

## Transcription of “Sneak Peek into Coaching”

[Beginning of Recorded Material]

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00:00:00 Jenelle: Hey there you guys! Welcome to this little sneak peek into what coaching is. So my name is Jenelle Summers and I've been doing this business for ten years now and, by the way, this is broadcasted live, so if anything goes wrong, that's just life. I've got my water here. Last time I did a live broadcast, I start choking on some ground flaxseeds. So just so you know, this is live; but I feel so grateful because years ago before this business. I was stuck in an office and fortunately days like today, being that I work in this business, I don't have to be in my office. After this, I'm going to work out. I'm going to go to Target. Like I love what this business has done for myself and my husband and our family and that's the biggest thing for me. So a little bit about my story: I was in the corporate world and fitness and health has always been my passion. I've always thought, “Oh, that would be so much fun to just do fitness and health like full-time,” but I never saw an avenue for me to be able to do that. I just thought, “Okay, there's no way that I could teach fitness classes or personal train and make up my salary. There's just no way I could do that.” So I just assumed I was stuck and I wasn't open to any other way of doing it. My husband I actually looked into maybe opening up a gym; the cost of that, the investment, and the amount of time that we would have to spend in that gym, there was no way we could do that on top of our full-time jobs. There was no way that we could fit that into our busy schedules, build that business knowing that it's not going to profit for a year or two years and have any return, and we just couldn't afford to do that time-wise or financially wise we couldn't afford it. And knowing what other gym owners that we knew what they were profiting year to year, we were like that's just not an option for us. We have too many bills to make that happen even though that was kind of like our dream. So we kind of let go of our dream and so starting a family, I'm a mom. We have one son and again we were just working, working, working and doing the best we could to raise our son and be the best parents that we could and had kind of given up on this dream of like ever doing fitness full-time. Well this business opportunity came up and when I first heard it I was like, “No way. That is not for me,” because I'm an introvert and I've really overcome my shyness a lot, but I still am an introvert. Like I am a homebody. I love being at home. I love doing my own thing and I thought this business was the type of business where you have to have a big personality and you have to have like this social media following. I wasn't even on social media and I thought it was all about sales. I'm like, “I do not like sales. I've never done sales and I have no interest in doing sales. That's just not who I am.” I love fitness. I love health. I love sharing all of that and I've even been teaching fitness classes on the side of my full-time job and

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personal training, but I just I did not think that a business like this was anything I would ever be interested in. I was so skeptical that it was something I could do, but there was something about the business opportunity, knowing that it's Beachbody, for one, and Beachbody obviously, I completely trust them. They've got like the best at-home workouts. I know they have this amazing reputation. Everyone's heard of P90X and Insanity and all these different programs that they have. And I was like, "Okay, so it's a reputable company, it's fitness, it's health, it's nutrition. So part of me was just kind of like intrigued; like, "What if this is something that I could actually do?" And so I looked into it further, just as you are. I asked a bazillion questions and what I realized was this is something that I'm all about. Like I'm all about helping other people and sharing what's helped me and I'm not trying to be an expert and we don't need to be experts you guys. What we do is we're there to support people, give them some accountability, a community, and a place to be accountable and supported, to cheer other people on, to share what's working, what's not working and that's what coaching is about., and to just lead by example, even though that means we're not going to be perfect. Like I said, I haven't worked out yet today. I'm planning on it, but there are days where I don't fit it in. There are days where I don't eat as healthy; like all that stuff happens. What people really are attracted to is realness and just knowing that they have someone they can look to for that support, for that accountability, someone that can be on this journey with them and that's what we are as coaches and so I love that. When I realized that that's what this is about, I was all about it and so yes. So I joined and I went all-in as I was working my full-time job and I just worked this business in pockets of time. Now you may be here because you just want to be in for the discounts and that's totally cool too. In fact, I'm going to bring on one of my top coaches and she's going to talk about that too and that's how she started, but that's okay. You know when you look at some of the supplements that we offer with Beachbody, they're amazing and you can't get them elsewhere and there's not another product like Shakeology. That is...I could go on a whole tangent about Shakeology, but there are a lot of people that just join us coaches just so they can get that 25% discount on Shakeology and that's totally fine. You can do that and if at some point down the road you're like, "Yeah, I think this coaching thing is kind of cool and I think I might want to give it a shot," then you can do that. Like there's no pressure. If you join as a coach, there's no pressure to like hit the ground running and take off with your business and become this amazing super rock star. But if you're that person that you're like, "Well yeah, I do want to do that actually," well then you can do that and we'll equip you on how to do that. That's why we're here. We're here to go, "Okay, what are your goals? Do you want to just focus on yourself? Do you just want to get the discount on the products and programs? Do you want to be a part of this coach test group that's going on that any new coaches can be a part of?" Like we are here to figure out what it is that you want from this opportunity and we're here to plug you into how to make that happen. And so no matter what it is it that you're looking for, we

can help you make that happen and we're going to be real honest and say, "Okay, well this is what this is going to take and this is what that's going to take. Like this is going to be not a whole lot of work and this is going to this is going to take some grunt work. Like this is going to take some time and discipline and effort, but it's going to be super fun if you like challenges." But we're going to be honest about that and we've been doing this as a team, like I said, for ten years and so we have the resources. We have the support. We have the systems for you to plug into. So if you're on this live presentation or you're watching the recording, we have the resources and the tools to help you become successful with however you want to approach this. So with that, let me introduce to you one of my top coaches and one of my good friends. She's also a mom and a wife, Meg Kozlowski. Meg are you there?

00:07:01 Meg: I am. Can you guys see me?

00:07:05 Jenelle: Let me get them you. There you go.

00:07:07 Meg: Yes! Hi guys! Hello, hello! All right, Jenelle thank you for that and it's so funny because...so guys, I've been a coach for nine years and so Jenelle has seen me transition through a lot of stuff and I was that girl who signed up. I was 22 years old. I just graduated from college and my degree in nutrition. I didn't get into a dietetic internship, which was the next step in order to become a registered dietitian and I just felt really lost. I moved back home with my parents. I had about 30 pounds that I wanted to lose and I met my coach Jenelle and I just gravitated towards her personality because she's so kind-hearted and she was so sweet and she was open to answering my questions about health and fitness and that was the first time that I felt like, "Okay, I have someone who's ready to support me on this journey and she's going to teach me how to turn this into a lifestyle. And so I signed up first, you guys, just as a discount coach because I wanted to be around people like Jenelle. I wanted to be around that supportive community and I also wanted that discount. You know I started drinking Shakeology and I had just graduated from college. I was so broke, you guys. I had college debt coming at me, you know my student loans, over \$80,000 coming at me and I needed that discount. I was not going to be able to afford Shakeology and I knew that it was a big part of my journey because when I drank it, I didn't crave sugar. I had more energy and I really fricking liked it, okay? So I was just a discount coach and there was a lot of things that held me back as to why I thought I couldn't be a big-time coach and Jenelle covered some of them, but I'm also an introvert. I love being home. I don't like going out. I don't like talking to people. Thank God that I have a very extroverted husband or else I would probably never leave the house. My daughter is also an extrovert, so I'm kind of outnumbered at this point. But I didn't like talking to people. I was a huge introvert, you guys. I had 30 pounds that I needed to lose. I was young, okay? I also did not want to push products on my friends and family. I was looking around. I was seeing these other companies who were just plastering their

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products all over their social media and I would get so annoyed. I would roll my eyes when I saw it and I said, "I don't want to turn into that person. I don't want to be the person that people are saying, 'You're really, really annoying.'" I also didn't want to give up my entire life to be successful in this business. I thought that I would have to work a million hours in order to make this business work and I just didn't think that at that point in my life I could do that. I wanted to be able to be getting in the best shape of my life. I wanted to be able to go out and meet my husband I hadn't met him at the time, but I wanted to be social in order to find my spouse and the last thing that really held me back, and I'm sure a lot of you guys can probably say this, is that I thought it was a pyramid scheme. And you guys, when people say pyramid scheme, you don't actually know what that means, okay? So make sure you look up what pyramid scheme means and I'll break that down for you guys a little bit. But that was one of the biggest things that held me back at the beginning; it's because when I signed up, the people closest to me were like, "Meg, only the people at the top are going to be successful. You're just going to be feeding into those other people to help them succeed and you're just going to be one of those worker ants and you're not ever going to get there." And so I kind of listened and I said, "Okay, there's no way that I can make this business work." So I continued to go and get my masters in public health, nutrition. I caught myself in the middle of the classes thinking, "Why am I doing this? Why am I going towards a degree that I really don't like, when really I just want to help people in health and fitness." Even though I already been a coach for two years, you guys, I didn't realize that the answer to my problems was right in front of my face and I didn't realize it until I had my first full-time job at a gym. I thought it was my dream job because I was in charge of the health and fitness at the YMCA. I was helping the instructors do their classes and making sure that all of that was running and I was so exhausted. I was so exhausted. I was underpaid. I was under appreciated and I felt like it wasn't really fulfilling my life. And so I decided, I remember reaching out to my upline and saying, "Jenelle," and I said, "Okay, I'm serious about it this time. I want to make this a go," and this was back in 2011 you guys. And I said, "I'm going to give myself a year and a half and I'm going to walk away from this full-time job that I hate so much," and I did. I committed to what my upline taught me to do and we'll go over that in a second, but I said, "This is what I'm going to fully dive into because I've sat here for two years and I've watched these other people who have come in after me and completely changed their lives." I remember my good friend Mindy that came in and she quit her full-time job and started paying off debt and was building a house and I'm like, "What? What am I doing? She signed up at the same time as me and I'm letting this go by. I'm wanting to make my life be like her life." So I finally got over myself, you guys. So let's talk about overcoming the objections that I had. The first one I talked to you guys about was pushing products. I was terrified. I was terrified that I was going to be taught to just plaster stuff all over the place and hound my family and end up just not being happy in this business, but I remember Jenelle telling me, "You just share

your journey. You just share your journey openly and authentically and real on social media and the people who feel connected to it and inspired, then you help those people.” Not once, you guys, have I ever had to push this business or any of our products on any of my family or friends and it's nine years into the business, okay? Number two: giving up my entire life. When I first started as a coach, you guys, I had a lot on my plate. Like I said, I was going to school full-time. I had a couple different jobs. I was also trying to get my own fitness journey on. I was trying to lose those 30 pounds that I gained in college. I had just started my dating my husband and so I really didn't have a lot of free time, but I said, “Okay, I am willing to make this business work and I'm going to work it into the power pockets of my life. So before I go into work, I'm going to wake up an hour early and I'm going to sit down and I'm going to get as much as I possibly can get done.” And then you at lunchtime, I remember people who I work with actually, they told me lately because I'm talking and I'm on social media now. They're like, “I remember you would shut your office door,” and I would eat my lunch over my computer and respond back to messages and so my coaches and my clients also knew that at 12 p.m. every single day that's when I could get a hold of my coach. So I didn't know that I was training my team or my clients to respect my time, okay? Okay, also when I'd get home from work, I'd do a couple more hours and finish up things. Now that my life is a little crazier. I have an almost three-year-old, I've had to learn how to work through that and work around her hours and when she was little, I would work when she was napping or what she went to bed or before she woke up in the morning or if she was playing very nicely on the ground next to me, I would be working. You fit it into whatever lifestyle you have and it doesn't have to take up a ton of time, you guys. You heard Jenelle say at the beginning this business has given her freedom. Same for me. I'm going to be done working by 1:00p.m. today and my sister and my nieces are going to be in town from Milwaukee. So I'm like, “Yay! I could just take the afternoon off and spend it with my family,” okay? The other part of that, you guys, not being social. I'm also like I'm not the most outgoing person, but through this business, I've learned how to become more outgoing. I forced myself to talk to other people because I realized that when I don't take that initiative to talk to people it might come off that maybe I'm snotty or rude, when really it's just my own insecurity. So this business has taught me how to become more outgoing outside of social media, but also I've had that chance to build it behind the computer screen, so when I'm not feeling super social, you guys, I can hide behind a computer screen and talk to people through messages, okay? I found that that is a really good way for me to build my business. The last part, you guys, is the pyramid scheme, okay? So, you guys, pyramid schemes are illegal. Pyramid schemes are illegal. They're not allowed, okay? In a pyramid scheme only the people at the top of the business make the money. Now I can tell you from being a coach for nine years, I've seen people come in after me and sky-rocket past me, okay? Income wise, because they've out hustled me. I also have seen people who I came in after that I've out hustled them and I'm making more than they are.

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That completely gets rid of the pyramid scheme feeling right there. You're also going to be a part of a company that has been around for I think Jenelle, what? Eleven years, at this point? Ten or eleven years, right?

00:16:09 Jenelle: I'm sorry. I was muted. I think it's been...if I've been a coach for ten years, then it's probably eleven and a half to twelve years because it was definitely around like a year and a half before I joined.

00:16:20 Meg: Exactly, you guys. That's a company that's been sticking around for...especially in multi-level marketing, for quite some time, okay? So guys, it's not a real thing, okay? Pyramid schemes are legal. The other thing that I love about this business that I've learned about myself through overcoming my objections and just giving it a real go, is that I'm a very competitive person with myself. I've been able to become the best version of myself and show my daughter that she can go after whatever she wants as long as she's willing to work hard for it. So guys, think about those objections that you're having, and if you have some that I haven't gone over, talk to the person who invited you onto this live and just be open with them. They can give you their honest feedback on it and how they've been able to overcome those objections because we've all had objections, you guys. So I want to go over what we do ask coaches. There's four things that the top, top, top coaches do in this business and I remember when I first heard of them I'm like, "There is no way that doing those four things can build a multi-million dollar business." Guess what, you guys? Doing these four things can build a multi-million dollar business if you commit to it and you stay consistent. The first thing, you guys, is sharing your journey on social media. You have to stick to the fitness programs. You have to share results. You have to show people what you're going through. Even if you're pregnant, okay? Or you're going through a part of your life where you don't want to lose weight and you just want to gain and tone up, that's your journey. Share it. You're going to connect with different people, but that's number one, the first and probably the most important part of this business is sharing that you're doing the workouts and doing the Shakeology and eating healthy as much as you possibly can. Like Jenelle said, we have our treat days. Believe me, I will be having cake and ice cream this weekend, but it's a lifestyle, okay? Number two: personal development. I remember when I first signed up and got into this business and Jenelle brought up personal development, I was like, "I don't have time to read. I don't have time to read. I'm going to school full-time and I'm reading these giant text books and I don't like to read and I'm already a positive person. Why the heck would I have to read something about someone telling me to be positive?" Let me tell you, personal development has helped me through so many areas of my life; not just in this business, but through personal things, you guys. We've lost two babies this year and the number one thing that helped me through it was personal development. I was able to keep my head on straight and help other people around me and help myself through personal development. And we say

either listen or read something for 10 to 15 minutes every single day. When you sign up your coach will be able to direct you towards the best book for you, okay? The next thing is getting other people results. For health and fitness coaches, you're a health and fitness coach, so in order to grow your business you need to be helping people and we want to focus on getting people real results; not just signing people up and seeing who sticks, but truly helping them through their journey. I love being a health coach because I get to be that cheerleader and that support system for someone who maybe hasn't been able to stick to their program in the past, okay? And then the last thing, you guys, is just inviting people to join us. If Jenelle would have never brought up this opportunity to me, my life would look completely different. I don't even like to think about it, you know? I wouldn't be able to be home with my daughter. I wouldn't be able to have my husband be home with my daughter. We wouldn't have been able to pay off the debt that we've paid off. Like things would just be completely different, you guys. So I look at inviting, you know bringing people onto your team or into your virtual boot camps every single month, as a beautiful opportunity. It's like a gift to give to other people to change their lives the way that Jenelle has changed my life, okay? So I think that's pretty much it, Jenelle. I'm going to hand it back over to you.

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Jenelle: That was amazing, Meg. Thank you so much. Let me see if I can get myself back on the screen here real quick. So good and I relate so much to that too because like I said, it was always a goal of mine to be in health and fitness, but ultimately my main driving force, the thing that kept me going when I'm working full-time, demanding career and building this business on the side. The thing that kept me going was I wanted to be a stay-at-home mom more than anything and I never thought it was going to be possible and for any of you that are watching that work, if you have a family or you're planning to have a family, it's something that tears at you when you know that you spend more time at work or with co-workers or doing what you do than you do with your own family or with your with your kids and I think it for me it just came to a point where I was like, "Enough. Like I'm not I'm not going to do that anymore." Not that there's anything wrong with it. There are lots of people that make it work or they already do work from home, I just know for me, I could not deal with that any longer and I wanted to be able to live my life around my priorities, not someone else's priorities; not have to travel when I didn't want to travel because I was going to have to miss this or that for Tyler, or have to work late on a project and that meant that I wasn't hardly going to get to see Tyler that day. Like I was just done with that that life. So anyway, thank you Meg so much for sharing your story and I wanted to just also hit on a couple things that we probably haven't covered yet and then we'll wrap this up. Number one is I do hear from a lot of people who are looking into this like, "I wouldn't even know where to begin." Like, "I wouldn't even know where to start." Like, "I don't even have...I'm not even public on social media or I'm not even really on social media or I don't ever post or what I do it's just like a picture of my dog or a picture of my baby or

whatever,” and so a lot of people are like, “I get it. I would want to do it. I would want to try it, but I don't know where to begin. We have got you covered. We have a whole getting-started-right process. When you join, first of all, you can just join for the discount like Meg started off, but if you want to join and you want to start digging in, we have you start learning. We don't have you like, “Okay, you need to help someone lose 20 pounds you know by the end of this month.” Like we help you start learning how to use social media, how to connect with other people, how to talk to people and I talked about one thing we do in this business is we help give people a place, a community, and accountability. We show you how to run these what we call accountability groups or virtual boot camps. We have trainings on all of this. So when you join as a coach we have a getting-started-right process and we have on-going training, plus the person that you join is your direct mentor. So when you have questions or you feel stuck or you're just like, “I don't get it,” you ask them. And if they don't know, they ask me or they ask Meg or they ask...we all have like success partners and we do stuff together. We brainstorm together. We share ideas. It's not like, “I'm going to do better than you and I'm going to not share what I'm doing.” We're not like that. That's not the type of community that Beachbody attracts. Beachbody attracts...I think because it's health and fitness, people that see a bigger picture of life, like they want to improve and they believe in self-empowerment and empowering others and believing in others and lifting others up. It's just that whole kind of vibe and community that we have which I love. So training - we've got your back. The other thing is just that if you, like I said, if you do want to join for the discounts, it's the same sign-up process, but you just let your coach know that and just say, “Hey look, I just want to try out the programs or I just want to try out Shakeology or the protein or the Pre-workout,” or whatever it is, then you can totally do that. You get a 25% discount on all of our supplements. So being a coach just for the discount is a no-brainer because even though you do pay a website fee as a coach, that fee is \$15.95 US dollars, \$15.95 per month, but the amount that you save on your products far exceeds that. So no matter what, it's still a no-brainer if you're going that route. So let me talk about cost. So if you're joining just the base there's two required fees: one is the start-up fee and that's Beachbody sets up your whole website, actually they set up more than one website for you, but most of us just use one of them. But they set up your website for you. They set up...you have like...they track a whole database for you, for customers, or coaches that you end up adding to your team. They give you free resources and trainings and access to their logos and all kinds of stuff. So the start-up fee is \$39.95. The monthly website maintenance fee or business service fee is \$15.95. Those of the smallest business overhead expenses I've ever heard of and trust me, like I said, Matt and I looked into starting our own business and those expenses are pennies compared to what we would have had to invest in other businesses. So this is an amazing opportunity and we still to this day when we meet with our financial planner and he's like, “Wait, what is your business expense?” It's crazy, crazy cool. So the \$39.95 start-up

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fee, that actually can even be waived. You can get that fee waived if when you're joining as coach, as you're enrolling online, if you purchase...they're going to give you an option to purchase a challenge pack or a completion pack. If you purchase one of those, then Beachbody waves that \$39.95 start-up fee, which is an amazing deal. We call that that's how you boss-up because you're investing in your business, you're starting something new. It's going to give you something to be excited about, something you're going to get in the mail, something that you can talk about, something that you can share. And by the way, we use curiosity marketing. We're not like, "Look at this Shakeology. Look at this fitness program I'm going to do. It's called Shift Shop," or whatever. We use curiosity marketing. We're like, "I'm going to try this new shake and it's greens and it's this and it's going to make me feel amazing. I'm so excited." And then you've got people going, "Well what is it?" and, "What do you put in it?" That's called curiosity marketing. So you're not just like throwing stuff down people's throat and be like, "It's Shakeology and go to my website and buy it and you should try it." That's just icky and salesy and we really train you to not do that, just to share things that you're excited about, but you don't need to be like trying to sell to people; just share life. And so the \$39.95 start-up fee can be waived if you do buy a challenge pack or a completion path as you're enrolling, which definitely is recommended, but it's not required. So I'm looking at my notes. Oh, the other thing I want to mention is how we get paid. So there's two main ways that we get paid. We get paid from sales commissions. So anything that anyone buys from your website that Beachbody sets up for you, you get you get 25%, in some cases a little more than 25% commission. So, shoot earlier I had a cute Beachbody sweatshirt actually and that's something that's in my store. So if someone buys that, I get commission on that. So a lot of people think of our Beachbody storefront is just having like Shakeology or you have to sell like a supplement or you have to sell Beachbody On Demand, but we have tons of stuff in our store. We have fitness equipment. We have resistance bands. We have fitness apparel. We have all kinds of stuff that people want and need. So it's really cool. That's the one way we get paid is through the sales commissions and the second thing is through team bonus. So if you do decide you want to kind of go all-in with this business and really build it as a business, then you would want to build your own team and start building your team and of course we teach you how to do that and we give them, your team members, a place to plug into trainings. Because at first you're like, "Yeah, but I don't know how to train them, how to be successful because I'm not successful yet." That's okay. I started building a team way before I was successful because I just plug them into trainings and when they have questions, I'm like, "Yeah, I don't know the answer, but let me find out." Okay, so I find out. Now I know the answer. Now you know the answer too. That's how it works. We support each other and we work together. And so team bonus is the second way that we get paid. So team bonus doesn't grow just from like you adding people. So like you joining me, that doesn't make me make money. It's team bonus is a bonus that Beachbody puts together based on do you have

people on your team who are engaging, who are using the products and programs, who are building teams themselves? In other words, are you helping these team members become successful or not? Because if you're not, then your team bonus isn't going to grow. But if you are, your team bonus is going to grow. And so right away I was like, "Well that's awesome because I don't want to just like build a team and not help them. I want to help other women become successful fitness business owners because that's something I've always wanted: to be successful as a fitness and health business owner and I want to help them do that too. So I'm going to plug them in," and I love that piece of the business. So I'm trying to think if I've missed anything. I think that's it. Meg of course chime in if I forgotten anything. I do want to say message your coach because I'm sure we've probably forgotten something, but I know before doing the business I had questions and we get it and like I said, I was very skeptical. So your coach understands that. Your coach was probably skeptical too before he or she joined Ask questions. Get those questions out. There's no dumb question. But if you're ready to enroll, now is the time because we have a limited number of spots in what we call our new coach mentorship or new coach trainees, okay? So if you want to join, now's the time to get all this information and knowledge about the business under your belt before the New Year's resolutioners come on board and you want to be able to help those people. So this is the time to join to get into one of those spots for the new coach training or the new coach mentorship, which by the way, you can do on your own time, at your own pace, but you want to be able to get a spot into that next group. So make sure that you message your coach right away even if you're thinking you might be joining this weekend or by Monday or whatever it may be. Make sure you let your coach know. So Meg, did I forget anything?

00:31:06 Meg: No. I thought you did an awesome job

00:30:10 Jenelle: Okay, I think we're good. I'm going to look to see if there are any questions. I'm not seeing any questions on the live broadcast. So you guys, thank you so much for getting on. I hope that you enjoyed this and you can find me on social media if you have additional questions, Jenelle Summers, J - E - N - E - L - L - E, Summers, S - U, and then Meg Kozlowski. So she's on Instagram. She's on Facebook. Meg, M - E - G, Kozlowski is K - O - Z - L - O - W - S - K - I, okay? All right Meg, thank you so much for sharing your story and all the information, so helpful, and thank you to everyone for getting on. We're going to close out. Have a great rest of your day.

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[End of Recorded Material]