

Team Hardcore Call Transcription April 26th, 2018 with Angie Hunt “Success Club: OMG that Second Vital is Vital!”

[Beginning of Recorded Material]

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00:00:01 Jenelle: Hey you guys! Whoops. Oh yeah, it started. Hey you guys! Welcome to the Team Hardcore training call. Today is April...what is today? Sorry, I always have to look. It's the 26th? Oh my goodness, this month has gone so fast and if it looks like I've been crying or I'm a little off my game it's because I have Angie Hunt on our team call today and you guys may not know this, but Angie and I met when we were in...is it first or second grade, Angie?

00:00:31 Angie: Second grade.

00:00:32 Jenelle: Second grade when I moved to the small town of Portland, Michigan and Angie was one of my very best friends, if not my very best friend, for years while I lived in Portland, Michigan, and so we'll go into all of that. But just before we went live here, we were laughing so hard because I told her I love auto-correct and that when I was typing out her name in text, it auto-corrected her name Angie to Sniffy. I mean can you imagine? Like think of this, we hopefully we read our text before we send them off because, “Wait a minute! I never auto-corrected that. I never typed that word in my life. Sniffy?” Okay, so we were dying laughing. So anyways, you guys, I can see your comments and questions over here, so if you have any, please ask them. I can see that Tina's on and Jodie's on and Danine is on. Awesome. So we're go ahead and get started. Let me introduce to you Angie Hunt. So Angie...first of all, okay, just the announcements real quick. Obviously, next week we have a huge launch so I can't start this without saying that. 2B Mindset launches next week, May 2nd and I know it can be kind of confusing because it's like, “Wait a second. They don't get to have access to the app until June...I think it's June 4th, is it? But they can still stream their new 2B Mindset program from a laptop or desktop via the Beachbody On Demand. So they go to Beachbody On Demand to view their 2B Mindset program. There's going to be a nutrition tab. They won't be able to view it unless they bought a 2B Mindset program or challenge pack, okay? So someone just having Beachbody On Demand, they're not going to be able to view the 2B Mindset; 2B Mindset is a totally different thing, but in order to view it, they can go to Beachbody On Demand from their laptop or desktop in May to view their program. Now in June, they're also going to add to that an app where you can track things on your phone. I guess it's going to be amazing. So I'm really excited for that. And so anyways, we've been talking a lot about 2B Mindset, so I hope you're collecting interest. It's so easy to collect interest on 2B Mindset because it's about nutrition and what is the number one thing? It's

the number one thing you're going to hear from your friends, family, followers, challengers, fitness lovers, gym goers, even personal trainers and fitness instructors. Nutrition is like the biggest struggle for pretty much all of us. It's pretty rare to come across someone that says, "I've got nutrition down, like for a lifetime. I've just got it down." It's hard to find that, so this is going to be a program where it's easy to put out a call-to-action or just a question, "Who struggles with nutrition?" or "Who struggles with cravings?" or "Who struggles with some bad eating habits or whatever or emotional eating?" or "Who hates to count calories or have to track or whatever?" all that kind of stuff. This program speaks to all of that, so it's really quite easy to just be making a list of everyone who could potentially be interested in this program by putting up those posts that have a little bit of a call-to-action. You don't need to mention the program 2B Mindset. Just curiosity marketing: "Hey, who's struggling with nutrition?" You know, posts that have to do with nutrition because, as you know, that is what's holding so many people back from seeing their best results. So, okay, that being said, we have on our call today Angie Hunt and like I said, she has been a long-time friend of mine and I just absolutely adore her. She makes me laugh so hard and Angie is a Diamond coach. She has two Lifetime Diamonds under her so she was qualifying 2-Star almost. I mean just like a hair away from being 2-Star official. Angie is a six-figure earner. She's also 59 consecutive months in Success Club, okay? Girlfriend has been very consistent. She's extremely smart and she's funny and she's very relatable and she's just real. She's super real. So...and she's also a mom and a wife and with that, Angie are you there?

00:04:42 Angie: I'm here.

00:04:43 Jenelle: Let me see if it shows you. It does!

00:04:45 Angie: Here I am. Okay. Oh my gosh. Nothing like starting this whole entire process with tears like streaming down my face, dying laughing, oh my gosh. Spell check gets me all of the time, but that one was unexpected. I liked that one. Okay, so thank you so much Jenelle for asking me to do this. The timing was really, really perfect for me because I had actually just done a little training in my own team page about this very, very topic and Jenelle just kind of happened to message me yesterday and I feel super passionate about this whole entire process and so hopefully what I have to say might be helpful for...especially as we launch 2B Mindset and then LIIFT 4 moving forward. So I'll give you a little bit of history even though Jenelle kind of highlighted a bit of it, but I've been a coach for a little over five years. Jenelle and I do go way back. Actually I started my fitness career when I was probably 11 doing Jazzercise with our moms. Jenelle and I used to do Jazzercise with our moms and then her mom lead a junior Jazzercise class, which we were pretty amazing. We rocked our Lycra and our leg warmers, oh my gosh. It's a little embarrassing to look back at some of those pictures, but...so Jenelle and I have kept in touch over the years and we did talk a lot

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about health and fitness because our moms were kind of healthy, weird moms compared to all of our other moms whose kids were going to school with Hostess cupcakes and things like that and we just got excited if we had like carob malt balls in our lunch.

- 00:06:22 Jenelle: Oh yeah, those carob malt balls.
- 00:06:25 Angie: Our healthy, healthy moms. So anyways, over the years if there was like a time where I was looking a new work-out program or just had some questions or wanted to talk through it, I would call Jenelle and...so when Chalene launched Turbo Jam that was my first experience with Beachbody and at the time I don't even know if it was Beachbody. It might have just been from the infomercial.
- 00:06:45 Jenelle: Well Turbo Jam was. Yes...[unintelligible]
- 00:06:48 Angie: Okay, but didn't it launch first like through an infomercial?
- 00:06:52 Jenelle: Yeah, that was Beachbody.
- 00:06:53 Angie: It was Beachbody. Okay.
- 00:06:56 Jenelle: [unintelligible - echo]
- 00:06:59 Angie: Okay. Got it. Okay, so Turbo Jam was my first experience with Beachbody, though I had really no familiarity with what Beachbody was, but my mom gave it to me as a Christmas present because she thought it would be funny for me to workout with girls I had grown up with. So I did Turbo Jam and then after some kids that I had - I've got four total - at some point I was looking for another fitness program and it just so happened that my husband ordered P90X and thought it was too hard after four work outs. So I was mad at him for having spent \$100 on it and so then for spite, I did all my D-days of P90X and I got great results with that and again, I think along the way Jenelle had probably mentioned a few times like, "Maybe you should try this whole coaching thing," and I didn't really understand what she was talking about. I just had kids all over the place and I was just trying to get in a work out once in a while. So it wasn't until I really had kind of stalled out with my fitness and I had been eyeballing Shakeology and I knew that Jenelle was talking about it and posting about it on Facebook, although she was kind of barely on Facebook at the time and I was kind of barely on Facebook at the time, but these things were on my radar. So I did finally call her up and say, "I need a new fitness program. I'm super interested in Shakeology. I'm just kind of feeling super plateau," and if anything I was probably gaining weight at the time and so she recommended a new fitness program and she also mentioned that if I signed up as a coach I would save 25% on Shakeology. So like so many coaches that you hear, I signed up predominantly for that

discount. I really wanted the discount. I wanted to get this new fitness program and I was looking for some support too. So she just happened to run a challenge group right away. I think it was like for new coaches or something and I completely fell in love with that. I loved that I was connecting with other moms who were doing the same thing that I was doing. I still have some great friends from that very first group that I did and so I fell in love with that whole process and got excited about doing that myself. So I started inviting my friends and my family members. I just was so fired up about it and if I am confident and fired up about something, I can talk about it all day long and it doesn't come across as selling. It's just I really believe that everybody should do this and so I tell everybody I know, "You should do this." So I did. I got some great friends and some family members to join me in my first couple challenge groups and I always say this, then I sort of accidentally started building a business because I was getting results and I was bringing these people on with me and they were getting results and then they were signing up to get the discount and it was just fun. We were all having fun and so I thought, "Well, why not? Why don't I give this a whirl?" So that's kind of a background that leads me into the fact that...like I said, I had done P90X and then I was looking for that next program. So five plus years later I have done just about every Beachbody program that there is. I have love/hate relationships with Tony Horton and with Shaun T.

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Sometimes I love them; sometimes I hate them, but I've done most all of their programs and I would say I thought that I was all in, but really I was just kind of mostly in to all of those programs because I was always about 90% with the nutrition...or I'm sorry. No. I was always about 90% with the work outs in terms of I would do all the work outs. Maybe I would miss a day or two, but I gave myself a solid A- for fitness. It was the nutrition part that although I was doing so much better than I ever had done before, I cut out a lot of the processed crap that we were eating and I was just eating healthier foods, but in terms of following a nutrition plan that was laid out by Beachbody, I'm going to give myself about a C- on that. That...I tried and it just felt cumbersome to me and kind of hard to figure out, so I would dabble in the nutrition plan. And then shortly after I signed up as a coach, I don't know how long 21-Day Fix has been out, but that was the biggest epic fail of my coaching career. I completely missed the boat on 21-Day Fix. I was involved in some other probably hybrid of work-out programs and this new program was launching and I was just like, "You all go do your 21-Day Fix. I'll just sit this one out." Oh my god! Like still to this day, I'm like, "What was I even thinking?" So that has been the impetus for me to never do that again, to not sit out a launch, to...even if I'm not super, 100% thrilled about this brand-new program that's coming out [unintelligible] coach people through it because even if it's not my cup of tea, it doesn't mean it wouldn't be people in my market's cup of tea. So I at least need to understand it well enough to teach it to them, but for the most part I tend to go all in. Well no, let me back up. Mostly in when a new work-out program launches, but this time was different and that's the whole point of what I'm talking to you about is that

the second vital behavior, the whole like you know, “Be a product of the product”? Turns out that’s pretty important and the whole aspect of going all-in, it super-duper works. I don’t why I am so thick-headed about listening to other coaches tell me these things. I’ve heard it a thousand times, but again it just kind of like went in one ear and out the other and although I have been mostly committed and mostly into these programs when they launch, this was the first time that I really went all-in and I didn’t do it initially. Like at first I was going to do the Angie method of going all-in, which is mostly in, but...and I’ll explain kind of how this whole process went through. So December we’re getting ready to launch it, so I’m talking about and I’m promoting it and I’m sharing how excited I am about it and I’m ready to commit sort of. And again, I was super ready to go in for the work outs, so excited about the workouts and it’s totally up my alley. Love anything that’s strength training. I was a little nervous about hour-long work outs, but I was ready to embrace it. So then this new concept of the coach test group, right? So I got into the coach test group not really sure what that would be like and all these people are talking about like, “I’m going all-an and I’m not going to drink alcohol through this whole thing and I’m not going to cheat,” and I’m like, “Wait a minute, what? So like what? You guys are going to like do this? Like you’re going to go all-in and do this?” So the more people I saw talking about how that was...if you’re going to be in a test group, you better be prepared to be all-in. So gut check moment, I decided, “Okay, let’s do this. I can go all-in.” I mean gosh, I was pregnant for four years practically. I can go without drinking for three months. It’s not like I’m a lush or anything. My husband and I will have a couple of drinks on a Saturday night, but I just thought, “Okay, well if I’m going to do this, I’m just going to do this,” not to mention all of the results that we were seeing from that first round, from the first test-groupers who went all-in, they were kind of mind-blowing. So I wanted a piece of that and I just decided to finally listen to these top coaches who were saying, “If you go all-in to a fitness program it can be a huge boost to your business,” okay? So I had heard it a lot, but I decided I really wanted to test it out and just like I said, I kind of said, “Why not? Let’s see. I’m going to either prove that this theory is true or I’m going to disprove it,” but one way or another I just kind of approached it as an experiment. “So let’s just see if I can do this.” That was really it. It really wasn’t even about like results for me. I mean of course I wanted to get good results, but I didn’t have like a specific weight loss that I was going for. I didn’t have like an inches thing. None of that. It was really just to see what would happen if I went all-in. If I gave it 100% and I just did this program exactly the way that it was intended to be done and I’m a student of science. I was all about just approaching it in that way, just, “This is an experiment. I just want to see what will happen if I do this,” and so these are the steps that I followed. From that point on I said, “Okay, if I’m going to do this, better tell people that I’m going to do this to keep myself accountable.” So I’m just going to lay out the steps that I followed that I feel like you could follow with any launch, with any new program that’s coming out. Step one was that I went public and that meant I went public

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with my intentions to go all-in, to do this 100%. I shared it with my team. I shared it with my challengers. I told my family because during the entire 80-Day process, three out of my four kids had birthdays and that meant cakes and parties and all kinds of stuff and they just knew mom was doing this thing and once I embraced it fully and I shared my intentions with everyone, it was so much easier to stick with it than I thought that it would be. I honestly still am really surprised at how easy it was and of course every day you get under your belt the easier it gets. You just get even stronger in your resolve to do it. Yes, so like I said, I shared it with my challengers, my team, my family, and then of course social media. I went public on my Facebook and Instagram and all of the places where I show up with my intentions and of course at the beginning, so back in December/January, I was inviting people to do it with me and I got a great response. Definitely filled up a challenge group I had. I don't know maybe 50 ladies who were committed to do this program with me and I so strongly believe that since I was so forthright about my intentions to give this 100%, my challengers gave 100%. I mean most all of them stayed with me through those entire 80 days and of course a few people dropped off because they got the flu or their kids got the flu, any number of family issues or personal issues that throw us off-track, but for the most part, I was really shocked and overwhelmed at the number of ladies in my challenge group that followed it right along with me and I do think it's the speed-of-the-leader type of thing...that's what I was doing and I shared it every single day. I talked about it every single day and they just picked up that vibe from that, "This is what we're doing. We're going to do this. We're going to do all 80 days if it kills us." So that was step one. Step two was that I started just sharing my journey and this is my favorite word and my team will tell you, fill in the blank before I even finish it, I shared my journey consistently. Consistency with everything we do, I just believe it's the most important part of what we do. It's not enough to do the four vital behaviors if you're not doing them consistently. So I showed up every single day. I wanted people that follow me, who tend to be people like me, busy moms, I wanted them to see that I could do this. I wanted them to see every bit of my journey. So that meant seeing my victories, my struggles, my non-scale victories, and then of course I would share my challengers' victories and their stories and their struggles and how we were overcoming things always. If you're going to share a struggle, you always have to share how you're overcoming it. I would share the products that I was using of course in an interest...what's the word? The marketing...

00:19:12 Jenelle: Sorry. I was on the...curiosity marketing.

00:19:13 Angie: Curiosity marketing, yes, with curiosity marketing. So I'm always trying to employ the current ways to do things. I'm a work in progress as far as that goes, but just sharing my pre-workout and sharing my Shakeology every single day, but just doing it in a way that came across as authentic and why it really helps me. As a busy mom, I'm always talking to

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busy moms, how I was able to do this day-in and day-out. So every bit of the journey: the good, the bad, and all the ugly. I shared all of it and I shared...as soon as I could start sharing transformations. So my challengers...that was my...a great resource for me because my challengers were getting great results and they were sharing their non-scale victories with me early on. So I was really focused on that a lot at the beginning before we had a lot of physical transformations to share and I think one of...so I shared physical, mental, emotional, all of the transformations that were going on in my group because they were so plentiful for lack of a better word, but I think one of the biggest things is the shift that my challengers had from not focusing on the scale anymore. They all started off with these like, "I want to lose 20 pounds. I want to lose 25 pounds," but then it really kind of transitioned into, "I feel amazing. This is the best I've ever felt. I feel so much more energy," and that speaks to me niche. That speaks to the moms. Nobody wants to focus on the scale, but everybody does want to feel really good and feel that energy. So I really just focused on all of that kind of positivity that was coming out of my group and I also shared like my own coaches' stories and their transformations, how they were doing and then of course that test group became such a huge resource for transformation stories and Autumn's like tips that she shared. Now that I'm in my second round of that, those things are so valuable that I can pass along and help my challengers trouble shoot because I was in that group. So I'll talk about this in a second, but that's something that you should set as a goal - to get into...I mean hopefully that will continue through the next couple programs. I know that 2B Mindset is going to have a coach test group and I hope that LIIFT 4 does too. I don't know if I've heard for sure, but that's something that I think you want to be part of if [unintelligible] oh my gosh. The before and after pictures that came out of that group were stunning, like stunning and there's no...nobody could ever say that those were doctored-up or manufactured before-and-after pictures. They were just real before-and-after pictures. Some guy standing taking a picture of himself in his bathroom mirror...these were real, real stories and real people that so many people can connect with. So I was sharing on Instagram stories every day, like I mean every day, and sometimes it seems so silly to share. I'm like, "Oh, I'm doing my work-out again on Instagram Stories. Here I am." But somebody pointed this out to me. If you have kids, you know. Your kids will sit and watch other kids play with toys on YouTube. So if your kids are going to sit and watch other kids play, then I think that it's safe to assume that people do not mind watching you work out. I guess it's like that whole like living vicariously kind of thing. So I just did it. I shared my daily work-outs. I shared how I make my nutrition plan work in a real busy family. So it's just real food, real work-outs, and little tidbits of my real life, again, so that people that were following, like a lot of busy moms following me, could see that this is doable. That I have a wildly, crazy life and I'm still managing to fit these hour work-outs in and...so whatever it is that you have, maybe you work at night, maybe you work full-time. I think the biggest thing that people need to see on your social media is

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you taking away all of their excuses. So for me it's the busy mom thing. I can't use that as an excuse and I'm going to show you why I can fit this and how I can fit this into my real life, my very, very real life. So whatever your niche is, whatever the excuses that you often hear, the focus should be on taking all those excuses away through your social media, so Instagram Stories and then what I would do a lot for my Facebook posts and for my Instagram, like just my feed, is to kind of take a highlight from something I had shared in my stories, maybe it was like a collection of my work-out videos or maybe it was one of the recipes that I shared. So two or three of those per day, ideally, in the Instagram and Facebook. So and I'm not going to go too much more in depth with that, but like I said, my goal was just to take away all of my people's excuses. So then, step three was inviting. And so always throughout this process on Instagram Stories, I would just make mention that, "I'm going to be starting another group next month," or, "I'm going to be..." I would just keep talking about how people could join me with this. I think that's one mistake is that if you're using Instagram Stories and social media in a way that you're just sharing your day-to-day journey, that's awesome, but they also have to know that they can get help from you and that they can do this too. So in some way you need to...those call-to-actions, "I'm doing another group. I'd love for you to join me. Message me," or whatever. That needs to be a constant, almost daily focus, where they have to at least know that if they want information from you, they can get it. So I think there's like a fine line between curiosity marketing and also letting people know that you can help them. You can help them get these products and programs that you're talking about in super-vague ways. So there's like a fine a line, in my opinion. But I think what happens with your invites when you go through this process and you commit to it 100% is that my belief in this program and this whole entire process so strong, that I had so much more confidence going into my invites because I don't even have time to hear that this doesn't work because I just did it and I just...thousands of women that I've seen do it...this works. So going into an invite with that level of confidence, I think changes the dynamics. I have received fewer price objections this month than ever before and I do just think [cell phone rings] oh sorry. How do I turn this off? Sorry. And I do just think that it's just the confidence level and then of course the results. So finally through this whole entire process, these people that have been watching me do it every day on Instagram Stories and Instagram and Facebook, I would say most of the people that reached out to me this month reached out to me and they weren't even on my radar at all. They just said, "I've been watching you do this for the last 80 days. I want to give this a try." So just keep doing it. Just keep showing up every single day because you just never know who's paying attention and who's watching. It was mind-blowing to me like so many people that reached out to me who I haven't even talked to before or haven't talked to them in months and it was just...so many of them said, "I've been watching." So they're watching and they're waiting. They're either waiting for you to fail or they're just waiting to see if you can actually do this and so when you do actually do it, I had a better second

launch for this program than I did as an initial launch because now I had a lot of more credibility going into the program and in my inviting and things like that. So, like I said, they need to know you can help and then go in...I'm not going to do a whole Instagram training or Facebook training, but you know how to do this. You just do need to reach out and message people who are paying attention. You need to message people that are viewing your Instagram Stories or commenting or liking and it doesn't have to be an invite initially, but it can be. Like Jenelle has offered some trainings recently where on Instagram maybe it's okay to just jump right into the invite because we're busy people and they just want to know, "What do you want?" On Facebook, I think that it always has worked better for me to kind of go through the process where first I just reach out and just start talking, "Hey, I noticed you checked out my post the other day. Thanks. Are you interested in doing a program like this?" or whatever. But then I have a whole invite process that I go through. Once we get down to that point where they're interested in this program whether it's been months that we've been talking back and forth, weeks, days, or minutes, once we get to that point, the first thing I want to know is what are their goals, long-term, short-term, what kind of goals do they have. And with each of these steps, these might be five messages. It might be one message. It just depends. You have to kind of let it organically flow through this entire process, but I start with goals and then I want to know about their work-out experience: What kinds of things are they currently doing? What things have they done in the past? What do they like? What do they dislike. So again, there's the law of give-and-take, back-and-forth, and some people are just like bang, bang, bang, through this process. "I want this. I want this. Let's do it," you know? And other people just need a little bit more time and a little bit more hand-holding. So again, it just has to be an organic process. Goals, work-out, and then the next thing I want to know is their nutrition. Where are they struggling? Are they struggling with portion sizes? Are they struggling with meal-planning? All things I know that I can help with because that's what we're doing in my groups. After I learn those three things, goals, work-out experience, and nutrition, then I'll give them just a very brief overview of what we're doing. So I'll give them a brief overview of the program and what my groups are like. So I mean I try to do this in five or six sentences. I don't want it to be like a big vomit. It's just a really brief overview. "Would you like to see a video about the program?" So I end every single one of those things with a question, always. Jenelle trained me from the very beginning, "End every message with a question," so you better believe I do. "Would you like to see a video?" Then I send them the quick little video, "From the Back Office," and then if they don't message me right away, I'll give them a few hours or I'll check back the next day, "Hey, what did you think about that video? Any thoughts or questions about it?" They'll usually have a couple of questions and then they'll say inevitably, "How much?" And so that's the point that I think this new concept, again, from a training that we had maybe a year or so ago or maybe not that long ago about the whole kind of menu options. So once we get to that point, I

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have this PDF that I send. I don't know if this is backwards. And I have uploaded these into Jenelle's group in the past. This is an updated version because we did have some sale prices in April, but I just send this. If we've gone through that whole entire process, they're pretty serious. They're ready to talk about prices and this takes the icky factor out of it for me. I just say, "Here you go." These are...

- 00:31:05 Jenelle: Okay, okay. So this Coach Success Group?
- 00:31:09 Angie: I have shared this in maybe Coach Success, but it's either in Coach Success or in your Push to Daily Success. It's in one of those.
- 00:31:18 Jenelle: Okay. So [unintelligible – echoing] I know I'm echoing and I'll stop in just a second, but that looks awesome. So if you're going back and forth on DM, you just send that as a picture?
- 00:31:34 Angie: I actually send it as a PDF. I have it saved in my Google drive so that even if I'm out and about, I can just send them the link to the PDF through my drive, but you could send a picture. I have it saved as a JPEG too [unintelligible] I'd be happy to load for anybody who's still going for it in April, with these April sales' prices listed on here. I'm happy to upload that as well.
- 00:32:00 Jenelle: Oh that's awesome.
- 00:32:01 Angie: But really this is what I used for the first launch and I just changed these for April pretty much. Yeah, otherwise it's pretty much the same. And in the last week I have sold mega packs.
- 00:32:17 Jenelle: Oh my gosh. And how much [unintelligible – echoing] from a mega pack? I don't remember.
- 00:32:22 Angie: 25% of \$420 dollars.
- 00:32:26 Jenelle: Actually I think it's more than 25%, isn't it?
- 00:32:28 Angie: Oh, I think you might be right.
- 00:32:31 Jenelle: Yeah, it's like a significant number. Gosh I wish I knew that number. Hey you guys, if you know that number, the commission amount on a mega challenge pack, please put it in the comments, because I think that's good for people to know. You sold how many?
- 00:32:42 Angie: Five.

00:32:43 Jenelle: Five of just the mega pack. That's not including...

00:32:47 Angie: And most of them have either been...so most have been this one or a lot have been the whatever it is, the combo deluxe. I can't remember what it's called. I think people really like these little red letters. Like when it says, "April sale, limited time only." I don't know. I mean I honestly...I can't explain it. I think it's a combination of the fact that they're on sale. It is a huge value and they've been watching me do this THIS since the very beginning and I just, like I said, I think that the level of confidence in this entire program and people that have been watching...really all I did was I sent the PDF and I just was...Carrie Carpenter, I've messaged her like multiple times like, "I don't know what's happening honestly. Like the last four people have all jumped in with the mega challenge pack like, "Let's do this. I all-in. Let's go for it." And so maybe it's just that...they've heard from me from the very beginning that I went all-in. So it's all-in. And I mean that's a huge commitment and yeah. So this has worked really well for me. Since that training I've been doing something like this no matter what type of group. I actually have one that I made, similar to yours, where it's not just 80-day focused. It's for any program, for Beachbody On Demand or whatever.

00:34:19 Jenelle: I think it's good to point out to people and maybe you were going to, but you guys, Angie's Success Club points are definitely going to be double. Wouldn't you say Angie? More than double what they typically are for a month?

00:34:33 Angie: Oh yeah. Yeah.

00:34:35 Jenelle: I mean she's already at what? Success Club 28 for the month?

00:34:38 Angie: Twenty-eight so far, yep.

00:34:39 Jenelle: And you said it's just people coming out of the wood work and it's been easier and less price objections than ever.

00:34:45 Angie: Less price objections than ever and honestly I can sort of embarrassingly admit that I haven't really done a ton of like what my traditional power hour would look like because I've been just responding to a lot of messages and then of course we just had this Success Club trip, so I had a goal to reach a certain number before we left for Success Club trip and I more than met that goal and then it's just been a busy month in terms of my family and...So I've really just been in respond mode. Ideally I would also be doing a lot more reaching out than I've been able to, but it's really just kind of been a matter of responding to the messages that I've gotten just authentically, without me...I have talked to a lot people about this program in month's past, but this month has been a lot of people that just kind of came out of the wood work. So it's kind of cool.

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00:35:42 Jenelle: It's definitely been showing your results once you finished that really made a big impact or...?

00:35:50 Angie: I think that the whole thing definitely contributed to it, but then when I did finally have the results to share, I think that was like the nail in the coffin, that doesn't seem like the right analogy to use, but it was the straw that broke the camel's back? I don't know. Use your analogy. But that was huge when I did finally share my results, I had a ton of people that commented under the picture, "I'm in. I'm interested. I want to do this," and then of course, I reached out to those people for sure and had a lot of great conversations. But those people were ready. Like they were ready, ready, ready. Within ten minutes, we were done. They were just ready to do it. And then I also shared a lot of the before and after...well not a lot, but I shared a lot of...I keep saying "a lot." I shared some of the really awesome, impressive before-and-after pictures from that group, from that test group and the story. I think the story was like the big piece of it that they were afraid going in, just like I was, they didn't think they were fit enough. They thought they were too old. So again, I try always to keep in mind my niche when I'm looking through those stories too because I know there are certain stories that are going to appeal to my niche than others will. So like for instance, a 24-year-old like tight body that already had a six-pack and got like a twelve-pack through the program, that's not going to be...those aren't my people, you know what I mean? My people are just these real, every day people that just want to see if they can do it, so those were the types of stories that I tried to share and almost every time I shared a before-and-after picture, either my own or from that test group, I would get another whole batch of messages. So I think that it's just a really combined approach that months of sharing it and then the accumulation of having done it and then sharing all of the amazing stories that came out of it. It was just like the perfect storm and proof that this whole theory is actually true, that the second vital behavior is super important and if you do go all-in like this to a program, I can tell you from my own personal experience that it will be a big boost to your business. So now I have all of these challengers in my group who have gotten amazing results. They had a super positive experience in my challenge group and of course are going to make awesome coaches because they are the perfect person that you want on your team that already has that belief in this whole entire company, in the whole business and the products and the programs. They were able to follow this entire process all the way through. So yeah, it's...and then I would say, my final step is to just do it all over again. So whether it's this program, I am doing another round of it because I got great results with it and I have this whole new batch of ladies that are ready to go, so I'm like, "All right, let's do this. We'll do it all over again." And now I feel I have so much more experience from having been in that test group. I feel like I can...like I said, I can help them a lot better than in the first time. It was fun the first time because we were all just going through it in the exact same way at the exact

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same time, but this time I feel like I'll be a better mentor to the ladies in my group and inspire them to go all-in and do this all over again. So whatever it is, if it's this program and you miss the boat like I did, I don't think it's too late to commit to it or to commit to any program really and share it in this exact same way and just do it every day, consistently. I still think with this month, you can still ride this 80-Day-Obsession wave for the next four or five days especially if you were in that test group or if you have challengers or if you have team members that did the program. Share their stories. Share their before-and-afters and always add a call-to-action, you know, "I'm starting a group on Monday. I'd love for you to join or whatever," or, "Are you interested," and then message anybody who likes and comments on those posts because even if they just like it, you know they're like, "Ooh, I like that, but I don't know." And then you message them and turns out they're really, really interested, but they wouldn't have told you if you didn't ask. So you should always be reaching out to those people that engage in any way at all and then I've got one final point here. Yeah, I do think that for me, I do think that using other people's pictures and using other people's stories are awesome. I think they do work best if it relates to what you either already done or are committing to do. So like I said, if you are going to do 80-Day Obsession and you want to share some of those 80-Day Obsession results in a way that they are going to do it with you, I think that you can still really use this momentum and commit to it yourself and invite new people, but for sure as 2B Mindset launches next week this is the perfect opportunity to go through this whole entire process. Commit to it. Learn it. Understand it. Invite to it. Share, share, share, share why it's working. And then same thing LIIFT 4, when that comes out I do think that that test group is a big goal. I think that you want in that test group for so many reasons. It's an awesome resource. It's awesome to have the trainer tips straight from the trainer and all those success stories that you can share at the end. So for those programs you have to start now in figuring out how to leverage up and then for the rest [unintelligible]. That's all I got, Jenelle.

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Jenelle: Oh my gosh. Sorry, I had to go [unintelligible - echoing] Oh, I'm going to echo. Okay, I'm going to echo. [unintelligible- echoing] I think, yes. See that takes care of the echo. Okay, so what I wanted to say to you guys, first of all, is that the mega pack commission per mega pack, you make \$143 per mega pack sold and Angie, just like it was nothing, just said that she sold four or five? Definitely I got the impression she did not push the mega pack at all. I mean that just goes to show that there's proof in the product and being a product of the product. There's proof in that and that people...it's a mindset thing for people. We know that. We know that when we set ourselves up that something is going to work and we're all-in, we'll do anything to make it happen and so even it's more expensive, we're like, "But it's going to be worth it." And Angie's work in this program is what made people feel that way. It's what made them trust that they needed to go all-in as well. So I love that and I also love that you mentioned, because I was going to mention too,

that you can do this with any program. I mean there's no doubt about it, not every single program or product that we launch is going to be something that I want to go all-in with. You can choose. I mean we have so many different solutions in our business. So maybe you want to start with 3-Day Refresh. Go all-in with the 3-Day Refresh. You can have results in three days. No we know that a lot of that is water retention and bloating, but do you know how many people are sick and tired of the bloating and they just need that small win to go, "Okay, I can do this. Like if I cut out certain foods that are making me retain water, then I can really see some awesome results and it's that small win just from three days." So and obviously Angie talked about doing lots of calls-to-action, not just sharing her journey, but also doing calls-to-action. So Angie, I wanted to ask you and maybe you mentioned it, but would you say most of your success in getting people involved and engaged and committed, would you say most of it came from Facebook or would you say Instagram or was it completely a mixed bag?

- 00:44:28 Angie: It was definitely a mixed bag. Yeah, in one the points you just made, I had actually written down and forgot to say that I don't think you have to force a certain. I don't think it would come across...if you were doing a program that you weren't loving, I think it would come across that way, you know? So don't force yourself to do something that you're not into at all, but pick something that you are and then in terms of Instagram...so the kind of cool thing is is that I've been trying to figure out Instagram. I'm an old lady,
- 00:45:00 so it took me long enough to learn Facebook and this whole Instagram thing and so I've really been trying. I've been very consistent with my Instagram Stories through this program especially is when I really kind of kicked it into high gear with Stories. And so I did have several people...made my heart go pitter pat that is actually working because I did have several people say that they were specifically following me through my Instagram Stories and some of them I was connected to in both places. Like unbeknownst to me I was connected with them on Facebook and on Instagram. So they connected with me on Facebook, but they were watching every day on Instagram. So definitely a mixed bag. I would say a decent handful of ladies came from Instagram that I had never connected with and then I have probably more on Facebook that reached out. That's probably the best way to categorize that.
- 00:45:56 Jenelle: And on Facebook are you using your personal page or like page? I don't want to go into a whole other training, but I have to ask that because people are thinking that.
- 00:46:05 Angie: So I have spent so much time and effort building up my like page and at this particular stage in life it is like bleah. Oh my gosh, I'm like on the struggle bus big time with my like page, but I post there every single day because I just always have, but this also with this program has been the first time that I have intentionally been sharing a lot more on my profile page and I have gotten a lot of interest from my profile page because I move a lot of

people from my like page over to my profile page. So I do have a decent following there, but certainly not as many as I have on my like page, so it's a little frustrating that the like pages right now are kind of...but Facebook is so strange and I know I've ridden this wave before, so I'm just going to keep riding it and post there consistently, but I would say probably the most interest from the three, from like page, profile page, Instagram, is from my profile page.

00:47:04 Jenelle: Okay, awesome. And are you using the stories that you put on Instagram are you also putting them on Facebook Stories or not?

00:47:12 Angie: Yes. So I just recently changed my Instagram because I just am trying new things. I changed my Instagram from business to just back to like a regular public account because what I found was that when it was set up my business, the stories were posting as my like page, but I wouldn't always see them. It was very inconsistent and I couldn't really honestly tell if it was even working. So when I switched Instagram back to public page and I have the setting in Instagram for my stories to automatically post to Facebook. So they just automatically post to my profile page and it seems to be seamless. Every story I post on Instagram just automatically uploads to my profile and I do have a lot of people that follow me there too, so. I think that that's kind of growing a little bit. Facebook Stories...I don't even know what you'd call it, but I say that more people are starting to watch those than they did initially on Facebook.

00:48:14 Jenelle: Yeah, I agree. Okay. Oh my gosh, Angie, thank you so much. This was amazing.

00:48:20 Angie: You're welcome. I had...

00:48:22 Jenelle: I know everyone's loving it and people are saying [silence] whoops. Can you hear me?

00:48:31 Angie: Yep. People are saying...?

00:48:34 Jenelle: Sorry. I think I accidentally hit mute. People are saying, over on the side here...oh, that's what I'm trying to do. Hold on one second. Okay, I'm watching over on the side here and people are like, "This is an amazing training. Thank you so much Angie." So people are loving it and it goes to show being a product of the product really does work. Imagine that? Like Angie and I were having this conversation yesterday and I'm like, "Whoa Angie! You're already at Success Club 28 and the month isn't over it and I have now doubt that she's going to be well over 30 Success Club points before the month is over and just hearing her say that people are just like coming out of the wood work and where I have other coaches who are struggling this month, you know? And some are and some aren't and if you

look at what Angie has done, there's a reason she's not struggling this month and there's a reason that she's going to see momentum from this. She's going to see that she's going to get some new team members from this. She's going to get some momentum that will carry forward through the summer from this. So it just really does make a difference to go all-in. So thank you Angie for sharing that and I wanted to let you guys know that I will be Angie Bellemare, top-ten coach Angie Bellemare, within our downline, within in Team Hardcore. She's speaking on May 10th and I also am going to be having Alana speak. I don't know the date from her yet, from 2B Mindset and also Joel. So we've got a lot of great speakers coming up. I'm super excited. So I will see you, you know what? Stay tuned. We might not have a training next week. I hate to say that. Stay tuned. Pay attention. We might not have a training next week because it's my birthday and we might be doing something special. I told Matt, I'm like, "If it's not something crazy amazing special, then we are on for the team call." So thank you for getting on. Please pass this training on to your other coaches and have a great afternoon. Thanks again Angie. Bye-bye.

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[End of Recorded Material]