

Team Hardcore Call Transcription May 24th, 2017 “Joel Freeman – LIFT 4”

[Beginning of Recorded Material]

00:00:00

00:00:01 Jenelle: Hey you guys! Welcome to the Team Hardcore training call. My name is Jenelle Summers and today is May 24th and I'm so excited about today's training call because we're going to be talking to Joel Freeman about LIFT 4, the new Beachbody program that is about to launch and I am so excited. This is so right up my alley. That's why our team is called Team Hardcore. Like I just love this. I won't get into it. Let me not spoil the show, but it's just so up my alley and I really feel like it's going to be so up your alley. I already know. So before we get started and talking to Joel, I just wanted, real quick, to mention a couple of things. Number one: 2B Mindset is going off the charts. You still have two weeks, well, don't quote me on that. Always check the FAQ, but it's like until...all right, but don't quote me on any dates, but you still have time. Let me just say that. You still have time for people to get in with 2B Mindset and save with the promotional price. It's like a \$20 savings. I want to say that it's until June 3rd, but don't quote me on that. Always check you FAQ. Never listen to my details. But 2B Mindset, definitely that's still a thing and definitely something you should be talking about and then last week we spoke with Dr. Luigi about our Beach Bars. I hope you didn't miss that. That was such an enlightening team training. Hearing the nutrition information behind the Beach Bars and why it is above and beyond better than the other snack bars that are out there. Like don't be buying the RX bars anymore and the Kind bars. There's just no reason. So make sure that you watch last week's call and of course if you're on my team or within my downline and even other teams are in the Coach Success Facebook group and everyone can access all of these calls. They're always the pinned post. Okay, so with that, let me introduce to you our special guest speaker Joel Freeman. First of all Joel has been in the fitness industry for a long time as a trainer, as a fitness instructor, as a group ex-director, and so I really, really appreciate the fact that he is such a good trainer. You can tell when he teaches. I mean he just has that natural ability and skills to be a trainer and to really break things down and make things simple for people that maybe aren't as advanced as you are. Joel, I'm sure you'll recognize from our recent launch of Core de Force. Love that program. You may also recognize him because he was an Elite trainer for Les

Mill's Pump. He was also a Super Trainer for Combat. So Joel definitely brings with him the experience and also the likability. So we're so excited that he's going to be the Super Trainer for this new program. So with that, Joel are you there?

- 00:02:48 Joel: I am. Hello. What an intro.
- 00:02:54 Jenelle: Oh gosh, it doesn't even do you justice. We are super excited.
- 00:02:58 Joel: I got to Pay Pal you the money later for that. So that was awesome. Thank you so much for that. It was an amazing intro and I really appreciate that. I'm so excited to be on this call with Team Hardcore. It's awesome. And, you know, we were just talking about right before this is, I think...like I'm usually cautiously optimistic when it comes to program launches and things like that because, you know, you always want to be optimistic about it, but you never know. This one, like I'm telling you, like I'm beside myself excited about this because I believe in this so whole-heartedly. I think it's going to be amazing.
- 00:03:32 Jenelle: Wow. That's so awesome. Well, I have a whole bunch of questions here that I want to ask you and I'm keeping in mind that not only do we have the team on this call, but we may have some people on the call that are just really interested in LIFT 4. So we've told the team that, you know, they can invite their prospective customers to it as well. And so, what would you say makes LIFT 4 so unique versus the other programs that we have?
- 00:03:58 Joel: Well, they're...what a great question, Jenelle. So, you know, there's a slew of things and, you know, I can really simplify this when it comes to LIFT 4 because we've been launching programs for years with Beachbody and, you know, there's always the initial question, "What makes this program different? Why should I do it?" And there's always some great answers to it. When it comes to designing LIFT 4, as you've said, I've been in the fitness industry going on over 15 years now, and I, you know, I started at the front desk of a gym and I've worked my way up. So I've been in every position in a gym. I've sold memberships. I've been a personal trainer, group exercise, director, marketing, and then, you know, in the Beachbody world. I've done all of it. So like I really know, like I know the business of this world, of fitness, and I know what the barriers are and I know what, you know, you guys as coaches and anybody really, has these barriers and, you know,

we can think of it like the time, the effort, the, you know, the plan. It's too long. It's too expensive. I mean like any barrier you can think of, that's what I've dealt with over the years and I really wanted to create something that addresses all those barriers and really create something that's realistic, that's sustainable, that speaks to everybody in some form or fashion and that's what LIFT 4 does and will do. It's doing it right now with, you know, with the test groups as we've been pushing this through and it's been great because the thing is people want, everybody wants to be healthier and happier. Everybody wants to be fit. You want to lose weight, but you also want to live your life, right? We're talking such a small amount of time. Like it's kind of crazy when we think about this. We put so much thought and effort into fitness when it really only takes up like an hour of the day max. There's 23 other hours in the day and yet we're putting so much effort and thought into this one little small snippet of it, but it's because it affects the rest of our lives, so naturally. So I wanted to make something that you can live your life and it will enhance your life at the same time, you know, in terms of timing, in terms of, you know, the realistic aspect of how you can stick with the program and stick with the goals. Six and seven days a week is not realistic for most people. I don't even work out that many days a week. Like I don't want to. Like that's [unintelligible]. I just don't want to work out that many days a week, but I do want to be fit. I, you know, I just did a post this morning about looking good with clothes on and clothes off. Like those are my two ways I judge how this is working, but I don't want to work out six or seven days a week. I want to get in and get out and get done and, you know, so that's what LIFT 4 is really about. We simplify. That's why it's only four days a week. You know people want to lose weight and nutrition plans and, you know, they feel like they have to starve themselves and that's not fun. That's not a plan. That sucks and that's why people don't stick with nutrition plans as well and that's why it's amazing with 2B Mindset right now, that's changing the game with simplicity and LIFT 4 nutrition plan is just as simple and you'll be able to bring in elements of 2B Mindset and everything like that. We'll talk more about that a little bit later, but you know, it just comes down to the fact that this is a comprehensive fitness plan that allows you to live your life and mold this program around your life versus the other way around where you have to feel like you're moving things around in your life to get your workouts in. This is the exact opposite and this is the first time we've ever had anything like this.

00:07:24 Jenelle: That's awesome and so, you know, since it's four days a week, you can do other activities, but they don't have to do other activities, right? It's not like they have to find another, you know, supplemental, you know, work-out routine to go with this.

00:07:39 Joel: Absolutely. So the point of living your life is whatever that means, you can do. So if you like to swim, bike, run, if you are a marathon runner – you know we get that question all the time. Any time a new program comes out it's like, "Can I include this with my already current training plan when it comes to marathons or tri's or tough mud or something like that?" And the answer with LIFT 4 is absolutely because it's four days so you can move things around as you need to. For if you're training for a marathon, typically your long runs are usually [unintelligible] you know, Saturday, Sunday. So with four days, you can move the workouts around to the point where you get the rest day and then you get your long run. Like there's just so much flexibility with this. And yes, it does not mean that you have to rest. We call them, you know, with four on with three rest days. It doesn't mean you have to sit around and do nothing. Look, these workouts, as I've said in one of the other videos online, I took, you know, in terms of the design, I took, you know, anything...basically what you do in an hour to hour and half typically, and then squished in to 30 or 40 minutes. So you are working your butt off. The pace is unbelievable. You're working non-stop so at the end of it and especially with the type of muscle building training [unintelligible] training that we're doing, you're going to be sore those next days. So people were asking like, "Well I can't work out just four days a week right now, so what do I do in between?" Well one, you've never done a LIFT 4 workout yet, so you might want to wait a minute until you experience what this does to you. And then two, what a lot of people in test groups have been discovering is they've supplemented with additional yoga and it just makes them feel amazing because what this is doing is preventing over-training which so many people don't realize has actual negative effect on your results. In terms of over-training, you have to give your muscles time to recover and rebuild because what you're doing is you're breaking them down and asking them to work harder, so you have to give them the time to respond and that's going to take a few days and a lot of people forget that. So yeah, we're giving you time to rest and recover. It's the same thing with the cheat date, you don't have to eat an entire pizza. It's just...if you want...it's just allowing to have your glass of wine, you know,

whatever it is: your birthday dinner, your date night, like and not freak out about it.

00:09:51 Jenelle: Right, and not even...I mean I think I heard somewhere that like you don't even necessarily call it a cheat day, which I love. You call it living and that's how I, you know, think of it. I mean I...it's just like you're going to have times where it's just worth it to splurge and just live your life.

00:10:07 Joel: Yeah, I mean we...on the top sheet it says, "Cheat Day," and, "Rest Day," you know, because again we're catering...you have to remember too, we're catering to the 80% of the population who are not following a fitness plan right now. So you want to keep it very, very simplistic, but you don't have to call it a cheat day. You can call it a flex day. You can call it a live-your-life day. The rest days are just...all the rest days' mean is you're not lifting or doing this program during those days, that's it. Like so what I want to really hone in with people is when I was designing this program and, you know, I've been working on this on long time [unintelligible] how I've treated my clients over the years, is success is in simplicity. Success is simplicity and that's how I live my life. That's how I designed this program, which is just keep it simple because so many...I mean we've beaten up fitness and nutrition over the years and, you know, there's no questions anymore. There shouldn't be any more questions about it, but I think because there's so much there, there's so much out there, people are like, "I don't know what to do." They don't know what to follow. There's like, "Follow this plan. Follow this plan. Follow this plan." When if you are just trying to lose weight, get a little more fit in terms of build muscle and things like that, it really is simple. Simple exercise science, that's what LIFT 4 is and it works.

00:11:23 Jenelle: And the fact that it only four days a week, I think it really solves that problem of boredom that so many, so many Beachbody customers get into when they start a Beachbody program where it's every single day or practically, almost every single day, pushing play, and it's not even anything against the trainer or the workouts themselves, it's just sometimes you need a change of scenery. So, you know, just mentally knowing, "Okay, I'm going to do this program Monday and Tuesday and on Wednesday, I'm going to go out for a light jog." I'm sorry, "Monday, Tuesday, and then on Wednesday, I'm going to go for a light jog," or, "Wednesday I'm going to go to the yoga class," or whatever. Just a change of scenery and knowing you're still on track.

00:12:03 Joel:

Absolutely and look, I...you can only hear my bad jokes so often. Like they can only listen to them so many times before you're like, "Ha, ha, ha, that's so funny." You know, so we really, you know, with digital advancement and everything, you'll have a great opportunity with LIFT 4 to write and create original workouts. You know we used to be tied to disc space. When we did Core de Force, we could only do, you know, so many workouts. I think it was like 14 workouts because we were tied to a disc space that was tied to a price point. Like those were things that I had never even thought of until I started making these videos and then I was like, "Oh wow!" But with LIFT 4, digital...the cloud is unlimited at this point, you know? So I was able to write 32 original workouts and, you know, I know that, you know, people have heard the original thing, aspect of it before, but like what I really want to do and this is like yes, the exercises are going to be similar, but the sequencing and the structure changes every single time you do it. That's going to keep it fresh. You know we're going through the same types of exercises, but we're going into, you know, some very scientific of the design, which, you know, we don't have enough time. I need like two hours to describe to you how that all works, but it really...in changing the structure, in changing the sequencing, you know we go into the world of muscle confusion, we go into the world of hypertrophy training and all these different things that will get you results. So the design is simplistic, but the effects are realistic and it is amazing what this does for people and with giving you those rest days, as you said, you look forward to it because now you've had a break from the workout and me and then you are able to come back into it and this is not...with all that too, you know, we were to be able to film this in a whole different way too. One of the things that I was really excited about and all the meetings we had at the office to talk with Carl and the producer and everything was...really wanted this to be not a workout video, but a personal training session because people...like if you think about that, people pay thousands and thousands of dollars and I was one of them. You know where they come into the gym and they pay so much money to get that particular guidance and so I wanted this to feel like I am in the room with you, giving you a one-on-one personal training session. And so with that we were able to really...we changed the way we filmed it. You know, it's not a typical, you know, Joel stands in front and the cast is behind me and we go off. It is completely different, I promise you, and so far the feedback has been...they feel like I'm right there with them which is

amazing, so you get that. So there's so many different things that just keep it fresh and keep it new.

00:14:36 Jenelle: That's awesome. And how can people modify this or customize it, whether they want to be a little more advanced or heavier weights or they want to maybe try this without weights? I mean, can you speak to that?

00:14:46 Joel: So there's a lot of options. You know one of the reasons why again success and simplicity in terms of equipment, the only equipment you have are dumb bells. I was really a stickler on that, you know? We had a lot of meetings on that, saying, "Well do you want to use the bench? Do you want a ball? What equipment do you want?" I said, "I just want dumb bells. That's it because I'm not there at home to really coach these people through the form and technique, so I want to keep it as simple as possible. Success and simplicity." So that's why you're not on the bench. That's why you're on the ground doing these...you know, if you're doing chest work, you're on the floor doing it and then it helps prevent you from going too far and hyper-extending, you know, certain parts of your body. So like safety was in mind. So...and dumb bells present so much more than just muscle building. It's strength, coordination. It's grip strength. It's, you know, core conditioning. There's so many benefits to dumb bell training. That's why we stuck with dumb bells only, but with that the great thing is you have your own...you start wherever you can. So if it means you're doing a five, ten, and fifteen-pound dumb bell selection, light, medium, and heavy, and that's all you can do, great. I mean...and trust me on the sequencing in some of these moves, like there'll be certain instances where you're just using your arm weight to do this because your muscles are done. Like I exhaust the glycogen storage in your muscles completely by the end of every single workout that you do.

00:16:07 Jenelle: I love that.

00:16:08 Joel: Yeah. It's...you say it now, but when your phone is heavy trying to do the selfie, like this. But...so you have the dumb bells options. If you, you know, if you travel or if you don't have enough dumb bells at home, we have the resistant-band option and we call this the "bandifier," which is a new concept. You know we have the modifier; we have a bandifier, and the bandifier option will be a split-screen option on BOD as well that basically if you're using that, you pop that up. It's show you...so whenever we're doing a dumb bell exercise, you see

the modification with the band. And resistance bands are great because they travel easily. They don't take up a lot of space and they actually provide constant tension the entire exercise too. So it can provide a whole new slew of feeling when you're doing these weighted exercises and then from the HIIT movements, the high intensity interval training, one, high intensity does not always mean high-impact. I know most people when they hear HIIT, they think high impact. I kept this in mind. I stayed away from a lot of, you know, lateral plyo moves and things like that. I think there's only like maybe one and just really went with, again, basic high-intensity moves that won't put a lot of pressure impact into your body. There obviously are moves where your feet leave the ground in terms of a jump, but of course we have a modification for that if you need it. But again, in the design, I made sure that modification is not easier. You're still working the entire time. So again, a lot of thought, a lot of effort, but it made it available for everybody.

- 00:17:42 Jenelle: That's awesome. Yeah, a lot of times the low-impact version is actually more intense because you actually have to use your muscles.
- 00:17:50 Joel: Your muscles are engaged actually longer.
- 00:17:54 Jenelle: Totally. Okay, and you know, there may be some customers or potential customers on the line listening too and they might be thinking, "Well, you know, I have weight to lose. Should I wait to do this program until I've lost a certain amount of weight and then start with this lifting?" I know my answer to that. What would be your answer to that?
- 00:18:14 Joel: I love that you ask that because, you know, you've heard that so many times. I've heard that so many times and I always had to kind of apologize after they would say that because the first thing that would happen to me is I would laugh and it was not laughing at them, just laughing at the question. And I get it. I get where...you know, look, when you're in a mindset...if you're overweight and you're deconditioned, it's intimidating. I get it, but to me it's just like saying...you know, I had one person long time ago tell me, "Well I need to lose some weight before I start working out with you." I'm like, "Okay..."
- 00:18:47 Jenelle: I need to clean the house before the cleaning lady shows up.
- 00:18:49 Joel: Yeah. Which I kind of straighten up before the cleaning lady comes. I have some OCD issues, but you'll hear about that later.

But yeah, it's like vacuuming before the cleaning lady comes, right? So with this, you know there's a couple of things to remember. One, like I just said, this program is for every body because there's so many options, like I just talked about, but, you know, cardio does not do it alone. It just doesn't and, you know, there's a lot of misconceptions in the world and, you know, there's a lot of equipment manufacturers that haven't helped in terms of, "Look, I got to sell their product," so that's why when you pop on a cardio piece of equipment, it gives you that little chart of fat-burning zone, which is like the biggest myth ever, that whole fat-burning zone. If you're moving, you're burning fat like it just...I know. The minds just blow up right now, because you know...but everyone everyone talks about the fat-burning zones. Like, there is no fat-burning zone. If you work out, you're burning fat. It's just effective you are and the types of fat that you're burning. So with putting LIFT and HIIT together and we LIFT first and we HIIT second in all these workouts and, you know again, the structure changes throughout every week. We're going after so much caloric burn, not fat burn, caloric burn in so many different ways, you know, by exhausting the glycogen in your muscles, commanding them to work harder. Those muscles are going to respond so much longer after your workouts. It's called epoch or after-burn. You know we can't talk a lot about that from the Beachbody perspective because you have to really track that otherwise you get legal trouble, but from general workout principals we know this is a fact and after-burn means that your muscles are burning calories for longer after you work out versus just traditional cardio. And in doing that...so that basically means you're burning calories which is burning fat the whole day after you do these workouts which is massive. Like why would you not want to do that? Adding the HIIT to the end of it, the high intensity interval training, that, you know, does a whole new slew of things as well besides just amping up the caloric burn. That increases your endurance, your lung capacity. It makes you heart more efficient and its health. I mean there's so many aspects to why this is good for you and it's going to help you burn more fat throughout the day than you normally would if you just did cardio alone.

00:21:10 Jenelle: Right. Right. And there's so many people that are like, "Well I just want to lose fat in this one particular spot," and it's like...

00:21:16 Joel: You can't. Sorry guys, you cannot target train. I know that is the biggest womp womp of the year. Look and I've said it a couple of times in posts and I know I'm going to continue to say it and

that's fine because this is my life, this is my job, is to remind everybody to understand that your body is...every body is different. Muscles going to look different on you than it is somebody else. Don't compare yourself to anybody else. I know it's hard. We all do it, but no matter...like...but when you lift, when you work out, your body is going to continue to respond based on your genetic makeup, how it wants to whether you like it or not. Like no matter what I do, as much weight as I lift, my calves will not grow to how I want them. Like there these tiny little toothpicks in my mind. That's just how I see it, but I have friends that if they look at dumb bells or look at weight or think about...they can just close their eyes and make their calves grow. It's frustrating. Every body is different and that's a hard thing and especially with social media world now we have to remember that and that's all Photo-Shopped anyway so. I don't Photo-Shop my stuff.

- 00:22:26 Jenelle: But...I mean the thing is we can all...no matter what we think our weaknesses or our trouble zones are, all of that can and will improve with exercise and nutrition and when I say exercise, it's the lifting and it's the cardio and it's the nutrition. So no matter what you're going to improve. It's just that, you know, you have to keep in mind that every body is different.
- 00:22:46 Joel: Absolutely. Absolutely.
- 00:22:48 Jenelle: So what would you say...why would you say that coaches are so valuable in this whole equation with the new program and, you know, with helping our customers through it?
- 00:23:00 Joel: Well there were a lot of things...I mean there were a lot of aspects that went into again, when we were designing...when we were talking about LIFT 4 that when I went in to design, we had so many meetings with Karl and everybody and saw this program as a lot of amazing opportunities for not just for, you know, the user, but also for Beachbody, for Beachbody Performance products, which those things are near and dear to my heart because I live on those. I believe in Beachbody Performance products more than any product I've ever taken in my life and that says a lot because I've tried every fitness supplement that has ever come out and most of them are banned by the FDA now. Like so I've tried them all. And then when it came to really talking about this program and knowing that this was going to appeal to so many people and like, look, for coaches...I've had a lot of coach calls. Jenelle, we've talked a lot in the past and, you know, we know the frustrations that

coaches have and, you know, with Beachbody On-Demand and the challenges that this platform has brought in with, you know, with the outing of DVDs and program kits and the intro of something that's digital. It's, you know, it's hurt the business a little bit from a coach's standpoint. So, you know, we thought about all these different things and, you know, so from the design itself...the design is four days a week. You have to remember, if it's only 30-40 minute workouts of let's say total time on the top end, it's two and half hours a week for four days. Four days a week, two to two and half hours total that I'm there with you doing the workout. That leaves a massive amount of time to go off the rails and to really lose track and lose sight of what your goals are and that's where I believe that the importance of having a coach comes in to help guide you outside of that two and half hours. Like I got you for that and then, you know, having a coach will help people really stay on track with what they're trying to do and I've said this in so many team calls. I'm saying like, "Look, that's why it's called a coach. Your job is to coach people through life. You're a life coach basically and helping people understand," you know, they should be drinking their Shakeology every day for their health and for their life and, you know, when to take Beachbody Performance products and, you know, if they're starting to feel weak and feel like they're getting cheat on something when, you know, they want to stay on track, talk to your coach. Like this is why, you know, there's so many things out there. Like this is why you have sponsors and mentors and Beachbody coaches. It's just...the more human interaction we have as opposed to try and do it all by yourself, the more realistic you're going to be in achieving what you're doing because look, we all have our vices. We all have what we want to do and sometimes it's very easy to talk yourself into it versus if you start talking to somebody, they're going to bring you right back down to reality. So it could be very easy with four days, I think in some ways for people to kind of lose sight a little of the end game. You know, the beauty of LIFT 4 is you get the days off so as we mentioned earlier, you get to feel refreshed and excited to come back into it this time, but there's always the opportunity of falling off and that's why we really want everybody to have a coach and then from the business side of it, you know, that's where the VIP early access thing comes into it. I'm just giving coaches an opportunity to really create and amazing group of committed, you know, anybody who wants to be part of LIFT 4, give them a commitment, give them accountability, and help your business as well.

00:26:37 Jenelle: Yeah and then you've got the coach exclusive group, exclusive test group. Tell us a little about that.

00:26:45 Joel: So from the way the whole thing breaks down, this is I think the easiest way to kind of do high level one. LIFT 4 for all intents and purposes comes out October 1st. That is when LIFT 4 launches. So anybody who has Beachbody On-Demand and they pay the all-access, any BOD all access subscriber, will get LIFT 4 loaded into their BOD for no extra cost on October 1st. That's the deal. That was the deal with all-access. But, you know, this is why we pushed everything so quick to get filmed because we wanted again to give coaches an amazing opportunity to really test this and get the feeling for it and understand how it works so then they can go forth and spread the message of LIFT 4. So, you know, so starting June 11th everything goes on sale, all the challenge pack iterations, which all of that just came out on Tuesday. So that's all on your COO. That's all on your back office now. All the FAQs, all the documents are there and you can see all the different options for this. So we go on sale June 11th. July 16th is when everything gets loaded into anybody who has purchased a challenge pack or has the digital unlock and yeah, if you're a coach then you get to be in the exclusive Facebook test group page with me. I'm going to run that sucker. I'm going to be in it every single day. My OCDness is going to be on top of it and we're going to really go after it and I'm going to just really dial in everybody for these eight weeks and show you LIFT 4 really fits into your lifestyle. So...and that's a very cool opportunity because you get my laser focus for eight weeks versus trying to message, you know, on social media where I may or may not see it. Like I'm on my phone all day as it is, but I miss messages. So this is going to give, you know, coaches a great opportunity to really ask the creator. Let's talk about this and let's see how this works into your life so you can help everybody else once this is over and we go into October launch.

00:28:52 Jenelle: Exactly. And it's such a great opportunity for us as coaches to bring on new members into this business opportunity through a test group like this because so many people, you know, they want to get results with a Beachbody program, but they're worried they're going to fail, they're worried they're going to fall off track because maybe they've fallen off track before. I hear from so many Beachbody fans that have started a program, but have never finished it, but if they're going to be in an exclusive test group with you, that's huge for people, and so that might be exactly what they need to, you know, have them,

you know, ...instead of being on the fence about becoming a coach, this is that key thing that says, "Okay, this is it because I need this accountability and I know that I'll have better success if I have the accountability." So that's huge. Okay, so I think we're out of time Joel. Was there anything else that you can think of? Any other words of wisdom that you want to leave us with?

00:29:49 Joel

Let me see. So I did a post yesterday or yesterday evening. You know there's always a lot of frequently asked questions that come out every time we do a program especially when things are different. Everyone loses their mind because they don't like different. It's scary. So I did a post yesterday, you know, about the fact that one we're not doing dvds in this program and explain why and then also, you know, this whole early access thing. Look, it's not a conspiracy to try to get more money for anybody. This is a simple fact of giving people the opportunity to help their business and if you're impatient. Look, you don't have to be a coach to start early, July 16th. You can still purchase it, it's \$40, \$39.99, and you can start it July 16th, you just can't be in the group. And my analogy is basically like, "Look, if you don't want to see the movie in the theater, just wait for it to come on cable." Like that's it. Like it shouldn't be much more of a conversation than that, so there's that, and then, you know, I've said so many times, you know, success and simplicity on this and it really is going to be one of those things where I'm going to say it non-stop and all the test groups have heard me say so far and I know I'm going to just keep going on it, is just saying, "Relax. It doesn't have to be as hard as you think." And it's very easy for me to say this right now because I know what the program is. I've seen the results, but just relax and just calm down. It's going to be okay. Don't over think it because we've over thought so many things and let's just slow down a little bit and embrace the fact that this is going to be fun. You're going to get your butt whooped and you're going to see amazing results very quickly and you're going to enjoy it along the way. My last thought is and I did this post yesterday. This whole notion of bulking up. Oh my god, I don't know where that came from. I've been in gyms my whole life and I still don't know where it came from. The only thing I can think of is it's got to be like a societal norm of a bunch of ignorant idiots that decided that, you know, women shouldn't have muscle. So let's get past this, you know. It's not about...you're not going to get bulky. Women have the testosterone like a five-year-old boy in your body. So you're not going to get man muscles. You're going to get muscles for you and it's going to

be amazing and you're going to be strong and just Google the benefits of lifting weight for women and men, like and see what it says. There's like a list this long about why everyone needs to do it. So, you know, it's either like, do you want to walk when you're 80 or not walk when you're 80? Like it's up to you. So, you know, getting out of this world of such high level...I don't know what it is, but it's stupid and let's get over it. So you're going to get muscles. You're going to be sexy. You're going to be strong and you're going to feel amazing and if nobody likes that, then just give them the middle finger and say, "Bye."

00:32:51 Jenelle: Yeah, I mean...I think we all know by now, we have to know by now that, you know, the more muscles you have, the more fat and calories you burn all day and at rest and so if you want it leaner and you want to change your metabolism, you got to be lifting.

00:33:07 Joel: Yeah. 100%. 100%. So it's going to be fun. It's going to be awesome. Oh, I'm glad I wrote it down because there was one more thing. So there's a coach contest. I don't think it's even come out yet because I got the email like on Tuesday. So there is a top-sellers contest that starts on the 11th. So everything goes on sale on the 11th, so the 11th through the 19th. So I believe that's eight days, right before Summit. There's a top-sellers contest and it's based on personal volume. So I believe that means challenge pack sales? I don't know. I'm learning.

00:33:38 Jenelle: That's any kind of sale that has...

00:33:43 Joel: Any kind of sale, right. So personal volume. So it's just based on sales alone I think. So PV. I'm still learning all the acronyms. So that's going to be 6/11 to 6/18 or 6/19, excuse me. And then if you're going to Summit, we're going to pick six winners from the US and Canada, three winners from the UK and then on one of the Summit days to be announced, the nine of us and myself, we're going to do a private shopping spree at The Core.

00:34:10 Jenelle: Oh my god. That's cool.

00:33:12 Joel: If you like to shop and you want all the new gear and you want to hang out with me, we're going to get to hang out. It's just going to be me and you guys and we're going to talk about, you know, LIFT 4 and all the good stuff and try on all the clothes and I'm not scared to try women's clothes just, you know, to test it out. So we'll have a great time. It's going to be a lot of fun. But I'm so excited about LIFT 4. I know everybody's going to

love it. It's just so much fun and it's too good not for anybody to love.

00:34:39 Jenelle: Well we are so excited and so excited to see you at Summit as well. I hope everyone's going to Summit. Joel thank you so much for your time. This is amazing information and we're just really excited to tell the world about it. We're excited to get results ourselves with it and we're excited to help our customers and friends and family get the best results with this program. Very excited. Thank you for all your time and your hard work on this.

00:35:04 Joel: Absolutely and look, I'm going to be posting non-stop obviously leading up to the launch and everything, so in terms of questions and I think everybody could tell by now, I'm going to just keep calling it how it is and telling you how it is. So joelfreemanfitness on Facebook and Instagram. There's a lot of...like all the stuff I'm talking about I'm putting into my posts, so if you're looking for language and copy and verbiage to use for your posts, use the apps and copy my stuff. It's all good. You're not going to hurt...like I want you to. This is why I do it. I want you to re-post this stuff and share this stuff because this is how we get the message out. It's not just me. It's all of...it's everybody else. Like you guys are the reason why this is going to work.

00:35:42 Jenelle: Yeah and there's a LIFT 4 like page as well, right?

00:35:47 Joel: Like page of LIFT 4, Instagram, that's where you can get like all the visual assets from. If you want the copy directly from me, it's on my page. Yeah, it's all there.

00:35:56 Jenelle: Perfect. Okay, awesome. Joel, thank you so much. We so appreciate it. I can't wait for this to come out. Thanks.

00:36:03 Joel: All right. Thanks everybody.

00:36:04 Jenelle: Have a great day. See you later everyone. Bye-bye.

00:36:09

[End of Recorded Material]