

## Transcription of July 12<sup>th</sup>, 2018, "Hosting a Kick-Butt Challenge Group"

[Beginning of Recorded Material]

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00:00:01 Jenelle: Hey there you guys! Welcome to the Team Hardcore training call. Today is July 12<sup>th</sup> and everyone is probably gearing up, I hope, gearing up to do a challenge group for the new LIIFT 4 program and I just wanted to make sure that you guys feel equipped and I know some of you have been running challenge groups for a long time and you know it, you get it, you know what you're doing, you've got your systems. Keep doing what you're doing. If it's working, keep doing what you're doing; however, I know we have a huge number of coaches where that's kind of a sticking point because you overthink it or you're actually spending way too much time on your challenge groups and therefore you can't really grow your business and that's a problem. So I want to go over just kind of like the best practices of running challenge groups so that you can continually grow your business, but at the same time be helping people get really effective results and see how fun coaching can be and how anyone really can become a great coach because it's all about really being there for other people, giving them accountability, cheering them on, giving them support, pointing them to resources. It's not about being an expert. It's not about being the fittest person who has the best tips or any of that. It's not about that. So that's great news because that means anyone who truly cares about other people and about their success can be a great coach. It's just like...if you think of great coaches in sports. Are they necessarily the best at that sport? No. They're great coaches. They believe in other people. They know how to hold people accountable. They know how to help athletes become their best. Same thing with us. That's what we have to do. We have to believe in others and support them. So with that, I'm going to go through best practices and I want to just say too that a lot of coaches will ask...a couple common questions are, "What if I only have like two people that get into a challenge group?" And by the way, I can see your questions. Hey Denine, hey Jobet, hey Deborah. A lot of people say, "What if I can only get like two people into a challenge group? What if out of all these people I ask only two people actually commit to getting Beachbody On Demand or getting a challenge pack or getting something from my business? Or what if no one commits to buying a program?" So these are all common questions. Number one, I want to say that I've held challenge groups with just two people in them and there was one challenge group where I just had two other women in it and myself and it was seriously...I'll never forget it. It was one of my favorite challenge groups. Like we completely bonded. Those two women ended up joining as coaches. I've never had a challenge where everyone in the group joined as a coach, but because we had such a great bond and we had a great time and all three of us got great results. I mean it was great and it was...and it wasn't even when I

was a new coach. It just sometimes happens with the timing of things or if you didn't start inviting enough people early enough or lots of different things can come into play for the reasons you had a small challenge group, but it happens and it's okay. So first of all, don't get worried about that. Secondly, it's not only people have to buy a challenge pack to get into your challenge group or maybe you do require that, but let me just be clear: you don't have to require that. That's completely up to you. Every coach is different as far as that goes. You could require that as long as they have like one common way that I've said it is, "Any investment of a product or program from my business makes you eligible for this complimentary virtual boot camp," okay? So hit pause on that and rewind if you need to hear that again because I don't know if I can say it again. But that's kind of how I phrase it. In other words, I just want to make sure...and I explain this to them... "I just want to make sure that you're going to get results and if you tell me, 'Hey, I'm not going to get a Beachbody program. I'm going to do anything from Beachbody On Demand. I'm not going to follow any kind of Beachbody meal plan. I'm not going to drink Shakeology. I'm going to just come and do my own thing and join your challenge group,' then I don't know if my challenge group is going to help you," and I'll just say that honestly because, "I don't know if what you're doing is going to be enough to see a change and I want you to get results." So that's how you can approach that and really it can be that they get Beachbody On Demand. It could be...and you have to address their needs. Some people say to me, "Well what do I want them to get? Do I want them to get Beachbody On Demand? Do I want them to get Shakeology? Do I want them to get a challenge pack?" You want them to get what they need. So you have to ask, "What do you need?" You have to ask, "What are your struggles? Is it fitness? Is that what you're struggling with? Are you struggling with nutrition?" And if they say, "I'm really struggling with fitness." "Okay, so let's talk about that. Do you work out at a gym? Do you like to work out at home? Do you work out at a gym, but the reason you're struggling is because you can't get there often enough during the week?" Like figure it out. Act as if you're a consultant, okay? Because that's what we have to do. We have to continually ask the right questions to find out what are their needs because once you know their needs, the right suggestions flow naturally. The right way to point them flows naturally because you're connecting solutions to their needs and that makes sense. So am I going to tell any of my coaches, "Make sure you get the on Shakeology"? No. I'm going to say, "Make sure you listen to their needs. Figure out what it is they need. Do they need Beachbody On Demand? Would that be a really good option for them?" For most people it is because there's thousands of workouts to choose from. If they don't like 21-Day Fix, maybe they're going to like Piyo. You know what I mean? Like that's such an amazing deal right there. So yeah, I mean a lot of times Beachbody On Demand is going to be the answer, even for someone who likes to work out at the gym. A lot of times an issue is time, that they can't get there every single day or enough days. So being able to have that back-up plan, to work out from home, three or four times a week is

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huge. And then we talk about nutrition. I'll be like, "All right cool. So we've got the fitness thing down. How's your nutrition? What's going on with your nutrition? Are you craving sweets? Are you overeating? Are you undereating? Do you not know what to eat? Do you not know when to eat? Like what are the issue?" Then I've got information once I've heard that from them whether I can suggest will Shakeology be something that would help them? Would one of our meal plans be something that would help them. So really addressing needs, okay? So it's completely up to you what you require for people to get into your challenge groups. Another common question is, "Should they do it on Facebook or should they do it on the Challenge Tracker app?" Totally up to you. I think there are pros and cons to both. I like them both. I played around with both enough where I prefer Facebook now only because I'm already on Facebook to run my business for so many other things and it's just right there. I check my challenge group about once per day. That's all you really need to and I'm going to go over all of this, but I schedule my posts so that my posts are scheduled. You can schedule them right within Facebook and then...so I schedule my posts to go up in the evening and you can do this any way you want, but I schedule my posts to go up in the evening to say, "Hey, how'd you finish your day? How was your nutrition? How was your workout? Here's kind of like a tip of the day from me." So I do that when I post at night and in the mornings when I wake up and I have my morning time, that's when I check in the challenge group. I see how they checked in. I cheer them on. I answer their questions. Just letting them know you're there for them. So you just need that one check in per day. I often hear of coaches that are doing so much in their challenge groups like devising meal plans, which you shouldn't be doing and creating new workouts and like just a ton of stuff that is awesome, but you guys, if you do that you won't be in this business long because you can't be spending all of your time in a challenge group and you don't need to be. You can have an awesome challenge group where they love it and they get amazing results with even just one post per day and one check-in per day. Now if you want to do more, that's cool, but only if you still have time to be building your team and training your team and doing quality posts and doing Instastories because there's lots of other things that go into your business that will make it successful and I have found that some coaches that spend too much time, like the bulk of their time on their challenge groups and especially free groups, they aren't here in coaching a year or two later because they're like, "I don't know what happened, but my business just wouldn't grow and I spent so much time on it, but it just wouldn't grow," and I'm like, "Well I know what happened. You just focused on one portion of your business." And that's not to downplay challenge groups because it's a huge part of what we do, but you have to just make sure that it's a part of what we do. It's not the entire thing. Okay, so I'm looking to see if I'm getting any messages that you can't hear me. It looks like you can, right? Rosie's there and okay. All right. I had a great question from Jennifer. So I hope I'm not freezing or anything, but Jennifer asked, "How do you run a challenge group with so many different programs. Like if you're

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running a generic challenge group," let me back up for a second. A lot of people ask do I run a generic challenge group, like a boot camp, and by the way, "boot camp," seems to be more appealing to people than "challenge group." They're like, "Challenge group?" Boot camp I think is more appealing, in my opinion. Like a virtual boot camp or give it some other name. I have lots of different names for my different challenge groups, something that sounds fun. Remember, we're in a business; we've got to market things, right? Make it sound fun. If you just say, "Join my challenge group," they're like, "Huh?" So give it a fun name. So some people say, "What if it's generic?" Like they can choose any program they want to do. Or, "What if it's program specific? And if it is generic, how do you know how long to run it because some of the programs are 21 days and some are two months and some are 80 days, so like how do you do that? How do you handle that?" Of course it's up to you. The way I run mine and I've continued to do this, right or wrong. Any coach you listen to, any successful coach is going to say something different, so you kind of have to figure out, "What makes sense for me? What feels right to me?" What I do is I do a new challenge group every single month, okay? So I usually run mine 21 days. Sometimes I'll run it 30 days. I look at my calendar. So I'm going to give you steps to planning a challenge group and one of them is to look at your calendar and look at what's going to be your start date and your end date. I look at my calendar of activities and when I can be present with this challenge group and if I know I've got something big coming up and I'm like, "Gosh, I'm going to need to cut this one to like 20 days," then I'll do that. You know, I'll say, "The start date is this date. The end date is this date." I've never had anyone say, "I was going to join, but I thought it was going to be 21 days and it was only 20 days." No one is going to do that, right? So really look at your calendar and figure out what makes sense. I think it always makes sense to start a challenge group like on a Sunday or a Monday or a Tuesday. I actually like Tuesdays because everyone is so busy on Mondays or I'll do Sundays. And then I like to finish mine usually on a Saturday or sometimes on a Friday. Sometimes it's hard to finish it like on a Monday because they've just finished the weekend and sometimes they don't do so great on the weekends and they're like finishing not on a great note, so really look at the dates, okay? So 21 days might not work perfectly, so make it 20 days, make it 18 days, maybe it's going to be 30 days. I've done several where I'm like, "Actually 30 days makes sense for this one." So I started a new one every month and I just say, "I'm coaching you through it for these dates," and I'll have people in there that started the program a week early and I'll have people that get into my group on let's say July 5<sup>th</sup> or something and they're actually not going to start until they come back from their vacation on July 8<sup>th</sup> and I say, "That's fine. Just check in while you're on vacation and let us know how you're doing with like your eating, but we understand you're going to make splurges," like just so they have that awareness. So I'm a very like go-with-the-flow, non-structured type person so that's the type of people I attract and people that are super, super structured and like that, they probably don't like me. They would probably

like you if you're structured like that. So you've got to do what makes sense to you and so I say, "Look, I'm going to hold your hand daily through these 21 days or through these 30 days or whatever it's going to be, but I'm hoping to give you confidence, tools, and resources and tips and support that's going to help you continue and I'm always your coach. So it's not like after this is over, 'Bye-bye.' No, I'm always your coach. You can message me anytime and in fact, if you have bought a challenge pack or Shakeology on home direct or any of those things, you can be in any of my challenge groups. So you can just join the next one." So at the end of all my challenge groups, I say, "Hey, the next one is starting in five days and here's the link and you're all invited." Usually they're all invited. I just like to start a new one every month for a few reasons. Number one: it feels fresh each month. Like it's a new name and I usually have a new focus with each one. It might be a more of a nutrition focus or it might be more of a cutting sugar focus. It might be more of a lifting focus and we are usually all doing the same program, but not always. So that way I'm not weeding anyone out. So if someone's like, "Yeah, I really want to be in your virtual boot camp, but I just don't want to do LIIFT 4 because," I don't know why. Let's just say they said that, then cool. They can pick something else and be in that group with us because every day in that group, I'm just going to ask, "How is your nutrition? How is your workout? And here's my tip of the day?" And I'll just...I might not say it like that, but like I'll talk about something each day whether it be mindset or cleaning out the pantry and having food out of sight, cutting out sugar, maybe a new product I've tried, or whatever. So I'm always going to give value in each post and it doesn't need to be long, okay? And I'm going to show you guys where you can find the online challenge group post guide so you can use that as your template and just choose those posts and then filter in your own and also, I have my sample challenge group posts. I think I put it in the Coach Success files. I also have it in my personally sponsored coach group. I have it in the files section there. So you can completely copy anything I've done although it's real simple you guys. What you're posting on your social media, you can recycle and use in your groups. So I'm going to show you in fact before I even get to my PowerPoint, assuming you guys can... "Do you let them rollover into your next month's group, the ones that were in your group the month before?" So Alicia, yeah, I invite them to the next one, but some of them are like, "Hey, I'm good. I'm going to be going on this trip and I just want to...I feel good where I'm at right now and I just want to continue on my path, so I'm not going to be in the next one, but I'll join you in a couple months," or something like that. So not everyone joins the next one. Some people do, some people don't, some people do like two in a row. So when I do a challenge group, I save all my posts into a template. So at this point, now that I've been doing this for so long, I have like four different 21-day templates. So I can just copy and paste and of course I'm always weaving in new posts and new information and new stuff that I learn and want to share. So I'm doing that, but at least I have something to start with so that every month I'm not like, "Oh my gosh, like this is a lot of content I have to create." I really pull

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from things that I've already used on my posts in social media and I might rework it a little bit. I might reword it a little bit and make it geared towards them because even though they follow you on social media, they certainly don't see all your posts. I know they don't, even my own posts. I'm like, "Oh yeah, I remember that post," barely and it was mine. I wrote it. So yeah, don't worry about that. Okay, so let me show you a little screen share, all right, because I think it's always good to have a visual of one of my groups and here it is. One second. Okay hopefully you guys can see that. Is it going to let me scroll through it? It's not letting me scroll through it. That's useless. Hold on a second. Give me a second here. It says I'm screen sharing. Okay. Hopefully you can see this. So each day at the top I say what day it is because posts can get out of order, you guys, especially when people are commenting all over the place and so with this one I just said, "Happy Wednesday. When you check for tonight, let us know how your workout and nutrition went," and so I just ask them a question. "How do you feel now that you're working out regularly?" So I just...you know, and I include a picture. Now this is not a picture that I did specifically for the challenge group. This is a picture that I already had done on my social media. I'm not sure if you guys can see me scrolling. Oh you can? Okay. And so I'm not going to show you people's comments because that's not fair to them. I did a little Shakeology recipe, but again, I said, "Happy Thursday. How was your workout and nutrition today?" So they're supposed to report in every day underneath my post. Now you can set your settings. I'm going to show you the settings. Here's a Friday. So this one was about protecting your positivity. You can set your settings...I'm going to go to the main part of the group, so that only you post or you can set it so that everyone can post. It's completely up to you how you want to do that. I'm waiting for this to load. I don't know why it's being so slow. But under here where it says, "More," you click that, "Edit Group Settings." By the way, this right here, which was made by Hannah, is done on Canva.com. C - A - N - V - A.com. They have lots of different pictures that you can use and really cool way to make a banner. So in your settings as you can see, you can change the web and email address. So if I want to change the address, see here how the link is Facebook.com/groups/leanforspring, okay? So I named it that. Otherwise it would just be a set of numbers. That way if I'm texting it to someone, real quick I can text that in and remember what it was and here's where I would change that. Okay, now also who gets to post in the group? Posting permission. So the way I run mine is that I'm the one that posts and everyone posts beneath it. You don't have to do it that way. It's completely up to you. Some people like it where anyone in the group can post and that's great too. I just found over the years, I definitely had some challenge groups where there was one or two people that literally posted every two hours and everyone else was annoyed. And I had that happen a couple of times where I was like, "I think I'm just going to do it where I post from now on." That way it's not awkward for me to have tell that person, "Look, we're super excited about your enthusiasm, but you're posting too much." So now I just post and then they post beneath it. So this was my last

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post of the group, "You did it! It's Sunday. This was the last day," but they all post to check in underneath the post. So I hope that helps. So I'm going to go back to this. So here's the online office and as you can see, if you click, "Grow My Business," in your online office, and then "Challenge Group Tools," it takes you to...it seems like everything is moving in slow motion. Are you kidding me? It's going to do that. Okay, if you click on, "Challenge Group Tools," it'll give you challenge group guides. So if I wanted a guide for 2B Mindset challenge group or LIIFT 4 challenge group, you click on that and you would see all the different...I'm not going to do it because it's going to make me sign in, I'm almost positive. Yeah. Well, maybe I had already clicked on it here? Yeah, I did. Okay, I'm prepared. Are you kidding me, Rosie? You guys are seeing me right now? Hold on. I'm so sorry. That's really a huge bummer. I wasn't even smiling. Hold on. Sorry. Let me find me. Dang it. Okay, hold on. I want you to see this. I really want you to see this. Seeing me. Sorry. Thank you for letting me know. Hold on because I want you to see this. This is important. I'm just going to...I know you can only see me right now. Hold on one second. I want this...sorry, sorry. I hate it when these things happen. That's not going to work either. Okay, I'm getting there, getting there. I'm getting there. Hold on. I want you to see this. This is really important. Now you should see it. Okay. So I clicked on the "Challenge Group Guides," under, "Grow My Business," and then I clicked on LIIFT 4 and so look. It gives you day by day what to do in the group. Here's day one: prep week. So it even gives you a prep week, you guys. How awesome is that? So this is each day. All right. So that's all I wanted to show you that that is all there. So there's no excuse. If you're over-thinking it, copy each of these and schedule them in your challenge group, okay? And if you don't know where to schedule them, just click around, you're going to find it. When you do the post, you'll see that right beneath it you can schedule it. Just ask if you can't find it. Okay, so let me get back. Now I want to show you my PowerPoint real quick because I literally worked on this until two in the morning last night. Yes, true story. So I'm going to show you my PowerPoint, okay? That's all there is to it. Okay, okay. I want you to probably just take a screen shot of this. Yeah, I have lots of technology, technical glitches, and I'm actually pretty tech-savvy. I just have lots of issues when I'm live. Okay, so pre-challenge group stuff, all right? Take a screen shot of this and just ask if you have any questions. I think it's all pretty self-explanatory, so I'm not going to take the time to go through everything, because I don't want to take up your time to go through self-explanatory things. Take a screen shot of it and then if there's anything that you don't understand, please, please, please just ask. Okay, so that's what you need to do, pre-challenge group. You have to have a start date and end date. I've had people say to me before, "Should I invite people to a challenge group and see how many are interested and really go through those conversations and stuff and if I have enough interested, then I'll set a start date?" No. Set your start and end date now. Get your group like name figured out. Get your banner up. Get the group created. Like pretend there's no plan B and go into those invites with a set group that you're inviting them to because if you

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don't have all these things set, then they're going to sense that. They're going to sense that it's not a big deal whether they do this or not and it is a big deal. It's going to really help them. It's going to change their life possibly. It is a big deal, so don't just like think, "Okay, I'm going to invite people first and then I'll figure out if I'm going to actually do one." Wrong. If you need to extend the start date, that's fine. You can do that. If you're like, "Okay, I was going to start it on Monday, but I only have one person so far," ask that person if they're fine with extending the start date maybe one more week. You can work with them until then and do that. Okay, "Challenge Group Best Practices." Number one: you need to have pre-group prep posts, okay? So a post asking for their introductions and I have a sample one for that. Wait...there it is. I think these are out of order. No they're not. So you need to have introductions, maybe put in a shopping list. These are just like optional things. You don't have to do them. Especially if it's like one of your first challenge groups. You don't have to have like a bunch of recipes loaded up in there, shopping lists. You don't have to have all that, okay? Even if you did just one prep-week post or went live just once saying, "I'm so excited you guys are doing this with me. I don't know about you, but I'm cleaning out my pantry and I'm letting my family know that all the stuff and all the crap is going to be hidden and out-of-sight because none of us need it," like go live if that's your thing or do a post. You don't have to do all these crazy amazing things to prep your group, but if you want to, those are just a few ideas. You might want to explain to them where to find their workout. Although they bought a challenge group [pack] or maybe they bought Beachbody On Demand, they may not really understand how to access it from their phone, from their t.v. if that's where they want to do it or from their laptop. A lot of people don't even realize they can just go to [beachbodyondemand.com](http://beachbodyondemand.com), like they don't have to use the app. So really explaining to them all the different ways they can use Beachbody On Demand and where to find it. And again, for any program sample challenge group post, you can go to, "Grow My Business, Challenge Group Tools, Challenge Group Guides," and select the program you want. Okay, secondly, let's talk about your daily content. Like I said, it can be program specific or it can be themed. Now what do I mean by themed? Themed means like Motivation Monday, Tuesday Transformation, Water Wednesday, Thirsty Thursday, oops, that's redundant. Don't do that. Flex Friday, Selfie Saturday, like you could do it themed like that. That's a really simple way, especially as a newbie coach and you actually assign points for them reporting in on those different themes each day. Like maybe Motivation Monday they have to post a motivational quote that's helping them through this week, you know? Maybe Transformation Tuesday, maybe it's their own transformation their own transformation that they had years ago and they want to get back to it. Maybe it's someone else's transformation that has inspired them and you want them to post that below as well as always checking in on how they did with their workout, their intensity, what workout was it? How was their nutrition that day? Like they should always be checking in on those things, in my opinion. Here's a sample day zero post.



You know we talked about like prep week or at least one post before the group actually starts. So you can completely copy this if you want. There's nothing amazing about this. It's just basically asking for them to introduce themselves and tell us what you're doing in this group and kind of letting them know what to expect, that I'm going to be posting around 7:00 each night asking how they did, very simple. Keep it simple. Don't over-think it. And again, schedule your posts in Facebook, you guys. Otherwise everyday you're going to be stressed out and these challenge groups on a long-term basis are going to be really stressful. If every single day of your life you're having to think up all new content and all new mind-blowing ways to motivate people when really what motivates people is just knowing you're there, you showing up every day and in order for you to show up every day, yes, it's okay to have a template of posts that you know help people, things that you've written in your own words and have them scheduled. Last night our dog is sick and I would have been so stressed out if during that I needed to be thinking of a post for my challenge group. It was such peace of mind knowing a post is already going up. I'm going to look to see if you have any questions. Yes, if you're using the post from Beachbody that's just a guideline. Change it up to be your own words. If you say, "Girl," or if you say, "Dude," or whatever, talk like you talk, okay? Because if it seems scripted and none of the pictures are of you, it's going to be a really boring challenge group, I'm just saying. You have to let them get to know you and you get to know them. If everything just looks scripted and like it's from Pinterest or from Beachbody and from corporate, that's going to be really boring and they're not going to feel like they connect with you. They're not going to know who you are, okay? So talk about your struggles and real-life stuff, okay? Those challenge group posts in the back office are just to use as a template. Definitely, just use the as that. "Do I have an on-going community of all my graduates, like a hub where all prior challengers are?" Great question. A lot of coaches do that. I think that's great. I don't have that, but not that you shouldn't. I just know personally that I can't spread myself too thin and I don't trust myself to be present in that group enough because I also run a free group and so what I do is if someone wants to be in my...after they've graduated one group, of course they can be in my next group, you know? So that's another reason why I don't have a hub after they graduate one group because they're welcome to just come into my next group that's starting in like five days or whatever. But I also have a free group that I continually put people in that group and every now and then when it works in my schedule, I'll run a three or five-day free group of some kind. Like I'll...a three- or five-day challenge of some kind. So maybe it's a five-day sugar buster, but I do that based on my schedule. Some coaches do it every month, at the beginning of every month. You have to figure out what works for you. That is a good, structured way to do things, to run a free five-day challenge at the beginning of every month and then a regular challenge following that so that way people in the free five-day one get invited to and feel excited to be in your next real challenge group where they're going to see real results and make

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real changes to their habits, okay? But I'm just being honest with all the training I do and my team and all that kind of stuff, I feel like I'm spreading myself too thin, so I don't do that, but that doesn't mean you shouldn't do that. Guys, definitely don't just do what other coaches are doing because they are in a different place in their business. You have to figure out what makes sense for you right now. And someone says she has...so I think that's Rosie, "I have that kind of community and I run my challenges in there." Totally up to you, you know? If that's what works for you. If what you're doing is working, then definitely stick to that. No coach does it the same. This is just one example. Go live, be brief and be bright. So that's another best practice of challenge groups is to go live in your groups. Maybe it's a time that you have a giveaway. Maybe you let them know, "Hey every Friday night, I'm going to go live and I'm going to do a drawing." So that's what I do in my free group. When I do a five-day challenge in my free group, I usually will start it on Monday and on Friday night I let them know that I'll be going live giving away something as a drawing from that people that were participants in the group. So only if they were actively engaging in the group. So when I say that at the beginning of the group, that gives them incentive to want to engage. They want to engage each day on my post because they know on Friday I'm doing this giveaway for a cute t-shirt or whatever and the only way they're going to be in that drawing is if they're actively engaging each day in that five-day challenge. Does that make sense? Okay, go live, be brief, and be bright. So when you go live, you don't need to plan out some [no sound: 00:32:47-00:32:58] that's a big one, smile. Next, ask for a daily check-in on their work on eating. So that's just kind of a best practice. So whether you're running a group where you're the only one that posts or everyone's allowed to post, either way, there should be a time where you're holding them accountable. That's why I do it where I'm the only one that posts and they post beneath it. That way each day I can look at who reported in and I can see, "Okay, three people reported in and I know I've got twelve people in this group, so there's several people that are not reporting in," and I can reach out to them if that happens often where there's a certain number of people not reporting in. I can reach out to them one-to-one, say, "Hey, I just noticed you're not really engaging in the group. I want to make sure everything's okay." That way I can see that. Whereas if I have everyone posting I can't necessarily keep track of who's posting and who's not. But if you're using the Challenge Tracker app, that does track all that for you. I started talking about that in the beginning and then I forgot, but the Challenge Tracker app is definitely an option and that is one of the pros. You can see who has reported in on Shakeology and who reported in on doing their workout and it's a great way to pick a winner based on participation and even results and that's how I pick my winner of my group. It's based on group participation, percentage of body weight lost and in total inches lost. Those three things determine the winner of my group. So participation in the group, percentage of body weight lost and total inches lost. So that way...and I say that right in the beginning of my group so that way they know that participating in the group is part of

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being in the group and it's going to help them be in that eligible to win and I usually have two or three winners, but that's just me. You can do whatever you want. Challenge group best practices. Next is engagement and support beats expertise every single time. You guys, one of my very worst challenge groups was when I had spent so much time researching every single post that I was going to do in that group to make sure it was like expert advice and opinions that I had researched and studied and the best YouTube videos I could find out there and just like amazing content. Like I learned so much from all that research I did for that challenge group, but guess what? It completely bombed. No one cared. What they wanted was my attention and I didn't realize that. I thought they wanted expertise. I thought they wanted to come out of that group feeling like they could be a nutritionist and they could be a personal trainer and I thought that from feeling that way and having all that knowledge that they would have amazing results and nothing could have been further from the truth. They didn't care what I knew until...people don't care what you know until they know you care and that is so incredibly true. So my very next challenge group I thought, "Well screw that. I'm just going completely be there for them." Like the content is secondary to the engagement. I want to tell them my struggles. I want to tell them my successes. I want to tell them...and I'm going to ask them, "What are yours? What are you struggling with? What is your spouse saying about all this? What are your kids saying about all this?" Like I want to ask them what's going on and talk to them and that challenge group was awesome, one of my best. So...and I've found that ever since then. Engagement and support beats expertise every single time. That's why anyone who really is a good person and cares about themselves and others can make an amazing coach. It's not about being an expert. "How do you get body percentage?" So you look at the amount of pounds that they've lost compared to what they weighed beforehand. Now I tell them they can...when they do their before pictures and their measurements and their weight, they can post it in the group underneath that first post, but they certainly don't have to. They can submit it to me privately in a message or they can submit it to me privately at the end of the group and say, "Here's what my starting weight was. I lost five pounds." That way I can do the math and calculate, "Okay, 5 pounds on someone who weighs 200 pounds is not the same as 5 pounds on someone that weighs 130 pounds." It's just not the same percentage. So I look at the percentage of body weight lost and then I look at total inches and I look at participation in the group. It's not exact science. There's no doubt about it and that's why I usually do two or three winners because I usually can't decide. Okay, so challenge group best practices, lastly, are there prizes and giveaways? I, like I said, you can do one final winner. I usually do more than one just because I can't decide and you could do one like prize or giveaway per week. It could be based on participation. You could do fun like little challenges. Years ago we had done like a plank challenge. Some of you do live Zoom workouts with your group. You could do some kind of live Zoom workout with your group or like a plank challenge. Who can hold the plank

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the longest? There's lots of different things that you can think of. The sky's the limit. The more fun you make it, the better obviously, but again I don't want it to stress you out or take up too much of your time, but if this feels natural to you, by all means, do it. You might say, "Okay, every Sunday night I'm just going to do a drawing and I'm going to post in the group who one," or maybe you're going to go live and do it. I've gone live in my groups and actually had Matt, my husband, involved with me and drawing the names and that was fun just seeing us together and laughing. You've got to just do what feels right to you, but don't stress yourself out. If any of these things I've mentioned you're like, "Well, I don't know if I could do it that way," or, "I'm worried about that." Do what you can. Just start. Just do something and you will get better and better the more you do this. So any other questions? Someone said you lost me. Uh-oh. Good, I'm back. Okay good. So, I'm going to come back on screen. Hopefully you can see me. Ooh, I was close to the screen. All right, so I hope you guys got all that and if not, let me know if you have any questions. I don't want you to over-think challenge groups. I don't want it to take up all of your time. You need time for your family and you need time for your life and you need time to work the other parts of your business. So make sure that with challenge groups you just start. Start doing something. You'll keep getting better the more you do them. You'll figure out a system and you have to figure out a system that works and at the end of every challenge group figure out who made a really good challenger, who would make a really great coach. So one question that I ask at the end of my challenge groups is, "Tell me where you are at this point. Do you want to...are you good? Are you wanting to just continue on your journey? Like do you feel equipped to just continue on your journey and let me know when you need help?" Or two, "Do you feel like you've gotten a good start, but you want to be in my next challenge group and you want information about that?" Number three, "You feel really inspired and other people are inspired around you, do you want information about becoming a coach, even if it's just for the discounts on your Shakeology?" So I ask that question in there, but I also individually message people and say, "Hey, just so you know," and obviously the people I think were stand-out, I say, "Hey, you are a complete stand-out in the group. You're always supporting others, you're always so complimentary, you're always an encourager for others. You would make such a great coach and I know you've said to me before that this commute that you're doing, an hour each way every single day and not getting home until 7:00 at night, is crushing you. Have you ever considered becoming a coach so that someday you don't have to do that?" So you just have to figure out who would make a great coach. Why would they want to do this? Because just thinking that they would make a great coach doesn't mean they would want to become a coach. You'd have to figure out, "What would be in it for them? What's in it for them?" And for this person, although she likes her line of work, she doesn't like that she's got this long commute and she never gets to see her kids. I shouldn't say never...doesn't get to see her kids as much as she wants to. So that would be a reason for her to pursue something like this. Maybe she

wants to go part-time at work and do this part-time, whatever it may be. So definitely figure out who would make a great coach, but do not only invite challengers to the coaching opportunity. There's thousands of other people out there who love Beachbody programs and products who would never join a challenge group. They're just the type to join a challenge group. They're independent people. I've always said I'm the type that I wouldn't have joined a challenge group. It's just not...I'm just an independent worker. I always have been and I would be like, "No, I got it." Like I wouldn't have joined a challenge group even though I love Beachbody. So there are thousands of people out there who have got to be like me that are like, "No, I don't want to do a challenge group." Although now I see the value of them, but I never would have. I never would have had I not been a coach first, okay? So those people are out there too, that love Beachbody, that aren't in any challenge groups and they're not going to join your challenge group either, but they might really do well with this business and love it and change their life and love hosting challenge groups. Okay, so thank you Tina. All right, all right, all right. I think I answered all the questions. Again, let me know if there's any others and you know where to find me and I will see next week. So good luck with your challenge groups. Hopefully starting next week with LIIFT 4.

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