

Team Hardcore Call Transcription July 26th, 2018 with Kristi Kronser- "Help with Recruiting!"

[Beginning of Recorded Material]

00:00:00

00:00:01 Jenelle: Okay. Here it goes. I think we're live. Hey you guys! Sorry for the confusion. I'm at the lake right now. I'm at the cottage and my wife is a little shaky. This is the Team Hardcore training call. My name is Jenelle Summers and just in case I happen to go down with my wife, which has happened before when I've tried doing my team calls from here before, I've got Hannah on back-up and she's going to like take over just in case it happens. But I'm so excited to bring to you our guest speaker today. I hope that you are ready with your notes. I'm like so ready. I'm so excited for this. I should just go grab some popcorn and just like get comfortable. This is one of my favorite topics. I hope you guys are ready. So Kristi is a freaking rock star. She's going to speak to us about recruiting today and I know we've talked about that before. Of course, we talk about it all the time, but it's one of those things that it's one of the most feared and avoided and just one of those things that most people struggle with the most in this business, yet it is the most impactful thing to your business. So you have to wrap your brain around and I'll get as many speakers as I need to help you do that because I want to see you succeed in this business and this is what it's going to take. So with that, let me just tell you a little bit about Kristi. Like I said, she's a freaking rock star. She is a 15-Star Diamond in her first business center. She's a 5-Star Diamond in her second business center. She's a 3-Star Diamond in her third business center and she's a 2-Star Diamond in her fourth business center. Can you believe that? Now for those of you that are brand-new, you're already like mind-blown, "What are you even talking about?" That's okay. Don't worry. You're going to get that information and understand that as time goes on, but just know that girlfriend knows what she's talking about. Girlfriend knows how to build a team. She is amazing. So she's also a Million Club member. She's also a Success Club 10 Legend. She's also an executive leader, of course, and the very first time I heard Kristi speak we had actually run a leadership-type group for the up-and-coming leaders on our teams and Kristi was one of the guest speakers in the group as well and when I heard her speak I was like, "I've been missing out on Kristi. Where have I been? She is killing it and she's always in the top of the ranks of coaches. Always, always, always." So anyway, with that, Kristi are you there?

00:02:32 Kristi: Yeah. I'm here. Can you hear me?

00:02:36 Jenelle: Yes, we can...I can hear you. I can see you. You look gorgeous. I think you're good to go.

00:02:41

Kristi: Awesome. Awesome. Thank you guys so much for having me. When Jenelle reached out and asked and I was like, "What?" Like I look up to her so much and I think that's just such a cool thing about this opportunity with coaching is that we get to learn from so many different people and I know Jenelle just spewed a bunch of accolades. I have to shout out my team because they are six-time Elite and they're working on seven-time Elite, so it's been an incredible journey. But I want to start out and share with you guys a little bit about my story and my background and who I am and then we'll dive into recruiting because I think it will help you to relate and understand that I didn't get in this as a rock star. I got in this as an introvert who was terrified of inviting anyone. So it's such a great topic for me to speak to you guys about because I had a hard time with it in the beginning as well. I actually grew up. My parents separated. This is pretty deep, but my dad and my grandparents actually beat my mom up in front of my brother and I when we were children, when I was about eight-years-old and we lost everything. We lived on a ranch. We had boxer puppies and horses. I showed horses and we had to sell everything. They split up. We had to move into low-income apartments and this was such...you know I didn't know what was going on as a child other than my life had been turned upside down. But I remember coming home from soccer practice one night and there was this soccer tournament and I asked my mom, I said, "Hey mom, there's this soccer tournament coming up. It's \$5. Can I do it? The team really needs me," and she goes, "Kristi, I'm so sorry," and it still, to this day, makes me cry. She goes, "I don't \$5 for your soccer tournament. You know I'm really sorry," and that night in our little two-bedroom apartment, 800 square feet, I could hear her crying herself to sleep and I knew in that moment that she was crying herself to sleep because I had asked for \$5 and I never wanted her to think that she wasn't enough. I never wanted her to think that because she didn't have money that she was less than as a mom. She was such an incredible mom. She worked so hard and so I never asked for money again. Now fast forward to college. I went to college. I was putting myself through college. I was working multiple jobs and I woke up... I mean this was kind of on-going. I put on 30 pounds in a matter of a couple months and I became really depressed. And at the time I didn't know that depression ran in my family on my dad's side and it was just something that was common pretty much in everyone on his side of the family. But I called my mom and I said, "Mom, I don't want you to worry. I will never do this to you, but really all I can think about every day is ending my life." And I went from being a super-positive person even through everything I went through as a child, I always saw the silver lining. When we had to sell our horses and move into these apartments from this beautiful home that we lived in, I was like, "Mom, we have friends that live down the street. We don't live 30 minutes out in the country any more. This is exciting." So I always saw the positive, but all of a sudden I couldn't figure out why am I so unhappy and how do I get that happiness back and that was really how I found fitness. I had someone invite me – not to coaching – but someone invite me to do a straight triathlon. And I'm like, "I don't know how

to ride a bike. I don't know how to swim. I ran playing soccer, but I'll figure it out, like okay." And he would come every day and get me out of bed to do a ten-minute workout, which is what I started with. And ten minutes around a track, ten-minutes in the pool, I was dying. It was miserable. I hated every workout, but through that I started to have a little glimmer of hope. I was also on medication and seeing a counselor, but when I crossed that finish line...so my first sprint triathlon was on Catalina Island and I was dead last out of the water. An 80-year-old beat me and I remember getting out thinking, "Oh my gosh, at least I survived. That was in the ocean. I never thought I'd swim in the ocean," but when I crossed that finish line I cried and it was the first time I had cried in a long time because I just wasn't having feelings. Like the wanting to take my life, I didn't cry about it. It didn't upset me that I wanted to end my life. I'm sorry. It's still hard for me to say that because I can't imagine that person back then and the happiness that I have now and just know that whatever you're struggling with, there's someone out there that can help you. There's somebody that's gone through that and you can survive whatever hardships you're going through right now. But I crossed that finish line and I had tears running down and I knew in that moment that I was going to find my happiness again. And it wasn't immediate. It took a lot of time, but through that fitness and nutrition became a part of my life. Graduated college. Got my degree in finance. Went into the financial industry. Was working as financial advisor and I kind of realized that this wasn't making me happy. It didn't matter how much anybody was going to pay me in the financial industry, this wasn't what I wanted and I remember sitting there going, "How am I going to do something I love every single day and earn an income doing it?" And it just...one day it clicked. It's like, "I love fitness. I love helping people. I want to help other people to find their happiness like I found mine," and in came coaching. My coach invited me and guys I was so busy that I kept that in my inbox, unread. I read it and then clicked "unread," so that I'd remember to go back to it for months. And she followed up with me - I think it was two or three times of me not responding because it wasn't the best timing for me and for some reason one moment she followed up with me and she said, "Can we schedule a call?" I was like, "Oh, okay. Yeah, I can make time to schedule a call." I couldn't make time to look at any information, but I could make time to schedule a call. And so I got on the phone with her and she worked at Microsoft and she shared with me that she had started this because she loves fitness. She was also a triathlete and this coaching opportunity helped her leave her job and I thought, "This is it. I love it. I know about P90X. That's really hard. Like I had never tried any of the programs, but I'm all in. If I get to help other people with effective workouts, nutrition, and make a difference, have a positive impact and earn an income, I'm doing it." And when I started, at first it was just like, "I'm going to earn some extra income," and when I heard stories like Jenelle's and I heard stories like Lindsay Matway and all these different people on the National Coach Wake-up Calls, I thought, "Wow! They are really doing this. I just need to be student. I need to study people who are

ahead of me who have done what I want to do and figure out how this is going to work for me." So I did and in about a year and a half in, I left my full-time job in the financial industry and made coaching my full-time thing and I am so thankful...this is kind of my first tip to you guys. I am so thankful that my coach did not hold this gift in her mouth. And so I just want to plead to you guys, do not hold this gift in your mouth. So the first thing I want you guys to write down is, "Why did you get started as a coach in the first place? What was the initial purpose?" Right? For me it was just a little bit of extra income. I didn't have a crazy transformation story to share. I never thought of speaking about my depression. Never thought about people sharing with people how I had overcome that through fitness and nutrition. I really just wanted to earn some extra income and help a few people and so I started sharing that, right? But I didn't...if my coach had held this gift in her mouth, I would not be...just like Jenelle is sitting at her lake house, I'm at my lake house too. And I would not be sitting here able to chat with you guys, sharing my passion for coaching, so please do not hold this gift in your mouth. Do not make the decision for others. Allow them the opportunity to make that decision for themselves. So that's going to bring me to my next topic which is, "Go for no," and I'm sure you've heard this so many times. But when I was a brand-new coach I sat down on my computer and I was like, "Okay, so I don't have any friends on Facebook. I haven't signed on to social media in like three years and now I need to figure out how to connect with all these 200 friends I have on Facebook. I have to figure out how to grow my network and I need to build relationships with these people because they know me from maybe five years ago or ten years ago, but I haven't spoken with them. How am I going to invite them to coaching? So I started conversations. I started making connections, reconnecting with those people that I had connected with years before and I started asking them and Jenelle I have to shout you out because actually the way that I invite to coaching was something I had heard on a National Wake-up Call from Jenelle and she had said, "Have you ever considered becoming a coach? Have you ever considered doing what I do? Have you ever considered working on your own health goals and paying that forward?" And so when I heard that on that National Wake-up Call, I'm like, "She's brilliant!" And I sat down and I was like, "Okay, how many people can I invite in one hour? I'm going to go and invite to coaching anyone that just really stands out to me," and I opened up my Facebook and I sent messages and I told them, "One: this is why I think you'd make a great coach. You are my dream team. Like I would love to work with you and see how far we can take this. Have you ever considered doing what I do? Have you ever considered becoming a coach?" And I remember I would hit "send," and I would run away from my computer because my voice was crackling. I was all sweaty. My heart was racing. I'm like, "They're going to tell me know." And "Go for no." So that's my second tip: "Go for no." And the thing that I noticed most was that all of those conversations that I had, all of those people that were not responding to me or said no to me were the same people that six months later, twelve months later, two years later, even six years later would

message and say, "I've been watching you. I've been watching you and I want to say that you've inspired me in this way, this way, or this way," and saw them yes, come back and sign up as a coach. Some of them come back and decide to become a challenger in one of your challenge groups. But if I didn't ask them, if I didn't go for that first no, they wouldn't even know that this opportunity even exists. Sure we think sometimes that we're posting and people see our posts, but they don't. And I remember reading the book, *Go For No* and something that he said was, "Most people say yes after..." I think it was something like, "70% of people say yes after they've said no five to twelve or more times." Mind blown, but most people only ask once and there's maybe like 20% of people that ask twice and I was like, "Oh my goodness, so it's totally okay if people tell me no. It's really okay if they say no. It's okay if they don't respond to me because by asking them, they now know who to go when they're ready to make a change," right? And I use this example...I remember early on in my business I went to barbeque and I was thinking as I was sitting there at the barbeque, connecting with these people, "If I walked around and asked every single person at this barbeque, 100 people, if they wanted to be a coach, I would be like 98 of them would probably tell me know, but if I walked in and I was a teacher and super excited about teaching and told everybody, 'I'm a teacher,' and they all should be a teacher too, there probably be maybe one or two people in that room that said, 'Yeah, I want to be a teacher too,'" right? And so I looked at it as, "It's not my goal to push them to say, 'Yes, it's my goal to share with them an opportunity that is truly a gift,'" because I believe everyone needs fitness and health. I believe everyone deserves to be happy. I believe everyone deserves a chance at creating a life that they dream of and this opportunity says yes to all that. I'm not going to hold that back from someone. I'm going to allow them to make that decision for themselves. Okay, I have notes here to keep me on track because I could go on and on about this. The other thing with going for no...so what I did as a newer coach and even today I'll do this with a lot of my coaches, is I'll take a 100 no sheet, we call it a "Go-for-no" challenge and we try to get 100 no's in a week, two weeks, a month, whatever that goal is for you. So I challenge myself to try to get 100 no's in one week. You will be amazed when you're going for no how many people don't tell you know. And you're like, "No, please just tell me no. I need to write your name on this list," and what that does is no stops having power over you, right? And then you can go in and you really...like when I go and I'm connecting with someone and I'm inviting them to the coach opportunity, I truly think this opportunity will change their life, but I'm allowing them to decide if they're ready to get started, right? And I'm not making that decision for them and I'm allowing them to say no so that maybe in the future they can say yes. It's okay to be a beginner, right? A lot of times we dive in and we want to be experts in the first week, in the first month, in the first year. I'm seven years in and I swear I'm still learning every single day. I'll post in my team page a lot. I'm like, "Duh moment." I don't call them an "aha" moment because I feel like it's always a "duh" moment, like "How did you get away from that? Why did you

forget about that?" Right? So it's okay to be a beginner. When I got started coaching the one thing that I told myself was, "This is my Beachbody degree." I went to school. I got a degree. I had spent \$100,000 on my degree in finance. I got out of college to make \$30,000 in my first year. So I couldn't pay my student loans my first year out of college. So when I started coaching I looked at it this way: if I had invested \$160 into the business...but I'm going to treat it like my college degree. I went to school to go in debt and showed up 40, 50, 60 hours a week and studied my butt off, 50, 60 hours a week to get a piece of paper to make \$30,000. So realistically, I hadn't even made \$30,000 because I'm still \$100,000 in debt in five years. So I looked at coaching and I said, "Okay, I'm going to do the same thing. If society tells me I can go to school to go in debt and barely make it when I get out of college, I'm going to look at coaching like a degree. I'm going to study. I'm going to try things even when they terrify me. Because the only way I'm going to get better at things that scare me is by doing them more." So that leads me to another point which is take massive action. When it comes to inviting to a challenge group, when it comes to inviting to the coach opportunity, if you take action faster, the compound effect happens faster. Your confidence grows faster. And so when I got started, my goal was to invite at least 100 people a week to coaching and not because I thought any more people were going to say yes, but it's because I wanted to get better at inviting to coaching. I wanted to grow my confidence faster. I didn't want to wait. So every decision we make in our life, in our business, it either helps or hurts our confidence, every decision you make. If you set your alarm for 5 a.m. to get up and do that workout before work and you hit snooze, you have decrease your confidence account. You have told yourself, "Tomorrow I'm probably going to hit snooze again." So when you tell yourself, "I'm going to invite ten people to coaching today," and then you put that off until last and you don't get to it, so you don't do it because life gets busy, you decrease your confidence account. When you say, "I'm going to invite 10 people to coaching today," and you go and rock those out, even if those people say no, even if those people don't respond to you, you have built your confidence account because you followed through with what you said you were going to do. You showed up even when it was hard. You showed up even when it was scary. So massive action helps me to become a student and get there faster. So when I started coaching, I was like, "I'm going to invite at least 100 people a week to coaching." This was my goal because inviting terrified me. It had so much power over me and I wanted to lessen that fear. I didn't want fear to have that control over my life because I see too many people living their life in a way that they don't want to live, right? They're so afraid of things that their fears keep them living the exact life they don't want to live instead of going after the life they do want to live and so I wanted to invite 100 a week. So I dove in using Jenelle's, "Have you ever considered?" and my first month as a coach, 400 invites, I had two people tell me yes. And I share that with you because I just want you guys to know that it's okay to be a beginner and I sucked royally and if you guys could go back to when I was a brand-new coach and you saw my social media

posts, you would probably unfollow me. You would probably block me. You would probably think, "That girl is never going to be successful. There is no way she's ever going to be a 15-Star Diamond coach. How is she ever going to earn Elite?" But I was a student, like I told you. I want to treat this like, "I will figure this out. I might not be the best. I might be the worst, but I can get better and I can grow my confidence and to growing my confidence I'm going to find people who need this." And I'm sure you've heard this before, but maybe you haven't. You can't say the wrong thing to the right person, right? Can't say the wrong thing to the right person, right? You can't say the wrong thing to the right person and that was me. So I went back to the first two coaches that signed up with me and I said, "Okay, so why did you sign up? Why did you say yes to me?" And the first girl said, "Because you shared with me that then using Shakeology just for one meal you had lost five pounds, but you had also reduced your grocery bill." And the reason I reduced my grocery bill because every morning I was having a doughnut and coffee on the way to work and so I replaced Shakeology with that and I share that with her. That was it. It wasn't some grand, "I earn six figures. I'm a seven-figure income earner. You should join my team." It was something so simple. "Shakeology had helped me save money on my grocery bill and helped me lose five pounds that I didn't even know that I was trying to lose. Like I didn't know my body was carrying around an extra five pounds from me eating a doughnut every morning," and so when I shared that she's like, "I'm all in. Tell me what to do. I might as well get a discount and yeah, I'll build the business. Like I did Mary Kay before, so I could do this." I was like, "Oh, okay. She said, 'Yes.'" I was shocked. So the second month of my coaching, I did that again. I invited at least 100 people a week to coaching, 400 people for the month. I had 16 people say yes to me, 16. I went from two. Horrible odds. I think that's less than one percent. It's .5, .05%. It's really bad, to 4% of people saying yes to me, 4% of people saying yes to me in just one month because I went for no, because I took massive action, because I allowed people to make that decision, but I grew my confidence in the conversations I was having, right? So it really wasn't that this opportunity had changed, but I had changed. In one month my confidence had grown so much because of two simple things: I went for no's and I took massive action. Okay, next one: the thing that I do...any time something scares me is I always revisit my vision, my purpose. So before going into inviting, why did you get started as a coach in the first place? Why did you get started as a coach? How has this opportunity changed your life? And truly, like write it down, journal, like spend two or three minutes. That's something that has become such a part of my business to help me stay positive and to really focus on my mindset and train my mindset and decide to choose joy every day, right? And so I write down, "Why did I get started as a coach? What was my vision? What's my purpose? What's my vision now? What's my purpose now? How has this opportunity changed my life?" I want you guys to write down how has this opportunity changed your life? Why wouldn't you want to give that to somebody else? Why...you know we get started with coaching and we...it's so

crazy to me because if we go and see a great movie or we see a great t.v. show...someone just told me about a t.v. show on Netflix called *The Sinner*. It's really crazy and they're just like, "Oh my gosh, you have to watch this," and they went on and on for about 20 minutes about why I should watch this show *The Sinner*. And so I was like, "Okay, I have to go see this show because they really believe that this is such an amazing show." So I went and I watched one episode and I love that they shared with so much confidence about a t.v. show, but we should share with that same confidence about the coaching opportunity. Go on about why you're so excited about it. Share your enthusiasm. Of course, allow other people to talk. Ask questions about what other people need because that's one thing with coaching. I'll get into this in a second, but you don't just want to dump a bunch of information on someone, right? You actually want to understand what's in it for them. So one of the...I'll get into this strategy in a second, but one of the first things that I always ask someone if they say yes they're interested in coaching, is, "What interests you? What interests you in coaching?" Because someone might tell me, "Oh, I really want to lose 20 pounds and I think the community would be perfect for me." Awesome. If they share that, I'm going to share stories with them about a coach on the team who joined for the community and the results that they're getting in their fitness, right? Or if they say yes they're interested and I say, "Okay, why are you interested in coaching?" They tell me, "Because I've been watching your journey and I want to earn some extra income for my family." Great, I'm going to talk about the income aspect. So we have to ask questions before we dump, like this person did about the t.v. show, but I want you guys sharing with that much enthusiasm because this has changed your life. So if you sit down and journal before your invites and inviting is scary, do it first. I do anything that's terrifying for me first, first, because if not, we will put it off all day long and do everything that we can think of: clean the refrigerator, like take the dogs for ten walks. Like we will come up with anything to not have to do those scary things. So do them first. All right, now I want to get into creating a recruiting plan and this is my favorite. I think that a lot of times we're like, "Okay, I'm going to invite to coaching," and you don't have a plan, so you just keep saying, "I'm going to do it," but you don't take that step forward in doing it. So I want you guys to create a plan for yourself. Now I'm going to share with you my recruiting plan because I think sometimes an example helps, but I also want you to know that you have to find what works for you. You know the way I do something, the way that Jenelle does something, the way some other top coach does something, the way your success partner does something, it might work really for them and there might be things that you can pull from that and tweak and make your own, but find what works for you. Like I have coaches on my team that they can invite two to five people a day and have ten new coaches sign up every month. I still invite a 100 people a week. Like I still have to have those personal conversations. I had coaches on my team that can just post calls-to-action on social media and get all their coach...10, 15, 20 new-coach sign-ups for the month. That doesn't work for me and that's okay.

So you have to try things to see what works for you. So something from me when it comes to my coach recruiting plan is I post at least three times a week a call-to-action about coaching, at least three times a week a call-to-action about coaching. It doesn't have to be in your face. It doesn't have to be like, "Join my team." It can just be my coaching story with a, "I'm mentoring five new people, drop an emoji below for more information," right? Or, "Email me here," you know whatever call-to-action you want to add to that, so three times a week. The other thing that I do and I share this one, is I invite at least 100 people a week to coaching, personally, through personal messages and I do it the same way today that I did it all the way back then, which is so crazy to me. I tweak it. My confidence level is different. I'm so much better at communication and conversation now, but I still say why I think they would be an amazing coach, why I would love to work with them, and then I say, "Have you ever considered becoming a coach? Have you ever considered becoming a coach?" Now if they are like, "No, not my thing," that's okay. I continue the conversation and I think that's really important. I see a lot of people, "They said no, so I'll just run away," and this about relationships, right? And so I wanted to let them know that that's okay if they say no. They're still a person. I still think they're cool. I still like them. I still want to be friends with them. So that's really important to me. So when they say yes, that they are interested or they do want more information, I said them a "What is Coaching," audio. I have an audio that I created and it's actually created off of PowerPoint from our coach office. It was a coach opportunity presentation PowerPoint. I think it's still in our coach office. I had to search for it the other day, but I used that PowerPoint and I just put it into an audio format and I recorded it. I told my story and then I just followed the bullet points of the PowerPoint presentation. So I used the GoPro, AER quarry-style of, "If I sent this," you know, "If I, would you?" So, "If I sent this 30-minute audio, could you listen to it and we could schedule a time to connect tomorrow or the day after?" So, "If I...would you?" And I do things a little bit differently. I still get on the phone with people. I have a better success rate for me personally. I'm an introvert. Phones terrify me, but as a new coach when I was working full-time in the financial industry and building my business, I was also training for an Iron Man Triathlon, I knew that going back and forth on social media was going to take me too long and so what I did is I would send the audio and I would schedule a time, a 15-minute call, 15-20 minutes to jump on, and do what I called an interview. So I interview everyone for my team and when I get on the phone I would say, 1. "What interests you in the coach opportunity?" Like, "Thank you for listening to audio, what interests you in the opportunity?" And I'd let them just talk. And you know some people were like, "Oh, well I'm working this job. I love my job, but I need extra income. I want to buy a house." "Awesome. How long have you been at your job? What do you like about it? What is going well for you there? What don't you like about it? How much income would you like to earn to be able to save for a house for a down payment?" You know, I really start digging into things to help to start having that vision for their life. Or

maybe they talk about fitness, then I go the fitness route and ask more questions about their fitness goals. "What have you tried before? What are you struggling with? What's worked? What hasn't?" And I keep the conversation going, asking questions so I get to know them, right? And there's two things here: one, it helps build rapport. I'm not doing the talking. I'm just asking questions, but when you ask questions about other people and I learned this from my husband. The first day I met him, he walked into...we were at a bar with a group of people and he walked in and I didn't know him, but he knew my group of friends and he went around and asked every single person about their mom, their dad, their brother, their sister, anything he knew, and I was looking at him like, "He's either really, really smooth and like a player and I should stay away or he is a sweetheart," and it turns out he's just a sweetheart, but you genuinely just wanted to be friends with him. You wanted to know him because he was so caring and cared about what other people had to say. So I do that on the phone. After we go through everything, I will say, "On a scale of 1 to 10," and you can use this in a Facebook message or Instagram DM, "On a scale of 1 to 10, how interested are you in coaching?" And I let them tell me if they're an 8 or they're a 10 or a 7 or whatever it may be and a lot of times people will tell me, "I'm an 8." "Okay, well why are you an 8 as opposed to a 10?" And they will give me their hesitations and I love this because there's a couple of things here: one, it gives topics to post about on social media, to know what people's hesitations are. So when I re-do that "What is Coaching" audio, I can tackle those hesitations in that audio. Two, I can speak to that on the phone and it's so much easier for me on the phone to explain those things through a coach's story than it is to try and say it in a message that might come across as what people like to say is salesy, right? Or you feel pushy. So for me the phone was just easier and I shouldn't say easier. I was also...as much as I was terrified to invite. When people would people would say yes, they wanted to schedule a call, I would dial the number and then be like, "Don't answer. Don't answer. Don't answer. Don't answer," even though I wanted to build my business and I was limited on time, that's how terrified I was, but the more I did it, the more confident I grew in having those conversations. So I want you to write out your coach recruiting strategy. Are you going to post once a week to social media to a coach call-to-action? Are you going to invite to a coach sneak peek? Are you going to do...when I first started, I sent a webinar of Doug Fitzgerald's? I did that for four years before I created my own, "What is Coaching" audio. Are you going to personally invite people? I definitely recommend personally inviting people. I still think that's the best way to connect with people. But personally invite them to a coach sneak peek, personally invite them to listen to an audio. There we go, so don't hold this gift in your mouth. Go for no. Take massive action. Revisit your vision and purpose before inviting. Create your plan and work that plan because as long as you're working that plan, you're going to grow your confidence. But if you create that plan and you do not take a step forward, you are decreasing your account and I promise you it just gets harder. It just gets harder because you've already told yourself

you're not going to show up for that. So now, one last thing for you guys, I want you – if you're listening right now – to grab your notes, write down all the reasons for not inviting to coaching. I want you to write down all the reasons that you have not invited to coaching. And then I want you to write down, what's the worst that can happen. Be ready for it. I want you to write down the worst thing that can happen, everything that you have to lose from going out and inviting coaching. Write all those things down. Get them out there so that you know, so you're prepared, so you're ready, and then I want you to write down the counter of those thoughts, the opposite of those thoughts. What's the best that can happen? What person out there needs you in this very moment? What person can you serve? Maybe it's someone like me who's depressed and needs someone to invite them to take that next step on their journey to find their happiness, right? Maybe it's me who was searching for an opportunity just like this because I knew I needed to do something that I loved every day? Maybe it's someone just like you who three months ago didn't have this community, who a year ago didn't have \$500 extra a month for gas, for groceries, right? There's so many people out there struggling and they need your story, not my story, not Jenelle's story. They need yours. They're waiting for you. So what's a powerful reason that you have maybe it's kids, maybe it's your family? What's a powerful reason you have to break through this thinking of not inviting to coaching and then what's three bold things that you're going to do today to go out and find new people for your team who are just like you and looking for something to change their life? I know that was a lot.

- 00:37:37 Jenelle: Kristi, can you hear my okay?
- 00:37:38 Kristi: Yeah.
- 00:37:38 Jenelle: Oh my gosh, that was awesome. Wow. First of all, your story, right from the get-go. I'm so glad that you told your story. I wasn't sure if you were going to do that and I thought as you got started, I thought, "Well I hope she goes into her story," because it is so powerful and you're just such a good example of someone that...you're so humble that you explain to us like your struggle and coming out of the water last in your triathlon and inviting 100 people and only 2 people saying yes. I think that's what I wrote down, "100 people and only 2 said yes."
- 00:38:13 Kristi: No, 400.
- 00:38:15 Jenelle: What's that?
- 00:38:16 Kristi: It was 400.
- 00:38:17 Jenelle: That's right, 400 and 2 said yes and then the second month you inviting 400 and 16 said yes. I mean, yeah. So [keeps cutting out] that we

need to hear and especially newer coaches or coaches who have struggled with recruiting just knowing because I think they see you and the ranks and the achievements that you have and they're just like, "Oh, but it's just so much easier for her. It must be because certainly it's not hard if you've got those kinds of accomplishments," and it's just not the truth. It's not the truth for any successful coach that you'll hear from. There's always a behind-the-scenes that you can't see and sometimes coaches will ask me, "Well what makes a coach successful?" And usually it's the stuff you cannot see. You know, like I said, I'm sure that other people watching you from afar had no clue that in your first two months you invited 800 people to the business opportunity and I'm sure that knowing what you know now, you probably would have had a better outcome with that because now you know that the magic is in the follow-up and that you can't just put it out there once and that you have to follow-up with them and I forget what your percentage was that you mentioned on that, but the statistic of how many times you have to talk to people and build that relationship and follow-up with them, it's so key and so important. I'm so glad that you mentioned that.

00:39:48 Kristi: I have to share this really quickly because you just brought up such a great point. I have a girl that I went to high school and she's been super tough. Like she always comments on my stuff, things that are a little bit maybe...almost feels like she doesn't like me and that's just a personal issue, right? With me. But she always asks every time I post...or not every time, but often, about a challenge group or coaching, you know always has questions. I'm always answering her and then when I invite her, she stops responding. It's been this way for years. LIIFT 4 comes out. I share about LIIFT 4. I add her to my info group. She goes through the information. She messages me. She says, "I want the mega pack," or whatever the biggest pack is, "I want the mega pack and I'm signing up as a coach. I'm going all in." She's a rock star in our challenge group. She shows up and it gives me chills and it's worth every time she didn't respond to me. She is...I think she's over 300 pounds and she is rocking LIIFT 4 with the best mindset. I have chills. I have chills right now because those are the ones that you're like, "I followed up and I had such a heart for helping this person and now I get to do it," and it's because I'm here. I'm here in four years. I'm here in five years, right?

00:41:09 Jenelle: Yep. That consistency pays off huge you guys because so many other people, so many other coaches will give up. You have to be one of the ones, one of the few, one of the elite that are like Kristi and you don't give up and you let it be hard. You let it be a struggle. You just keep saying, "These are awesome learning experiences. These aren't failures. These are awesome learning experiences. I'm so grateful for each experience and each challenge because I just keep getting smarter from every single one that happens and every single no that comes my way," and instead of Kristi allowing that self-doubt to come in when she didn't hear back from her, she just kept showing up. And we don't want to drag people. That's not at all what I'm saying, what

Kristi's saying, like, "Oh, these same five people that you've talked to, keep pulling on them and keep dragging them in." That's not at all what we're saying. We're saying, "Keep showing up. Keep just being a product of the product and showing that, 'Hey look, I am on this mission. I am on this train. I'm in it to win it and I don't stop. I'm always here for you when you're ready to jump on,'" and keep giving them that in with those invites, with the conversations you're having. Keep giving them that place to jump on board, but you don't have to drag them and you just have to continually show up and show that you do the hard things and that you mean well and that you care about them and that that's everything. That's just such a great example. Kristi I cannot thank you enough for taking your time out especially when you're at your lake house as well and you're just such an amazing speaker and such an inspiration. Thank you so much for your time.

00:42:52 Kristi: Thank you for having me Jenelle and I'm so blessed that you asked.

00:42:56 Jenelle: Oh of course and I can't wait to do your team call as well and our comments weren't able to load, but actually I just got a message from Hannah. She says, "Now they're starting to load and everyone's going, 'Thank you! Thank you! Thank you!'" So everyone's going crazy. So again, Kristi thank you so much for your time and enjoy the rest of your afternoon and everyone enjoy the rest of your afternoon and your week and let's finish July super strong. Thanks you guys. We'll see you next week. Bye.

00:43:23

[End of Recorded Material]