

Team Hardcore Call Transcription May 10th, 2018 – Angie Bellemare - “The Power of Video”

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00:00:01 Jenelle: Hey everyone. Welcome to the Team Hardcore call. My name is Jenelle Summers and today is May 10th. So we’re coming off of a really exciting launch with 2B Mindset. If you’re brand new to the business, I know that this is kind of like an overwhelming time because we just launched a new product and now we’re all, you know, already talking about Lift 4 that’s going to be launched this summer. Just take it one step at a time. So with this call today, we’re going to be talking about the power of video and I’m not going to go through all the announcements today. I want to make sure we get through this content with Angie Bellemare. So please make sure that you check your “Breaking News Alerts,” in your online office. Never forget to check there, okay? And also if you’re one of my personally sponsored coaches, make sure you’re checking in the Push to Daily Success group and also, as you know, these trainings are always the pinned post in the Coach Success page and I right now can see your questions, so as you’re going through this training make sure you ask any questions you want me to ask Angie, make sure you ask them. And also, of course, all of our trainings are archived on jenellesummers.com and they are also later then transcribed there as well. So okay, with that let me introduce to you our guest speaker Angie Bellemare. Angie is a 12-Star Diamond. She’s a four-time Elite coach. She’s a 2017 Top Ten coach. She’s a Million Club earner and get this you guys, this is really important. Angie and I were just talking about this before we went live and, you know, people always say, “I want to be in the Million Club. I want to be in the Million Club,” or, “I want to be a six-figure earner. I want to be a seven-figure earner,” and what they sometimes lose in that is that you have to be consistent if you want to be one of those six-figure earners, seven-figure earners you have to be consistent and one of the stats that Angie has here is that she has had Success Club 10 for 58 consecutive months, Success Club 10. And, let me just say this, obviously with her being 12-Star Diamond, which means usually you have way more than just 12 Diamonds, she’s building and training a team consistently. So that’s the other thing I want to point out is it’s not like she’s just killing it in Success Club every month and just being this sales machine and making sales. She’s building and training a team and that is the other half of our business and if you want

to be a Million-Club earner or a six-figure earner or a seven-figure earner, that is definitely part of it and gosh, that is like, for me, it's like one of the most rewarding things ever because, yes, it involves fitness too because my coaches have to be their best selves. They have to be a product of the product. They have to be working out and eating right to be a successful coach, but to also be able to help them build a successful fitness business is huge to me. I love that. So that side of the business although it might be a little bit scarier, it's just so important that you not ignore that and just become this sales machine because that is not fun. Okay, so with that let me also just say that Angie Bellemare is one of my coach's coaches. She's Ashley's coach. Some of you may know her as Ashley Stamp, but she signed up under...Angie Bellemare signed up under Ashley and so I met Angie through Ashley and she has just been killing it in this business and I just respect her so much. Girlfriend is gorgeous and so you might be thinking, "Well that wouldn't be fair if she's like completely brilliant and genius in her business as well," and unfortunately, that is the truth. And she's like super fit and super kind and really giving of information. So I just have mad respect for Angie and so grateful that she is speaking to us on our call today. Make sure you take good notes. So with that, Angie are you there?

00:03:56 Angie: I am. Can you hear me?

00:03:58 Jenelle: I can hear you and I can see you.

00:03:59 Angie: With scratchy voice and all? It's not like my sexy voice today. I'm a little bit congested, but...

00:04:04 Jenelle: Sounds good. Sounds good. You look beautiful.

00:04:07 Angie: Well thank you. I'll share my screen and you let me know if you can see it.

00:04:12 Jenelle: Okay. A bird just hit my window and died. Okay, anyway...

00:04:16 Angie: Was that what that bang was?

00:04:17 Jenelle: Yes.

00:04:18 Angie: Okay. Never a dull moment.

00:04:21 Jenelle: I'm laughing and I don't think he died. I think he's just stunned, but anyways...

00:04:24 Angie: Oh my gosh, can you see that?

00:04:27 Jenelle: It's delayed on the other screen. Let me see if they can see it. It's still delayed. I mean I can see it perfectly. Yes, they see it perfectly. Looks beautiful.

00:04:39 Angie: Awesome. Well thank you for the amazing intro. That was epic. You always give such beautiful introductions and my husband always says, "Your head is just going to inflate," but I honestly, like I feel like I felt this sense...I was a brand-new coach. I was in your Emerald...it was like a Push to Emerald and I just thought like, "I'm going to be that Emerald coach that advances," and I remembered like I just related to you so much because you said that you were shy when you first started and I was like the shyest person ever and I actually just posted a very cool post on my Facebook page, like my personal page, and I wanted to show how shy I was. It's a picture of Ashley and I, my personally sponsoring coach, at Summit 2013. I was a two-week old coach compared to now and I just talked about like the power of Summit. So if I have time, I'll share it at the end with you guys, but if not, just go check that out because I feel like it's such a true testament to just how shy I was, how unsure I was, and I'm going to talk about shyness in today's because I think that with video, that's the first thing that everybody thinks of is, "I was so shy." So whenever I first got started I was very shy, very unsure. The idea of talking on a call like this would have given me a straight-up heart attack. Like I would have just probably passed out and died and I've come to be this completely different person in like the best way possible, I feel, five years later. I signed up May 31st, 2013. So that year Summit was in June like it is this year. So I went to Summit two weeks in and it completely changed my world. So I got to meet Jenelle; I got to meet so many amazing coaches and it just really changed my perspective. So I'll talk about that later, but today I want to talk to you guys about video, Instagram, YouTube, social media, inviting; like all of that stuff and really, the whole premise of this presentation came from the idea of like, "What if you could wake up every single morning and have prospects emailing you?" Like not that you always go out and personally message and, you know, I feel like this whole, this, "Hey, girl," messaging, every single day, can get so tiring after a while and you're like, "Oh my gosh, at what point is someone going to come to me and there is a way to do that and that's something that I've crafted over many, many years and I just always thought that there had to be a

better way than me constantly reaching out to other people and what if there could be like a planet of people that already kind of understood who I was, trusted me, wouldn't have that many objections, had a clear-cut picture of what the programs were and what I did as a coach and would message me with their interest. Like in a perfect world, right? But I knew that there had to be and I feel like it's with video. So I'll talk to you guys about where I personally play on social media. So my new favorite is YouTube. Instagram was always the thing that built my business. Instagram, what I feel many coaches are doing now, is what I was doing five years, whenever I started my business. I had no followers on Instagram when I first, first started as a coach. I had about, I think less than 100 followers, and I did Instagram Impact Academy with Chalene, and I grew my followership like tenfold and today I'm sitting at 70,000 followers on my big page and I actually have a smaller Instagram page that nobody really knows about, that's more of just me and that one is growing way faster. It's way stronger, way more engagement because I just love it more and I'm super strong on Instagram stories on that platform and I go live on that one as well. So that's just @angiellemare and then my big one is @angiellemarefitness. So I'm going to be talking to you guys mostly about YouTube, IG Live, IG Stories. You can translate this all into Facebook Stories and Facebook Live, but chances are you'll have less views on those platforms and then Snapchat. I don't even know if anybody's on Snapchat anymore. I was and then they updated the platform and it just completely overwhelmed me, so I took that off my plate. But if you are, it still counts. It's still video and it still pertains to everything that we're going to talk about. So I actually have a YouTube video on this and this is one of the most common questions that I get asked is how do I film my YouTube videos? I think Jenelle had asked me this as well. "How do you film all of these, you know, these logs or just how do you get the content for your Instagram stories?" Or the videos that I post on my Instagram feed. I'll be honest, 99% of the videos, even the ones on my YouTube channel are filmed on my iPhone. So I have an iPhone 8 plus and that's just what I like. That's what works for me and I just went to Disneyworld for ten days and we filmed tons of footage on our actual camera, but 90% of it, like I said, was on my iPhone because it's just quick. It's easy to grab. The audio's good. It's a 4K camera. Like you don't need to have all of this fancy equipment to be able to just start. So that's one thing that I just want to take that off the table. You don't need to have all of the gadgets, but I do want to answer the question as to which cameras I use. So I have a big camera

that's not on my desk anymore. I have a Canon 70D, which is like the big one that I use if I'm seated and just, you know, talking to the camera. I'll use that for either my sneak peek videos or if I'm, you know, talking to someone like in my living room, on-camera, for a YouTube video explaining like, "This is what I do in a day," and I'm not moving, because that thing is heavy to hold. But my on-the-go camera is a Canon G7X and I think that's the one that Jenelle was asking about.

00:10:05 Jenelle: I have that one now. I love it.

00:10:08 Angie: You love it? It's super good in low light. So if you're, you know, if you feel like your house is a little bit dark or like you just can't get that bright light, it's amazing for that. And I just got a Sony RX105, which is exactly the same as the G7X. It just takes away all the yellow tones, which I was becoming neurotic about that because I have beigish walls. So those are the cameras that I use. That's what I love. I always have my Gorilla pod with me, which is basically a foldable, bendable tripod. I have it in all different sizes. I have one for my phone, my little camera, and my big camera. And then I have a microphone which is just an external mike for audio quality. You can get on for your phone if you want to. Like a little lavalier mike and I think it's makes a difference, huge difference if there's no echo and you have solid audio, tripod for the actual big camera, and then lights. You can get a kit of lights on Amazon for like \$150. So if you ever do feel like you don't have good lighting in your house, that was me. When I lived in my condo, we had zero lights and it was so frustrating to film, so I just bought some lights off of Amazon. It's just the little umbrella lights and it worked so well. So these are the tools that I use to film my videos, but again, all you really need is some good lighting – if you want to go outside, go outside – and your iPhone. So the other big thing that I get asked is like what do I say? What do I talk about on these videos? What's my brand? And I'll explain this to you guys as clearly as I can and I actually have a game plan for you guys at the end of this, just exactly how I post and what I say in a strategic way that funnels coaches, potential coaches, and potential customers to me without it being just all over the place and not knowing what the heck I'm saying. So a couple things to brainstorm: what are some things that you've overcome in your life? What are things that you nerd-out over? Whether that's, you know, for me, that's obviously Disneyworld and Disney. If Mindy Wender listens to this call, I feel like she's going to nerd-out with me. Disney and Disneyworld and, you know, if for you that's gardening, then let

it be gardening. If that's doughnuts, then cool. Like whatever it is that you love, share that stuff because chances are you'll be able to not only have more knowledge on it, but you'll be able to go on and on and on about it, in a more so may than, you know, a topic that you're not that passionate about. And you'll also be able to connect with people that have that similar, you know, passion. What is something that you're proud of? What are your biggest struggles? What are you good at? And what do you get asked most? And I think that's something that's so important to think about. Like what are the direct messages that you're getting on Instagram or the comments that you're getting on Facebook or Instagram or even in your emails of questions about either what it is that you do, what type of do you have. I saw Jenelle's Instagram post yesterday. She gets asked more than any other person, "Where are your leggings from?" Like it's insane and even I now know the answer to that. Like it's crazy...but thinking about that. Like what you get asked the most, no matter what it has to do with. That I feel kind of takes into account like what you nerd-out over and what you love and what you're passionate about. So I feel like I'm all over the place, but I wanted to answer the most common questions that I get. So how I edit my videos: so these first three are how I edit my YouTube videos. I just, you can pick one. I use the one in the middle, Final Cut Pro. iMovie, you can use that from your iPad or your iPhone and Premier Pro is another Adobe app. All that it allows you to do is to cut up your video and mash it together and make it pretty. So I use Final Cut Pro for my YouTube and then do you guys ever see these beautiful Instagram Stories and you're like, "How did they do that?" Like there are some that like the text just kind of like types itself out and it like writes itself and you're like, "How'd they do that?" That's Hype Type. If you're seeing a coach use that or anybody on Instagram using that, it's Hype Type. In Shot will basically allow you to crop a video or image to the dimension of an Instagram story and then Splice is the same thing as iMovie. It allows you to chop up your videos and kind of stick the all together and make them pretty. Then, just stop me if you have any questions. So, quality content: this is the one that I really want to talk about. "What if I'm shy?" So what I did in the beginning especially and I still do this to this day, if you're thinking about the thousands and thousands of people that are on the video or that will watch the video, you're going to freak out and you're also not going to know where to direct your attention. You're not going to, you know, be your authentic self. The way that I do it is I speak genuinely to a friend. I think about a one person and usually that one person

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is a very good friend. It's usually a person that thinks that I'm hilarious and that's what I choose to focus on and I always look, and this is a really good tip for you guys, look in the camera hole, not at yourself on the camera. And I know that it's really hard and sometimes I catch myself and I go back, but you're going to connect so much more with your audience when you're looking at the camera hole. And then the other thing, especially with Instagram and with video and with YouTube is to set a goal that you can control. You know setting a goal as to how many views or followers or likes you get is not something that you can control, but setting a goal as to how many videos that you can produce is something you can control. So I feel like the perfect example of this and I get asked all the time lately from coaches, "How do I start a YouTube channel?" or, "What would you suggest that I do to start a YouTube channel?" And my answer is that it's different for everybody and the only way that you're going to learn is by starting. I had wanted to start a channel for years and I just never did. I dabbled in it and then this past October I set a goal that I was going to film a video a day for 31 days. Was it difficult? Yes, very. Was it difficult to do that and run a coaching business? Very, but I learned so much. I understood the ebbs and flows of how to upload a video. I went through all the trials of like, "Oh my god, this isn't going to upload tonight. I don't know what to do," and you figure out how to edit, how to properly film a video and you figure out what works for you and you also figure out what your audience wants to see. So if you set a goal and set intention publically as well, which I would suggest, to just tell, you know, your following, "Hey, I'm going to post an Instagram Live every single Thursday," or, "I'm going to post a YouTube video first Monday of every single month and you can expect that from me." That way you're set to it and you will catch your stride eventually. The other thing is to not over think it and I will give you my best tip ever. If you don't know what the heck to talk about on a video, do a show and tell. Like my favorite thing ever is to just share my parcels that arrive at my door. Like most of us are women; we like to shop. Just share what you bought. Girls love to watch that. Like you're target audience will probably love to see what's in your fab, fit, fun box. Or the other day I was watching Sarah Mulnar and she had gotten like a home delivery service, food delivery service, and she was unboxing the whole thing and I was so enamored by it and I thought it was the greatest thing. Like you don't have to over think it and to that point, look at what other people are doing. I don't just mean coaches though because sometimes that gets overwhelming and sometimes we

compare ourselves and kind of lose our way a little bit, but I feel like if you compare yourself and you learn from legit social-media influencers, like people with one million plus followers, that's when you can really start to find your voice and figure out like, "Okay, this is what I like from that person," and you pull a little bit and you kind of create this Frankenstein of your own brand. So that's what I did. And the other thing is to just start.

- 00:17:38 Jenelle: I'm sorry. The YouTube expert guy Sean is it Cannery?
- 00:17:48 Angie: Sean Cannell?
- 00:17:50 Jenelle: Cannell, yes I'm sorry. I should know his name. Did you learn it all from him? Did you?
- 00:17:56 Angie: I didn't. I watch his videos on YouTube about which cameras to use, but I've never actually done his training. I learned a lot from the other guy that Kristine Dwyer worked with and I bought his training.
- 00:18:18 Jenelle: Oh, okay. You don't know his name offhand?
- 00:18:11 Angie: Totally forget his name. Someone will probably remember his name because he was at Platinum Edge and I met him.
- 00:18:17 Jenelle: Then I should know his name too.
- 00:18:20 Angie: He's very nice. I'm totally blanking. But yeah...I can tell you like the most that I've learned was just from watching other people. That was really how I learned. It wasn't from doing a full university training or buying a certain book, it was really just starting and doing. So what I was going to say...right after I say, "Don't buy a book," but Jon Acuff wrote a book called, *Just Start*, and that as an especially new coach, completely changed the way that I thought about social media. Like I stopped holding back so much and I just did stuff. I stopped waiting to be perfect. He just came out with a new book called *Done, Give Yourself...* I think it's *Finished...* what's it called? *Give Yourself the Gift of Being Done...* something like that. Jon Acuff...he's fantastic and very funny. His audio books are hilarious. So it's called *Just Start, Punch You in the Face...* something. It...*Just Start* is the name of the title, but love. Okay, so this is your game plan and this is exactly how I do it. So on Instagram I will strive to post five plus stories a day. Sometimes it's way more. Sometimes it's like one. I'm not perfect every single day, but

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that's what I strive for and the purpose of it is same thing. Like I don't over think it. I share my daily life. Every single day is pretty freaking similar unless I'm traveling and the idea is to pull people into your life and really for them to understand what it is that you do. Like even if that's you making your shake every single day. I make my shake every single morning on my Instagram Stories and I do that backwards pour every single morning and people love it. So that's the first part is really just to captivate your audience, to pull them in, and for them to understand who you are what it is that you do. Then, live. So I will give you the best secret ever. When you go live on Instagram, you will actually be pushed to so many more people's feeds. I'm not using feed because it's Instagram. So like I guess their page. Whenever you go onto Instagram, do you ever notice how you can see a bunch of people's stories and then there's usually one live and for me, on my little page, it's always Gary Vanerchuck and I don't even follow him on that page. It's because he's going live and he gets pushed to so many people's page because no one goes live on Instagram. So every single time that I go live on Instagram from that little page that I was telling you guys about, my followership will grow a couple hundred because it just gets pushed out. And what happens is it's not just a followership of random people, it's people that have watched your video, that truly get you, and it builds trust. They understand who you are. Like they see the authentic you. So I try to do this once a week and I will tell you, nine times out of ten, what I talk about is the crap that I went through in the week and how I overcame it. That's usually a huge trend in my videos is just to be inspiring I think that it's so important that you share the crummy stuff, but always share how you've overcome it and where you're at on the other end. Kind of like that post I was telling you guys about Summit. Like I shared in the beginning how I was super shy, how I was lost, how I had made no money, and where I am now and I feel like that's the most inspiring part and that on Live is super inspiring. And I think that if you can just be yourself and the same thing, like talk to that one person who thinks that you're hilarious, that's how you really build the trust. That's where people, they see the true, authentic you and they won't come up with all of the objections in the world when you do invite them because the trust level is there and that to me is like the biggest part of the, you know, the enigma of signing someone up. They need to have that sense of trust. So that's where YouTube comes in. I would aim for...like a new person on YouTube, just so that you're not overwhelming yourself, film one video a month about, you know, your month's obsessions.

And if you want to throw in, you know, 2B Mindset water bottle and talk about how much you love 2B Mindset and then in there have a link at the bottom saying, "Click here to apply to join my challenge group and my boot camp," or however you want to say it. Or you could do it for your team or whatever. And that way, you'll have people coming in and filling out a form. I just use Google, Type Form, Wufoo. Those are three free ones that you could use. So Google Form, Wufoo, Type Form.com. And so I just do a Bitly link and that sends people to my inbox continuously because a YouTube video never goes away. So if I do, you know, what I'm obsessed with 2018, people are going to see that throughout all of 2018. I can actually pull up...I think that's pretty much all my slides. I'll give you guys a little sneak peek. Sandy is going to kill me...from Summit. One second. Let's see if I can find it. Yeah. See, I totally go off the cuff and I share things I'm not supposed to. I'm like an open book. Don't ever tell me your secrets.

00:23:09 Jenelle: That's okay [unintelligible] Summit, so this is just a preview.

00:23:12 Angie: So okay so this...can you guys see that? So this is what I'm talking about. So I did my morning routine 2018, which actually did super well because I guess people just want to see what people do in the morning, I don't know. And in that I'm doing my workout and I was doing 80-Day Obsession and at the bottom here you can see, "Click here to apply to be," I call my boot camp Fit BFF Boot Camp because I'm in there with them. I'm doing the workouts. That's what I named it and then I just created a link for them to apply to join that. And this video never goes away, so that's really what I'm talking about, about like one good video a month that you can share exactly who you are, what it is that you do, and it paints a clear picture. Like they understand then in the video that I'm working out from home. I'm using BOD, so there's so many less questions whenever they email me and I invite them. So that's pretty much everything I had. That last slide was basically just the power of consistency, sticking with it, and most importantly, belief in yourself. Like not just belief in what you do as a coach, but in you as a human being and you will continuously evolve and grow, but I think that it does start with that level of consistency over a long period of time and Jenelle you always say this. Like how coaches would email you in the beginning and be like, "Oh, I haven't done anything. I've let you down," and you're like, "You've been a coach for three months. Like what are you talking about?" And I totally relate to that because that was me. I was like, "Oh, I'm not doing enough,"

even two years in. I was like, "I'm still not doing enough," and the truth is like you're still a baby coach and I think that that's super important. So believe in yourself. Like you can do it. Oh, I can pull up that. I feel like I plowed through those slides. This is the Summit effect and I feel like this is super important. So I went to Summit, like I said, as a two-week old coach, super shy. So you guys can share this with your teams if you want to. It's on my Facebook right now and I just put it up this morning and I just think it's a true...like look at how like shy and like even my posture. Like I was the shyest little nugget. Isn't that crazy?

00:25:14 Jenelle: You're a baby coach.

00:25:15 Angie: A little baby coach, I know. I had never ranked. I had never done anything and, you know, I just think it's a true testament to go, like the power of going and going all-in and seeing what's possible. So that's pretty much everything I had to share.

00:25:30 Jenelle: I have some questions, if you don't mind, and you guys if you have questions, please type them over here in the comments. Everyone's blowing up, but this is amazing. Okay, so I have a question. So you said that, you know, you basically build your business on YouTube, and so what I noticed when you said like, "Okay, here's your game plan," and you showed us that table of YouTube and Live Instagram and then Instagram Stories, and so I believe on the Live Instagrams you were saying you're doing that to build trust because you're talking about, you know, what you've overcome in that week. And then with your Instagram Stories, you're showing them your daily life and you're captivating them and then with the YouTube you put...you're inviting them. So basically, are you saying with Instagram Live videos and then Instagram Stories it's all like kind of the legwork to point them to YouTube where you will do an invite?

00:26:23 Angie: Absolutely and I think it's like the platform where they really get to...it's like the behind-the-scenes. Like they see everything and I purposefully will do Instagram Stories like not perfect and like no make-up and just an average day so that people can just really see the behind-the-scenes of who I am and they understand to my core like that I'm a real person.

00:26:45 Jenelle: Right, right. Okay, and so, you know, when I look at your Instagram and your YouTube videos that I've seen, everything looks so freaking gorgeous. You know, you could say that it's all staged, but like, you know, look at you now. You look gorgeous

and the room looks gorgeous and so, I mean you really do set things up to be truly appealing and I think that's something that, you know, you have a talent there; you definitely do, but it's something that's learnable. I mean I've really, really worked on it and that's why I asked you what camera you used because I noticed...I'm like, "Okay, I have a nice home gym, but yet for some reason my home gym doesn't look anywhere near as nice as Angie's," because every time I would take pictures or videos or anything I had these lights like glaring down on me and it just looked cloudy and weird. I'm like, "What camera are you using that your lights aren't doing that?" At first, you guys, I asked her all the specifications of her lightbulbs. I'm like, "What? Mine are not giving this effect." So it was the cameras. So I guess my point is you do really make sure that things that you're showing have the visual appeal that your followers would want. Is that right?

00:28:01 Angie: Always and I think that it's super important though for me to share. Like if you guys ever just want a good laugh, go to the beginning of my YouTube channel because I used to film in the dark. I would whisper. Like it was really bad and I grew from there, but at the same time, when I was filming those videos, I was still a new coach. I was still unsure. Like I said, there was a little bit of lack of belief, but I grew into figuring out what worked for, but at the same time, I feel like it's important for me to say that I studied architecture in school and I took videography classes and photography classes and can I just say also? A lot of people compare themselves to Amy Silverman's Instagram. She took photography in school as well. So not just because we have a class on it, because we love it. There's so much heart that goes into a video. When I upload a video, it's literally like the greatest thing. It's a ton of work and I usually swear a lot before that thing gets uploaded, but when it's up and it's uploaded and I start getting comments, it's like fuel for my soul. Like I love it. So you have to figure out in this business what can pay out for you, but that you also love to your core and if that's photos, then awesome and if it's videos, even better.

00:29:09 Jenelle: I think that's so important you point that out because we all have our own like skills and strengths and so, you guys, while that may be Angie's skill and strength and talent, there's something else. Like you may not need to do that for your audience. Your talent may be just humor. Your talent might be, you know, the bad-ass workouts that you make up or whatever. Like we all have our own strengths and so we can't

get too wound up in like, “Well I can’t do that because I don’t have that talent or I don’t have that skill,” but I did just want to point out that, you know, yours look amazing. I’m looking at the other questions here. She loves that you kept those older videos. YouTube videos, are you dropping the link on...oh, okay. So for YouTube videos, are you basically saying like on Instastories, “Swipe up to go the YouTube video,” are you doing that kind of lingo?

00:30:03 Angie: Yeah, but super interesting – on my littler page, I don’t have that feature yet and I hear so many coaches will tell me, “Well I can’t invite to my challenge group because I don’t have the swipe-up feature. On my little page I don’t have it and all I say is, “Click the link in my bio.” So you can always direct people towards that form. I feel like the biggest message in this whole conversation of video is don’t hold yourself back because you don’t have the right camera, the swipe-up feature. There will always be something else that you want. So I don’t have it and I’m figuring it out on my little page. I’m really close to having it though. You need 10,000 followers, I think, to have that feature.

00:30:40 Jenelle: I can just say from my own experience with swipe up, I have tried, just to kind of test it out, I did the swipe up to get the Beach Bars. I have like 6,000 viewers on a story and I got zero sales from that. Just FYI. So if you’re like sad that you don’t have that feature because you think that if you did, you would have amazing Success Club points, I don’t believe that to be true because I’ve tried it on a couple of things and it just, I don’t know, it’s not what you think it will be, let me just say that. A lot of people swipe up and a lot of people might click, but I have a lot coaches that follow me, so I think they just swipe up and go, “Hmm, I wonder what she put there?”

00:31:22 Angie: 100% and it’s the same thing with the website. A lot of coaches think that they need this fancy, schmancy website and I thought that as a new coach. I spent so much time trying to make a website with all the links to the products. I never got any sales from that. Right now my website for the past two years is a blank page.

00:31:37 Jenelle: Oh, really?

00:31:38 Angie: Yeah. I’ll do it eventually, but it’s not a priority right now and I really think that if your social media is in check and you’re

sharing quality content and you're having quality conversations, then your business will grow.

- 00:31:50 Jenelle: Yes. And one other thing I just wanted to mention about your videos is that you come across with a lot of energy and I think that's something that we all need to realize when we're doing our sneak peeks and we're, you know, doing anything on video that we smile and come across with that energy because that goes so far, especially to your cold market in feeling like you're approachable.
- 00:32:11 Angie: Drink a lot of Energize. But I hear coaches say that. Like, "You're so different in person than you are on video," or, if they feel like they're coming off fake in their videos. You're not. You're supposed to come off with crazy energy and crazy enthusiasm. You have to hold those people's attention for five to ten minutes. So I think that if you have low energy and you're super monotone, you're not going to hold anybody's energy. So, you know...or their attention. So I think having energy that's super, super high and influx in your voice is incredibly important.
- 00:32:41 Jenelle: Yeah. And what about titling your videos? Isn't that really important to...be viewed.
- 00:32:46 Angie: Yeah...that's that tip that I learned from that guy that I wish I could remember his name. I'll find the name and I'll go post it in the New Coach Success group. But he said, and this is like the best tip I could give you guys, when you want to title a video, search YouTube before you title your video. So start the search and it'll finish the title for you and that's the most popular title that you could name it.
- 00:33:10 Jenelle: Okay, that's awesome. Yeah, I remember Chalene telling me that one time, that that's how your video can come up, you know, more likely in Google search. What about putting the thumbnail, the custom thumbnail? Did you do that in the beginning, right from the beginning, or do you just...?
- 00:33:26 Angie: I didn't do that in the beginning. I do it now every single time and I just use Pic Monkey.
- 00:33:30 Jenelle: Yeah. So I think it's important for you guys to realize that Angie just started. Like she didn't start...like if you go look at her videos right now, that's not where she started. And so it's just important that if you do want YouTube to be kind of like your

platform, like we all have our platform that we really want it to be...that's the main platform where we work our business. And so for Angie right now, it's YouTube. And so she's directing traffic there. For you, it might be your Instagram page. You know, whatever it is, wherever you're going to be doing those invites, that's kind of where you want to be directing your traffic. And so she's directing her traffic to YouTube and so she just started and let it be messy, in the beginning, and just continually tweak things as she goes. Someone asked me, Angie, Melissa Miles actually asked, "How often do you go and view your comments from your YouTube videos?"

- 00:34:22 Angie: As often as I can because the more comments that you have, just like Instagram, if I can reply to those comments, it pushes everything to the top of the search page of YouTube. So the more that I can engage with my audience and also, it's just the right thing to do. If someone has a question, I do my best to answer it all the time. So I go in there...I'll spend usually an hour after I upload the video because that's when you'll get the most questions, especially after a while of having followers grow and follow you and they know when your videos are being uploaded. That's important. So if I say that a video will be uploaded every Thursday, people are waiting for that video to be uploaded, whether you realize it or not and that's when the questions will come in, so I'll stay on an hour and kind of go back and forth and answer questions and then I'll go back in and visit them every other week or so and do my best to answer questions because I think it's super important.
- 00:35:10 Jenelle: That's another thing I notice is that you always talk about that you have a new video that you're filming or that you're going to be putting up and so we're all like, you know, on pins and needles waiting for this next new video. So I think that's really important that you're constantly breadcrumbing the fact that you've got a new video coming up. So I noticed that on Snapchat when you were doing Snapchat a lot. Do you do that a lot on Facebook? Can you talk about your YouTube videos on Facebook without YouTube hiding that post?
- 00:35:34 Angie: Facebook is the worst for that. If I say, "New video up on my channel..." if you say the word "channel, YouTube," or you put the link, it'll flop. It's still does okay, but where I get the most traction, I think, is when I put it on my stories and I say, "Swipe up to watch the video."

00:35:51 Jenelle: Awesome. Okay. Perfect. And then people want to call the speaker from Platinum Presenters Bob or possibly Jessie.

00:36:02 Angie: It's not Jessie. Now I'm like super curious.

00:36:06 Jenelle: Okay, and Carrie Carpenter wants to know, "For Instagram Live, when you go live on Instagram, ...for getting more viewers for getting more viewers on those live Instagram?"

00:36:17 Angie: Do I get more viewers?

00:36:19 Jenelle: Yeah, more people that view that live Instagram. Is it maybe just inviting people, you know, a day or two in advance from your Instagram Stories and from Facebook to get on that live video? Like having a set time that you're going to go live?

00:36:31 Angie: I never have a set time that I go live because I just share what's on my heart, so no I've never even...I feel like that's a good idea though. Like to hype it up and almost give, you know, thoughts on when you're going to do that. No, I have no idea. I don't do that.

00:36:48 Jenelle: And on your Instagram Stories are you using lots of hash tags on your Instagram Stories?

00:36:52 Angie: No.

00:36:54 Jenelle: You don't.

00:36:55 Angie: No. I'll tag people, but no I don't.

00:36:58 Jenelle: Okay. So are you doing anything on Instagram to increase, you know, viewers or followers there or are you not too concerned about that?

00:37:04 Angie: The hash tag thing, I don't play that game anymore. I used to try and have like the 30 hash tags in the comments section. Now, my hash tags don't even make sense. They're just funny at the end of it.

00:37:15 Jenelle: ...on your Instagram Stories, not your wall?

00:37:18 Angie: On my Instagram Stories I've never used a hash tag I don't think.

00:37:21 Jenelle: Really? Oh my gosh.

00:37:22 Angie: Does it make a difference?

00:37:25 Jenelle: I feel like it does. I make mine super small. You can't even see them.

00:37:38 Angie: Oh, I'm going to try. No, I just felt like if I'm super consistent...like I notice my followers climb when I'm, you know, 20 stories a day, one post a day.

00:37:39 Jenelle: Okay, well that's good information right there – 20 stories a day, one post a day. Okay. I've heard different ratios. I've heard some people like to shoot for ten, but you're a ten exer. You do above and beyond. So that makes sense you guys.

00:37:53 Angie: And not with posts. I feel like now if you post too much on your feed, you'll get unfollowed.

00:37:59 Jenelle: Yeah, and also the posts seem to compete with each other. Like if you've got three posts that you're doing on Instagram in that day, not talking about stories, just regular posts, then they seem to compete with each other. All right...

00:38:14 Angie: I'm still looking for this training. I'll find it eventually.

00:38:18 Jenelle: Yeah, I don't know why I can't think of his name. I wish Dwyer was on the call. She could tell us. All right, well I think...I mean lots and lots of comments, but I'm looking for another question. Okay, so basically your invite is on YouTube and you've got like a Wufoo form and they fill that out and so you've got that coming into your inbox that they've applied. Are you replying to them with like several suggestions. Like, "Okay, well you might like 2B Mindset or you might like, you know, a challenge pack with BOD and Shakeology," or are you just saying, "This is what you need. Here's the link to buy it"?

00:38:57 Angie: I really try. I take them through about five conversation steps before I give them a link.

00:39:03 Jenelle: Okay, wow. That's great.

00:39:06 Angie: Yeah. Like I really talk to people and I think that that's where we lose a lot of customers and we lose a lot of coaches is we just send them the link right away and I just think like...for all we know, the person might just want Energize. Like I just think that if you take the time to get to know them and you answer

all their questions, that's how people don't ghost you. And I feel like that's one of the biggest questions I get is, "What happens if the person just disappears and they don't answer you? Like do you follow up?" You've probably lost them because you probably sent them a link too soon. And we notice like if all of their questions are answered, they've heard all the information, they've gotten all the info that they need, then you send them a link. I think that's when the difference is really made because they feel like you care.

- 00:39:46 Jenelle: Exactly. And you have an assistant as well, right?
- 00:39:49 Angie: Yeah, for like two minutes longer. So my husband now works with me and my assistant is...my assistants are always my coaches and they progress in their business, so eventually when they get close to Elite, they can't be my assistant anymore. So I'm without an assistant right now.
- 00:40:06 Jenelle: Oh my goodness.
- 00:40:07 Angie: Yeah, I'll be okay.
- 00:40:08 Jenelle: So okay, one more question then I'm going to let you go and I feel so horrible because I know you're not feeling well.
- 00:40:12 Angie: Oh, don't worry. I'm still trying to find this...I'm determined now to find this YouTube training.
- 00:40:19 Jenelle: Okay, so when you are inviting to the business opportunity...so that's still with the YouTube video that you're inviting to the business opportunity, a YouTube video that just stays up there forever and there's a form attached to it and does it then drive traffic into a sneak peek group? Do you still do sneak peeks?
- 00:40:36 Angie: Yeah. I do sneak peeks every second week and...every second week, no matter what. On the Monday, I open up the group even if there's zero people in it. I'm like, "We're doing this thing," and I try my best to get people in by the Wednesday. So I started one yesterday and all roads lead to my application form. So whether I do a...like I did one on IG Stories that did really well, where it's just a picture of me and a couple of coaches and I did a sequence of like six or seven videos or pictures together and I shared the Success Club trip in Mexico and I said, "This is what we did this last week. These are some of my best friends in the world," and I basically told a story through like six little snippets and then on the last one I said,

“You know, you can join us and you can do this too. Swipe up to apply. Click the link in my bio to apply.” And so all roads, the week before, lead to that application form and I go through application form. I don’t automatically send people the link to the sneak peek. I talk to each of them and then I add them. So I’ve already filtered through the fluff, basically, of the people that aren’t serious and then you end up with way-more engaged people in your sneak peek that are excited and therefore way more comments and way more hype.

- 00:41:44 Jenelle: And you do three-day sneak peeks or five day?
- 00:41:46 Angie: Three days.
- 00:41:48 Jenelle: Yeah, okay. Once a month.
- 00:41:49 Angie: Twice a month.
- 00:41:50 Jenelle: Oh, twice a month. Okay. Oh my gosh. People want to be your assistant. Okay, cool. Well I think that’s it. Thank you so much Angie. Oh my goodness. Like we unfairly used you today. We’re like...
- 00:42:06 Angie: Oh, you’re totally fine. I’ll go into that group, the New Coach Success group, and I’ll do my best to find all of the things that I’ve talked about throughout this entire call. But thank you so much for having me.
- 00:42:18 Jenelle: Oh my gosh, thank you. You are the bomb. Everyone is just like blowing up over here on comments. So awesome. Your information is always gold to us. So thank you so much for preparing for this and sharing just everything. Just so, so generously.
- 00:42:35 Angie: You’re so welcome. Thank you.
- 00:42:37 Jenelle: All right, thanks you guys and we’ll see you actually tonight. We have another training with Kate Morgan and then we’ll see you again next week and we got Dr. Luigi coming up. I believe we’ve got Alana coming up in the not too far away. We’ve got Joel coming up. I mean, pay attention to the Coach Success group, the pinned post for the next trainings coming up. Have a great afternoon and a great rest of your week. Bye-bye.
- 00:43:05

[End of Recorded Material]