but they make a whole bunch of really like delicious ones. We keep a whole bunch of that stuff on hand because our son always has friends over and they're always wanting snacks, growing boys. So we have a ton of bars and these measure up so much better than all the other competitors and from what I understand, the online office actually has some comparisons for you to look at. If you go into your online office and look at the FAQ and there's like a tool kit where you can learn more about them and the nutrition and all that kind of stuff, but basically what really impresses me is that obviously they're gluten-free and all-natural and no preservatives, no artificial sweeteners, they only have five grams of sugar, 150 calories and ten grams of protein. So I mean even if you just look at your typical Kind bar, you're not going to get that in a Kind bar. It's going to be higher sugar and lower on the protein. So this is just an awesome, awesome option that we have and so for some of you that have kids or you have friends who want to not just order Shakeology or maybe they're ordering Shakeology just for the discount at one point, now they want to start ordering bars, or maybe you have a spouse or a mom that needs to get active in her account and she wants

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to try the bars. I mean, dude, these are a game changer in so many ways. I'm going to look to see if you guys have any questions about the bars. Okay, it looks like we're good. I'm really excited for these to come out. We're going to stock these. Next, 2B Mindset. All right, this is...oh, and did I say April 6<sup>th</sup> on the last one? Yeah, I think I did. Yeah, April 6<sup>th</sup>, okay. So that's right around the corner. Get ready for that. All right, 2B Mindset, coming May 2<sup>nd</sup>. This is also really exciting. This is something that is separate from Beachbody On-Demand. It's going to live on Beachbody On-Demand, but it's separate. In other words, if someone has Beachbody On-Demand, they won't automatically get this. Okay, so it's going to be an opportunity for you to reach out to friends and family or whatever even if they already have Beachbody On-Demand. This is something separate and it's completely focused on, of course as it's titled, your mindset, mainly around nutrition. Now I don't know a ton of details about this. I know that a lot of our fellow team members, Leah Case is in the test group, and you guys, she doesn't need to sell me on anything. She knows I'm in this business and love everything about it and she just keeps raving about this 2B Mindset. She's already lost a lot of weight. She's already lost a lot of inches, but mainly her biggest thing has been like, it's finally something that's just very simple for her to wrap her head around and for other people to wrap their head around as a way to...their relationship with food and eating healthier and it really addresses emotional eating. So this is going to be one of those...and it's not focused around our at-home fitness programs. So one of the biggest opportunities I see with this new product is that we're going to be able to talk to those people that love going to the gym or they're actually an instructor or a personal trainer at the gym or they own a gym or they own a yoga studio or they're a fitness competitor and they're at the gym every day. They just are people that love fitness, health, and nutrition, but they're not in the full swing of our fitness programs. It's not that they don't believe in them, it's just not their thing or at least not right now or at least not anymore. So there's a huge market of people out there like that. I mean right away I think of all the different fitness-type people that are out there - the runners, the cross-fitters, the body builders, and I think all of us, one of the common themes we all have, is that nutrition is at the core of all of the things we do fitness-wise and one of the most difficult things that everyone deals with, in terms of their nutrition, is their mindset and that affects their consistency with their nutrition. When they have an emotional day, they have a stressful day, they are traveling, they are working too many hours and all these things cause us to go off track and when we go off track, our mindset shifts. We think we've failed and we start to spiral downward. So from what I understand, just from seeing the trailers and stuff on this program, we're going to be able to help so many more people with this product and from what I understand, it's very simple and it just encompasses so many things though at the same time. So with 2B Mindset...looking to see if there's any questions...but very excited and I'm hoping that we get some more information about that at the Super Saturday and even if you aren't going to a Super Saturday, which I'm going to

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talk about next, even if for some reason you can't go to this Super Saturday, the Super Saturday video does end up going on your online office, but Super Saturday is coming. Now sometimes it's a Friday, sometimes it's Saturday, sometimes it's Sunday. So April 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup>. You can find that in your online office under "events," and you can see what the local Super Saturday is in your area and it's at Super Saturday that we're going to learn more about 2B Mindset. We're going to learn more about the next program I'm going to talk to you about, more about Beach Bars. You're going to get some trainings from some top coaches. You're going to meet other amazing coaches that are in the same boat as you. They're on the same page as you. They have the same struggles. They have the same exciting success stories and you're just going to feel like, "Okay, I'm not in this alone," and so many coaches have had their aha moment at a Super Saturday. So I really believe in those. In fact if you heard Kelsey Shackley's training from yesterday, she talked a lot about how she had driven to our Super Saturday and I just was so impressed that she made that commitment to her business. It does show that you are willing to be all in with this and meet the other coaches and really understand the bigger picture of what we're about and then of course, I don't think I mentioned it as an additional slide, but Summit, you guys. You've got to get to Summit. Summit is Super Saturday times ten. Summit is where we're all going to get together as a team. I'm super excited. In fact, I turned down...I was asked to speak at Summit this year and I declined on that. Of course, I'm always flattered to be asked, but I declined because I want to be more present with my team. Last year I did speak at the leadership portion of Summit and unfortunately, that did impact my time with my team and I felt really badly about that and so...and in the past when I've spoken at Summit, because we have rehearsals and stuff, it does end up impacting me. So this year I'm really excited to get together with my team and do another Diamond event and workout with the team and all that fun stuff, so I hope that you'll register for Summit. Now keeping in line with talking about Summit, if you're a newer coach and you make Success Club in your first three months as a coach, you get a free ticket to Summit. Let me repeat that. If you are a newer coach and you make Success Club in your first three months as a coach, you get a ticket to Summit. No if let's say you're not a newer coach, Summit ticket is on sale right now for \$140. I pretty sure that's the price. Someone correct me if I'm wrong, but I'm pretty sure for this month, so just for another week and a half, the Summit ticket is on sale for \$140. I'm so excited about Summit. Anyway, Super Saturday and Summit was really all that was about. Next, I want to talk about Joel Freeman's new program that's coming. So we don't know the date. We don't know what it's called. Apparently we're going to learn more about this through Super Saturday. So hopefully you can get yourself to a Super Saturday. If you cannot, make sure that you watch the Super Saturday video once they put it in your online office after Super Saturday happens. But Joel Freeman for those of you who are familiar, he had done Body Combat, Body Pump. So he's been with Les Mills, but he's also done for us, obviously. Beachbody's done Body Combat and he's done Core

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de Force. He's an amazing instructor, an amazing trainer, and just an overall, all-around good guy. I'm really excited for this program. It looks like it's going to be a very athletic program, which I'm really excited about. It looks like and I could be so wrong. I'm just...based on the trailer that's been put out there, hopefully you guys have seen the video that they put out there and it's on Team Beachbody, Team Beachbody Coach 411 page. They put out a couple trailers about this program. But they're showing like him in a garage and with a clock, so it kind of makes me think like it might have some elements of Cross Fit mixed in there. I have no idea. Again, just my own speculation. But looks like it's going to be an athletic program, which really excites me. I love that kind of stuff. I love the boot camp-style type stuff. So I really think that this is going to be a program that we're going to love. Okay, so next and last is kind of all the other stuff, all right? There's a lot of other stuff going on. I didn't even have enough room on this slide to list it all. I'm going to look and see real quick if you have any questions. "So excited for Joel's program." Yes, I am too. So other stuff, okay. So first of all, Daily Sunshine is on sale for \$30 off this month, okay? \$30 off Daily Sunshine. So whether someone orders a one-time order or they're on Home Direct, \$30 off. Now of course, if they do sign up for Home Direct, they save a lot in shipping. I think how much they save depends on what area you're in. I've seen it range anywhere from \$12 to \$15 savings in shipping. So even if they're not going to continue it, it just makes sense for them to get it in Home Direct. Daily Sunshine of course, is one of our Shakes that is made with organic fruits and vegetables. It's one that's kind of been marketed for kids because it's not got the...Shakeology is so nutrient-dense that for a young child, it's kind of hard for their system to digest all that; whereas, Daily Sunshine is just fruits and vegetables, organic fruits and vegetables and ten grams of plant-based protein. So it's one of those things where for kids coming home from school and they're snacking on all this high-sugar stuff until dinner, you can give them Daily Sunshine and know that they've gotten in fruits and vegetables and protein all in one and it's so good. I've had it just with water and it's fine like that too, but like yesterday, I had already had my Shakeology and I just needed more...I did not have time for a salad and so I just made a Daily Sunshine and I made it as a shake, so in the blender, and I had the chocolate and it's just more...the taste is a little more milk chocolate than Shakeology. Shakeology I feel like has more of...the chocolate Shakeology, at least the vegan, that's what I use. The chocolate vegan has more of a dark-chocolate taste in my opinion. I could be wrong, but whereas the Daily Sunshine chocolate has more of a milk-chocolate taste to it, which I think kids like better than dark chocolate. Okay, so new apparel. New apparel is in your online office. I think this is super exciting. This is something you can obviously buy for yourself. This is something you can obviously buy for your challenge group participants. This is something you and your team can all decide to buy together to all be like wearing matching outfits at Super Saturday or at Summit or whatever, and you can sell them as well. So I listed there the coach price, but of course, the retail price is 25% higher because as coaches we always get a 25% discount. So you can sell

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them or you can buy them. As you can see there's items here that would make someone active. So let's say your husband had decided that he's had enough of Shakeology and he wants to not have his Shakeology delivered anymore. Well, maybe he wants a sweatshirt. My brother-in-law actually ordered this sweatshirt and he says and I promise, I swear to you, he says it's like his favorite sweatshirt. He loves it. He runs in it. He said it's so soft and I also heard that you can just...it you're a female, you can just order this and get it a size smaller. Corey Miller was saying she's got the same one and she loves it. She says it's so soft. You just go a size smaller than you would normally order if it were a women's sweatshirt. These leggings you may have seen, I posted recently on my Instagram. I love them. They're high-waisted. They're even higher waisted than what they show on here...well, I should take that back. I'm only 5'5". So one me, they come a little bit higher than they do on this woman here. But they're high-waisted. They've got this mesh on the quad and at the shin. They're super cute. Of course, an order like that would make someone active. So again, maybe you've got a friend or a spouse or whatever and these are things that coaches who area inactive, that if they were to buy these things obviously, it would make them active. Now t-shirts, of course those are only 23 PV, so it would take a few of those to make someone active, but still just something really cool to have. Now this sweatshirt here, this black sweatshirt, I don't know how much that costs or how many PV it is. It's probably 50 PV, but I really don't know. I did not look into that, but just super cute stuff. But also, not pictured here is also...we have coming up the 80-Day Obsession Obsessed with Coaching. I don't know if you can see my cursor up here. Yeah, I think you can. 80-Day Obsession Obsessed with Coaching group. So look into the Team Beachbody 411 for information because they post about it, all the qualifications for that. So basically what it is, is if you were to sell a challenge pack or buy a challenge pack between I think it was this past Monday and I want to say it's like April 23<sup>rd</sup>, then you get to be in this group, the 80-Day Obsession Obsessed with Coaching. So basically, if you're not familiar, there's been a group going on right now for coaches where Autumn is the admin and coaches could be in the 80-Day Obsession test group. Well now, they're taking that same concept and instead of just obsession 80-Day Obsession, now we're going to talk about how to leverage that program as a business and just talk business in general. So that's what that group is about. Like I said, there's new apparel and then also there's a coach sampler pack that just recently launched that is super cool. So any of those coaches that are like, "Oh, I don't know if I would want a challenge pack or I already have Beachbody On-Demand, so when I joined I didn't need a challenge pack," but maybe they want to try our coach sampler pack, which has all the different Performance line drinks in there. It's got all the Shakeology flavors. It just gives a coach a sample of everything we have to offer. Really, really smart thing to do and for anyone that's even considering possibly working their business or just wanting to know what other ways that they can use their coach discount and that's the way you present it too. If you have a coach that is in this for the discount and yet

they're not active, I don't know about you, but I don't want them just paying \$15 a month for a discount that they're not even using, you know? If you're going to sign up for the discount, you should be active, otherwise what's the point? So the coach sampler pack shows all the different supplements that we have that they can be receiving that 25% discount on. That's a big discount. So it's really worth their while to get something like that and figure out how they want to really leverage their own discount. And then again, the Summit sale price for March is \$140. I went off memory on that. I think that's correct. Don't quote me. Never quote me. Always check your coach breaking news and your FAQ for exact details, but I'm pretty sure that's right. So I'm going to look and see if you guys have any questions. Oh, Tammy, I actually didn't realize Daily Sunshine wasn't available in Canada yet. I'm so sorry about that. That's really sad. I did not know that. \$155, oh, Megan. The Summit price right now is \$155. Oh, I'm going to change that right now. I'm going to put a question mark under it just because I don't know for sure. If someone could confirm that. I don't know where I got \$140 from. My apologies, but I'm glad Megan. Thank you for correcting me. I don't know why I thought \$140, but it is on sale. And it's on sale just through the end of...Megan just double-checked. God, I love this real-time stuff. All right, awesome! Do you guys have any questions? I'm really excited about everything that we have and I'm so excited about these Beach Bars and next week, like I said, we won't have training call, but there's plenty of trainings that you can plug into and I hope that you guys are planning to finish your month super strong. And also, one other thing I didn't mention on here, but for those of you that make Success Club in the month of March and April, at least Success Club 5 and you're going to Summit, you get to be at the Success Club special reception if you make Success Club 5 from March and April with a total between the two months equaling at least 20 points. Okay, so let's say you do only make Success Club 5 in March. If you make Success Club 15, 15 Success Club points in April, you'll get an invite to that special reception or vice versa. Let's say you made Success Club 10 for March, then you would only need to make Success Club 10 for April. Let me see if there's anything else. I think that's it. All right, awesome you guys. Have a great rest of your day and a great rest of your week. Let's see if I come back on camera here. Thanks so much for getting on. We'll talk to you next time, two weeks from now.

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