

Transcription of April 5th, 2018, Team Call “Cold-Market Inviting”

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00:00:01 Jenelle: Hey everyone! Welcome to the Team Hardcore call. My name is Jenelle Summers and today is April...I should know this...April 5th. So you know what that means? Tomorrow, April 6th is the launch of our Beachbars and I'm so excited, I kid you not. These things are awesome. I tried them at Leadership this last fall and I thought, "Okay, well given the two flavors, chocolate peanut butter and the other one was chocolate cherry almond, I just assumed that I would like the chocolate peanut butter better, way more, but actually they're both amazingly good. Like I don't know if I could pick a favorite between the two. I promise you I'm not trying to sell you on them. I'm a bar person...oh my gosh, I just realized I don't have my wedding ring on. I swear I'm still married. That makes me feel so naked. I'm sorry. I don't wear it when I work out. Anyway, okay, so where was I? So anyway I'm a bar person. I love bars. It's just a thing with me. Everyone who knows me knows that for years, for as long as I can remember, when bars come out on the market, I try them. I analyze their ingredients. I analyze their macro-nutrients. Like I just analyze things. And I love bars because they're convenient and I have a big appetite and I never want to be restricting calories and slowing my metabolism, so I like to make sure that I have snacks on hand and I like to make sure I have enough protein in my diet and enough healthy fats in my diet and all that stuff and sometimes you just run out of healthy options and you need something quick and convenient. That's why I love bars. So the bars that are coming out tomorrow, the Beachbars, and I only tried them and loved the taste. Like if you've ever had a Fiber One Bar, which I don't eat Fiber One Bars because I don't agree with the ingredients in those, but they are really good. So it reminded me of a Fiber One Bar – that's how good they are. They're like that chewy...they're sweet, yet they're certified low-glycemic index, certified low-glycemic. That is really, really hard to find in a bar, especially in a bar that has no artificial sweeteners and also has a fairly decent amount of protein. It has 10 grams of protein. So what I did, naturally as I do, is I compared them to other bars that we keep in the house. Not only do I eat bars, Matt eats bars, Tyler eats bars and Tyler has friends over every weekend and they all eat bars and so we do stock a lot of bars in the house. So we have bought RX Bars, tons of RX Bars, tons of Cliff Bars and Kind Bars and a lot of the NutriGrain-type Bars and so when compared to all of those that I just listed, this one wins, this one wins. If you look at the sugars and the protein and the type of healthy fats they have in those bars, if you look at everything, I can check off all of those on the list and say, "Nope. I would replace it with this bar in a heartbeat." So I'm really excited about that and even more excited that I just listened to a training from Dr. Luigi who works for Beachbody. He did a training on the bars and

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the thought process behind them and he dove into the ingredients which I thought was really cool, because I'll be honest. When I first tried the bars and they were so good and I was like, "Well gosh, I wonder if they just took like another bar and repackaged it or something and put like their name on it," but no. So he dove into all of that and so I actually, after watching that training and hearing the information and the nutrition behind it and how like they researched how the palm oil was being sourced, which I guess is a really big issue, and that they dove into that and all that kind of stuff. So I requested that he speak on our team call soon, so I'm excited for that. Okay, so those are tomorrow. The Beachbars launch tomorrow and I believe there were, don't quote me on this, I believe they're worth like 30 PV. So like I'm pretty sure that you can get three boxes of the bars and meet that 90 PV requirement that you need for Success Club. That's freaking huge too. That's awesome. Not only that, but like I said, just replacing the bars that you normally buy at the grocery store with these because they're better. Okay, so let me get into today's topic. By the way, I can see you over here if you have questions. So hey Candy! Hey Tina! Hey, I'm so glad to see you on here and Melissa and Jenelle. Okay, so I'm so glad you guys are here because with this topic, Cold-Market Inviting, you may have some questions and I want to just say, we may do a part two to this because the inspiration for this call actually came up this week when I watched a training that another leader in my downline, Andrea Crowder, had hosted for her team and she had a guest speaker on the call named Kate Morgan and that was kind of the inspiration for this whole call and what that did for me is watching that training, I realized, "Okay, in social media," social media is constantly changing and so I feel bad for those people that maybe started two years ago or tried coaching two years ago and they just thought they could just keep doing what used to work and it'll still work. Social media changes and right now I feel like the environment is that Facebook...and we've always kind of known these things, but Facebook is really very warm-market focused. Facebook is like your living room. It's like you're my friends and my family. Come on in. I might post a picture of my dog and I might post a picture of my laundry and the funny story that happened this morning and like everyone's like cool with it. They're like, "We know you. We love you. Whatever you post, we're going to think it's funny," whatever. Instagram's a little different. Like Instagram people are following you for a reason. Like if you're posting about fitness and nutrition or your transformation story or your struggles with an eating disorder or your struggles with IBS or your struggles as a mom or whatever, define you for that reason, okay? And so they don't want to see so much of the random stuff and if the visual doesn't catch their eye as they're scrolling super-fast through Instagram, they're not going to read your awesomely written caption, okay? So that's just the nature of Instagram. So you need to understand that different social media platforms are different beasts and you can leverage them all and there's people you can help on all of them. So even on your Facebook, with your warm market, if you have a 100 friends or family on your Facebook or 500 or whatever, there's people in there that do

need your help, whether you know it or not. It may not be today, but there are people in there that need your help. So all platforms are good, but you kind of need to focus in on one and then master another. So with what I go over today, I'm really going to be focusing on Instagram. Instagram without a doubt right now, seems to be the hot place where most coaches are really building their business. Now that's not all because you'll hear from someone and you're going to say, "But I thought Jenelle said...?" No, there are exceptions. There are some people that are really building using their blog or some people are really building using YouTube. So there's never, ever, just like, "This is the one way that works and it's the only way." It's never like that thankfully. So you can choose, but I always want to present you guys with like all the different ways and what I want you to not do is go, "Okay, now I need to go chase down this rabbit hole and now I need to change everything I'm doing and chase this rabbit hole," and like I don't want you going into a million different directions. When you hear these trainings, I want you take from it concepts and go, "Okay, how can I apply this to me, who I am, what I do, what my goals are with the business, what feels good to me, what makes sense for me, can I sustain this long term or how can I do this so that I can sustain it?" So that's really what I try...every time I listen to a training and you're going to get...if you guys are all going to Summit, which I hope you are, FYI, we're doing the Power of IM again Thursday, the day before Summit starts. It officially starts Thursday night, right? Well Thursday from like 9-1:00 tentatively. The link isn't available yet, but Thursday we're doing the Power of IM. Awesome speakers: Mindy Wender, Andrea Crowder, myself, Dean and Kelsey Shakley, I believe Chelsea Pearson. It's going to be amazing, okay? So mark your calendars for that. But anyways, if you're going to Summit, you kind of get overwhelmed with all these different trainings and all these different ways that people are having success in their business and you go, "Oh my gosh, I'm overwhelmed. What do I do?" But what you have to do is just take notes and I hope you're going to take notes on this training and just kind of go, "Okay, what can I take away from this? Like what am I doing that maybe I need to tweak a little bit? Or what could I just try doing for maybe even just a week? Or what could I even just try doing for a month?" As you know, in this business there's always a 30- to 90-day delay and I would say with pretty much all types of approaches I've ever seen, there's always that delay. Why? Because people have that delay. They have things going on in their lives. Okay, so that said, we're going to be talking about cold-market inviting and I'm just going to be looking at my notes here and there. I also want to make sure I mention that Super Saturday is this weekend and if you're going to a Super Saturday, there's a real good chance you might get to try the Beachbars, but if not, order them tomorrow. They won't go live until I believe it's tomorrow afternoon, but whenever a new product launches, if you've been with Beachbody for any length of time, you know that the system just kind of goes...crazy explosion when a new product launches, which is great, but tons of people are buying. But you might want to wait until later in the evening or like an off hour when most people are sleeping or maybe early

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Saturday morning to like place your order. Okay, I'm going to be ordering three boxes for sure. Okay, so here's what I want to say about the cold-market invites. What I'm going to do is I'm going to talk to you about his coach that inspired this training and then what I want to do is give you a little bit of the thoughts that myself and a few other of my leaders have had after we watched this training and kind of like, we're like, "Okay, well how can we approach this and just kind of like us as...we're all 15-Star Diamond, Million Club earners and stuff in this group and we're talking about this cold-market invite and this whole like how things are shifting," and so I want to fill you in on all of that because as I'm having these conversations with my leaders, I'm going, "I wish everyone could have a screenshot of this conversation going on," because I love brainstorming and I love just sharing our thoughts and you can take it or leave it. They're just thoughts at this point, but I did also want to go over...I've got four or five things that given what I'm going to go over on cold invites, cold-market inviting, some things that you need to keep in mind because you can't always just say, "Okay, this is what this person's doing, I'm going to do this too and I expect the same results." That's not always going to happen so there's like four or five things I want to go over to make sure that you understand that are kind of behind the scenes, but important. So number one, the reason cold-market inviting is important is because for any of us, and I know you might think, "Oh, my situation's different," but pretty much for any of us, our warm-market people are friends and family especially, close-knit warm market, might not be so in to what you're doing. They might not be so into fitness. They might not be so into eating healthy and really delving into health and gut health and all the things that you and I are learning and researching and find really interesting. They may not really be into that and they may not really be into this business that you're doing. They might think it's a little out there. They might think it's crazy. They might think it's a scam. The warm-market people sometimes are your most difficult market. So it's important that you not forget about them and you give the grace, because someday they may come around and always give them an in to be a part of what you're doing because there may come that day where they're like, "Oh my goodness, I hit rock bottom. I need your help. Like all this time I've been kind of joking about what you do or whatever and the truth is I need your help." Okay, so never give up on those people, never give up on your warm market. Warm market and cold market should always be a part of your business, but there's also the cold-market people where they're literally thousands of people out there who are just like you, who really resonate with you, who really, really relate to your story, things you post, things you think, the way you live your life. Like they have so much in common with you, you feel like, over time if you're starting to build a team, you really feel like you're building this sisterhood and you have to think of it that way and find joy in that because it is so much fun to find those other women out there or men, if you're a guy watching this, to find those people out there that are like they're so much like you and you forget that that's going to happen when you're first starting off with just your warm-

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market people. I have to give you a little story real quick. I was just telling some of the coaches on my UK team. They were saying that it's hard to imagine that you could build this big, big business and fill up challenge groups and have a big team over time and have this culture and community within your team and all that stuff when you can't even convince like your best friend or your mom or someone that you love and they have loved you all your life. Like you can't even get that person on board and they think it's crazy or whatever and they don't believe in you or whatever. And so what I said to them was, "Listen, that is like normal. That is completely common and in fact," for those of you that know my sister, obviously, Chalene Johnson and the creator of Turbo Jam, Turbo Fire, Piyo, Chalene Extreme, did I forget one? And obviously all the stuff that she's doing now, 1-3-1 and all of her training academies and all that kind of stuff, but let me just start with the first program that she had pitched to Beachbody. She started it years before she even pitched it to Beachbody as a fitness program, but she started out in California and she introduced it to me, this kickboxing workout, and so I did my first Turbo workout and I didn't like it. I mean I was nice about it, but to be honest, I wasn't a big fan. Like she was like, "Oh my gosh, it's so amazing and you're going to love it." I was already at that time working my full-time job and teaching kick boxing classes, so naturally someone who's into fitness, loves kick boxing, and loves her sister - I love Chalene - wouldn't you think that I'd be like, "Oh my gosh, I love it too!" Like obviously Chalene and I have a lot in common, but I didn't. Of course I was nice about it. I'm like, "Yeah, it's fun," but honestly I was not going to go back to my gym and start teaching that format. I was going to continue doing what I was doing which was an athletic-based kick box-style workout, very boring, very monotonous, but that's what it was. So my point is I didn't even like what she had at first. Now imagine if she had said to herself, "I'm never going to be able to launch this program to thousands or millions of people across the world if my own sister doesn't even really think it's that great. Like she's like okay. Like she liked it, but like wasn't crazy about it." Can you imagine if she would have stopped at me, right? Can you imagine. Turbo became big in China or was it Japan? Became big all over the world. She's got instructors all over the world. Millions of people have bought Turbo. Can you imagine if she had stopped at me? So why are you stopping just because your warm circle or whatever doesn't believe in what you do or doesn't get into it or isn't interested or whatever? Don't stop there, okay? You have to have vision that is so much bigger and I just wanted to tell you that story because it's the truth. It's how things are. Okay, so Instagram is the place to be. Warm market isn't always engaging and sometimes is just...you feel like you've kind of gone through your warm market and they're not coming to you yet. So that's cool. So go to your cold market. So let me tell you about this call with Kate. Let me just check real quick if you have any questions. Yes. Corey says, "Be patient. My family came around too." So her name is Kate Morgan and I've been stalking her, trying to find her. She is a full-time teacher so of course she likes to be more private on social media as teachers do for obvious reasons and so I

really had to dig a little bit to even find her on Instagram and I don't think she would mind me sharing because I don't have my trainings as public anyway. They're just for my team, but her Instagram is lungesandliteracy. So Kate who I spoke with on DM this morning and asked her permission if I could share her story a little bit. Kate has been coaching since...get this...December, December, okay? December, just a few months ago she started working her business in December and she is already a 1-Star Diamond. She's already making a six-figure income which means she's making at least \$2,000 a week. She already has half of her income, she said it's about half of her income that is team bonus versus half that is retail. Now that was a really big indicator to me because you can be making some money up front if you just do a ton of sales and that is exhausting. It can be really exhausting and you can't stop because you've got to make a sale to make money. You've got to make a sale to make money, you know? You want to be able to build a team of fitness-business leaders who are duplicating what you do so that you're not that exhausted, so that you can live this life that you want to live of balance and health and reduced stress and not be like this stressed-out salesperson, right? So when she said that already she's got a ratio of 50/50 with retail and team bonus. I was like, "Okay, she's doing something really right and interesting here." Now when I go through what she's doing and her numbers, I don't want you to go, "Okay, I give up. Like I can't do that." I want you, again, like I said at the beginning of this call, watch the beginning if you didn't watch it, but you need to take away what you can do and what could work for you and also just the concepts behind this. And so she's 1-Star Diamond, coaching since December, making a full-time income already, and making Success Club points between...she said a range between like 40 and 100 per month. So that's crazy sauce. Is that a word? I think I just made that up. Okay, so she is inviting in some way either to the business opportunity or to a challenge group, 62 people per day on Instagram via DM messages, cold-market people. Now, couple things you need to understand. Let me give you some more background material. She hasn't done a whole lot of training. She's not like a blogger or anything. When she started in December she had about 1,000 followers on Instagram and I will show you her Instagram in a second. What am I thinking? You've already looked her up; I'm sure of it. But at the time in December, she said she had about 1,000 followers. So she did have a following. So some of you may not have 1,000 followers yet, but if you really work at building your followers, you could get to 1,000 in a couple months. You really can, if you really focus on that and you're following a lot of people and you're using your hashtag smart and all of that. So she did have about 1,000 followers to begin with in December and she did have credibility within those followers, from what I understand, from what I've heard, because she's a teacher and she did have kind of a teacher community following her and I believe she had already started sharing her journey before she really started like building her business. So that's good to know, but also I don't want you to go, "Okay, well I don't have that," because that's something you can start doing right away and you could really build up

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to...be following your journey today and be up to 1,000 followers within...depending on how much you put into it and how quickly you work, you could do that within a month or two or maybe three months. Okay, so how did she do this? So 62 invites a day. Let me tell you something though and you need to write this down. It's not 62 invites a day for every day of the year for the rest of her life. She does the 62 invites a day for two weeks. For two weeks straight, now I don't know if she does it seven days a week, maybe she does it five days a week. I'm thinking even if you did it four days a week, you'd be golden. But she said 62 invites per day and again, when I have her speak as a guest on our call, we'll get more details on all of this. That's why I said in the beginning, we'll probably have a part two to this call. But I this was very interesting and I was like, "62 invites a day?" So my question and maybe your question too is why 62? Why? So I wracked my brain about this and I was like, "Okay, 62 is clearly because," ...she showed us in the training her notebook and she had it cut in half and she had names on each side of the notebook. Well there's 31 lines in a notebook, so 62. So she fills up a notebook page every single day for two weeks and she color codes based on what's happening in the conversation and she writes down their screen name for Instagram. That's very important that you do that, that you're tracking that, because if you need to go back and follow up, when you search via Instagram on the DMs, on the direct messages, you have to be able to type in their username to find them, okay? Because it's not like you can just type in a search word like, "Shakeology," in your DMs and the people you've been talking to about Shakeology will show up. DMs don't work that way right now. The search feature is only for the people that you're talking to. So you need to be writing that down, their names and all that, and then she's got it color-coded. So she does that for two weeks and what she does is she is message...those 62 people are people that have liked or commented on a post or an Instastory of hers, either that day or the day before, whatever. So those are the people that she is messaging, okay? So now I know your next question. Your next question is, "What is she saying to them?" Let me just say a few more things first because then I'm going to get right to some of the thoughts behind all of this. So basically what she's doing is she's inviting them to her virtual boot camp and...so what's different about that is previously we've always said...and you've heard it from me a million times. Like you have to form people. You have to understand their needs and I especially think that's true when it comes to the business opportunity, that you have to understand their needs. So I would love to ask her if she does talk about needs and all that stuff before introducing the business opportunity to people. I don't know that answer yet. I do not know. I just know her script when it comes to inviting to the challenge groups, so I thought I would at least share that. Again, I don't know her script when she's inviting to working the business. And she did say that most of her coaches don't want to work the business or at least not yet, but that doesn't mean that she gives up on them and doesn't keep giving them that vision for what this business does and she does have coaches that are working the business and I

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know that for a fact because on her Instastories this morning, she shouted out like three or four people who went Emerald today, okay? Can you imagine being a coach that just started in December and you already have three or four coaches on your team that went Emerald and that's just today. Who knows what it was last week. So these are really good signs. So what she said in that training is that she is teaching her team to duplicate what she does and like I said, she does those invites for the first two weeks of the month and then the second two weeks she completely devotes to, I believe, she mentioned two things that she really devotes her time to. Number one: making sure that her challenge groups are going to be the bomb. She makes sure that those challenge groups are going to be the bomb. She does require that her challengers invest in Shakeology Home Direct or the Performance Stack. For those of you who aren't familiar, the Performance Stack is a pre- and post-workout. Now, you could have another option now where they buy three boxes of Beachbars because that's going to be worth 90 PV as well and anytime someone gets a 90 PV Home Direct on something, that is worth a Success Club point, just so you know. So she does require that investment to be in her challenge group and she did say that she gets a ton of no's and a ton of just not responding at all. It doesn't bother her. She's got 60 more people she's going to invite the next day, right? You really start to remove that like bummed-out feeling with each person when you're inviting 62 per day, right? And so that is how she gets over that pretty quickly because she knows some people are not going to respond or are just going to ignore the message and then others are going to and it's going to be a few, but it's going to be the people that are willing. She wants to run with the willing and she also says that a lot of those people that don't respond or don't respond in time or whatever, end up being the people that respond the next month or the month after that. She said at the time of that team call, she said, "My Success Club points this month are not from the people I invited this month. They're from the people I invited last month." So that was a really good...and it makes sense because we always say there's always going to be that 30- to 90-day delay in your business and that runs right in alignment with that. So like I said, two weeks on the invites and the other two weeks focuses on making her that her challenge group is going to be the bomb and the other thing she focuses is her team and making sure that she's training her team to duplicate what she's doing. She does team calls and mentoring her coaches, the ones that want to work the business, but what she's doing and I think this is an important concept to realize too that I've always realized that I need to have success in my business and be doing things a certain way so that I'm paving that path for my coaches. If I'm someone that joins and says, "Yeah, I'm just going to take my time and if it takes me two years to get to Diamond, that's okay." That's going to be a lot more difficult because everyone you bring on board you're going to be like, "Yeah, I'm taking this slow road. I'm thinking it might take me a couple of years to get to Diamond." Right away, your coach goes, "Yeah, I guess if you think that, it's probably going to take me that long too." Imagine if you have a whole team of people going, "Yeah, we all think

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two years is pretty like the thing two, two years to get to Diamond," which don't get me wrong, if you're not Diamond yet and you've been in the business for two years, that's not my point. My point is whatever you're doing your team typically is trying to duplicate. You're the one setting the standard. You're the one setting the bar, okay? That's just a fact. So her team is obviously looking at her going, "Okay, so in other words it's possible to be not only hitting Success Club 5, but hitting much larger numbers? It's possible to be making that kind of an income?" So she's paving the way for them and it's just something I think you need to think about when you're building your business because it's not only what you're doing for you and your family, but it's also how are you paving the way for those other team members who maybe your team members want to be able to go part-time at work so that they can be more at home with their kids or maybe they want to be able to get out of debt or pay off some of their debt or whatever. How can you help pave...so that's how I think about you guys with my team. Like how can I do things in such a way that helps pave the way for you so that you can see what's possible? So I thought that was really, really key that she does that. So onto what we we're talking about. Let me see if we have any questions. Tina watched it too. Good, awesome. Yeah, I put the training with Kate, the Andrea Crowder hosted it, I put it in my team page of my PS coaches so that they could watch it and like I said, I can share that on the Coach Success page as well as I can share...there was something else I was going to share. Oh I know, I was going to show you the script that she uses. One of Andrea Crowder's coaches tried it out and so I took a little screen shot of that. Andrea said that would be okay if I shared that. So give me just a second. I'm going to find that real quick. This is the script. Where'd it go? Where'd it go? It's there. It's right there and so now I just need to move this for a second and share my screen. This is going to take a second. And this is nothing like...you know you've seen it before. Let me see if you guys can see that. I believe you can see that. I'm waiting on my other computer because it's in delay. So this coach is saying that she just did 42 invites in 30 minutes. So again, taking the concept and going, "Okay, how can I make this work?" What if you're someone that's like, "Okay, I don't have time to do the 62 invites a day, but I've got 30 minutes. Maybe I could do 42 invites." And so this is the script based on what Kate said she uses. This is the script that this coach of Andrea's used and she said, "Hey," let's say her name is Sarah, "I just wanted to say thank you for the love and following my journey on here." Lots of hearts and emojis are always good you guys. "I'm starting another virtual boot camp on April 23rd. Would you be interested in snagging a spot? P. S. I love your account. You have the cutest leggings. Where do you shop?" You know, whatever, something personal because you always want to just connect with people. I'm telling you it's so much fun just to have friends on social media even if they never become challengers or coaches. It's just fun. It really is and they can help you in other ways and sometimes you share ideas and I've even cohosted and done some things with other people that aren't coaches. It's really okay and it's really fun. Okay, so hopefully if you want to

take a screen shot of that or whatever, but I hope that that helps. So I'm going to go ahead and go back to where I was. Okay, so I just wanted to make sure that I shared that. So let me just tell you some things that we talked about as us leaders in this group and one of the things that...our takeaways from this whole concept is number one that Instagram is definitely where most coaches, not all, most coaches are seeing success right now, okay? Number two that one-on-one messages and one-on-one invites are key because it's something where it doesn't matter how many followers you have, it doesn't matter how many views you get on the post, it doesn't matter...you know what I mean? Like it really...what's important with one-on-one messages is anyone can do it. Now I know with this example with Kate, she's just messaging those people that have liked or commented on a post of hers or an Instastory of hers and you might be like, "Well I don't even have 62 people a day who are liking on a post or watching a story," and maybe that's true. So then you might need to build up your followership, but maybe it's a number that's close to that or maybe just by clicking on a certain couple of hashtags that you like to you use that you can find those people. That's going to take a little bit longer because then you're going to want to look at their account, but definitely one-on-one messages was another takeaway that we were like, "One-on-one messages are just..." I've said it before. Hopefully you've heard me say it before. It's not about just posting and waiting for people to come to you and go, "I'm really interested in what you're doing," or, "I really want to join this fitness journey with you," because that usually is not going to happen. It's in the one-on-one messages and we've known that for a while, but it's even more clear, especially with the way social media is working right now. Both Instagram and Facebook really want to hide from its users people that are promoting stuff and so if your posts are really coming across as being promotional, then Facebook and Instagram is trying, in their algorithms, they're trying to figure how to now have you be seen because they know their users don't want to be sold to. And so with these one-on-one messages, if you can make them personal and do them in a way that feels good to. So the third thing we kind of took away from this is that, you know, not only the training with Kate, but I've heard from a couple other newer coaches who are having early success is that there's a sense that on Instagram it's a faster conversion than on Facebook, because on Facebook people are kind of like, "Do I know you?" Like Facebook is kind of like a place, like I said, where you friend request someone and hopefully you get a friend request and you're like, "Do I know you?" Like you only expect that from people you know, otherwise you assume it's someone trying to sell to you. Whereas on Instagram it's not uncommon to get a new follower that you don't know who they are or for you to follow someone and you don't know who they are. It's that the environment of Instagram is different and for that reason, there's a little bit faster conversion rate in terms of having a follower or connection with someone and having them turn into someone who wants to be a part of your challenge group or wants to look into the business opportunity. It's a faster conversion rate on Instagram. And the other thing

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that was kind of realized is like, "Okay, between the training with Kate and a few other trainings is that maybe people are...you know, we talk about forming and building that relationship first, and doing all that first, but what Kate said in her training was that she sensed that people were kind of like, "Get to the point." Like they almost sensed that she wanted to ask them something or that she had a purpose for messaging them and they were just kind of like, "Get to the point," and people were seeming annoyed with that. She sensed that very early on and so that's why she changed her technique and moved to just immediately inviting them as I just showed you in that script, where she just said basically, "Thank you for liking on my...following my journey and showing me some IG love. Would you be interested in joining my next virtual boot camp?" So she cut out all the forming. So take from that what you want. There's different personalities out there. There are some people that are like, "Yeah, I would like that better," because if you're messaging me and you're asking me, "Oh, what are your needs?" and "Do you need help," and like I might be kind of skeptical of it and be like, "What does this person want?" Like...so maybe with...she has some people that don't even respond. Maybe those people really are put off by the fact they automatically got invited to something and maybe other people are like, "Yeah, I actually do need some help right now and I looked at your account and you seem really cool and I like that you're sharing your journey the way you are and yeah, I might be interested in some more information." You're going to have some people that are of the personality type, they appreciate that there was no like back-and-forth kind of stuff and you just kind of got to the point and invited them. It's a very simply concept. I would love to know what you guys think of that and Hayley says, "I totally get that feeling too. It's awkward when you feel they know you want something from them." Yeah and so I've heard this on a couple trainings now from newer coaches where they're like, "I just get to the point," and so I'm here to tell you, there's not necessarily anything wrong with that, you know? And that might be a really effective method. I still personally think that...I just know I find a lot of joy in just like problem-solving for people and, "What are your issues?" and, "Blah, blah, blah." So I probably will stick with a lot of what I have always done especially because if I just message people that have liked on my posts and Instastories, I would end up all coaches because the majority of my followers are coaches. Anytime you speak on a Summit stage or you do The National Wake-up Call, you get tons of coach followers. So I have a ton of coach followers, so I couldn't just randomly message people who have liked on stuff. I couldn't do that, but I'm going to take concepts of this and understanding the way social media is changing and I'm going to apply that to what I'm doing. So that's what I'm hoping you do. So the whole, "Get-to-the-point," thing is interesting. So number one, what I want you to realize...this is kind of the how to read between the lines of all of this. Number one, I want you to realize you need to do what feels good to you. Always do what feels good to you. If something feels spammy then don't do it. You need to love what you do and have fun with it, okay? And when you are

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doing these cold invites and cold-market connections and stuff, I do think you've got to add some personal touches to it. You just do. Even if it's just emojis and if they come back and they're interested, maybe it's at that point you say, "Okay, awesome. Tell me what are your needs." I don't know her process after she does that invite and they say that they're interested, but us as leaders we're talking about that. I'm like, "Okay, what would our process be if someone said they were interested in that virtual boot camp coming up?" I know for myself, I would ask what their needs are. I would say, "What do you struggle with? Fitness or nutrition or just health in general?" I would just pop that questions right away, next. Me because I know that I have a lot of coaches that follow me and people that already have coaches, I would also say, "Are you a coach or do you already have a coach?" because I don't to step on any toes. So I would also ask that as well and I recommend you ask if people already have a coach too. So asking needs and doing what feels good to you and also having a system for managing these conversations. Now with her, she's got her notebook and she's color-coded things. I know for me, I like to move people a lot of times to Facebook because then I can voice memo them. I do do a lot of in-box messaging on DM, but I use the app called Flume, F - L - U - M - E, Flume. That way I can do it from my laptop and I can type so much faster and I'm so much more thorough and personable versus texting it on my phone. But so have a system that will help you manage all of these conversations. Now a lot of people like won't even respond to you so that's going to make it more doable for you. Number two, make sure that you have to be positioned correctly in order for this be effective. Now if you look at her account...I don't know if you've looked at it yet, but her pictures are all very like...there's one focal point in each picture. Like you can look at her gallery of photos and you're not confused. Sometimes if you look at mine you might be confused. Sometimes others of us...you might be confused. You definitely look at her gallery...so when people get an invite from her, the first thing they're going to do is go look at her account, like, "Who is she?" and they're going to see right away, at a glance, because you can see, at a glance, because she's got one focal point in each picture. It's very like simple to look at. You can see that she's into fitness, health, and nutrition. So you can see that at a glance. So you want your account to look that way. The other things with positioning yourself for cold-market invites is having lots of smiles. When you're talking to people, going in cold like that, people are skeptical right away of other people, okay? What they want to know is are you friendly? Are you approachable? Are you a weirdo? Can I trust you? Well one thing that kind of checks off all those boxes are smiles. So if they're looking at your account and they see lots of smiles and you seem like a really nice, friendly person, that helps them right away connect with some trust and likability to you. So if your account is not expressing that, I know you might think that's not a big deal, but it is a big deal. So I know it's probably maybe annoying if you follow me or any of the other leaders that we do so many pictures like smiling, but it really helps with cold market because they want to know that you're a nice person and that you're approachable and it's someone that they

can trust. So positioning yourself and also a part of positioning yourself is looking at your account and your gallery. Do you need to delete some things? I know I have to delete some things. Every now and then I just look at my gallery and go, "Okay, I need to delete that photo and delete that photo because it's just not meshing with the rest." Make sure your Instagram account is public. I talk to so many coaches and they're like, "Yeah, I'm building my business. I would love some more help. I'm really trying." I'm like, "Did you know your account's private?" They didn't know their account was private, I guess, and it's private, so you can't be building your business. There's no point in using hash tags if your account is private. So you have to make sure that you're public. Okay, so the number three thing that's kind of in between the lines is your expectations of all of this. Number one I want you to think about burnout because 62 invites a day is a lot and I'm excited to hear from Kate more and figure out how she's feeling about all this and how much time that takes. I'm pretty sure she doesn't have kids; I don't know that for a fact. I'm pretty sure she doesn't have kids, but she does have a full-time job. She's a teacher and she's planning a wedding. So she is busy. She's definitely busy, but I just want you to think about your schedule and how much time you have. You just that other coach that said, "I did 42 invites in 30 minutes." That's pretty sweet; that's awesome. I wouldn't be worried about burnout if you're doing 42 invites in 30 minutes. That's not going to cause burnout in my book, but...and even if it does start to feel burntout-ish, then you start to tweak your process a little bit. Maybe you do it for a week on and a week off and a week on and a week off. So feel free to tweak things. You're your own boss. The other thing to look for as far as expectations is to consider getting some help from your spouse or your...I don't know, maybe you have a teenage kid that can help you, maybe you have a cousin, or whatever. Hiring help is not a bad idea when you're building a big business. It's okay to have help. It's okay...they don't always have to be paid help. It could be just help in general that someone is helping you out with cleaning the house or you're coming together as a family and distributing housework more, whatever. Okay, the other thing is to understand that if you're a brand-new coach and you're just starting to understand the business and be okay with the fact that this might not be something that you need to tickly today, okay? As a brand-new coach. Keep your feet under you. Understand some things first. Kate started working her business in December. She had already been watching her coach, okay? Do these things. So she already...it's not like she just stepped into this cold and like I said, she already had 1,000 followers on her Instagram. She already had been posting on Instagram. I believe she had already been posting her journey. So give yourself some grace and some time to step into this and maybe you set a goal for yourself and say, "Okay, I'm going to get my feet under me for now and maybe I start this process in May," or whatever it may be. And so the other thing was just that scripts. I have as number four, scripts. So, I don't really love scripts because I really feel like you have to have a feel for what people want and what they're saying, but when it comes to Instagram DM, because it's people are wanting

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things fast and people are in a hurry and they're reading real quick before like they're boss walks into the room or whatever, things do have to move a little bit more quickly on Instagram. So I feel like you can shortcut things a little bit and maybe should for things to be more effective on Instagram DM, the communications there. So I like to have things in my notes of my phone where I can just copy and paste them into a DM. For example, you know if I'm introducing the business opportunity and people say, "Yeah, I'm kind of...I think I am interested. You know, I've been doing Beachbody programs for a while," so I can say, "Awesome. Do you want me to give you some of the basics, right here, just to start?" If they say yes, then I can just copy and paste in the bulleted basics, which are, "We make an income from two different ways, from commissions and team bonus. We have a 25% discount on products and programs. You get trainings from me. I help you get started." Just the bullet points. So same goes for someone saying that they're interested in your challenge group. Maybe you just have something you can copy and paste the bullet points. "Here's what you're going to get out of this awesome challenge group that I host," and you just copy and paste it right in there so that it's something quick and then at the end of it, always has to be a question. "Does this sound like something you'd be interested in? Do you want some more information?" or whatever you're going to say at the end, but there's got to be a question at the end. Never just have bullet points and no question at the end. Another thing you always need to mention with people is that there's always a cancellation, a 30-day, money-back guarantee that people can cancel. They can cancel coaching. They can cancel product. Everything and anything they can get out of and it's important to mention that to people. It's also important to follow up. It's also important to provide incentives. So having some scripts available, because if you're doing this many messages to people, cold invites, you're going to get overwhelmed if you don't have some things that you can quickly copy and paste. Now Andrea Crowder was saying that she, if you are interested in a challenge group...I think Mica Folsom was saying this as well...she's also a Super-Star Diamond in this group, who I was talking with. I think both of them said they have a video that they send to people if they're interested in a challenge group that explains to them what they're going to get in a challenge group, what that's going to look like. So you can do...I don't know if you guys have screen share where you can actually record your screen and go through like what a challenge group looks like. You could do a PowerPoint. I can show you guys what Andrea shared with us, what she does with hers, but again, that's a video. Sometimes I notice on DM, people just want to see things, like I said, real quick, at-a-glance. So maybe you just do a picture that you send them of the different things that they can get in a challenge group or what they're...how they're going to benefit from that challenge group or maybe not a picture. Maybe again, just like my bulleted basics, you just copy and paste it in. Sometimes as picture I think might get blocked because it'll say they're trying to protect the user and so the user can't see the picture. So it might just be a copy and paste of bullet points. That's really simple. You know and then

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they can't come back and say, "Well, I haven't had time to watch the video yet," because it's a quick bullet points. It just makes the process quick. Okay, any questions? Okay, so Rachel did point out that Flume, which is the app I talked about using for Instagram that helps me get through all my DMs a lot faster. She just mentioned it is only for Mac. I did not know that. Thanks for letting me know Rachel. So she uses her pc most of the time and she use IG.DM, IG.DM. That's really good to know. Thank you, Rachel. And, "What about coaching invites?" Yes, so Stephanie I don't know if maybe you missed the beginning of this training or maybe it was towards the middle...the script I showed you guys was about her challenge group invites. I don't know out of the 62 invites per day how many of them are business opportunity invites or if she starts with a challenge group invite and maybe if she sees that they would be a good prospect for coaching, maybe she goes into that conversation. I'm not sure about that part and that is why I asked this morning if she would speak on a call, so we're going to arrange that. So I think this is going to be a part two. So I apologize. I don't know the answer to how she's doing the business invites, but I do know that she did say most of her coaches that are coming on board are not interested in working the business, at least not right now, but she does have some working coaches, enough that she's already official 1-Star, and she just started working her business in December and I just saw on her Instastories this morning a whole bunch of coaches that went Emerald. So that's cool. So what else? Tina says, "I wondered if people were feeling that way too," okay, yeah, we talked about that. Okay, so I'm thinking that's the end of the questions, but let me know if I missed anything and I'll try and remember real quick everything that I was going to share with you on Coach Success and I'll share those things. Next week, we have on our call Leah Case is going to be talking about 2B Mindset. She's a part of the test group. So I hope that you can get on next week and hear that because that's going to be super exciting. Okay, get ready to order your Beachbars tomorrow and we will see you next time. Thanks so much for getting on.

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