

## Transcription of June 28<sup>th</sup>, 2018, Team Call “Building a Team”

[Beginning of Recorded Material]

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00:00:01 Jenelle: Hey you guys! Welcome to the Team Hardcore call. Today is June 28<sup>th</sup>. Thank you for getting on, whether you're watching live or you're watching the recording. By the way, if you are watching live, I've got you right here and I can see your questions and I'm so excited that everyone is getting on and I know you're super excited about this call as I am too. We've talked about building a team and recruiting a lot and I feel like we can't talk about it enough. It's something that is so scary and sometimes just avoided for that reason and yet it's so critical. Like if you're serious about this business, you have to be doing that and it's, oh my gosh, it's like so rewarding. It's a big part of our business. It's a big part of the reward and growth that you're going to have in your business and personally just being able to kind of get this down. So I'm really excited about covering this topic with someone who I feel is the best to cover this topic and I'm really excited to have her. So I'm going to introduce you to her in one second, but I want to just say, we're just coming off of Summit obviously, and for those of you that were there, it was so great to see you and to hug everyone and to get together and just the energy this year was insane, amazing, and I'm so excited already for next year. We've already booked it. I hope you have too. I posted in our team group that Sunday was the last day to get the \$130 ticket. I was corrected immediately by a whole bunch of people who are way more into details than I am and Sunday wasn't the last day to get it for \$130. So you can still get your ticket for \$130. Get it ASAP. I think someone said July 11<sup>th</sup> is the last day, but don't wait on that. And then obviously we had a whole bunch of amazing speakers at Summit and Bonnie Engle our guest speaker today was one of them and you guys, you have to search her Summit presentation on YouTube. I am going to put it on our training site as well. It is so spot on. So if you just search “Bonnie Engle Summit 2018,” I believe it comes up. A few people did record it and it is amazing. So definitely listen to that. It's about social media, specifically Instagram. So definitely watch that one, so helpful. And obviously there were announcements like Shaun T's new program coming out, Transform 20. I am so excited about that, 2B Mindset certification coming, the pumpkin spice Shakeology. I mean the crowd went nuts when they announced that. I'm a huge pumpkin spice fan so that was really big news. Obviously we've still got LIIFT 4 that we're all launching and it's not too late to get on board with that. If you feel like you've missed the boat, trust me you haven't. I mean the group hasn't even started yet. The official launch of LIIFT 4 really hasn't even begun because it's not even...we're not even close to October yet, so it's still all this huge amount of time that you can be getting people into that VIP early access. So you have a huge opportunity there. I'm probably forgetting something, so make sure that

you watch your breaking news in your online office. If any of those stuck out to you that you really want to research more, go to your FAQ, but definitely go to your online office so you can see all that's coming. Okay, so let's get into this topic. So our speaker today is Bonnie Engle and Bonnie is a Super-Star Diamond coach. She's also, get this, three-time Top 10 coach. That alone should have you like grabbing your paper and pens and get ready to take great notes with this. I've heard Bonnie speak many times and I'm always so incredibly impressed with her information and the way she speaks with such conviction and competence and she doesn't sugar coat it. She just says it the way it is and I really appreciate that. I really love that approach. So I know she's like Success Club Legend and Elite how many times, Bonnie?

00:03:59 Bonnie: Three.

00:04:00 Jenelle: Three-time Elite and she's not even been coaching that long you guys. So her success has really, really been incredible and an inspiration, so I hope that you'll take great notes and listen in really closely. She's also a mom, a new mom, and a wife and still made it to Summit and presented on stage. I mean that alone is like a huge, huge accomplishment. So with that, Bonnie, are you there?

00:04:30 Bonnie: Can you hear me?

00:04:33 Jenelle: And it's not presenting you. This has happened before. Let me see if I can figure something out. I'm going to go to my cameraman, my control room.

00:04:42 Bonnie: I can see myself in the big...

00:04:46 Jenelle: You can see yourself?

00:04:47 Bonnie: Yeah.

00:04:50 Jenelle: It's not showing on my end. You're there.

00:04:57 Bonnie: Am I here?

00:04:58 Jenelle: You are to me. There's a little delay. Let me see if they can see you. One second. Yep, you're there. You're there.

00:05:06 Bonnie: Yay! Thank you so much. I always love warm welcomes. They give me all the feels. I know that everybody is kind of recovering from Summit if you were there, so I want to do a little bit of a recap on kind of some of the things that I said. I did not know that it was already on YouTube, but I hate watching myself, so I probably will not search that. It's kind of like when you hear yourself on your answering machine for the first time and

you're like, "Oh my gosh, why do I sound like that? That is not me. There's no way. That must not be me." But seriously, such an honor to be on this call today. A while back I had asked Jenelle to do a video for some of my top leaders because I have so much respect for her. If you guys are on this team and she is her upline, wow. You are super, super lucky to be placed where you are, so definitely know that. And I know that you guys have all of the trainings that you could possibly think of, but I hope today to give you guys a little bit of a kind of snap chat of why I love this topic so much and why I love recruiting so much and basically why recruiting has changed my whole entire business. You know, in the beginning, when we first come into this business, there's kind of an organic evolution of a coach, right? When you first come in, you're really attached to the programs and the products which is how I believe it should be. You know you have a transformation first. You get really tied to what that's done for your life and kind of organically as a newer coach, we're really comfortable talking to people about that, right? We're really comfortable talking to people about Shakeology and the programs because we love them, because we know they work at the end of the day. When I offer a program or one of our products to prospects, I get excited for them because when I go to bed at the end of the night and I turn my lights out, I know that what I've gifted them, they can change their lives with. But what I see happening and truly what happened to me is I got into the business and I had done Insanity. I had done P90X. I knew Tony Horton. I was really comfortable with, "Okay, I know this company is good and real," and then I hit this point in my business where my coach told me, "Well you've got to build a team if you want to be successful," and I thought, "Ugh, what do you mean I have to build a team? I don't know anything about this business," and she said simply, "If you want to move forward, you cannot build a huge, successful, all these big dreams you have written down, Bonnie, if you do not offer the coaching opportunity to people." And I think I see this a lot with my newer coaches too. There's this mentality of, "Well how can I talk to people about this when I don't have a team or I haven't been a coach for very long or to be honest, I don't know if it really works because it hasn't worked for me yet," which is very common. So I want to talk to you guys about first how to get over that mindset and secondly, some sort of things that I talk to my new coaches about that I used in the beginning to kind of move forward from that mentality. So number one: if you're on this call and you've been a coach for longer than five minutes, you know more than someone who is not a coach yet. You know, I listened to a Wake-up Call a long time ago, I think it was last year, from Melanie Mitro, and she said, "Don't be a collector of information." In this business it is so different than a traditional business because sometimes when we get into this business, we say, "Oh I want to know everything and I want to research everything and what if someone asks me a question and I don't know the answer or I can't be a leader yet because I wouldn't know how to teach them how to do something and she said don't be a collector of information." In this business it's worth way more if you take action than it is if you know everything. So as soon as I kind of...my coach

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told me, "Okay, you have to build a team," I started researching the word, "leadership," which is like the worst possible thing that you can do because there was like all these videos about how to be a good leader and what to tell them and these packets to give your people if you're a CEO and what people look for in a leader and I instantly got super, super upset because I was like, "Well I can't be a leader. I don't know anything about this business yet." And then I came across this TED Talk from a really long time ago that talks about how bad leadership is actually good leadership and it prompted you to think about all of the people in your life who acted as a distant mentor. For me, it's people like Tony Robbins, Oprah. The story that always inspires me a lot is the owner of Starbucks and I started to think about all of these stories that I would YouTube, where there's really inspirational videos that have like the Sylvester Stallone montage from coming from rags to riches and the one key element of all of those stories is none of those people were set up for success and none of those people already had success before they got their success. I want you think about that. Some of the most inspirational people who motivate hundreds of millions of people to start something, to do something, to be more - nothing about them said success. And I started to think about this idea of leadership and I thought, "Okay, so basically all the people who have inspired me the most didn't know anything; they just started. They just started doing. So instead of thinking about it as, "I can't recruit people until I know X, Y, and Z," I started thinking, "If I can elicit this feeling in other people, if she can do it, I can too, then that's the only thing I have to really know about leadership." So I started changing my posts up after I saw this Ted Talk. And instead of talking about, "I'm such a good leader. I know all the answers. Follow me. Join my team and you can have X, Y, and Z training," I started posting about, "Hey, I don't really know all there is to know about this business, but what I do know is I'm going somewhere. Here's where I'm starting. Here's where I'm going. If you'd like to be a part of that with me, then let's go." And that did a couple of things for me. First of all, it completely took away that pressure of, "Okay, I don't know everything. I can't give them all the answers, so are they going to blossom with me? Are they going to be able to have a successful business with me or would they be better off with a more successful coach?" It automatically took that pressure off because I thought, "Okay, I don't have to know the answer. All I have to do is be the one who goes first." And I started looking at leadership as more of a, "Okay, I'm going to walk through the jungle with a machete and chop down these branches before these coaches," and if you think about success with our programs, that's all that really matters too. You know, all those stories that we just watched at Summit, the people who were in the Beachbody challenge to win the \$100,000 check, none of them said, "I'm so happy that I had someone who told me exactly what to do," and their coaches hadn't lost 100 pounds. That blew my mind. You know we always think about, "If I'm not successful, my coaches won't be successful." It's not about that. If you think about the Beachbody challenge winners, they didn't have someone up there who also lost 100 pounds before them. They simply had someone who said,

“Hey, this could work for you. I’ll check in with you. I’ll run with you. I’ll motivate and inspire you by always showing up, but I’m not going to tell you exactly how I lost 100 pounds,” right? That blows my mind and then if we apply that same thing to coaching, I want you guys to really think about releasing that mentality or as Jenelle said in the beginning, sometimes it can be scary. I want you to release the scared factor and really start to think of it as, “Hey, I don’t need to know all those things. All I need to do is know that I’m going to go first before them and I’m going to show up every single day,” and that’s really why we have the four vital behaviors and that’s really why one of the four vital behaviors is sharing what you’re doing every single day, right? So as this organic evolution of a coach, you know you start to think about, “Okay, I’m sharing the products. I’m hitting Success Club. Now I want to build a team,” another change and shift has to happen. After you have that mentality shift, you have to be sharing publically about the business and this is probably one of the more scary parts of recruiting, but for me, it’s one of the most exciting. You know when I came into this business, I didn’t have a ton of weight to lose. I didn’t have a huge outward transformation. For me, my transformation was more internal anxiety, depression, confidence, those types of things, but a huge part of my story is that my husband and I were in \$200,000 of defaulted student-loan debt and for me, the possibility of changing that circumstance in my life with this business was worth everything. Just thinking of, “Oh I have the possibility to possibly change where we are,” because if I didn’t join this business...I used to joke that I be gifting my student loans to my great-grandchildren when I passed away, which is not a funny joke, but that’s really how my life would be. So instead of thinking about, “I have to show these people success. I have to show these people I can make X, Y, and Z, or I have to show these people that I’m a Super-Star Diamond.” In the beginning, it was more about, “If this simple possibility that I could change that gave me a reason to wake up in the morning, imagine what that could do for other people.” Imagine if I started talking simply about, “If you join me, we’re going to lock hands and I don’t know if we’re going to get there, but I’m going to run towards it if you want to run with me.” I think we underestimate what it could offer another person leading that or feeling that.” You know if people are walking through life like zombies right now and I think sometimes we sit back on, “Well I know that the programs and products we’ve got to hide behind. I know the programs and products can offer something to people,” but you have no idea how much my life changed when I hit “submit,” on, “I want to be a Team Beachbody coach,” in confidence. I could maybe change how my husband’s and my life is going and just alone that feeling gifted me my life back. So what I want you to do is take out a notebook and whether you have been a coach for five minutes or you have been a coach for five years, list out all of the things besides any monetary value that coaching gives you. Does it make you feel a part of something? Does it make you feel new again? Does it make you feel excited to wake up in the morning? Does it make you excited that you could possibly change your life with this? And I want you every single day, if your focus is

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recruiting right now and building a team, every single day dripping one of those posts into your one to two posts per day. You know, are you providing the value of what we have to offer, just like I said on stage at Summit? Are you talking publically about and this is the third thing that I want you to think about, what your talking to people privately about? So the first thing was, we've got to change our mentality. Now we know that coaching can offer something to people and now we know that we don't need to have those accolades next to our name in order to offer it. And then number two, that we're posting publically about not just that programs and products and not just hiding behind that, but also what has coaching gifted you aside from money, aside from Star Diamond, from Diamond, from Emerald? You know people from outside the business have no idea what that means, absolutely no idea. They actually get more confused when you type those things. I had someone send me a message the other day that said, "You know I'm trying to decide between you and another coach. She's an Emerald coach so I really think that I would benefit from that better because I had read that that's the first really important rank in Beachbody," and it really opened my eyes to we don't need those things next to our name because no one has any earthly idea what it means, right?

00:18:01 Jenelle: That's so funny Bonnie. I had a similar thing happen to me. I was like 10-Star Diamond and she was like, "I'm so sorry, but I chose this other girl. She's a Diamond coach and I just really feel like she's got the leadership and the experience." I'm like, "Okay, that's awesome."

00:18:14 Bonnie: Right and it kind of blows your mind, but I had to smile at it and I sent her a message back that said, "You know what? That's a great choice. I'm super happy for you," and I just think at the end of the day how much pressure and stress I put on myself in the beginning of my business to achieve a certain rank because I thought that would help me build a team, but it's actually the opposite. If I could have filled myself with the confidence before I had those accolades, I could have spoke so much more truth into my messages. You know, we always talk about being a believer or like bleeding blue, but it's really being a believer in yourself, being a believer in, "I don't need those things in order to attract people. And then thirdly, you have to be talking about it privately if you're talking about it publically. So a lot of times what I find is my newer coaches are able to type up a post about coaching, but then they kind of post it and then run away. Like post it and hope that they don't have to look at their social media then for another couple of hours and then what I find is they're not actually inviting privately which is where all those seeds are planted. So it really...they work in conjunction with each other. If you're talking publically about it, you have to be talking privately about it and then, vice versa. If you're talking privately about it and you're not backing that up with those public posts, it can seem salesy. It can seem underhanded because it can seem like, "Oh, she's talking to me about this in a message and she's kind of trying to get me to sign up for this thing, but then I

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go to her profile page and she's not really talking about any of this," so are you backing up what you're saying privately in public? That's the third thing that I want you guys to think about. In the beginning of my business, I was prompted to write up a dream list. A dream list of people in my life who I thought would be amazing coaches and I typed up the list really quickly and I sent my coach like 20 or so names and then after I sent those 20 or so names, I ran away and I never actually messaged them. Then the craziest thing happened: about five of those people from that list from watching me, they were close friends from high school, ended up signing up with Beachbody, but not with me, from watching my journey and I...immediately I was like, "How dumb is that?" You know I was scared of what they might think of me, but then I missed out on this opportunity because they were scared to ask me because I didn't ask them. I reached out to one of them and I said, "Hey, like what is going on? I saw you signed up for the 21-Day Fix," this was last year, "and I saw that you were posting about coaching. Like, what's up?" And she said, "Well, you know, I've been interested for a really long time, but you never reached out to me so I just figured you didn't want me on your team," and I thought, "Ugh, my gosh!" I think it's interesting to put ourselves in other people's shoes who are watching us. We have no idea the confidence boost that it could offer people to message them and say, "Hey, just so you know, like you're on my list of people who I'd love to have on my team and I think you'd be great at coaching." Even just that tiny little seed. You don't even have to say, "Here's the challenge pack, here's the link." Like none of that. Just a tiny little confidence boost. You know I used to live in New York and in New York there are these agencies, recruiting agencies that literally, their entire job is to scope out people in these fields, in business, in the 9-to-5 world and place them with agencies that are looking for people. So their entire job is recruiting, not in network marketing, but just in the regular 9-to-5 world and I used to feel like a million bucks when I would get a LinkedIn notification from one of the recruiters that would say, "Hey, your resume matches up correctly with this company that's looking to fill this spot. I think you'd be a great fit. Would you be interested in moving companies?" And I would like get an adrenaline rush. I'd be like, "They want me. I look so great on my resume," right? And it's the same thing when we tell people they'd be great at this business, right? We not only give them a little confidence boost for their day which...I mean who doesn't love to be complimented, right? And that good karma will come back to you, trust me, and there's nothing bad that can happen, but then at the end of the day, when that person comes back around after watching you and it's the right time in their life, you don't miss out on that. And I always thought about...I heard Raina O'Dell say once, "If you don't ask them, I will because trust me, if you guys aren't asking your people, I will ask them." So, those are my three kind of initial tips for when I had to get out from behind being scared of inviting and then how I kind of transformed organically from posting about the programs and products, hiding behind the programs and products, and I say that with love, into, "I want to build a team and I want other people who want to do the same thing." Now, additionally,

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in the beginning, I would hide behind the discount because it's one thing to start talking about the business, but then it's another thing to say, "Hey, do you want to build this business with me?" And it was a lot easier once I first made that switch to say, "Well, you could sign up as a coach if you just wanted 25% off," and then when I built my first Diamond team, I all of a sudden looked up and had an entire Diamond team of just discount customers, not people who actually wanted to run with me and I would get super down on myself after I first hit Diamond and I would say, "You know I just can't find people who want to work the business. I'm just never going to move forward. How am I going to find people who want to be Diamonds like I did?" And I had a really hard time building momentum past Diamond and I was kind of stuck in this place of constantly replacing people on my team and then I realized it was 100% within the language that I was teaching them to think about the business. We teach people how to treat this business in how we talk about it. So if you are someone who's like, "Okay Bonnie, I've made the switch. I talk about the business all the time. I message people about signing up. I run sneak peeks. I'm casting my vision on my social media," but you're looking at your team and you're realizing that you don't have people who are like you who have these big dreams or they say, "Yeah, send me the training. I might be into it," and then they don't move forward. I'm about to drop a bomb on you. We cannot expect other people to treat this business differently than the way we teach them to in our conversations. So if that's where you are in your business right now, I encourage you to go back and look at maybe the last 10-20 conversations you've had with the past couple coaches who have signed up and look at the language you're using. Are you so desperate to get those sign-ups that you're taking the pressure off majorly? Like I used to be like, "Oh don't worry. There's a 30-day money-back guarantee and if you don't like anything at all within the first 15 days, seriously, just call this number. Here's the number. Here's the email. Here's how you live chat and send it all back and you'll get a refund. No harm, no foul." And then I was annoyed when people kept asking for the 30-day refund and then my husband actually brought this to my attention. He's like, "How could you possibly fault them for that? You basically pushed the 30-day refund in all of these conversations before they even signed up." So then I looked back and carefully sorted through all my conversations and I started to look at my language and I was almost setting them up to be discount coaches before they even had the chance to dream bigger, right? I'm setting them up to be a discount, saying, "No pressure. I know you don't have time. You can totally do this just for the discount to keep you accountable," and then as soon as they signed up, I was sending them an email that's like, "You're going to work 10 hours a day. You're going to be a business builder. Here's the training. You know it's three videos a day," and I was almost offended when they didn't message me back for two weeks. So let's take a look at our conversations. If you are on this call and I'm assuming if you're on this call, you want to build a team, you want to move forward, let's look at how you're teaching people to treat the business and publically as well. You



know are you talking about, “Hey, this takes hard work, but it’s totally worth it,” or, “Hey, this is definitely something that you’re going to stumble at first and it’s going to be hard, but we’re going to do it together and are you taking away that discount mentality language? Because I can guarantee you as soon as I started kind of making that language switch, all of a sudden I started getting coaches responding to my messages and people who were more in line with the vision that I saw for my team. So there was kind of this gap in my business between when I first built to Diamond and then when I started reaching past 2-Star. There was a year when I went from 2-Star to 15-Star in the same, I think it was, eight months and the change was my language. It wasn’t a change in, “Oh my gosh, all of a sudden I’m recruiting 50 people a month.” It was I was recruiting the same amount of people and bringing the same amount of people onto my team, but I was being up-front with them about how I wanted them to treat the business and how I wanted them to see the business. A while ago Michael Neimond from Beachbody corporate made a speech about a scientific experiment about rats and teaching these rats how to treat the mazes. You know they gave these scientists two groups of rats which were exactly the same, but they told the scientists, “This crop of rats is kind of dumb. So I don’t know if they’ll be able to get through the maze. And this crop of rats is really, really smart and they should be able to crush it.” And it was so interesting that at the end of the experiment the crop of rats that they told them was super bright did 100 times better than the crop of rats that the scientists thought they were not-so-bright. Same rats. No difference. Same parent. And it’s the mentality or the vision that we speak over our coaches, right? We don’t even have to say anything, but inevitably the scientists who were working with rats who they thought, “Eh, not going to make it,” so they were on their phone more. They were like, “Okay, were not going to win this anyway,” so let’s just put a piece of cheese in there and call it a day. So if you are looking at maybe the couple of coaches you have now thinking, “Okay, well maybe I told them about the discount and they’re not going to make it happen.” This is the other side of that coin. You know you have to believe in everybody no matter what. So if you’ve kind of used that language up until this point, what I would recommend doing is reaching out to those couple of coaches that you do have on your team and saying, “You know what? I know we’ve got a rocky start. I know you haven’t responded, but I really believe in you and I think you can make this work. Where is your head at with the business? What are you thinking about moving forward?” and kind of reconnect and plant some of those seeds or maybe you’ve forgotten to water them for a little while, right? So that’s the other side of that coin. So now we’ve got...okay, we’ve switched our mentality about recruiting, we know that...how to dribble a little bit publically about the business side of things every single day, building that list of people and then actually being the one that reaches out to them, because if you don’t ask them, I will. And then finally, as you’re having these conversations, what is your language teaching them? And after you’ve done that are you watering that mentality or are you kind of signing them up and then saying, “Okay, I’ve

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taught you this one way and you haven't done anything yet, so you're never going to do anything." People will surprise you in this business as long as you're willing to consistently water those relationships and those mentalities that you're gifting them. And then, just to wrap up, and I would be so happy to stay and answer questions if anybody has them, but releasing that fear of leadership or releasing that fear of building a team is so, so pivotal. So keeping that in your mind if you think about the mentors, the silent mentors in your life, that have had the most impact, it's typically not the people who have given you a step-by-step, here's-what-you-do. It's typically the people who are just doing it every single day and they have inspired you and motivated you. I consistently ask myself throughout the day when I'm having like a hard day or I'm frustrated with my team or I can see so much potential in them, but they're not moving forward and I think about, "What could I be doing for them right now?" And I think about the activities that I'm currently doing at that moment and I say, "If my team was doing what I'm doing right now, would they be successful? If a brand-new coach who just signed up on my team was doing exactly this, could they reach my success?" And 99.9% of the time the answer is no. So it's kind of a gut check that I have with myself every single day. The only thing that I could do to attract people more or have them be successful once they sign up is by doing the activities that I know they need to be doing because at the end of the day, my actions are worth so much more than my words and that is all I have for you.

00:32:38 Jenelle: Oh my gosh, Bonnie. That was amazing, completely gold and everyone in the comments is just like blowing up, so excited, and I just asked them, "Do you guys have any questions?" And someone said, "I always get stuck when people say they're interested because I word vomit. What do you normally say next when people say yes to an invite? I know what I normally say, but what do you normally say when people say yes they're interested? What's your first step?"

00:33:04 Bonnie: Great question. I just talked about this with my team the other day. Questions: you have to ask questions. So a lot of times what I find is someone will say, "Yes, give me more information," and then my new coaches will send 45 paragraphs of, "Well, Team Beachbody is actually..." Like total robot language. I ask questions about what they know. I say, "Oh my gosh. So excited for you. Have you ever done a Beachbody program before?" If they've done a Beachbody program before, "Have you ever thought about doing this at all or is this your first kind of experience with this?" And I will have a conversation with the information. That's different, right? It's different from just giving information and it's different from just starting a relationship. I will have a conversation with the information. So each time I give a little bit of information I kind of sandwich it with how to relate. If that person will come back to me and say, "No, this scares the crap out of me. I've never thought about being a coach before, but you make it sound so fun, so I'm totally in," I'll send a message back that gives a piece of information, but also

relates. "Oh my gosh, me too. I never in a million years if you had told me I would be doing this for a living would have said to you that this is what my career would be, so I totally get you there, but the best way for you to sign up would probably be to get started with a new program and Shakeology because as a new coach you're going to be wanting to talk about that every single day. That's how we keep our integrity intact as coaches. You know we are really a product of the product, which is a win-win for us. In the beginning when I first started thinking about it, I was like, 'Okay, if I could get results and help people and start my business, that would be a win-win.' So have you thought about which program you want to do next?" So there I related in the beginning. I related at the end, but I also gave them information and started to get their wheels turning about, "Okay, if I want to do this, here's how I would sign up." Does that make sense?

00:35:07 Jenelle: Yes, completely. That was awesome. And then another person is asking...Amber is asking, "If you can talk a little bit about your sneak peeks. First of all, do you still do sneak peeks? Some coaches are, some coaches aren't. And if you, a quick glimpse of what your sneak peeks look like."

00:35:26 Bonnie: Yes, I think sneak peeks are pivotal, at least for me in my business. I am a really big believer in, "Work smarter, not harder," and instead of trying to be perfect in every single conversation just like the last question and instead of trying to kind of seal the deal in private, what I do in every single conversation is I will direct them to my sneak peeks because I totally believe that there's power in community and when I get people into sneak peeks they see other people participating. They see other people asking questions that maybe they didn't have before and then I think there's a lot of power in them seeing me face-to-face and here's what I always do in my sneak peeks. I do live videos. So I do three live videos and wherever I have this conversation started, whether it be Instagram or whether it be in person or Facebook, I still bring them into a Facebook group because I feel like there's nothing that tops the capability of doing a live video. This way they can get to see that I'm a real person. They can get to genuinely hear me answer the questions and then what they don't know is actually saves me a ton of time because instead of answering all these questions privately which would take me so long I can take the crop of people and answer those questions genuinely live, face-to-face inside this group. So typically if I'm having a conversation about how to sign up and I run three sneak peeks each month, which is a bit much. I didn't always do that, but it might sound like a lot of work. It actually saves me a ton. I run two for myself and I run one for my team. So I do give my team the opportunity to invite to mine before they're comfortable running their own, but I do three live videos for three days. My first video is simply my story with Beachbody, what I thought before I signed up, how it changed my life, and where we are now. The second live video is common misconceptions and what we actually do all day as a coach and what their first 30 days will look like. And then the third video

is about what it costs to sign up, how to get started, what they get in a challenge pack, and what they can expect from me. And then the rest of the time is spent building relationships with them. So I'll ask them in a post in the team page, where they're from, what they're hoping to get out of coaching, things like that. So I keep it super, super simple and I try to do most of the work like I talked about in the beginning of this call, publically, privately in those messages, and then by the time they come into my sneak peek, they kind of have already half-way made up their mind about it and just need that extra little push, but that's how I kind of run them.

00:38:24 Jenelle: Oh my gosh, that's awesome. Thank you so much for sharing that because I know we didn't talk about that in advance and you just like rambled that off perfectly. When you go...now...so you don't upload a video in your sneak peeks, you actually go live every single time?

00:38:37 Bonnie: Yes.

00:38:38 Jenelle: That's amazing.

00:38:39 Bonnie: But if you think about it though, so my live videos are maybe five to ten minutes, that's five to ten minutes out of my day. Like that's no time at all. So originally when I was first like, "I'm going to go live all the time." I was like, "Um can I keep up with that commitment?" But now looking back, I'm like, "Okay, I can totally do five to ten minutes versus two hours answering messages."

00:39:04 Jenelle: Yes, completely 100%. I just am so bad about rambling, but yeah, that's perfect. If you can keep it short, that's just such a time saver. And then someone else asked...let me just scroll and I'll make this the last one Bonnie so you can get back to your family and your business. So, "Do you invite or do you feel your invites are more related to recruiting coaches or challengers and customers?"

00:39:29 Bonnie: Good question. I think that I go through seasons and I think it depends on where the business is. So for example, with the 2B Mindset launch, I had a crop of customers and I was having so much fun inviting customers because that was the program that I did after my pregnancy to drop like 22 pounds and naturally I was attracting more customers, but here's the interesting thing, when I talk more about coaching, I find my invites are more to coaches. So if you guys look at your social media, whoever asked that question, if you're posting more about a specific program, about health and fitness, then automatically your invites are going to lean more towards customers because that's what you're comfortable with, that's what people are seeing from you. But if you start to do the work mentally about, "Okay, I need to be talking more about the coaching opportunity," then it's almost like naturally you have more fun inviting to the coaching opportunity

because you've done the work up here first before you do that. Now, with this season of my business, I would say probably 80% of my invites have to do with the coaching opportunity because from Summit I'm super fired up. I want to attract more people and that's what has changed my life the most. So that's where I am at right now, but it definitely kind of ebbs and flows.

00:40:53 Jenelle: Yes, and I would say that's true for me too. I kind of grew up in coaching with more of a focus of recruiting versus...because we didn't even do challenge groups so...and growing up as a coach I wasn't like taught to invite to challenge group because we didn't do challenge groups, so recruiting was the thing and so that's really where I started too and that's really always been a focus of mine and it's just something I love because there's so much fulfillment in helping other women become successful in this because no matter what, whether you're a customer you're going to get fit and healthy, whether you're a coach you're going to get fit and healthy, plus have a business where you can be inspiring others to do the same. That to me is like...that's the bomb. So, okay, awesome. Oh my gosh Bonnie, thank you so much for all your time. I'm sorry we kept you so long, but your information is just gold and we respect and adore you so much. So thank you for all your time and just sharing with so much...you're so humble and just so much information. I mean I've got like tons of notes. So thank you, thank you for your help. We really appreciate it.

00:41:56 Bonnie: Yay! Thank you for having me.

00:41:59 Jenelle: Thanks you guys. Okay I'm going to get back on here. Okay you guys. Thank you so much for getting on. I hope you took as many notes as I did. I'm so fired up about this call. Make sure if...you were multi-tasking while listening, make sure you go back and listen again and take really great notes. I have like a gazillion stars next to so many things that she said and just so many aha moments. I know for so many of you, I'm seeing in the comments. Thank you for getting on and we will see you next week. Bye-bye. Thanks everyone.

00:42:29

[End of Recorded Material]