

Transcription of September 6<sup>th</sup>, 2018, Team Call “Getting to Diamond and Above”

[Beginning of Recorded Material]

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00:00:04 Jenelle: Hey you guys! Welcome to the Team Hardcore training. Today is September 6<sup>th</sup>, I believe? Yes, September 6<sup>th</sup>. So today's call is going to be about getting to Diamond and above. I don't want you to just think about getting to Diamond because when it comes to building this business, you want to...I hope and that's why you're on this call, is that you want to continually be growing beyond Diamond. So I want to go through some things about what is Diamond first, just in case you don't know. So I'll real quickly brief through like what is Diamond, what does it not do for you, what does it do for you, why would you want to get there, why are some people afraid of kind of going for that goal. So I'm going to kind of brief over some of that. Definitely check with your upline on any of this if it's like you're just not sure or I said something where you're not sure what that means, definitely check with your upline or me about any questions that you might have some of this is, because like I said, I'm going to brief over some of it because then I want to get right to the action plan. So who is this call for, first of all? It's for anyone who really wants to take this business seriously and take it to the next level. Now even if you are not even an Emerald coach right now, this training is still for you. I would suggest that you've at least been through your basic trainings to have your feet underneath you, your solid foundation of knowledge and so that really can be done, honestly, in like a weekend's time of trainings on jenellesummers.com, under “new coach start here.” You really can get a solid foundation more than I had when I went Diamond, if you just go through that information and I've heard some coaches that said they just spent a weekend going through just some of that basic information and they were able to set their goal and move forward. Not that you will know everything. I still don't know everything and I've been doing this business for ten years. Things change, social media changes, business changes, you change, I change, everything changes, okay? So you're never going to know everything, so I hope that you don't ever get in this mindset of, “Well, I don't know enough yet to go full bore for Diamond,” or, “I don't know enough yet to be a good leader, or, “I don't know enough yet to be able to help people,” because the more you just jump and take that leap of faith, you will figure it out. You learn it so much faster by just doing. You can forever be a student and get on at every training and watch every training and podcasts and everything that's out there and take just the most meticulous notes and

become such a great student and still never get anywhere in your business, because if you don't just actually do things and do it messy and be okay with just failing and learning, then you're never going to grow in your business and even really, honestly, as an entrepreneur. I mean you just have to be willing to take some chances and mess some things up and not do some things perfectly and not completely know what you're doing and be okay with that. That's a big part of being a business owner and it's a big part of being a leader because it means that you are doing the hard things. It means you're the one that's like paving that path for your coaches and your future coaches that are going to come on board because they're scared, but you're going, "I've got this you guys. I'm going to clear out all the brushes. I it's scary. I don't know where I'm going I can't see a mile ahead of me. I can only see what's in front of me, but I'm taking those steps." That's what being a leader is about, being the one that says, "I'm going to do this and I hope you're coming with me and I hope you're right there beside me, going for Diamond at the same time, but I'm going to do this whether you're beside me or behind me or not. I am making my way through because I want to show it's possible." That's what you want to have the mentality. That's the mentality you want to have. So this going for Diamond might not be for everyone, but I'm assuming if you're on here then it is for you and a lot of coaches will say that they want to take this slow. That they have a goal of becoming a Diamond in a year or in six to eight months or whatever and honestly, while that sounds good, like slow and steady wins race, it doesn't apply. It doesn't apply because the way this business works is that over time certain people that you bring on board onto your team, they're going to fall off. They're just going to. It has nothing to do with you. It has nothing to do with the business. It's just the reality of it and so if you are saying, "Okay, well I'm going to take a year. I'm going to get myself a goal of a year to be Diamond or eight months to be Diamond," or whatever, what's going to happen is those first couple of members that you bring on your team, that you're hoping will help be the ones that help get you to Diamond, are no longer going to, possibly no longer, be with you six months from now. So then it's like you keep feeling like you're climbing this hill and falling down, climbing this hill and falling down, climbing this hill and falling down, and you never get anywhere. And it's so much more difficult to do that, than to just continually climb. And sure, you'll have some little slips. It's not a straight climb to success by any means, but it's much better to have that momentum and to continually be building your business and being like this unstoppable train on a mission, versus trying to just play everything safe and go real slow, real cautiously, you'll have a harder time; you'll have a bigger struggle. Okay, so I want to make sure that...okay so I see Phoebe's on and

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Meg and Kiki, okay awesome. Rosie's on and Ashley, Kim, okay perfect. Okay, so let's talk about first just real quick what is Diamond. Diamond is when you have a minimum of at least eight coaches. So that means that you have...and we all have a right and left leg, so eight coaches, you'd have to have at least four active coaches on your right and at least four active coaches on your left leg, minimum, for actives on each side, okay? And of those four actives on each side, at least one of them needs to be an Emerald coach, okay? So at least one of them needs to be an Emerald coach; one of your actives needs to be Emerald, meaning they have at least two coaches under them so they're starting to build a business. Hopefully they're heading for Diamond and above and then on the other side, at least one of those coaches needs to be an Emerald coach, okay? So once you have that criteria and you are also active, then you are a Diamond coach. Now with each rank...and I believe with Diamond you have to have 100 PV. It's usually not an issue because by the time you get to Diamond, PV is not an issue. You've got some customers, you're making some sales 100 PV over the course of 35 days. Please correct me if I'm wrong. Gosh, it's been a long time since I looked at that, but I think you have 100 PV to be Diamond and I want to say it might even be 100 or 200 to be Star-Diamond. Look at your FAQ because it's been too long since I looked at that. So anyway, you have to have at least, to be Diamond, at least four coaches on each side, at least one of them is Emerald on each side. Now some of you are like, "Well what about Ruby?" Ruby is when you have one Emerald on each side and then also an additional active coach. So that sounds a lot easier, but honestly that's more of like a unique situation that you would have that before you would have Diamond. So most people go right through Emerald to Diamond. And again, even if you're just a coach right now, you're not even Emerald, this training is still for you, okay? Because you can set your goal and your action plan and you can make this happen, trust me. Okay that's what Diamond is and I'm looking at my notes to make sure I don't forget anything. So what does Diamond do and what does it not do? Let me just be clear that Diamond...when you make Diamond, it doesn't mean that all of sudden you're making all this income, okay? There's no like set, guaranteed income that you make as a Diamond. You do increase the amount of money you make per cycle as your team bonus cycles volume points. Now you might be like, "What?" If you're not familiar with that of course, ask your upline to explain like the whole volume point thing, but just know that becoming Diamond doesn't mean that you are automatically going to make a certain amount of money. It really does mean though that you have hit this big milestone and you've shown your team members what can be done and how you did it, okay? A lot of this business relies on momentum and when you make Diamond, that shows your team what's possible and that they can

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do it too and what that does is then one of your team members will make Diamond so now you're 1-Star and then that team member that made Diamond, they're like, "Oh, 1-Star, I can do 1-Star," so then they're 1-Star. What it ends up doing is that it's the trickle-down effect, okay? You start building your business and you continually do that and you continually hit those ranks and you continually are inspiring people into fitness. You're continuing on your fitness journey and getting fitter. You're doing all these things; your team is seeing that and they're inspired by you. They join this business; they're inspired by you. So you are the one that's kind of setting the pace for that. If there's something that you're not familiar with, chances are your team isn't either. So if you're not listening to The National Wake-up Call every Monday or Tuesday morning when you have time to listen to the recording or whatever, chances are they aren't either. If you're not doing your personal development and so therefore you feel kind of like down on yourself and down on your business a lot and not knowing what to post, chances are your team members are going to feel that as well. So your team members really take on a lot of what you're doing or not doing. So what that means, becoming Diamond, comes along with it not only the momentum and paving the path for your future team. So in other words, here's the other thing, like if you say to yourself, "I have a goal of going Diamond. I'm going to work towards it and my goal is to make Diamond in one year," then your coaches are going to go, "Okay, that sounds like a plan. I'm going to go Diamond in one year as well." Okay so what does that mean? That means that if you ever want to be 5-Star Diamond, it's going to take a minimum of five years and actually it wouldn't even happen in five years because the person that first made Diamond in one year or the second person that did, one of those people are not going to end up staying with the business. So you if you set this goal of making Diamond in one year and your team follows that path, you won't be able to build a business. Do you see how that works? Like it can't be that way and like I said it's harder. If it were easier, then it might be like, "Hey, I get it," but I'm telling you it is harder. You want to have that momentum, you want to have that energy, you want to have that, "Let's go after this. Let's do it. Let's get focused. Let's have a plan. Let's make it clear to each other what the plan is and what we're going for and if we miss it, let's try again. Let's get up." Okay, so that's the kind of mentality you have to have for your team. So the other thing is that with Diamond, of course, you get a shout-out usually and even if you don't have like an upline that gives you recognition, give yourself a freaking shout-out, okay? Announce it on social media. If you've made your first sale or your first check or your first time you were able to pay off a loan, or whatever it is, whenever your celebrations are, recognize yourself. Be proud of that. Don't hold back and of course word it so

you're saying, "I'm not here to brag. I'm here to show others what's possible, because there's a lot of people out there you guys who are really, really struggling: working way too many hours, making not enough income, not seeing their kids enough. They're really hitting some hard times and they need to see that there's something like this out there that can help them feel good about themselves by helping others and make an income at the same time. So definitely hitting Diamond paves the path, it creates momentum, and it gives you that confidence because now you're a leader. In my organization, in the way here, if you are a Diamond coach, you're considered lifetime. So even if you happen to fall off, you're considered a lifetime Diamond. In my eyes, you're a leader. When you hit Diamond, you've done the hard things and you are a leader in our organization. So what are some of the things that hold people back from Diamond? It really is just that: some people are afraid of being a leader and failing at that. Because when you bring people on your team you know that they're looking to you, but what I want you to understand is a couple things: number one, you're not responsible for their success. So by thinking that you are responsible for their success, you're setting yourself up for failure because you can't be responsible for their success. I kind of wish we could be, but we can't be because we can't be there 24/7 with that person to make sure that they're not getting distracted on social media and spending their Beachbody time just scrolling the feed. We can't be there when the time comes that they have to make a decision between doing their workout or say, "Screw it. I'm going to take another day off," or whatever. We can't be there with people and we don't know what's going on in the environment of their home or what's going on in their heads. We don't know. There's too many factors. So by telling yourself that you're responsible for their success and acting as if all those other factors don't exist, it's just not realistic because those factors do exist for those people. We can't control those factors. You can only control the controllable. So all you can do is bring them on with the best intentions; give them vision. Equip them with the resources and I'm going to talk a little bit about that too. Equip them. Be there for them when they have questions. Make sure they know how to reach you, but you are not responsible for their success. So take that load off your shoulders because only realistically, and write this down, about 10 to 20% of your team members are actually going to grab hold of this and run and they might do it at different times. Like this person, "Yeah she's going to be a go-getter," but not yet. It's going to happen a year from now and you don't know that and you don't actually even know why, but it's going to happen. So you just don't know. So you can't try and predict that and you can't try and control that. All you can do is have an amazing mindset about it, have a positive attitude. Just know that some will run with this and some will

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not and you could just kind of go, "Okay, here's a runner, evidently here's a runner. Evidently this person is not," and that's fine and be okay with it. And that some of those runners are going to, for whatever reason, maybe cancel a month from now or three months from now. You have to know that you're doing what you set out to do and that you have a clearly defined plan for that and I need to communicate it that well with them so that they don't expect because they might expect that you're responsible for their success and that's one of the things I let my new coaches know right off the get-go. I'm like, "I cannot make you successful. I cannot make you fit. I cannot make you strong. I cannot make you hit your goals, whatever they may be in Fitness, in business. I cannot do that for you." They have to do that for themselves, but I'm here for them. In most businesses you don't have someone who shows you where the trainings are, that plugs you into the resources, or that will be there when you have questions. You don't have that in a typical business. So hopefully when you're bringing people on board, you're giving them vision, you're giving them expectations, and you're equipping them with the resources where they can plug in to learn more and again, right off the bat, you can send them to [jenellesummers.com](http://jenellesummers.com). I have a whole tab called, "new coach start here." I'm going to see if there are any...okay seeing lots of great comments, but no questions yet. Okay, yeah Rosie clarified. I think it is - I want to say it's 200 PV for a Star Diamond that you have to have 200 PV. But again, it's usually not an issue at all because usually once you get to that point, you are pretty consistently making sales and purchases and loving everything, so it's usually not an issue at all. And the other thing is, with Star-Diamond your Diamonds...so let's say you're trying to be a 1-Star. Your Diamond has to hold her Diamond rating or his Diamond rank, for six consecutive weeks before your 1-Star Diamond is official. Same with 2-Star. If you want to be 2-Star, then you have to have two Diamonds that hold at six consecutive weeks at the same time and then you're an official 2-Star Diamond. So that's why you might see sometimes people being shouted out as qualifying 2-Star. So let's go back into the fear. So the fear of not being able to be a great leader. Hopefully you'll understand my point with all of that and the other thing with building a team and becoming Diamond, is that a lot of coaches what happens is new in the business and you've been you know introducing the business opportunity to some people like planting some seeds and you're not getting a lot of feedback yet. Like you're not having a bunch people like jump on board. And so that's scary because then you're like, "Okay A, am I doing this wrong? B am I not even cut out for this? C should I stop trying to build the team because I may not be in this very long?" So you start piling on the self-doubt and also you think that because they're not jumping on it, that this is going to be way harder than you thought and

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again you're facing all these thoughts and fears and compounding all of them on top of yourself based on what a few people have said. And oh my gosh, if I can just tell you your future right now. Don't let that stop you because if I were to have just stop my business at the first five people I talked to, I wouldn't be here with you today, hundred percent would not be with you here today. I would be in an office, probably in a cubicle, working more than eight hours a day. You would not see me on social media. I wouldn't have time for Facebook or Instagram. When I was working full time I was not on social media. I would not in this house. I would not have anything that I have today, if I had let those first five people that I talked to predict how I was going to do in this business. It's not a predictor. It's completely not a predictor. Out of every ten that you think would like have a good reception to this, out of every ten, there's going to be one typically, one, that will be open to it and will join and not even necessarily immediately. They might not even be open to it immediately. So you might plant the seed about this business opportunity to ten people with ten people that you're like, "Yes, these people are solid. For sure, like probably all of them are going to join, and not one and you're going to in your head beat yourself up and you can't. You can't let that happen and so I'm just telling you right now, that's the way it is and you have to be okay with that and you know what makes it a whole lot easier? Is when you plant the seed with 30, 40, 50 people because then you're like, "Oh well, it's just one other person." You can't obsess about five people, or ten people even, when you planted the seed with 30 or 50. You can't. Your brain cannot obsess over 30 to 50 people; it just can and so you let go of it. You just completely let go of it because you're like, "Some people are going to get this and see it and some people aren't and I can't control that. I just need to follow up with people and have conversations, real conversations, be honest, be excited, be passionate. Tell them what I know. Tell them what I'm excited about. Tell them why I'm excited to do this." That's how I started building my team: straight excitement, no success. Obviously I was starting from scratch like everyone else. Just straight excitement, confidence, and what I was going for, to the point where anyone who wasn't interested instead of me getting down, I was like, "Oh gosh, I feel bad for that person. Like they fully don't understand what they're passing up right now, but I'm not going to try and like push them. They obviously are clearly saying this is not something that they would ever want to do, which a lot of those people ended up coming back later and we're kicking themselves that they we're very, very closed-minded about it in the beginning. We can't convince people. We just have to...and I'm going to go over this some more too, but when people have those objections and feel that way we have to validate their concerns. Validate, write that down. Validate objections, first and foremost, because your knee-

jerk reaction is to defend yourself and to defend the business or defend Shakeology or defend whatever it is that they have an objection over and that's my knee-jerk reaction too, but I have to just take a deep breath and put myself in their shoes and remember how I felt when I first heard about this business. I was very skeptical. I did not think it would be something I would ever want to do in a million years and I...same thing with Shakeology. I never thought I would bite, Matt and I both. We thought it was ridiculous. We're like, "Oh my gosh, the most expensive protein shake ever. That's got to be a typo." We just thought it was a protein shake. Again, put yourself in their shoes. So validate. "Oh my gosh I totally understand how you feel. I totally know why you think that. In fact when I heard about the business, here's what I thought," or whatever. Let them know they've been heard. The last thing someone wants, if you're talking to them about this business or anything like that, is that you've now made them feel like they should be on the defensive, like they need to defend their thought of not wanting to be in this business. You don't want to put them on the defensive. You want to make them know that you've heard their concern and you understand it and they have every right to think the way they think or to feel the way they feel. Okay, so let's talk about an action plan. Yeah, Tina says that self-doubt was starting to set in. So let's talk about how. How do you actually get to Diamond? So here's the first thing and I hope that you're taking notes, okay? Because this is one of those trainings where you can listen to it and go, "Yeah, yeah, that makes sense. That makes sense," and then go, "Wait, what do I need to do? Wait, how do I need to do this?" Number one: you need to set a goal for when you're going to go Diamond, okay? And you may not hit it, that's kind of irrelevant, actually, because just the fact that you're writing out your goal and you can say it here, you can text your upline, you can comment below in the comment thread on the Coach Success Facebook page, but set a date when you're going to go Diamond. Now let me tell you this, like I said, I don't recommend like a year from now. If you're...I already explained why. But a good realistic amount of time, in my opinion and you're your coach that you joined directly may disagree, but I think a good amount of time is two to three months. It's fast, but not too fast. It's not crazy fast. There have been coaches have gone Diamond way faster. I know coaches who have got taken a lot longer too and that's fine too. There's no like right or wrong, but like I said, anything beyond like if your goal is beyond six-months, then you're aiming for too long of a time span, too long. So...and that's not to say, if you've been in this business for like five years and you're still not Diamond yet, that's okay, but draw a line in the sand now and be like, "Okay, but from here forward, I'm going to be laser focused on going Diamond and beyond," okay? I don't want you to ever just think of it as stopping at Diamond, for sure not.

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But set that goal and make it public, okay? So that's number one. So number two: now you need to have an action plan. You can't just wish it. So number two is have an action plan. So let's drill down into that action plan. Okay, so first of all, like I said, you have to have a minimum of eight coaches, okay? Four on each side, okay? So you want to be kind of alternating sides, that's how you get to Diamond. But kind of with a little bit of consideration because like if you know you've got these two coaches that are about to join and they both seem super gung-ho about the business, then you'd want to put them on opposite sides because maybe they could end up being...one of them could be your Emerald on each side, right? So you kind of have to keep that in mind too when you're placing your coaches. So you're going to have to be introducing the business opportunity probably much more frequently than you have been and you need to be focused on that. Now some people don't do this because they worry about not making Success Club. If you're building a team at the pace that you should be if you want to be building this business, you'll make Success Club through building a team. You will. You won't have to worry about making Success Club 5 because you will. Because if you follow these action steps, you're really aiming to be adding at least four coaches per month and typically, at least half, usually 75% of coaches who are joining, if they're smart about it, they will join with a challenge pack purchase because that waives their \$40 coach fee. I'm talking U.S. dollars, by the way. But if they buy a challenge pack when they join as a coach or within their first 30 days of being a coach, their startup fee get waived, okay? So it's a no-brainer deal for them and maybe they already get Shakeology, but they can get a challenge pack that has Performance Stack in it. So there's lots of different options there for challenge packs where they can get their coach start-up fee waived and then have something new arriving to the house that they can be posting about and starting and their day-one and talking about it and sharing their journey and all of that, which is a really big part of starting off right as a new coach. So it's really a no-brainer for your new coaches to be getting a challenge back. Not everyone can swing it and that's okay. And I do want to mention that, that if a prospect of yours, someone who is interested in coaching cannot swing the challenge back, for whatever reason, it's up to you. It's your business, but in my opinion, that's okay. Like I'm going to meet them where they're at. I'm going to make sure they understand the value and that personally I would sell my, not sell, yeah, whatever it takes. Sell my cell phone. I cancelled the cable. Like I would do whatever it takes to invest in this business because of its potential. So yeah, when I started this business, when Matt and I did this, we were financially tight. We couldn't afford...I had to get on Home Direct for the Active Fit multivitamins, at the time, just to make sure that I was active. We couldn't afford that and I don't even like...I

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can't stand taking vitamins. I'm so thankful for Shakeology. But I did it because I was like, "Whatever it takes. This is an investment. This isn't an expense; it's an investment that I'm going to get a return on and I'm going to work my butt off to make sure I do and I don't know how long it'll take, but I've believe in the process and I'm going for it." That was my mentality and you have to go into it with that mentality. So you have to be adding to your team and so you have to...I recommend having at least two blocks of time every single week. So maybe you decide it's going to be every Sunday night and every Tuesday morning, whatever it is. You look at your schedule and these are two, at least, at least, two blocks of focused time where you have made sure that you have no interruptions, you have no noise around you. Like it's got to be super-focused, all right? Your phone's on airplane mode. You don't have Facebook up. You don't have Instagram up. You're not getting notifications and you are just planting seeds with either Instagram or Facebook. So you could split it up where you have one block of time where you're going to plant seeds about the business opportunity to ten people on Instagram, maybe that's on Sunday night. So Facebook is shut down. You're in a quiet space. You're all by yourself. There's no TV around you. There's no family around you. There's no dogs around you, nothing. You are completely focused. You've got your Shakeology or your snacks. You've gone to the bathroom. Like you can be focused for at least 45 minutes on just planting seeds with ten people on Instagram and then the other block at least 10 people on Facebook. That's just one way of doing it. You can do it any way you want, but blocks of time work really well, where you're sitting down to just do that, versus just letting it happen. Just thinking, "Oh, you know, throughout my week I need to be more conscious of putting the business opportunity out there or asking people if they've ever considered it." If do you just let it...if you think it's just going to happen, it's not going to happen. It's not going to happen enough. It's not going to happen consistently enough. It's not going to happen consistently enough where it's going to grow your business. You have to have a blank sheet of paper and number it 20 or maybe you're going to 10x it, and you're going to do 40. Whatever it may be, write down those names or maybe you're tracking it in Teamzy or Google Streak, whatever, but you've got to set aside that time. So again, that was a minimum of two blocks of time. You could break it up where it's ten people on Instagram at one block, and ten people on Facebook at another block, and within those ten people of Instagram maybe some of them are warm-market people, acquaintances that you've kind of known for years or whatever, and some of them are cold-market that you've maybe just started a little conversation with before. Maybe you did a poll on your Instastory that kind of triggered conversation and triggered you the opportunity to put the

question out there to them, if they've ever considered it, and using hashtags on those stories, so that you attract people to that story who maybe aren't even following you. Remember on Instastories you can put ten hashtags right on the Instastory and people will see it, as long as you're public you got to be a public account. Don't go being a private account on Instagram if you're planning to build your business there, because that doesn't work. You got to be a public account on Instagram and use those ten hashtags on your Instastory and use that poll feature and message those people and start those conversations and plant those seeds. So that's just one way. Another way, like on Facebook, or the conversation starters. I've had some coaches say, "Well, I don't know how to like invite people or plant the invite people to a sneak peek on my Facebook post because it sounds so like salesy," or whatever. No, you don't do it in a way that sounds direct, especially as a newbie coach. You want to do it more indirect. So it might be a post about work or being overworked and underpaid, things that pretty much everyone has to deal with. I mean think about all the things that people are struggling with in their life. They usually boil it down to two main things: time and money and relationships and purpose. Okay, so that's four things, but those are all things that this business gives people and health, five things. So talk about those things; you know, ask a question or say something that's really vulnerable. Tell part of your story. Get those people talking and commenting under your post. Of course, the picture has to catch their attention. It can't be a picture of just like the sunset because people scroll, even though it's gorgeous, trust me, but people see those things. When they see a face or a familiar face, that's when they stop, right? So you have to be doing those invites, those planting the seeds of minimum of twenty per week and you have to have those blocks of time. So then the next thing with those people is you have to be giving information, right? So you have to have a way that you're going to give them information. Now, if you've been on any of my other trainings about building a team and recruiting it, you know that the first thing you have to do before you give information is to get more information from them, okay? So even though this next step is to give information, really the next step is getting more information for you to get more information from them. Because before you give them information that's going to have any value to them, you want to make sure that the information you're giving them is leaning towards solving a problem for them, right? How do you know if what...of those five things I just mentioned, how do you know what their pain points are? Maybe they absolutely think they are paid too much and they don't need any...or they're not interested in making any more money or they are not interested in having any more time. Like you don't know what their pain points are until you talk to them, until you ask. There are some people it's completely they

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just don't feel that purpose; there's a gap. There's something missing in their life, okay? For other people, it's the time factor. For other people, it's the financial factor. You don't know until you ask. So you don't know in your future conversations what kinds of information about this business opportunity has value to them until you know their pain points. So get information. Talk to them. Find out why do they respond such a such way on that post? And be cool, be casual. Don't be like all businessy and scripted and all that kind of stuff. You've got to just be you, just be you. So get information and then give information. So how do you give information about this opportunity? Once you do kind of know their pain point, you want to just kind of have some back and forth that is specifically related to their point and then they probably are to the point...now remember, the person that you're talking to. this is a decision-making process. It's not a yes-or-no thing. It's a process for them that they have to go through in their head, whether they would ever want to do something like this and that process for them could take...there's a whole bunch of information that their brain needs to hear before they're ready to commit, okay? And that process could take usually not days. It's usually way more than days. Sometimes it's days if it's actually something they've been considering for a long time. Then they could make that decision within days, but typically it's over the course of weeks or months or even sometimes years, but that's why you need to keep doing these invites because the people that I invited in May, are the people that are joining me now, are the people that invited me in June, are the people that are joining me now. Definitely the people that are joining me now, are not the people that I planted the seed with last week. They're not. So again, if you're a newbie coach and you haven't done a lot of seed planning, that might be what you've been expecting: that you planted some seeds with some people. It's been a couple weeks and they haven't joined yet and you're feeling down on it. No, you shouldn't be expecting that fast of a turn around, but you've got to build up what we call that funnel of prospects who are considering and they're all going through that process in their head of whether this is a good fit for them. So what you want to do is give them information that is specific to their needs, so that you can shorten this amount of time for some people of the process because they're, like I said, there's certain information that they need to know and the more you can narrow in on what they need to know and what things are holding them back and what their pain points are and why this would be something that's worth their time and worth their money, why? You don't know until to talk to them. But if you know that information, then your conversations and the information you provide can be that much more effective. But one of just the generic things that you can give them as far as information is, number one: the bulletin basics, which I've posted that

before. That's just the bullet points that I can send in a DM to someone, which goes over we get paid in two different ways: from commissions and building a team, building a team is optional. Sorry can you hear? The lawn mower's right outside my door. So bullet points: two ways that we get paid, the commissions from anything on our website, the website that's already set up for them, team bonus, if they decide to build a team, that they get a 25% discount everything and especially for someone that's considering buying a challenge pack and being on Shakeology, they're going to want to save 25% percent on their Shakeology or their Performance line, whatever it is that they're getting. So it's kind of a no-brainer for someone that is planning on buying a challenge pack anyway. They don't have to continue being a coach; there's not no obligation to say as a coach. If they decide they don't want to be on their Performance Line three months from now, they can cancel and you can let them know these things. But I definitely say lead with the business opportunity, but also let them know that if nothing else, the discount is a no-brainer, for them to do it for the discount is a no-brainer. But I always lead with the opportunity because that is the bigger bet that to them. That is the way that this can benefit them life bigger than a discount. So giving information, bulletin basics or inviting, them to a glimpse into coaching or sneak peek, whatever you want to call it. Now when I was building my team and once I started building my team on social media, which that wasn't how I first started because like I said, I wasn't on social media. But once I started building my team on social media, we didn't have groups and so...we didn't have sneak peaks or glimpses into coaching. So what I did was on YouTube, I did just, "What is Coaching?" Just a short little video, "What is Coaching?" Anyone can do that, you guys. You don't have to be any certain rank because even as I was doing those, I wasn't talking about my rank or how successful I was because people don't understand what that even means. Like I could have said my rank and maybe like, "Well what's that mean?" So you just have to go in with confidence and give them the basic information and be excited and be smiling and be passionate about what this business is and where you're going with it and where your team is going with it or your future team. And it might be helpful to make get yourself a team name; make up your team name so that you kind of know where you're going with this and people joining you know that they're a part of something. Okay, so giving information, bulleted basics or sneak peek or glimpse into coaching or just a quick video or something that you can send them to. If you want to send them to one of our videos, one of my videos, you can go to [jenellesummers.com](http://jenellesummers.com), click on "Become a Coach," and then scroll down or just copy the URL for that page and you can send people that if you want because on that page is a video that I did with my one of my leaders and good friends,

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Corey Miller, where we talk about what coaching is and what we do as coaches and how we host challenge groups and how you don't have to be at your goal weight to become a coach and all these things, it's all there on [jenellesummers.com/become-a-coach/](http://jenellesummers.com/become-a-coach/) I think is what the URL is. You can share that with anyone, plus we have team sneak peeks and all that kind of stuff. So there's lots of ways to fill them in, but here's the thing and this is where so many coaches go wrong. Once you've given information, whether it be any of those methods, most people are not going to jump on it. They're not even necessarily going to react to the information. In fact, they may not even read the information or watch the video. And so what that does to us, being the ones that presented the information and so excited, we start to have that self-doubt and we're afraid to follow up. We assume that they're just not interested and we should probably give up on that person and we should probably cross them off our list and move on. Here's what we're saying to ourselves: "I don't want to have to convince anyone. I want people who want to do this. Forget her." Like that's kind of how...that's normal. Let me just say that's normal, but that is also the mentality that will kill your business because that's not what's going on necessarily for that person. Maybe, maybe they really aren't interested, but you have to have those conversations and you have to find out. You have to just ask. You cannot assume. When you assume that they're just not interested or there's that type of person that has to be convinced or whatever, if you just assume by their silence that their silence means this, that, and the other thing, you're doing a huge disservice to your business, okay? So you have to just ask and what I usually say is, "Oh my gosh, I'm so sorry. That was really, really long. I know how busy you are. You've got three kids and they're all just starting school or whatever. Would you like me to give you the bulleted basics so that I could kind of give you the Cliff Notes version of some of this information?" So I'll do that. So the main thing I'm trying to tell you is that your follow-up conversations are absolutely 100% critical even if you get no response, they didn't engage in the group, they didn't respond to your DM or whatever it may be. You have to have those follow-ups because if you listen to almost any top coach in our organization, they will tell you that the person that brought them on board didn't give up talking to them about this. Now that's not to say that when someone's like, "Oh my gosh, those things are the worst things," and they're super negative and blah, blah, blah, that you should try and convince that person? I'm not about that either, trust me. But when I know it's someone that has a good head on their shoulders and they are a positive thinker and they just have some misinformation and some preconceived notions, I know that I just need to validate and understand why they feel that way and relate to them because I felt that way too and then just peel back the layers and

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help them bring down that wall that they've put up so that they understand, okay? So you kind of have to have a feel for it. "Is this person a negative person?" They don't even like the idea of helping people. Like you don't want to convince the wrong people; you want the right people. If you know this person is a good person and they can benefit physically and financially and purpose-wise and all that from this, then have those continuing conversations even if you had no response. Rachel says it took her three weeks to decide and she had been looking for the right opportunity. Okay awesome. And Rosie said, "Yes, it would take people years." Okay, so let me move on and I'm almost done. So the other thing I want to mention with that is make sure that you are asking for go-getters. If you're always just asking for people to join for the discount, that's all you're ever going to have are discount coaches and you're going to become Diamond with a bunch of discount coaches and then you won't ever make 1-Star and never make 2-Star and you'll never earn a six-figure income and you'll never earn a seven-figure income and things really are stagnant, if all you ever do is bring people on for the discount because then you just have a bunch of discount coaches. Again, not saying discount coaches are bad. A lot of discount coaches become rock stars, but if that's all you ever are telling people about this business opportunity, you're missing the boat. You are missing the boat and even bigger, unfortunately, they're missing the boat. They don't even realize what they have in their back pocket because they just think they have a discount in their back pocket and they have so much more. So next, is that you have to plan out at least two blocks for follow-ups, okay? So all that I just talked about, those have to do with the follow-ups and I just had a call last week about follow-ups. So make sure that you watch that and of course with that, you have to expect expectations and you have to validate and you have to clarify and get them to open up and be patient because it's going to take time. Oh and the other thing I didn't mention on last week's call, is urgency. When it comes down to the point where someone is...you've been talking to them for a long time. They've wanted to do this. They're just kind of on the fence. They're just kind of scared. They have that fear. You want to reassure them, but you also want to give them a sense of urgency, a reason why they should do this now, act now, versus waiting another week, another month, another year, and then never doing it. What is that sense of urgency that you're giving them? Is it because we have a new coach training that's starting? Is it because you're starting...maybe you don't do a new-coach training because you're not bringing on that many people yet. So maybe you're doing what you call a success pod, a new coach pod, or whatever you want to call it, where it's just on text or it's on Facebook thread or it's on a DM pod or whatever it may be, and you're excited about this group of four women or five people or

whatever it may be. Get them excited about something. Think outside the box. Don't always think that, "Oh, I couldn't tell them to get excited about my next new-coach training because I don't have a big enough team to do a next new-coach training, so therefore there's nothing I can do and just throw your hands up in the air. No, there's things you can do. Let them know that you've got this new-coach success pod that's starting next week or whatever and you're super excited about it and everyone in it. You're all going to get t-shirts that say, "Actually, I can," and boom, right? Think outside the box. Get excited about what you can do instead of thinking about what you can't do. That's what makes all the difference. Okay, so once you have this momentum going with planting seeds, getting information and giving information, inviting people to a sneak peek, giving people the bulleted basics, having these blocks of time - at least two per week - where you spend 45 minutes to an hour just following up with people, following up with people, following up with people, focused time. What's going to happen is you're going to start bringing people on board and with each person you bring on board, you plug them in. And so what you do to plug them in is you just equip your newbies with A Getting Started Right. Beachbody provides the first 30 if you don't have A-Getting-Started-Right process, so that's fine. I have on [jenellesummers.com](http://jenellesummers.com) the New-Coach-Start-Here tab. You may have a team page or like I said, you might just do a little new-coach success pod until you have a team page. We have our Coach Success page. I mean there's beyond enough resources for you to plug them into and make sure that they have you on text, so that when they have questions they can text you their questions, so that they feel connected and they feel supported. And what happens though is a lot of coaches will, once they get to Diamond, they stop there and so what you have to do is not stop there. You have to continually be doing all those same activities that got you to Diamond with the planting the seeds, the follow-ups, all that. You have to continue doing that and keep adding to your team because over time what's going to happen is, you're going to end up having some people. If you continue to recruit to your team that want to become Diamond and before you know it, you're going to have two people that wanted to become Diamond or three people that want to become Diamond or even just Emerald and you're going to have what's called momentum and your business is going to start to grow and as long as you continually are doing those activities that we always talk about, it's not a complicated thing. It's very simple. It's not easy, but it's a very simple process of hosting challenge groups, doing your personal development, and building your team, inviting people to the business opportunity and planting those seeds, following up with them, and then equipping them with the vision of what this could do for their business, I mean for their lives, what the business

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can do for their lives. All right, so any questions? That went longer than I wanted, but...setting these goals and seriously think you're ready to do it. Awesome Jaime, awesome. You can totally do it. Anyone can become Diamond and beyond really. It's a mindset. I've always said the most critical asset you can have new business - it's not your body, it's not your look, it's not your Instagram following, how many followers you have, it's not how many people look to you for fitness, it's not...it's not any of those things. It is not any of those things; it is your mindset. It's the person that goes, "Well, I don't have this, but I do have that." It's that person. It's the person who's like, "Well, I may not be this or that, but I've got this, so I'm running with that." It's that person that goes Diamond and beyond and everything else in their life ends up clicking too because it's that positivity that just is contagious and helps everything in your life. All right, on that note, I'll finish up and I think next week we're going to do a call about systems. The beginning of the week next week we have our team retreat, so follow on social media if you want to see any of that. I'm very excited about that and I'll see you next week Thursday. Thanks so much. Make sure you pass this on to your coaches.

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