

Transcription of May 31<sup>st</sup>, 2018, Team Call “The Power of Discipline”

[Beginning of Recorded Material]

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00:00:01 Jenelle: Hey you guys! Thanks for getting on. I’m so sorry, but YouTube was giving me trouble and it would just not start the broadcast and it was giving me an error that kept saying, “Cannot connect,” and I know I’ve got wi-fi connection. So it was just really bizarre. I’ve got a plethora of laptops over here because I was trying different laptops trying to see if that was it and that wasn’t it. So I’m still seeing your comments over on YouTube. So hopefully you guys have hopped over here to Facebook and are getting on live here. So far I’m not seeing...well I see Danene is on. Awesome! Okay, cool. And Laura. Okay, perfect. Thanks you guys. So sorry we had to switch locations. So this will not take long. Hey Lisa! So this is “The Power of Discipline,” and before I get started on this topic...hey Rachel! I just want to talk about for a second some new information that I just got about LIIFT 4. First of all, last week we had Joel Freeman himself speak on LIIFT 4 and explain to us what this workout is about and how to talk to other people about it and all that kind of stuff. So if you feel a little bit like, “Oh my gosh, I’ve been focusing so much on 2B Mindset, I don’t even know about LIIFT 4 yet,” that’s okay. You can watch last week’s training and it’s on jenellesummers.com along with all the other trainings. There’s no password required, just jenellesummers.com and you can see that LIIFT 4 training there. But if you haven’t made Success Club yet or if you haven’t hit your May goals yet, go ahead and hit “pause,” on this and hit your goals for this week. If this is the only time you have for Beachbody work today, then you might want to focus on follow-ups instead and listen to this one later. But to learn about LIIFT 4, you can go to that training from last week. But I got new information because a lot of us were like, “Okay, so we get people on board with LIIFT 4 and they’re excited and they want to start and the LIIFT 4 packages and accessory bundle and all that kind of stuff goes on sale June 11<sup>th</sup>, which is right around the corner. June 11<sup>th</sup> is what? Eleven days away? Twelve days away. And so we’re like, “Okay, so they buy a LIIFT 4 on June 11<sup>th</sup> or June 12<sup>th</sup> or whatever, and yet they can’t start the program until July 16<sup>th</sup>. That is when it goes available as “early access,” on Beachbody On-Demand. That’s when Joel’s coach exclusive test group goes live. That’s when everything starts is July 16<sup>th</sup>. So there’s like over a month delay there between the time people purchase and the time that they can start doing these workouts. So what did Beachbody do for us? They created four workouts that people can be doing in preparation for LIIFT 4. It’s called B4 LIIFT 4. So the letter B, the number 4, LIIFT 4. So B4 LIIFT 4. So anyone who buys a product that gives them early access starting June 11<sup>th</sup>, they will get access to the B4 LIIFT 4 workouts. It’s just four workouts. So it’s kind of like the same concept as a little obsessed before 80-Day Obsession came out, so think of it that way. So just keep in mind that as you’re talking about these

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workouts coming with Joel, they're going to be able to do the sample workout on June 4<sup>th</sup>, even if they don't have Beachbody On-Demand. So this is another thing I wanted to tell you, June 4<sup>th</sup>. So dates to remember: June 4<sup>th</sup> is the sample workout. They go to [beachbodyondemand.com](http://beachbodyondemand.com). They don't even have to log in or anything. There's going to be a sample workout on [beachbodyondemand.com](http://beachbodyondemand.com), okay? June 4<sup>th</sup>. So Joel's going to lead us through some of the workout. He's going to explain a little bit more about the programs. So definitely get your friends, family, customers on board with that workout on June 4<sup>th</sup>. Then, come June 11<sup>th</sup>, the V.I.P. early access stuff goes on sale, because remember if they don't buy something once those products go on sale starting June 11<sup>th</sup>, they have to wait until it becomes available for everyone on BOD October 1<sup>st</sup>. So they'd have to wait until October 1<sup>st</sup> to start their LIIFT 4 program, but if they buy any one of these products that are going to be available with LIIFT 4, starting June 11<sup>th</sup>, then they get early access plus they get the B4 LIIFT 4 workouts. Does that make sense? I hope it does. I hope that that was clear. Sorry, I know it's a lot. And by the way, they can still get 2B Mindset on sale. As of today, they can still get their savings on 2B Mindset. So if you haven't hit your May goals yet, you still have time. You can still get people into Alana's coach test group and people can still save on 2B Mindset. 2B Mindset and LIIFT 4, a lot of the test participants did those two together, 2B Mindset eating plan...from what I understand anyway, unless it was someone that was like breaking the rules, but she did 2B Mindset and LIIFT 4 together and had great results. Yes, 2B Mindset is on sale through Sunday. So someone asked, "What packages get the coaches into the test group?" I assume you're talking about Joel's coach test group. So an existing coach or a brand-new coach can get into Joel's test group which starts July 16<sup>th</sup> by buying any of the LIIFT 4 products. So there's going to be like your typical challenge pack. There's going to be your mega pack. There's going to be your accessory bundle. So there's all these different options because you might have a coach that's like, "Well, I already have this and this, so I only need this." So as long as it's under the LIIFT 4 category of products, they get in the coach exclusive test group, which is super cool, right? Okay, so let me move on to today's topic. I want to make sure I covered everything that was an announcement. Okay, so let's talk about discipline. So one of the things with this business is that you start off and you're excited, you're overwhelmed, and you want to make it big in this business hopefully. You want to have success with the business, but it takes discipline beyond some of those fears and beyond some of those little defeats that are going to happen and some of those stumbling blocks and those points in your life where things just get tough and things get chaotic and it's really critical that you have the discipline to get through those times. Taking action and doing the right things are great and they happen when it's convenient, but with this business and any business and anything you do in your life, where things get sticky is when you start to let self-doubt come into play. You start to let fears come into play. You start to let distractions come into play and you start getting that diminishing intent starts to take effect and so it's really, really

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important that if you want to have success in your business that you stay really focused and disciplined because with discipline you can get more organized. You can get more focused. You'll get more done and you'll start to get those small wins and when you have those small wins consecutively, what that does is it creates momentum and this business is so reliant on you finding your momentum, hugely. But you can't find your momentum unless you have all the back legwork, which means these things I'm going to go through right now. So number one: you have to have a strong why and drive and you have to keep that really top of mind, all the time. If you look at any of the successful coaches in this business, you'll see that most of them started from scratch, in fact all of them, that I can think of. They don't necessarily have an upline who's even working the business, so they don't have...they're not able to say, "Oh well my upline was so amazing and she just...she showed me every single thing, how to do it, when to do it, and all this..." That's just not the case. So you have to have this really strong why and of course you've heard the phrase, "A why that makes you cry," and that's what really keeps you going because things do get tough and there are times where you're going to be like, "I don't know if this is really going to take off for me," and so you have to really keep your focus on why you're doing this. And so for some of you that why might be financial-related; others it might be very purpose-related, and I think for everyone it's purpose-related. I really do. All of my coaches anyway, it's very purpose-related, but a piece of that might be that they also want to make sure that the work they're putting in is also going to help them help their family. In other words, pay off the house or help them become a stay-at-home mom and be able to quit their full-time job or whatever it may be, but it has to be something that's really strong and it also has to be something that you can find enjoyment in it. So, that's where purpose comes in because if you don't feel purpose in what you're doing, if you don't feel like you have this unique message to put out there to the world, you'll start to lose yourself because you'll start to see what everyone else is doing and watching what they're doing and trying to duplicate what they're doing and duplicate how they look, what they're doing, and all that stuff, and it completely, slowly starts to eat away at who you are uniquely and what you have to offer. So you have to keep it a really strong why and drive, but also your unique message and purpose behind it all and keep that really strong in everything you do. Filter it in to everything you do. So like do you have a team name yet? Even if you don't have any coaches yet, do you have a team name? Does your team name reflect the culture that you want to build and the message that you want to share with other women or men, whatever it may be? So really be thinking about that. I also want to encourage you to not settle. Every month I ask my coaches, "What is your goal for this month?" And looking at their goals and I love reading those goals and every now and then I will read a goal and I'm like, "Oh my goodness, she's settling. She can do so much more than that." It's not my place I mean to...because I don't know what's going on in everyone's life and I can't drag people into wanting to work this business. It's your business. You can do with

it what you want and that person might have something really major going on in their life right now and I don't know that. I don't know everything that's going on in everyone's life at all times. I can't. So I just wonder, "Is this person settling?" Because honestly, if you want to build this business and you're really serious about it, you have to be adding to your team every single month. You have to be achieving Success Club. You have to be doing your workouts. You have to be...and I'm going to go over these things a little bit too, but you have to be doing all the things and not that you'll be doing all the things perfectly, but you have to be aiming. You have to be aiming for those things. And so the other thing is when it comes to having a strong why and a drive, you really have to catch yourself when you're having those thoughts where you're negotiating with yourself and you're thinking, "Well, can I really do this and is this really for me?" And we've all been there. We've all had those thoughts where we think, "Maybe I can't do this now," or, "Maybe things have so much, I just can't do this." We've all had those thoughts. Same here for sure, but you have to catch yourself when you're having those thoughts and remind yourself that other people out there with less are doing more and it's true and it's really a matter of mindset. You have to have that mindset shift and it's probably meaning you need to focus more on your personal development and really dive into something that excites you and something that makes you feel confident and kind of puts you in your own zone. Okay, so number two tip is to trust the process. With this business, everything is delayed. So you might be putting out invites and you're doing your posts and you're doing your Instastories and you're like, "I'm doing all the things," and you have to realize...and we've said it before. I've said it a million times. There's a 30- to 90-day delay in this business, 30- to 90-day delay. So if you have been doing the legwork over the last few months, you can do follow-ups like a boss today and you will see huge success, more so than you probably realize. But if you've been putting in the work and you've been consistent and showing up, people are building trust in you. People are being inspired by you. You may not be hearing from them. In fact you probably aren't hearing from them. The average person is not in the habit of like continually uplifting other people on a regular basis especially on social media. A lot of times they just scroll and they take it in as something that they were to receive, but they don't know necessarily to give back. They don't know necessarily to tell you thank you and to be grateful. They assume that you're getting that from other people or they're just busy. So make sure that you realize that there is a delay in the business and you have to trust the process. With a lot of things that we all do, we want immediate gratification. So even in our fitness, think about, if we're really good eating for like a day, we're like, "Okay, why is it not showing up on the scale. It's like really annoying." But that's not how our bodies work and that's not how this business works either. You have to trust the process and I remember when I was new in the business and I was working my butt off and working a full-time job and being a mom. So doing all that stuff and that's enough in and of itself and then working this business on the side and I was working it hard on

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the side and I just thought, "How is it not showing up in my success?" Like I don't even think I'd made any sales or if I had, nothing to even like look at my paycheck and I just wasn't having the success that I saw others having and I was listening to The National Wake-up Call and it wasn't called that at the time, but it was called something else. But a coach had added thirteen coaches to her team that month and she was getting recognition for it and it was like...at that moment I was just like, "Okay, I have no idea. I have no idea how that's possible. I can't even fathom. Like I could not even fathom that that would be possible." But then I really listened to what she was saying and I started to think about what other people had told me: that it takes time and if you're really, really consistent doing all the things that compound over time, that people start to notice and people start to build that trust and people start to see you as the fitness go-to and it's at that point that you have to start putting out those invites and I wasn't really doing that. I just was expecting people to come to me and I think that's another really common mistake is we just think, "I'll just keep putting myself out there and surely people will just come to me. Surely if people are interested in getting fit or starting this business, they're going to let me know." They don't. They don't. They're afraid too. They're afraid to get started. They're afraid they might let you down. They're afraid they might say, "Yes I'm ready to commit," and they're afraid that they might not have been ready to commit or they're afraid that they might start strong, but then they might fall off track with their fitness or their coaching business a month later. They're scared. They're fearful and so they need your reassurance. They need you to reach out to them one-to-one and I didn't realize that at the time and that's especially true now. I think for a while there, a couple years ago, we got so focused on, "Put yourself out there. Put yourself out there," and I think we kind of led others to believe that if you do that, people will just come and they will show up and they do show up sometimes in likes and comments, but they don't necessarily tell you that they want to start a fitness journey too or that they want to start an online fitness business as well. They don't usually tell you that. The 99% of the people that I'm helping, I've reached out to them, but definitely my posts and being consistent has helped build that trust so that when I do reach out to them and when I do put out that invite and I do do that follow-up saying, "Look, you need to do this for yourself." When I do say those things, they trust me and it's because of that consistency, but you have to trust the process and realize that these things take time and that the invites and the follow-ups and the people that say, "No," right now are definitely not "right nows," and you need to follow up again in a couple of weeks or a month later. You really have to trust the process that we've been teaching you and you also have to have patience. It's not immediate gratification. It's kind of unfortunate that in this business we have Success Club and we have ranks and then we have our own Personal Volume, and these things are all numbers related and a lot of times we, ourselves, we identify, we measure our own success with those numbers and we think that is the only measure of our success. Just like it's common to measure your

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success with your fitness by looking at the scale and that's just not the whole story. Have patience and realize that the activities...if you are being consistent with the activities, those things will start to show up in your numbers. They will start to show up in your Success Club. They will start to show up in your rank advancement. They will start to show up in your personal volume and they will start to show up if you have a team, your coaches hitting Success Club. You have to trust the process and it is a process. This is not a business that gives immediate gratification. So you have to be okay with that and you have to have the patience. I mean so many other things that we've all done in our lives, whether it be getting a degree or raising a family of...so many other things starting in the corporate world and getting those promotions, so many things that we've ever done take time and take patience and this is no different. In fact, this actually does happen a lot faster than all those things which is great, but have the patience. And the other thing is with trusting the process, sometimes as you're doing these action steps, you're sending out your invites, you're doing your follow-ups, you're posting, you're doing the Instagram story, you're doing all these little things, sometimes you don't have the discipline to do those things. Maybe it's like Saturday morning and you're like, "Oh, I could actually get up at 6:00 am and get two hours' worth of work done before the family wakes up or I could sleep in until 8:00," and sometimes you choose one versus the other because you don't necessarily believe that those small actions that you do for those two hours are actually going to pay off, that you're actually going to build a big business with this and so that's why it's so incredibly important that you have a very strong belief system, that you look at those other coaches who have made it in this business and have become very successful and you just say to yourself, "If I want to have that kind of success, I need to do those things. I need to have the patience. I need to have the discipline. I need to trust the process." You may also need to hire some help. You have to be realistic. You have to have the discipline and when you have the discipline, part of that is you have to be disciplined to get organized. I'm not naturally an organized person, not at all, but I am a disciplined person and so I've disciplined myself to get organized, okay? Number three: you have to have systems in place because here's the thing, like I said, things can be going all smooth when it's convenient for things to be going smooth, right? But then what happens? Something major comes up in your life, something with a family member, something at work, something with your home, something major comes up, that's where everything can, if you let it, go completely off the rails, with your fitness and with your business and that is the point that deciphers the leaders or those who will become leaders in this business from those who will continually struggle and feel like they're climbing the mountain and falling, climbing and falling or as Patrick Realman recently said in a training, "You've got that up escalator...no, you've got the down escalator and you keep trying to run up it, run up it as fast as you can and the second you stop or you slow down, you just start to fall," and so the people who have become leaders in this business versus the people that haven't felt that

momentum yet, haven't hit that momentum, swing yet, it's really...it's a small, small difference. It's really small. It's not that they have a different personality. It's not that they're better than this other group. It's not that they have a better situation than this other group. It's not that they are younger, prettier, fitter. It's none of that. It is absolutely none of that. It's a mindset difference because the people who become leaders hit those rocky points, those tough points and they go, "Okay, but I can keep swimming through this because I have some systems in place or I'm going to put some systems in place so that I can still get my workout in. I can still drink my shake or my Performance Line. I can still get a post up once a day, just something real and authentic. I can still host a challenge group next month when probably all of this will have cleared up and I can still be talking about it now or I can still do a five-day challenge group. I mean challenge groups...I mean that's the other thing. Stop thinking about perfection and how everything needs to be so perfect. Do what you can. Do something. I mean there were times where life got crazy and I was like, "I need to do a challenge group that's literally two weeks long. That's all I can do and it's going to be Monday through Thursday. That's all we're going to post, Monday through Thursday, for two weeks." You do what you can to keep swimming through tough times. You have sneak peeks that you do maybe once a month, maybe twice a month. Schedule them even if no one shows up. These are systems that you put in place. They need to be like habit. They need to be like habit and you put them on the calendar and you're like, "I'm blowing through this, no matter what. I don't care if anyone's showing up. I don't care who's following. I'm like a freight train that doesn't stop." That's how you have to think of it. You guys have seen all the time where I've done posted a team group or trainings that flopped. I mean I do things all the time where no one shows up or things flop, all the time, almost on the daily, but I still plow through. I still keep going and that's what you have to do. That's the mentality you have to have and when you have that mindset, when you have that mindset, it brings you confidence. It brings you confidence. And lastly, with systems, you need to also make sure that you have a system of tough points with people. So maybe it's that you've scheduled posts to go in your challenge group. For any of you that have a challenge group, hopefully you know that you can schedule your posts in there. You know that with your team groups, you can schedule posts in there. You need to have some systems in place so that when things get tough, you are still showing up and don't get me wrong, none of us are perfect. I'm not perfect. There are times where I slip. I just in fact last night. I was supposed to go live in one of my groups and I just said to Matt this morning, I'm like, "OMG, I didn't even go live." I was like, "7:00 p.m., be there. I'm going live." Oops. Wasn't there. Okay? We all mess up, okay? So don't beat yourself up about what you did or didn't do. Just keep putting one foot in front of the other and keep learning. Like, "What could I have done differently? Duh, I could have put in a reminder on my phone and had it remind me every hour that I had that going live." It wasn't even on my calendar, so how did I think I was going to remember. So learn from your mistakes, but have systems in

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place because things ultimately do get tough at certain times and you have to be able to keep swimming. Any questions you guys? Tony says, "Thank you. I've been trying to do too much so I feel like I'm failing." Yeah, it is tough. This business is tough and there's so much you can do and there's only so much you can do and there's only so much you should do. So really when you feel overwhelmed you guys, make a list of everything that's floating in your mind. You're like, "2B Mindset, LIIFT 4, challenge group, five-day free group, adding to my team, inviting, watching that training, The National Wake-up Call." It can get crazy, right? So write it all down, prioritize everything, look at what you can do in the next few days. There's some things that are weighing on your mind, but really don't have to be done today, okay? So make a list of everything, prioritize it, and then look at your week, like your next week and make a to-do list for that. Put things on the calendar. Take a look at June. Put things on the calendar. So set time aside to get yourself organized, okay? Set time aside to get yourself organized and you're going to feel so much better. You feel like you're all over the place. And the other thing is...here's another thing is to have a success partner or a success partners because those people can help keep you accountable to what you want to accomplish and also make this much more fun. So it might be one person, might be just for the month of June, might be a couple people. You might co-host a group with someone because you might be like, "Oh my gosh, my June is going to be crazy. I need to co-host this with like three other coaches and then each of us just post twice a week in the group. Makes it so much easier, right? Think about what you have on your plate. What can you do? What can you get help with from other team members? What can you get help with from your family? What can you take off your plate in your life? When it comes to discipline, one of the biggest things with discipline is saying no to the things that don't move you forward, saying no to the things that don't move you forward. You're probably taking on so many other things that you don't necessarily need to do. Maybe it's time to hire someone to help clean the house so that on Saturday you've got three hours to work on your business versus three hours cleaning the house. Maybe it's time to ask a teenager in the house to help you throw out an invite to every single person that used a certain hash tag on Instagram. Think about all your resources. Any questions? "Yes to saying no," exactly, exactly. All right guys, well thank you so much for getting on and I apologize for the YouTube glitch. I'm looking over at YouTube right now and hopefully everyone made it over here. Thanks so much you guys. We'll see you next week and again, don't forget about all the LIIFT 4 information that I went over at the beginning of this video. So if you missed the beginning, please scroll back because there was a new announcement about Before LIIFT 4. So make sure you know about that. All right, thanks you guys. Have a great rest of your day. You're so welcome, Rosie.



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