

Team Hardcore Call Transcription May 10th, 2018 – Kate Morgan – “Fast-Track Your Success”

[Beginning of Recorded Material]

00:00:00

00:00:01 Jenelle: Hey everyone! Welcome to the Team Hardcore call. My name is Jenelle Summers and we've actually done two trainings today. Today is May 10th and we just had a team training earlier today at noon with Angie Bellemare. So if you haven't watched that one yet, I definitely suggest that you listen to that one as well. And with the training that we did with Angie Bellemare today, that one I felt like might be for coaches that are ready to...like either you don't really want to work your business as much on Instagram. You feel like you need a different platform than Instagram, for whatever reason, or you just feel like you need to...maybe you're more advanced in your business and you want to be doing more attraction marketing versus individually finding and connecting with people that way. So, I mean, here's the thing – with this business there's so many different directions you can take it and so what I try and do is show you all the different ways and you just kind of...don't try to do everything or be everyone. You've just got to kind of try and take away from different trainings what you think will work for you so that you can reach as many people as you possibly can and help as many people as you possibly can. So with each training that you get from me or that you get at Summit, which by the way, I hope you've registered for Summit and I hope you've registered for the Power by M event. Hopefully you've gotten your tickets. That's Thursday, by the way. The link is in Coach Success. Anyway, but you get all these trainings and sometimes it can be overwhelming. Like, “Oh my gosh! This person says this. This person says that,” you know, and, “This person's doing this and this person's doing that, what do I do?” You've got to kind of take everything and do a count and what your goals are and what you want to accomplish in your business and your lifestyle and your schedule and take it from there. You've got to pave your own path. Your path is going to look different than each and every coach. There's no one particular coach that works her business exactly like I do. There's no one particular coach that works their business exactly as Kate Morgan does. Everyone has to kind of take a little bit of what works for them and run with that. Okay, so I can see your questions over here, so as we go through this call, be sure if you have any questions, that you

type them in the chat because I can see those and I will ask Kate. So let me introduce to you Kate Morgan, okay? And we're going to do like a Q and A because you guys all know and Kate, I think you know this too: I had done a training about a couple of weeks ago, maybe a month ago, after I heard a training that Andrea Crowder had done with Kate Morgan and I knew that I couldn't get Kate Morgan on the team call like overnight. So I did a training and I just said, "Look, here's what some coaches are doing, Kate Morgan being one of them," and so I talked about cold-market invites and I said, "But we're going to do a part two to this because we're going to get Kate Morgan on the training call and we're going to hear how she's doing it. So that's what we're doing. So let me just tell you a little bit about Kate and then hopefully she's going to share a little bit of her story as well. But Kate just started working her business in December, okay? Lock that in: December. We're just at the beginning of May right now and Kate is already just about official, 3-Star Diamond in here business. That is really insane. That's amazing and for the last couple of months, she's had over 100 Success Club points. That's crazy amazing. She's currently, as of today May 10th, number 17 in the whole company. That's crazy amazing. Kate works full-time as a teacher, so it's not like she's not got anything better to do than to work her business. She works a full-time job and she's currently very busy planning a wedding and she has two dogs and I just think it's amazing that not only, you know, is she, you know, rank advancing herself, but obviously her team members are rank advancing. And I don't get to see everyone's post on Facebook or Instagram or anything like that, but when I heard her training from Andrea Crowder, I went and looked at her Instastories and she had all these recognitions for people going Emerald and, you know, one after the other, recognition for coaches who were rank advancing on her team and I thought, "Okay, that's really cool," because that to me shows that she's not just bringing on discount coaches, she's bringing on people and training them in how to duplicate what she's doing so that she can develop leaders within her organization. So with that, Kate are you there?

00:04:43 Kate: Yes.

00:04:44 Jenelle: All right. Let me show you to everyone. Awesome and you look beautiful. So you guys I wanted to have Kate first of all start off with a little bit of your story, you know how you got into coaching.

00:05:01 Kate:

Yeah, so it's kind of funny. So I actually liked a picture of my coach's. It was a transformation picture. I had liked it on Instagram. I found her on the explore page, so I wasn't even following her. Just scrolling through the explore page and it was year ago. I was in her challenge group last year in April. I had liked a picture of hers. I was a first-year teacher working in the projects of Los Angeles and we were coming off of a really bad year. We had just moved to California. When we moved, I was the only one who had a job. Curtis, my fiancé, didn't have one. He was going through the process of getting hired with the police, with the Orange County Sheriff's Department, and so he was trying to get into the academy and you can't have a job when you're trying to get into the academy. So we were living off of just my teaching salary. I was commuting like three hours a day. It was an hour and a half one way and I had a class of 36 first graders from 7 am to 4 pm and it was hard. Like I was straight burned out. I would come home at like 6 at night and I would just go to bed. Like half the time I wouldn't eat dinner. I wouldn't work out. I had already gained weight from student teaching with the stress and then I gained some more in that first year of teaching, which was last year, and I had liked my coach's picture right after I had gone to the doctor's office for like a check-up. And at the doctor's office, she looked at me and she had told me that I had gained another 15 pounds. So at that point, I was at my heaviest which was like 172, 175, something like that and I just broke down and I told her how burned out I was, how I hated my job, how I didn't have time to work out, how like we were so stressed out because we were in so much debt from moving to California on one salary and she just listened. She didn't try to give me advice. She didn't try to tell me what to do. She just listened to me and then as I was leaving the doctor's office, they always give you those like patient summary forms and I usually throw them away. I usually don't even look at them or they like end up like stuffed in between my seat in my car, but for some reason that day I looked at it and it said...and I always get like overwhelmed by this. It said, "Find another job and take care of yourself," and that's when I really realized I was depressed and not happy in the situation I was in because not only was I not healthy, I was very burned out. So I had stumbled across my coach's Instagram post a couple of days later, scrolling Instagram looking for fit inspiration, but not knowing exactly where to go to get healthy and all I did was like it. I didn't reach out to her. I didn't comment. I just liked it because she's had an amazing transformation and the next day I had an invite in my inbox and I said yes that day. I signed up for her challenge group that

day. I knew that I needed to do something. I did a challenge group very strong for about a month and then I quit. And I totally quit Beachbody. I stopped my Shakeology. I let my excuses get in the way of everything else. I was trying to find another job. I was trying to do this or that and I just let those excuses that so often we hear from other people get in the way of my success and my coach Ashley just stayed my friend and I think that's really important because even though I wasn't doing Beachbody and I wasn't even really like working out or eating healthy anymore, she stayed my friend and we still talked like every single day. Keep in mind, like I didn't even know this person. Like I had just met her on Instagram, but she was one of my closest friends and every so often she would say like, "Hey, you should really like jump back in with this." Like, "Hey, you should come to Summit with us." Like, "Hey, you should do this and this," and I was like, "No. Like that's good for you. Like I'm so proud of you for all your success, but it's not for me." And then things were looking up. Curtis was graduating from the academy in August, this last August, and I had found a new job. So things were a lot better. I wasn't as burned out. I wasn't as depressed. Things were just so much better in my life. And then I started to feel the spiral of depression and anxiety start to creep up again, this last fall, in like October, and then we got engaged. And that's when my like, "Oh crap," moment happened, where I would look at myself in the mirror and hate who I was physically and know that I could be better and that's one I texted Ashley and another coach of mine that is on our team and said like, "Tell me about this coaching thing and don't b.s. me. Like be real with me. Is it actually legit? I'm thinking about doing it just because I know it'll hold me more accountable for my own journey and I need to make a change. So the real reason why I started coaching wasn't for business. It wasn't for anything else except for I needed to be more accountable for my own results and so I think it's important to know that your why can evolve and that my why was not anywhere close to what it is now. It's definitely evolved since then.

00:11:11 Jenelle: That's [unintelligible - echoing].

00:11:17 Kate: You're kind of cutting out a little bit.

00:11:19 Jenelle: Can you hear me now?

00:11:20 Kate: Yeah.

00:11:21 Jenelle: Okay, I think I'm going to echo a little bit, but I'm just going to talk, just enough to ask you other questions. First of all, I love your story. Like I think you saw...I think I shared it in a post or something. It just really is so compelling especially with, you know, what your doctor wrote. Oh my gosh, it makes me want to cry. But that's the thing you guys. There's so many people at that place, at that point where Kate was and that's when you need to be on their radar, when they're like, "Now what do I do?" And what they want to do is turn to someone they know, like, and trust, and that's exactly where Ashley's coach came into play. Okay, so I mean that's exactly where Ashley came into play. So what about...so I wanted to ask this as one of the first questions because I think it just...I think it will help give some people hope that they can make it in this business because there's always those people, always those coaches, or maybe even a coach's spouse or significant other that doesn't believe they can make money in this business. They don't believe anyone makes money except for the people who joined many years ago, but they don't believe that it's possible for any newbies and I cringe when I hear that because nothing can be further from the truth. So, right up front, I wanted to ask you and I made sure you guys she was okay sharing this, but what is your weekly pay or your monthly average right now?

00:12:52 Kate: So the last couple of months, my weekly pay has been between \$1,600 a week and \$2,600 a week.

00:13:03 Jenelle: Wow!

00:13:04 Kate: Yeah.

00:13:06 Jenelle: That is amazing. That is amazing you guys. I did not hit that pay that fast. I mean you've been working your business since December and so it's really been four or five months. That's really crazy cool. And I heard you say in Andrea's training that about half and half as far as team bonus versus commissions, which it'd be one thing you guys if she said that's straight commissions. I'd be like, "Okay, well that's going to be really hard to sustain." Like you need to be a salesperson 24/7 and that's really exhausting and not fun, but the fact that you're already...the team bonus is starting to equal the commissions and soon, very soon, it's going to really outnumber the commissions. Your team bonus is really going to start to, you know, be the larger portion of your pay which just means that you can take a vacation and not feel like your pay's going to

dip, you know?

00:14:04 Kate: Yeah. And I think that like this week for example, I didn't enroll anyone in a challenge group. I didn't sign anybody up with a challenge pack. I run my...which I know we'll go over later, but I run my marketing plan so that I'm not constantly inviting. I only do it for a couple of days of the month and so this week I wasn't inviting at all and my check this morning was \$1,600 and so that was team bonus and just like residual commission from people still drinking their Shakeology, still getting their products. They've been on their journey for a while.

00:14:47 Jenelle: That's awesome. I'm so glad you mentioned that because the case and that's what you want to do. Okay, so where did you start...where and how did you start to make Success Club? Because I think that's a really big sticking point for new coaches and they're kind of like, "All right, where do I begin and how do I start to get some traction and start making Success Club?"

00:15:09 Kate: So when I started, I started with my warm market. I started on Facebook because at that time I think Instagram, even in December, like I don't think people knew exactly how huge Instagram was going to be in December and so people were still training heavily on Facebook and so when I was going through my training, it was very much like, "Warm market, start with Facebook," stuff like that. And so I started there and most of my Success Club points from December I'm pretty sure was warm market. I will say that almost all of those people from December are no longer clients of mine. Like they just have kind of have stopped their journey for now and I started to see like a trend with my warm market where I was like, "Okay, I need to switch over to this cold-market thing. I need to start meeting new people." I come from a very, very small town and so I that also plays into the role with my warm market is like I don't have that many people from my warm market. Like my home town is thirteen blocks wide and there's just not a lot of people out there for that and so...and I think my warm market is a lot harder to convince almost. Like they need to really see you do it and really, really trust you before they jump in.

00:16:42 Jenelle: I think that's the case with all of us. Friends and family are like the toughest.

00:16:46 Kate: Yeah. I absolutely...yeah. I think cold market is so much easier to reach out to and now I'm starting to see...I've been in this for five months. People have seen my results from 80-Day Obsession and now I'm starting to see some people from high school say, "Okay, I'm ready to do this," because they've seen me long enough and they have watched long enough. So at first I was hitting Success Club with warm market, but then that lasted a couple of weeks and then I had to jump into cold market for Instagram and I actually kind of stopped using Facebook altogether except for just posting for curiosity purposes.

00:17:23 Jenelle: Okay, and so even with your warm market just starting off, were you basically reaching out to them and inviting them to a challenge group?

00:17:31 Kate: Yep. I was saying like, "Hey I'm starting like this journey myself and I want a group of people to do it with me because I need to be held more accountable. Like would you be interested in hearing more about it and jumping in with me?"

00:17:46 Jenelle: So one-to-one messages, and did you require a challenge pack purchase to be in your group or Shakeology purchase?

00:17:53 Kate: No, not in the beginning.

00:17:55 Jenelle: Was it a free group or did they have to invest in something?

00:17:58 Kate: It was...they had to invest. So they had to buy the workouts. They had to get a challenge pack. Somehow they had to get the workouts. I didn't run a free group until January. Yeah.

00:18:12 Jenelle: Okay. Do you...I didn't put this in my questions, but do you run free groups like one a month, or...?

00:18:18 Kate: Not anymore. I was running them. I ran one in January and I ran one in February but priority is with my paying challengers and like my team in general, came over that and so I just haven't invested the time to do another free group since then. But I'm hoping like during the summer when I'm not teaching.

00:18:40 Jenelle: Right. Okay, cool. So what's your monthly strategy in terms of like...I know you have like a strategy you set up in terms of like when like you do...devote a certain part of the month to challenge-group invites and to routine. What's your whole strategy with that?

00:18:57 Kate: Yeah. So I actually run it so that the last week of the month and the first week of the next month, I have open enrollment is what I call it. And sometimes it goes into like the second week of the month depending on the amount of interactions I'm having or how my posts are doing, but I will invite and do call-to-actions every single day of those about two weeks of open enrollment and that's really when I'm ten-exing and I'm really getting down into finding those other Kates of the world that need this as much as I did. And then after...like I'm very serious about...like today's the last day of enrollment and then I do not invite the rest of the month. So that usually ends...like this month it ended on the 6th, I'm pretty sure. Yeah, I ended it on like the 5th or the 6th this month and then our prep week started this week for our boot camp and then I won't start invites again until probably like the 29th and then I'll go into like the next week, week and a half of the next month with inviting. Oh, sorry.

00:20:19 Jenelle: Oh, go ahead. Go ahead.

00:20:20 Kate: And then the part, the like last two and half weeks are really focused. I do like a coach sneak peek with my team. I try to do one-on-one coach calls where I'll open up time for any coaches on my team to sign up for a time for like a 20-minute chat. I do a couple of master minds. I have a think called a Diamond Internship and so I do specific trainings for my Diamond interns and so I really focus on like mentoring because that's my like fun factor in the business, is leadership and mentoring and also making sure my challenge groups are really awesome and I'm giving people a really good experience. I was getting to the point where when I was trying to invite, mentor, and give a good experience to people, I wasn't doing anything 100% and so when I was able to break up my month, I felt a lot more at peace with like what I was offering to people.

00:21:21 Jenelle: Yes. Oh my gosh, yes. It's so easy to just and try and be doing all things at once and trying to do them all so great and nothing's working out because you're just way too overloaded. Okay, so some questions though. With the invites, I know that you do 62 invites per day. So you guys, she reaches out to 62 different people every single day. Can you explain a little bit more about that? Like how do you do that? What you say and for how many days do you do 62 people a day?

- 00:21:59 Kate: So it kind of depends on the month. Like you kind of feel it out, but it's during that open enrollment period so it will only be for those two weeks, but so for example, last month I did it probably six out of the seven days of the two weeks. So probably twelve to fourteen days out of the open enrollment time, I was doing the 62 invites. And for those of you guys that don't know, the only reason it's 62, I don't have my actual notebook with me, but it's just because like when you have a notebook and you fold the page in half and then you number the columns, there's 31 lines in my notebook and times that by two because of the two columns, there's 62.
- 00:22:42 Jenelle: Could I just tell you? I felt so smart when I figured that out. After I'd seen your training, I messaged Andrea and we're in this group, you know, planning for the power of I am, and I said, "Does anyone know why 62?" And I literally couldn't sleep that night. I'm like, "I'm going to figure this out," and I woke up the next morning and I'm like, "I've got it!" I was so excited. I'm like, "There's 31 lines in a notebook." I couldn't wait to get to my office and count the number of lines in my notebook because I remembered the visual of, you had two rows of peoples' names and I'm like, "That is it. There we go." So I was so happy. Okay, so...
- 00:23:23 Kate: Yeah. And so...but I feel it out. I feel it out on how many people I'm reaching and how many people I already have enrolled in the boot camp. So like this month for example, I did 62 invites for like the first week of the open enrollment I did it like six days out of the week, but the second week I could slow down a little bit because I was getting people reaching out to me instead of me having to reach out to them and people were filling out like the link in my bio and stuff like that. So I only did it like four days out of the seven days that week. So I really just feel it out to see like what my numbers are looking like for my boot camps because I also have gotten to the point where I have to limit my boots camps so that I can be personable because I hate losing people. I hate like forgetting about people or not knowing them on like a personal level with their goals. So I do start to like...I actually limit. Like I have ten spots left and I'm not taking more kind of thing. So...
- 00:24:27 Jenelle: Okay, so if you're limiting your boot camps though and you've got, you know, 50 people who bought a challenge pack, then that's 50 people in the boot camp, right? Or are you saying some people don't join the boot camp?

- 00:24:40 Kate: No. If they buy a challenge pack, they're in the boot camp. I'm saying like on my Stories, I'll say like...I'll look at who's already bought, how many people do I have signed up, how many people are enrolled, and I'll say, "I have ten spots left. If you want to snag one of those spots, fill out the link in my bio. Send me a message." So that's how they can snag a spot is by purchasing a challenge pack or whatever they need.
- 00:25:03 Jenelle: Right. And so one of the things I wrote down in the notes is that you do, you know, the invites and calls-to-action every day for those certain days when it's open enrollment. So saying that you do a call-to-action every day is that during open enrollment, that week or two, you are doing an Instastory that has a call-to-action in it, pretty much every day during that time frame?
- 00:25:27 Kate: Yep. I do...and I do it on like a different way each so it's not repetitive. Like if people are watching your stories, they're not going to want to see the same thing over and over again. So like maybe one day on my Instastory I'll do like a picture of my 80-Day results and say like, "I lost 15 pounds, two pant sizes," like whatever, "...a better relationship with the food. Are you ready to jump in with me?" Or something like that. Or I'll do a call-to-action and I'll usually do a poll with like one like that. And so I'll put on the poll like, "Are you ready to jump in with me?" And one answer will be, "Heck yes!" and the other one will be, "Send me more details." I never do "No," because...
- 00:26:18 Jenelle: Yeah, I never want to do "No." Like I'm not even going to give you the option to hurt my feelings, so there.
- 00:26:22 Kate: I know. Exactly and it's also a good way for...like if people don't want to click an answer, they're just going move past it anyways, but like for those people who are mean and will just, "No," just to be mean, you just don't give them that chance. And it is good for those people that like maybe they do want to commit, but they don't want to put, "Heck yes!" yet. So they want that info. and they're not ready to reach out to you, so it's an easy way who you can reach out to. Or another call-to-action I'll just be talking like this. I talk a lot on Instastories. I feel like that's the best way for people to get to know who I am and so I'll say like, "I'm starting like day one on this day. My boot camp...here's what you're going to get. Here's what prep week looks like. We have this many people in it already. I'm really excited. If you guys are interested in more information,

fill out the link in my bio or send me your email," or something like that, "and I'll send you more info."

00:27:24 Jenelle: Okay, so will you actually kind of like explain, you know, "You'll have workouts on Beachbody On Demand." Like do you kind of go through that? That way you're not getting all the questions.

00:27:32 Kate: I don't name drop. So I don't say like, "You're going to get your first month of Shakeology." I'll say like, "When you get your first month of chocolate salads or like your super foods." I'll say, "You'll have access to this Netflix of workouts and you'll get meal plans and you'll get an accountability group and you'll get a separate app that you can track your progress," and I talk about it because for me, like that excites me even though I'm doing it already. Like even talking about it, it like makes me excited. Like people will get that stuff. So I think we'll they listen and they're like, "Oh, okay. Like this sounds pretty cool. I'm going to go fill out that link in her bio."

00:28:12 Jenelle: Right. Right, right, right. Okay, so when they fill out that link and so for those of you that aren't familiar with like...I'm assuming you use like Wufoo or Jot Form or one of the applications...

00:28:24 Kate: I do use Google forms, but now I have a website and so they just...there's a form on my website that they just go to.

00:28:34 Jenelle: Okay, so the responses come into your email. And then are you...and we were talking to Angie Bellemare about the same thing earlier today...once you get their application, do you get back to them and let them know what you recommend or do you right away send them a link to buy something? What happens next?

00:28:52 Kate: I usually just sent them...because I always ask them like, "Why do you think this would be good for you?" Whether it's the boot camp or like I have a form for just nutrition with 2B Mindset. So I ask them like in the form, "Why do you think this would be beneficial for you?" And so they always tell me like a little bit of their story, but I'll reach out to them either by email or Instagram. It kind of just depends on how I'm feeling that day, if I want to open up an email or if I want to send them a DM, especially with that new filtering where you can star people. That's easy to track [unintelligible]. So I'll just send them like, "Hey, I just got your submission. For more information like...do you want to chat more about your goals and why you think this

would be a good fit for you?" And usually they say yes and you have like a small conversation and then I talk about what the boot camp offers.

00:29:50 Jenelle: And is there a specific way or script that you use to close the deal, you know? Because sometimes people will want to be on the fence forever.

00:29:58 Kate: Yeah. So I'm very quick about it and I think I'm quick about it because I'm that type of person. Like if someone's trying to solve my problem, like I want them to tell me like, "Okay, like get to the point." I don't want them to be kind of beat around the bush. I think sometimes people can realize when you're not getting to the point and that's what I realized in the beginning of my business. So I let them tell me like a little bit about themselves and then I'm like, "Okay, awesome. I think this would be a good fit for you. You're going to get this, this, this," and I break it down for them, but I don't give them a price yet and then I end it with, "How does that sound so far?" And so I always end it with a question and then usually they say like, "That sounds really awesome, but how much does it cost?" So then I'll give them a more detailed breakdown and then with the cost say like, "Okay, well right now it's \$180. You get all this stuff. Does that sound doable to jump in with us?" And so then like they either say, "Yes," and I send them a link and they get signed up or they have a question or an objection, and then I just kind of like...you can't really script those ones out. So I just kind of feel off of the conversation after that.

00:31:20 Jenelle: Yeah. But the rest of it, do you have scripts for? Like you have a few templates that you copy and paste? Like, you know, before you...like when you're breaking it down with the price, you've got a script that you can just copy and paste?

00:31:36 Kate: Yup. It's just a full...it's literally like a bullet-point list of what they're going to get with the price.

00:31:42 Jenelle: And we do...you know on our team we've got like some graphics. Do you ever just give a picture of the graphic? Like okay, this is Beachbody On Demand and this is, you know, you get the containers and, you know, all this stuff. Do you do it like that?

00:31:53 Kate: Yeah. I don't do that as much on Instagram. I actually just started that with 2B Mindset, sending like a graphic with the breakdown, but if I'm using email, I actually have like an info

packet that gives them the breakdown of like different packages they can get with like the pictures, like the screenshots of it and stuff. I'm still kind of trying to figure out like which one works better because since my tribe is a lot of teachers, a lot of teachers like to have all the information up front and like in that case and you can't really overwhelm them. They want all of that, but then there are some people that like you kind of have to...you can't overwhelm them with like an info packet or else they're like, "I don't see the value in this," kind of thing. I'm still trying to figure out like which way works better for me, but I've done it both ways and both ways have worked fine, so I just kind of try it out.

00:32:51 Jenelle: That is awesome. Okay, cool. And better we get off the call, I want to make sure I ask you about what you do in your challenge groups, but that's not my next question just yet. Okay, so business opportunity invites, okay? What, when, where, how, what do they sound like? What's the script? What's up with your business opportunity invites?

00:33:18 Kate: So I'm going to be up front and honest with this that I suck at business opportunity invites. I feel like my rock-star coaches have come from just watching me share my own journey and deciding that they want to do it too. Two of my Diamonds started as a challenger and a coach at the same time just like I did and they had just seen how it had changed my life and they messaged me and said like, "Okay, I want to do this." I do a coach sneak peek every month. It's a three-day coach sneak peek. I talk about it on my stories. I talk about it in a post. I have the link in my bio. People add themselves and then we run a sneak peek for my team and so that's like my big invite that I do for a lot of people and then I check in with all of those people as it's continuing and as it's winding down and then most of my coaches that I invite come from my challenge groups. So I will...really the only coach invites I do are people who are currently in my challenge groups and it's either people who are killing it and I just like totally picture them as a coach and they would be amazing or people that are struggling and I know that like they're me and they need to be held more accountable and so I talk to them about the coaching opportunity and that aspect as well, but I do have this thing I call my chicken list and I think it comes from *Get Over Your Damn Self*, the book. There have been a couple of people that I've had on my chicken list...I'm sorry if you can hear my dogs. But I've had a couple people where I write down on my chicken list like, "I think these people have an amazing presence on

social media and I think they're really awesome people. They empower me. They inspire me. They're not coaches yet, but I know that they would be amazing," and so I have people on my chicken list that I do invite and it usually sounds like, "Hey, I don't normally do this," because I don't, "but I don't know if you'd ever be interested in something like this, but it's changed my life and I would be selfish not to share it with you too because I think you would be amazing. Have you ever thought of doing what I do as a health and fitness coach?" And I've had a really good response with that because it's very casual. Like you're not trying to be like sneaky.

00:35:47 Jenelle: What about with your challengers like your challengers...are you often signing them up as like discount coaches or are they just customers?

00:35:56 Kate: Yeah, I sign up a lot as discount coaches. I know that I like to save money and I talk to them all the time about how they can save money especially because a lot of them are teachers and teachers don't get paid a fortune, so they do want to stay on their health and fitness journey, but they want a discount. So I actually in every challenge group, I'll do a post that talks about the discount and say like, "Hey, you can get, you know, 25% off your products," that's the discount, right, 25%? That sounds weird for some reason. "You can get a discount on your products." My mom's a discount because she just loves her Shakeology. She doesn't work the business. My fiancé loves the Performance line, so he gets it at a discount, "...and you don't have to work the business." And I just tell them like, "There's no strings attached. It's a \$15 coach fee like to keep your membership like Costco or Sam's or whatever," and then I even break it down like what Shakeology costs as a customer and what it would cost even with that \$15 coach fee every month, how it's still cheaper. And I just say like, "Drop a comment if you're interested in the directions on how to sign up for it," and I get a really, really big response from that, so I sign up a lot of discount coaches from just a post like that.

00:37:19 Jenelle: So is that a post you would do at the very end of your challenge group or just randomly when you think of it, in the middle of it?

00:37:25 Kate: I try to do it like a couple weeks in so it [unintelligible] for everyone's like nest shipment of Shakeology comes. Most everyone's signing up at the same time because of when the challenge group starts and so I try to do it before their

shipment comes so that they can get a discount on the next round.

- 00:37:48 Jenelle: Okay. And so of all the coaches that you bring on board, what would you say is your percentage of coaches that actually do start working the business?
- 00:38:00 Kate: I would say probably...gosh, that's really hard. I would say probably 40-50%.
- 00:38:11 Jenelle: Oh, that's really high. So even though they come in as discount coaches, do you somehow give them a little bit of vision of what they've got in their back pocket and they start...?
- 00:38:21 Kate: Yeah. Sometimes I ask them like...I'll send them a coach welcome email and just say like, "Hey, I'm just sending you this. I know you signed up as a discount coach, but if you're ever interested in working the business, like here's a little insight."
- 00:38:33 Jenelle: That's something I do too. FYI, yes.
- 00:38:35 Kate: So I like to that and then I also say like, "Do you want me to add you to my page? Like I'm more than happy to. You can check it out. Like we don't have anything to hide." And I think a lot of people enjoy that and then I also think even when I offer the discount, people are like, "So if I wanted to work the business, then how would I go about doing that?" Like they're already curious and I think it's really because my team is so passionate about their whys and how this has changed their life that they see it and so they want just a little taste of that too.
- 00:39:08 Jenelle: Yeah and I think too a lot of people say, "Oh yeah, I'll just do it for the discount and really what they're saying is, "I'm not sure if I would maybe let myself down. I'm not sure if I would maybe let you down, so I'm going to stay discount for right now, even though I'm interested in working it." And so it kind of gives themselves that little barrier in case they decide not to work it. Yes, so I think that's great. Okay, so now for the big question: what are you doing in your challenge groups? Are they just...any time you talk about your challenge groups, I'm like, "Wow, I want to be in her challenge group. It sounds like a blast." What do you do?
- 00:39:44 Kate: So I do a prep week. So we always start with a prep week. That week consists of like introductions. I have everyone introduce themselves.

00:39:54 Jenelle: Like they go live? Or they're just commenting below your posts?

00:39:58 Kate: So they're commenting or they're making their own post and picture. And so I have them introduce themselves. Everyone kind of gets to know each other. I upload examples of meal plans just to help people out with like...I don't have a ton of examples because I've only made meal plans for people for two programs since I am so new still, but I do upload those just for those people for 21-Day Fix and 80-Day Obsession and then I usually go live a couple of times to talk about mindset or if people have any questions right now, kind of thing. And then I also will do like random posts like, "What program are you doing?" So usually during prep week I have them start with like [unintelligible] program before they start their big program that they're going to decide to start and I'm like, "What program are you doing this week? What program are you doing next week?" And it's cool because people will see that other people are doing the same program as them, so then they're interacting with each other and then a lot of times I like to do a post where I link people up with a success partner or accountability partner and so I ask them like, "What time zone are you in? When do you work out? Kind of tell us a little bit about your journey," and I try to pair people up because that's what Ashley did for me and I met my friend Lauren through that and Lauren and Ashley are both bridesmaids in my wedding. So, there's a lot of power in that. So that's all during prep week and then when we start the challenge group, everyone starts a different workout. I let people pick whatever workout they want to do because I'm very...have a strong belief in not one size doesn't fit all. I did run an 80-Day Obsession group. I have 80-Day Obsession group going right now, but I'm doing a monthly like multi-program group. And then every day I have a different challenge. So like I use the Challenge Tracker app and Facebook. So in the Challenge Tracker app I do a daily challenge and that's where they track their workouts and their Shakeology. So Monday is like Mindset Monday and I have everyone like, "Comment below - something that inspires you today or something that got you out of bed today," or something like that. Tuesday is our Fit-Tip Tuesdays. So everyone drops a fit tip. It can be about mindset, nutrition, workouts, routine, whatever. Wednesdays are Shakeology Selfies, Shakeology or Supplement Selfies and they drop a selfie of them. Thursdays are Thankful Thursdays and everyone posts something they're thankful for. Fridays are Flex Fridays,

so everyone posts a selfie of them flexing and then Saturdays are Self-Love Notes Saturdays. So everyone writes a self-love note to themselves and it's really...I usually cry every Saturday reading them because people get really powerful especially when talking to themselves and it's really cool to see and then I do a \$5 Starbucks gift card give-away every week for anybody that logs six out of seven Shakeologies and six out of seven workouts. I do a drawing for a \$5 Starbucks gift card and then I do a big drawing each month for like another gift card like Nike...I don't know, some other gift card, for anyone that...I think I said like 25 out of 30 or 31 day, get entered into a drawing. So it keeps them accountable because there is like a little give-away, which is fun for them and then I also just like...along with just those scheduled posts that they're going to expect every single day, I'm really authentic in my groups. Like for example, today, I told my group I'm stopping 80-Day Obsession. I'm in my second round...and I'm bored to be honest and so I told them, "I'm going to be straight up with you, like I'm not going to be doing 80-Day Obsession. I'm starting day one of a new program tonight. I'm really excited, but I'm plateauing and I need to do what's best for me and I would want you guys to do what's best for you as well, but I've already seen my results from 80-Day Obsession. They've been incredible, but the reason I love these programs is that you can adjust to what you and your body needs," and I think that people appreciate that like I'm growing along with them and I'm authentic and real about it instead of just like hanging back and telling them what to do or like supporting them, but not really like sharing my own journey because I always tell them like, "You guys are holding me accountable too. I wouldn't be here if it weren't for you."

- 00:44:56 Jenelle: Right. And so do you have your settings so that you post and they just comment underneath everything or everyone posts?
- 00:45:05 Kate: Yeah, they just comment.
- 00:45:07 Jenelle: They just comment underneath. So in your prep week, they can do their own posts, but then when it comes down to the actual challenge group, you're the one in there posting and they just comment beneath it?
- 00:45:16 Kate: Yeah or in my Facebook group, they can post questions or anything they need. I do have like the approval, like I'll put the approval on where I read it first and then approve it because I've had a couple of cases where like that post probably

shouldn't be posted to the challenge group. [unintelligible] messaged this person personally, but I do have it where they can ask questions like, "Hey, I need new weights. Where can I find cheap weights? Or I'm really struggling with feeling hungry, does anyone have any suggestions?" And it really becomes like their diary, is what I like to call it. It's really their diary. The Challenge Tracker app is really where we have our challenges and they comment below daily.

- 00:46:02 Jenelle: Okay, so the same people are in the Facebook group as well as in the Challenge Tracker app? There in both places?
- 00:46:08 Kate: Yeah.
- 00:46:09 Jenelle: Oh wow! I never even thought about doing the same people in both places at once. So that doesn't get overwhelming?
- 00:46:16 Kate: No, I love it. I've done both. I've done just Challenge Tracker. I've done just Facebook and now I'm doing both. I like it because I can track their check ins and so I can easier in the Challenge Tracker, but Facebook is more of an interactive forum, in my opinion. People are more on Facebook and will interact to people's post more on Facebook and I love it, personally. I think that people really like to see that check mark too when they get that workout or that Shakeology. I mean you don't get that with just a daily check in on Facebook. So as of right now, I really like doing it that way.
- 00:46:56 Jenelle: Awesome. And so you do your prep week and then is it three weeks of a challenge group after that? So the whole thing really goes on for a month?
- 00:47:03 Kate: Yep. And then I'll send an invite to people that says like, "Hey, I'm starting my next challenge group. You guys are all still working on your goals. Like if you're still ready to do this, just let me know, I'll send you a link for the new group."
- 00:47:18 Jenelle: Awesome. Okay, my last question and then I'm going to look at their questions too, tell us about your mistakes, things that you have tried. What has not worked? And just give us a little story about some of the...not, not some of the no's that you get, but just, I guess, letting other coaches know that you get no's too.
- 00:47:39 Kate: Yeah.
- 00:47:41 Jenelle: And silence. Silence on the other end.

00:47:46 Kate: I think...especially when you're sending 62 invites, you're going to get a lot of no's. I think out of...I shared this in my team page one day. I did 62 invites. I had nine people even respond to me, seven of those were them no's. So two people wanted more information and I think that's highly important for people to realize, because I've also realized the people that tell me no last month or the people that ignored me since December are signing up with me this month and it's really about planting those seeds and I always say, "Go for no," and I really think of it as I'm offering them like this gift, this gift that I was offered and it's changed my life and I could care less if they ignore me or say no because I know that they're just not ready yet. I wasn't ready for eight months. I quit after a month and I wasn't ready to jump back in for 8 months and then I did like head-first, full-on and so I think it's important like just because I send 62 invites doesn't mean 62 sign up with me. It doesn't even mean 10 people sign up with me.

00:48:58 Jenelle: [unintelligible] so glad we went over this.

00:49:00 Kate: Yeah. It does plant those seeds for people to continue to watch because I think a lot of times the people that ignore me are like, "I don't know why this girl is sending me an invite," and then they're like, "Maybe I'll just go to here page," and so then they'll go check out my page and they're like, "Okay, she seems like okay, but I'm still not going to respond to her," but then all of a sudden they're starting to check out my stuff more and it's starting to become curious and then when they think of like, "Oh, I kind of need a new fitness routine. There's that one girl who talked about her uniform crack and her chocolate salads. I wonder if she's still doing that thing?" And so then they'll go back. I've shared pictures of people who I've sent invites to like every month since I started because they're still continuing to like my posts and they're still continuing to watch my stories, but they continue to ignore me. They won't respond at all. So I'll follow up almost every single month and say, "Hey," like they all sound different. Like I obviously don't say the same thing every single month, but I'll say, "I don't know if you got my last message. I know like February and March can be crazy, but I am reaching out again because I am enrolling for my next boot camp and I know that you've been watching my journey a little bit, so I was wondering if you were interested?" And a lot of times they're like, "Okay, yeah. Like I'm finally interested and like hearing more information because I've been watching you and like you're actually really inspiring," and so even if

people are ignoring you and they're saying no, it doesn't mean no forever. It means not right now, but I have had people be extremely mean back to me and those ones really affect me for some reason. I don't like confrontation, but this business has given me a lot thicker skin and those people that are rude or nasty, like it's a them problem. It's not a me problem. If they didn't like me or they didn't want to hear from me again, they would just block me, they'd unfollow me. They'd stop liking my pictures and watching my stories. Seriously they're still doing it for a reason and they might just like not be in a place to join yet.

- 00:51:15 Jenelle: Yeah. Yeah. That's a really good attitude. Let's see, I think that was it. I think the questions that we have on here have been answered. "What is the process on IG? Do you find people follow then chat about random things and get to know them?" Let's see. I think that was already answered.
- 00:52:42 Kate: For that one, asking like if I get to know them, like if I dive into their content and stuff first, maybe?
- 00:51:49 Jenelle: Let me read it. She says, "What is the process on Instagram? Do you find people follow then chat about random things and get to know them, then throw out you're doing a challenge group? I'm struggling with that." [unintelligible]
- 00:52:07 Kate: Yeah. I can answer that. I don't. I don't just follow someone and like engage in their content just so I can send them an invite later on. I've had that done to me multiple times and I felt highly uncomfortable with it and I ended up unfollowing the person because I didn't feel...I felt like they were doing it just to like sell me something in the future weeks or whatever. But I do interact a lot with people just like through stories. So if I'm watching someone's story and I like their content or I like what they're saying, I'll just like send them a message because I genuinely like it or I really have a connection to that person, but I don't feel like I need to like...if I want to send someone an invite, I don't go to their page and like a picture and make a connection to one of their posts. I just...it does not work for me because it's not authentic and true to myself. I know that it does work for a lot of other people and that is so, so aligned to their truth, but for me it's not. And so I think if like someone's struggling with that and they're like, "It's taking me forever to feel like I have to go to this person's profile and I have to comment on like three pictures before I can send them a message and then I have to chat with them before I can send

them an invite.” Like, “Then don’t do it. Just send them an invite and if they ignore you, they ignore you. They’re going to keep watching you or they’re not or if they say, ‘No,’ then it’s, ‘No, not right now,’ and so you just kind of have to feel it out for what feels right for you,” because that doesn’t feel right to me and so I think you just have to try. Trial and error for sure.

00:53:52 Jenelle: For sure. Thank you, Trinity, for asking that question. Oh wait, maybe I didn’t...I need my glasses. I didn’t get her name right. Marie wants to know, “What is your new coach process like?” I know you’ve got to get going, so if you’ve need really brief this, that’s okay.

00:54:08 Kate: No, that’s okay. So new coach process: someone signs up as a...like I know they want to work the business, I add them to my team page and I introduce them. I send them a welcome email that has a couple questions...it has a couple paragraphs about mindset. I talk about how this isn’t going to be a quick buck, how you have to picture yourself in a year from now, two years from now, three years from now, are you still here? I talk about the escalator analogy, which I know a lot of people have heard, and I also talk about like how you have to place pebbles in your pile every single day and it might not feel like you’re getting anywhere, but then one day you turn around and you’ve build this freaking mountain with all your pebbles. And so I talk about mindset in that email and then I talk about like, “Tell me a little bit more about you. Where are you from? What do you do? What do you love about your situation right now? What would you like to change? Where do you see yourself in a year from now? Three years from now?” And then after they email me back with that response, I respond to whatever they have said, and then I send them a link to my quick-start coach training, which I just have...it’s a seven-day quick-start training. I tell people they don’t have to take seven days. For me, I will like binge watch training videos in a day if you give them to me. And so I’m like, “Take as long as you need for them. Try to max seven days. Each video’s only like five to ten minutes,” and they go through the quick-start training and then we usually do a getting-started-right call either one-on-one or if there were kind of a couple of coaches that joined at the same time, we do like a group getting-started-right call and we talk about our why, goals, and Success Club and stuff like that. And then I just have them start sharing their journey. That’s what I did. I just jumped right in and like I name dropped all over the place. I had terrible picture quality like...I made mistakes. I had trial and errors, but I learned from them and I

learned what worked and so I just have them jump right in. I say like, "Start inviting from your warm market. Start inviting people right off the bat. You're probably going to get a lot of no's because you're just now starting. People want to see you succeed first, but it's going to start planting those seeds.

00:56:35 Jenelle: That's awesome. And I just want to point out you guys, it's not like Kate has this huge following, but you do have, you know, what about a few thousand?

00:56:44 Kate: Yeah. So I have like 5,000 right now, but when I started I had 800.

00:56:50 Jenelle: Yeah, so there you go and so inviting 62 people, was it mainly from people watching your stories or were you clicking on hash tags?

00:56:57 Kate: It was people watching my stories, people liking my pictures, or people who follow me. I don't invite anybody that doesn't follow me.

00:57:06 Jenelle: Okay, that's interesting to know. Okay, cool. Oh my gosh, we have kept you so long. I feel so badly. You have been just amazing. Thank you so much. I'm so excited to watch you have so much success in this business. You are so generous with sharing your information and everything you're doing. So best of luck to you. Congratulations on being number 17 in the company right now, and thanks again. We really enjoyed this. Everyone loved it. Thank you!

00:57:38 Kate: Thank you so much.

00:57:39 Jenelle: You're so welcome. Thanks you guys. We will see you on the c all next week. We've got Doctor Luigi on at noon next week to talk about Beach Bars. All right. Thanks you guys, have a great night. Thanks Kate. Bye.

00:57:54

[End of Recorded Material]