

Transcription of January 24th, 2019, Team Call “Fail Forward with Melissa McAllister”

[Beginning of Recorded Material]

00:00:00

00:00:00 Jenelle: Hey you guys! Welcome to the Team Hardcore call. My name is Jenelle Summers and today is January 24th and this is a super exciting time of the year. Hopefully you went to a Super Saturday - Super Weekend. Sorry, I always say it the wrong way – and saw the video that was presented there because there's so much information there about what is coming this year. And I don't want to spend time here going over all of that because if I miss something, then you're like, “But Jenelle, you didn't tell us...” You've got to get in the habit of checking your online office, the breaking news alerts and you've got to watch that Super Saturday video or you're going to be like, “I wish I would have known. The whole team was doing this,” or, “I wish I would have known...” You've got to stay in the know and it really only takes checking it like once a week. You're really going to get filled in on what is going on as well as our team page, okay? So if you're personally sponsored by me, the Push-to-Daily-Success Group, if you're within our whole team, it's that Coach Success page. And these trainings are always linked as an announcement within that page and that's where you can, you know, find other people to be on your team cup with you and, you know, co-host groups with other people that you meet in there. There's so much going on in there and I swear the people in that group are like so smart. If I don't know an answer to a question, I'm like, “Um, ask the people in the Coach Success group because they know.” Okay, so let's go ahead and get started. I can see your questions over here and I can see that you're all saying, “Hi,” and you're excited to get started. I am too. So thanks for being on live and let me introduce to you our special guest speaker. I'm very excited to introduce to you Melissa McAlister. She is a mom and a wife. She is...get this - it's going to blow your mind. She is a nine-time Elite coach. Right there that's crazy. Seven-time top-ten coach. Melissa and I have been on a couple of top-ten trips together, but she's been a top-ten seven times. Super-Star Diamond 2. In other words, two of her business centers are 15-Star Diamond and. And she's also, you may recognize, in fact, I just had Jennifer asked me. She said, “I really recognize her.” She's in two of the workouts for Transform 20. She's in the weighted workouts. So, very excited to have her here. I love her teaching style. She's got away about training others. You can tell she really cares. She really cares about her team and what I wanted her to do because I felt like with all of her accolades that this would just be really powerful to hear her struggles. And one of the reasons I asked her to do this is one of you, one of my coaches, had said, “You know Jenelle, I hear from...” and this is the coach that's doing the right thing. She's listening to The National Wake-up Call which, yes. Listen to The National Wake-up Call every week. I never miss it.

She's listening to the trainings on the Beachbody Champion's page, awesome trainings there. I definitely recommend you get into that group called Beachbody Champions and hear those trainings, and then our training site jenellelesummers.com. She says, "But what I am missing," she said, "is all these people who speak on calls, have success, and they have all these accolades, and they tell us what they're currently doing to have success, which is great, but," she said, "I need to know and I feel like other coaches in my same boat need to know what kind of struggles did they have that they had to overcome, because they allude to having struggles. They allude that there were some things they had to get over and mindset that they had to get over it some things that didn't go well and blah, blah, blah. They allude to it, but what were those things?" She said, "Because when I have struggles, I feel like I'm alone in those struggles. I feel like those successful people didn't have those struggles. That's kind of what she was saying to me and I was like, "You're right. You're right. That's so true." We allude to the struggle. We don't really talk about it and so hopefully hearing from Melissa you're going to realize that some of those struggles that you're having, these other coaches have had as well, specifically. Okay, so with that, Melissa, are you there?

00:04:12 Melissa: I am. I am here.

00:04:14 Jenelle: All right. I want to make sure that I can see you on the screen. You guys will have to let me know if you can see Melissa on the main screen. Sometimes it works, sometimes it doesn't, sometimes you guys see something different. I'm watching the recording over here, which is a little bit delayed and so far we've got a black screen, no Melissa on it. I'm hoping it's just like delayed, but people are saying yes, they can see you. Okay, cool. We're good.

00:04:44 Melissa: We're good to go.

00:04:45 Jenelle: Yes!

00:04:46 Melissa: You know it's kind of funny, you guys, just...right now you see me and my white balance being so bad...I don't know if you guys remember back in the day when I had the honor of being on Chalene's podcast and she did a Facebook Live at the same time, she was flabbergasted at my white balance and she sat there for 30 minutes trying to get me to help...see? Trying to help me with it and we could not figure it out. So number one, I apologize. I am so washed out, but there's just nothing I can do my office to fix it

00:05:17 Jenelle: Well you can hold that white paper next to your face while you talk the whole time. I'm just kidding. [unintelligible] No you look great.

00:05:27

Melissa: So I look like a ghost, but when Jenelle reached out to me and asked me to talk about struggles, I'm going to be honest with you, I was...at first I was like...and I just like Jenelle, we're going on our 11th year of doing this and I thought to myself, "I struggled, but man what did I struggle with?" And so I sat down with a piece of paper and a pen and, wow! What a brain dump. I didn't...that was actually very therapeutic for me. For you to ask me that, to remind me specifically what struggles I've had, and there have been plenty. I just told you now I have twelve, twelve struggles that I want to share with you and I'm hoping that maybe if you're going through that struggle right now it'll make you be like, "Okay, I'm not the only one," or some of these struggles might happen to you in the future and you'll remember this conversation that we all go through it and we all get through it. So the first one I want to talk about was a huge struggle for me, especially in the beginning, because we talk about...with building your business on social media, how important it is to build a brand, right? And to set yourself apart and to know your avatar and to speak to your avatar. So I did that and I did that really well and I worked so hard on giving really good content...that I mean...that's why my Instagram grew as big as it did and I [unintelligible] which I did not start building my business through Instagram until about a year and a half, two years ago. But I have had a following of a quarter of a million people for five or six years, so there were a good four years that I never used Instagram and the reason is, and this was a struggle I had, was I believed if my content was good enough, people would come to me. That people would come to me and ask me to be in my challenge group. That people would come to me and asked me to be a coach because I was putting out there how great it was to do this stuff. But I never asked people. That was a huge business block for me was not wanting to ask people. Still today, I have to ask people. I'm sure Jenelle does. It's just part of your business. There will never come a time in your business that you get over or past the inviting stage. You will always need to, have to, you should want to invite people into your challenge groups and to be a coach. So your content it does have to be wonderful, but don't ever think there's going to be a post or a point in your business that it's going to be so good, that you can just sit back and people will come to you, because they won't. I'm still waiting for that to happen and almost 11 years later, it hasn't. So over-deliver in your content, it'll help build your following. But you need to ask people if they want to join you in the health and fitness journey or in the business. It's such a delicate and uncomfortable thing for people to ask for help, so if they see that you're doing something, it's scary to ask, "Will you help me?" So if you give them the invitation to ask you more about it, they absolutely will. But most people, as much as they admire you, as much as they follow you, as much as they're proud of you and want to do what you do, until you actually invite them, you won't hear from them. So don't ever think that your content will be good enough for people to come to you, okay? So that's number one. Number two: I wasn't fully immersed in our solution or our mission, so the conviction wasn't there. For the first part of my business, I was still teaching group

00:10:00

exercise and I was drinking Shakeology a lot, but not every day. So when it came to me telling people, "We have the full solution," you know? "What we do, our mission is fantastic, and if you put yourself in a challenge group, where you feel the support and accountability, you drink your Shakeology every day, you do a home product, you can see great results." I know people could feel in my heart that that was a sales pitch or that's what I was told to say, and that's not how I felt. And it wasn't until I did Max 30, that I was in the test group for Max 30, that I did my very first program start to finish. And that changed everything for me. The conviction welled up in me to actually put myself in the position that I was asking people that were going to be in my challenge group or even to be a coach, asking them for me to do with I was asking everybody else to do - what a difference. And honestly, probably the leanest that I've ever gotten, of course it was Max 30, was doing Max 30 and following it to a tee and drinking my Shakeology every day and I really liked Max 30's meal plan and I stayed very close to that and then I was like, "Whoa! This does work." I knew exercise worked. I knew good nutrition worked. I've always been healthy, but our specific solution, I needed to go through that. So I want to remind you that you really have to do products from start to finish, for the most part, or at least supplement what you love to do an awful lot and drink your Shakeology every day. If you love the Performance line, do it because it's just one thing to kind of put your toe into what we do, but want to tell everybody else they need to do it, as opposed to doing it yourself and seeing and feeling what it's like. So when you do talk to somebody, you're speaking from your heart and not your head, okay? So number three...sorry, here's my struggles and here's my point. So if I make you dizzy, I'm sorry. Number three is I didn't need help or guidance, so I didn't give any. So when we started this Platinum Presenters, we all were just kind of like, "Network marketing? Okay." I'm just going to start throwing things at the wall and hopefully things stick. So I had this huge mental block with when it came to building leadership and to being a leader myself to my team with...I did it by myself. You can do it by yourself too. Instead of being the leader that helped people get started, especially since health and fitness was already kind of something I was comfortable with, but I was bringing in people who weren't comfortable with health and fitness and so it was really my bad to think Beachbody has tools, you know? You just kind of have to figure it out like I did. You'll be fine and that really was my mindset for a really long time and that's just...it's terrible to say out loud, but that's how I felt. I wanted to bring people in. I wanted to tell them to go to the back office. I wanted to tell them to do a workout, but figure it out. And then I started thinking to myself, "What if..." my husband always makes the joke that they're going to find crack cocaine in Shakeology one day because it's so good. There's going to be an addictive factor in there. And he goes, "What do you do if Beachbody goes away?" and I'm like, "Well it's not going anywhere," but what if I were to have to start another company? Let's say Mary Kay, for instance. I know nothing about skincare and makeup and all that stuff, but if I had to start a Mary Kay business, what's the first thing I would need to do? I

00:15:00

would need to learn about the products. I would need to use the products and share that journey of using the products and then I would need to help people match them with the right products and help them use the products as well because I'm not familiar with that line of work. So I've changed my mentality to just because I was comfortable with health and fitness, doesn't mean the people that I am are. So if I were to start a different business outside of health and fitness, what would I need to know? And with that mindset of, "What do I need to know?" I've really been able to create, you know, baby steps for new coaches getting started right, so that they feel comfortable with this business, instead of feeling overwhelmed because they weren't given guidance. Now I give guidance to all the new coaches that come in and really try hard to work with them in the beginning, where I kind of didn't do that before because I thought, "I did it by myself, so could you." So always, always try to baby-step your new coaches into feeling comfortable with what they're doing and what they need to do those first few weeks and first few months of being a business builder. Number four was I did the easy and the fun stuff there for a really long time, meaning that I would do, you know, I would make great posts. I would make cool graphics for the team page. I would share tips on how to build your business, but I really wasn't doing that myself. So I would put watch a YouTube video which is kind of the fun thing to do, right? To always look for things to help other people, and I would claim these great training videos and I would put them in the team page and I would be like, "Hey, this is great. You guys should be doing this." I wasn't doing it myself, so when someone came to me and said, "Hey, you posted that great video from Melanie Metro and I tried this, you know, this way that she helps new coaches get started, but I'm struggling with this." I was like, you know, "Well I didn't do it," and what kind of leadership is that? So if I'm going to ask my coaches, my new coaches, my middle-of-the-road coaches, or even my leaders to do something, if I'm going to share something, I need to try it myself. And so instead of kind of being the boss and telling people what to do, I needed to be in the trenches and anything that I thought would be a good idea to try, I need to try myself as well. So I always had that feedback for them and also my own my own results. Because if maybe what works for Melanie, may not work for my team because she brings mostly on, you know, people like her, you know, moms and from the corporate world where I have more fitness professionals, completely different. So for me to say, "Hey, Melanie does this and she says that it works. Try it," but I wasn't willing to try it myself. I could not give my coaches feedback. I could not help them if they found a rough patch or if they tried it and they liked it, but they needed to tweak it, I was useless. And so now instead of just always doing the fun stuff of posting, "Oh, I saw this and this looked cool and you should try this," I am my own guinea pig as well when it comes to posting things in the team page or to do with coaches. All right, number five: [unintelligible] thing to say. My team culture sucked really, really stunk and I've been working on that last year, you know? So for nine years I really think it kind of stunk, but I really worked on it last year and then I'm trying to 10x it this year because I

really believe with this business...and that's the reason why I joined as a coach. I was already fit. I had a good job. We had a good lifestyle, but I loved the community so much and I try to remember how important the community is in order to be successful in this business. Otherwise, it's very lonely and if you don't keep the fun factor alive in this business or the rewards and recognition, it just is too hard for people to justify continuing to push because I always say, especially for newer coaches, "This is the hardest you are going to work for the least amount of pay and recognition in the very beginning," meaning, you know, up to a year. You're going to be busting your butt and you're not going to see the income from it and you're not going to probably get a whole lot of recognition and reward because you're just doing the work and so you need to be there for them and make sure that the atmosphere is fun and that they feel important and that they feel that they're a part of something bigger than just themselves. We do meet ups now. Every week we do a Power Hour. We do sneak peeks every single week. We have team calls, of course, and leadership calls. When I used to teach group exercise, my classes were pretty full and now that I think about it, Jenelle teaches the exact same way. Whether it was Pico, whether it was Turbo Kick, whether it was a cycle class, I was in it with them. I worked so hard because I wanted to lead by example. I wasn't up in the front just barking commands and standing there and walking around. I was doing the workout. I was working as hard as I could. I was going around. I was standing next to somebody. I knew everybody by name and so I tried to lead with my team in the same way that I would teach a class. I'm working just as hard as you. I'm going to stand next to you. I know your name even if you're in the back of the room, even if you're a brand-new coach. I'm going to shout you out because I see that you did a really good post on Instagram. You guys probably do this, but if you don't, I would highly recommend that you create a team hashtag and have, especially your newer coaches, use that hashtag because when I go through Instagram and I see it...for us it's TMI Coach (Team Made International Coach), I get to see a huge variety of my coaches' posts and if they're doing something, I can privately message them. Or if it's a really good post, I will take a screenshot and put it on the team page and give them a shout out and say, "That was really, really good. The picture is beautiful. The wording is magical," whatever. But having that hashtag really helps me see my coach, especially those newer ones that are working so hard and giving them that recognition that they deserve because they're certainly not getting the paycheck.

00:19:41 Jenelle: Oh my gosh, I love that tip I'm definitely going to come up with a hashtag. I will say that I'm contemplating changing my team name, so I'm hesitant right now to make up that hashtag because I'm on the verge of possibly changing our team name. Yeah, I have to say with these things, which so far I mean love it, love it. With each thing would you mind, if you're able to, think of the moment when you realized that that needed to change. In other words, for example, this last one that you felt that your team culture

sucked. Was there something that happened or something someone said or some incident or anything that made you go, "Uh, uh-oh, I need to make a change."

00:20:28 Melissa: Yep, I had coaches leave.

00:20:30 Jenelle: Okay, I think that's what some coaches need to hear because, you know if you have a smaller team and you have some coaches leave, it feels ten times more devastating, as you know. When we had smaller teams and someone leaves it's pretty devastating. Yet when you have a bigger team, you're like, "Hey you found something else? That's totally cool." You're like so happy for them even though, yeah, you're bummed because you invested time in them, but this time it's not going to end your world. You know that you can keep building, but we're at that point now, whereas I know when I was newer, I wasn't at that point and I'm sure you weren't either. So just knowing you do still lose team members and that you do still tweak what you're doing and realizing that you can always make improvements.

00:21:18 Melissa: Yes, for sure and um, you know, the whole...it's funny with Beachbody and my thinking that my content was good enough that I didn't need to invite...Beachbody has always kind of touted the fact that I've been a Top-ten Coach so many times, but I don't recruit that often and I'm not a huge recruiter and they always used me as a positive example of that. When in my heart of hearts, I'm crushed because I'm like, "I'm trying," at least I thought I was. I was trying to recruit, but my mentality was I'm putting such good stuff out there that I don't need to invite people. And so honestly, when I really changed that mindset, that limiting mindset, that I don't need to invite because I have a big account and I started inviting people, which is scary in itself, but at the same time, it's very rewarding. What we do is so honorable. You should just be so excited to share that with somebody. My recruiting is double what it was, you know? And I'm proud of that and it's just because I'm inviting and I'm following up where I wasn't doing that before. So it was, you know, with Beachbody I would be on stage and those panels would, you know, highlight that I'm not a big recruiter. They're thinking, "That's a great thing," and in my mind I'm going, "I want to recruit more." I really do. You know I would love to recruit, you know, more than what I was doing and so that's for sure.

00:22:43 Jenelle: Awesome.

00:22:45 Melissa: Yeah, I'm just trying think. Yep okay, number six, so I'm halfway through, is I'm a loner, lonerhashtag/ - introvert, obviously. I mean that's...part of my brand is being such an introvert, but I was so much a loner that this was me. For the first eight years of building my business, it was me and only me and I just...honestly because it was uncomfortable for me. It is uncomfortable for me to ask Jenelle to be on my team call. It still is, but I've

broken past that barrier and I'm like I've got to do what's uncomfortable for the betterment of my team. But such a loner that I only...I make trainings for my team. I did everything myself. But about two years ago I decided to suck it up and quit doing that and collaborating with other coaches, cross-line coaches and holy cow, you guys! What a difference! Being able to work with a lot of the other Top-ten doing little groups. Like next month I have one with Bob Lucido, Keith Callahan, and Jamie Ennis and Chelsea. I've never worked with them before, but what a great experience for my team. I've done them in the past with Steve Delgado and Lindsey Mattway and [unintelligible]. Just amazing women and number one, their perspective on the business and the way that they teach and the way that they train is completely different than mine. How good for my team to get that different perspective. I remember too it took the work off of me. So much work for eight years that I was doing because I felt responsible and it just...I would do it by myself because I didn't want to put anybody else out, as silly as that sounds. So I'm here to tell you collaborate with other coaches. I don't care if you're an Emerald coach, if you're a 1-Star Diamond coach. If you want to work with some of my coaches because when you create a training, whether it's a new coach training with other cross-line coaches or an Emerald-to-Diamond training or a leadership training, you come out a better coach because you learn things and then...so my team in the last two years has just been gushing over these amazing trainings that I've done with other coaches that they still do this day ask me if I can, you know, because I'm admin if I can go into this old training I did with Lindsay Mattway, if they can put their coaches in it because they know that that training will resonate with that coach. So don't be Melissa and don't think that you have to do this all yourself and it doesn't have to be within your team. Although you've got an incredible team, go outside your team and you're going to find some amazing coaches that are going to teach you and teach your team as you will teach their team and that coach as well. So collaborate and that's been a really big one for me and I think the moment that I realized if someone asked me to be a part of a group and I hesitated being the introvert that I am, I'm like, "Okay," and that was the aha moment for me, for me to sit there and to learn from these coaches - so collaborate as often as you can.

00:25:00

00:26:02 Jenelle: Yeah, I totally agree.

00:26:03 Melissa: Yeah. Number seven, I tried working with everybody. I'm one and I'm one of those people who think that if you tell me you're going to do something, I'm going to believe you and I've gotten a little bit harder on the outside because I spent a lot of time with people that tell me that they want it and they don't. They don't do what's expected of them. Last year I had 15 coaches that were Diamond wanting to be, you know, Elite, Premiere, Star Diamond, at the very least. So I was doing 15 30-minute calls a week.

00:26:40 Jenelle: Oh wow!

00:26:43

Melissa: Believing...willing to invest in them because I believed that that's what they wanted and honestly within just a month, I stopped half of those calls because I realized that they're not in a place that they really want it as bad as they think they do and that was really hard for me to do, but man, the ones that invest more time and flourish instead of being sucked into people that were telling me that they really wanted that. So give everybody a chance, but be very cognizant of the fact that you've got to give them tasks and if they show up for the calls, it's because they like you and they want to be your friend. It's not because they want to build a business, if they're not doing the things that you're asking them to do. So you don't have to work with everybody, only the ones that show up for you. Number eight is I didn't use personal development effectively. I'll give you an example: the book *Relentless*. I got the audio and I was listening to it in my car and I was listening to him talk about the three different tiers of people and he kept talking about the cleaner. Michael Jordan's a cleaner and I was like, "Oh, I'm a cleaner!" I don't do it for the rewards and recognition. If I reach my goal, I'll celebrate for 15 minutes and I'll go on to the next goal. "I'm a cleaner," and I didn't finish the book so I'm like, "I don't need someone to tell me over and over again, 'I'm a cleaner. I'm a cleaner.'" And so personal development for me was like, you know, "Go wash your face," and, "Go un-F yourself," and all these books and I'm thinking to myself, "I don't need that." It might sound a little arrogant, but I'm a worker. I like to work hard. I love to have a goal. I just...I love to work. I really do and so for me I thought, "I don't need personal development." So for me there, for the longest time, my personal development just only became nutrition because that was personal development. I was learning to grow my brand and to grow me. But that was a big mistake because what I was realizing was even though I didn't think I needed those personal development books, I didn't need the slight edge. I get it, but it made me a poor leader because it made me not be able to teach who I am. So I knew who I was, but it wasn't able to teach it to my coaches who maybe didn't have that same skill set that I - maybe, you know, my effectiveness and time management. I didn't need to read personal development on time management, but guess what? Yes I do. I needed to read it so I can take somebody who's an expert at it and use their words to help teach my team time management. You really have to think of personal development, sometimes not for you, but putting yourself, even if you're a brand-new coach - the coach you are today, isn't the coach you're going to beat five years from now when you're leading a team of thousands, so you have to obviously become that person. And it's not going to be that your time management skills or your organizational skills are bad, but you're going to learn how to teach those skills that you may already have by reading a book that gets you to where you need to be in order to be a good leader and a good teacher. So I've changed and I've started doing...like this one...it's kind of...have you guys read that book?

00:30:05 Jenelle: No, what is it?

00:30:08 Melissa: *The Sales' Leader Playbook.*

00:30:11 Jenelle: Oh, no.

00:30:16 Melissa: I'm not very far into it, but it's a different approach. It's not really network marketing, but it's "stop managing, start coaching." So, instead of a nutrition book now...I've still got both here, but changing my mindset of personal development really helped me become a better leader, instead of a better coach, a better leader for my team. Number nine: I stopped making goals that are out of my control. Jenelle mentioned being a two-time 15-Star. You guys, I have tried for four years to be a three-time 15-Start. What I realized was I'm kind of out of control of that. As much as I want 15 coaches and my sixth CBC to be Diamond, they don't want it. As much as I try to pour into them, if it's not a goal of theirs, then I've got to let it go. So I can't control being a three-time 15-Star. I can control how I start coaches off in that business center, you know? I can make a good training for them. I can control helping them have the tools to hit Success Club. I can control that they have the support and accountability to do their workouts. But the actual act of setting a goal of three-time 15-Star, for me, was very discouraging. And so I decided to make goals instead that I can control. I can control how many people I can recruit, right? I can control how many people I can do a Getting-Started-Right call with. I can control so many aspects of getting a coach everything that they need to be successful, but I can't make them successful or be Diamond. So my goals just changed a little bit. I still want to be three-time 15-Star Diamond, but I'm not obsessed about it like I was because it takes the fun out of this business for me, so I go back to setting goals that I'm in control of and that is a totally different thing than an actual rank. So that's one thing to always consider. Don't try to put big goals on ranks, although they're great, there's other goals that you can put out there that will help you achieve that, but they're more fun and you're more in control of them and so it makes you, you know, enjoy the process more.

[unintelligible – echoing]

00:32:57 Jenelle: ...later. Go ahead. You keep going.

00:33:00 Melissa: Okay. I don't hear the echo.

00:33:02 Jenelle: You don't?

00:33:03 Melissa: I don't.

00:33:04 Jenelle: It stopped. Okay, so it just reminded me of the podcast I listened to this morning. It was actually Brock, my nephew, on Charlene's,

“Build Your Tribe,” and he was talking about that we too often focus on the end result and, you know this, I know this, but we just all need to be reminded. We too often focus on the end result instead of just finding the joy in the challenge and in the process and really just focusing on those activities that will get you probably to the end result, but you can't necessarily control that as much and you want to just really focus in on the process.

00:33:41 Melissa: Yeah, absolutely. And small wins keep you going way more than one large win every once in a while, I think. If you set up to where you're going to see great small wins, then that would always push me harder than only going for that really big win that's, you know, a shot in the dark, versus small wins which are pretty easy and make the process fun. It's got to be fun. [coughs] Excuse me. My number ten is that I only worked with my personally sponsored coaches. I did that for a very, very long time and I just...probably it was about two years ago that...and it started off that my aha moment was when someone actually reached out to me that was very successful in this business and was featured from Beachbody by Carl and I had no idea that she was on my team and, to be honest, I can't remember how I found out, but I reached out to her and said, “Hey, it's Melissa here, you know, oh my goodness congratulations on your achievement! I didn't even, you know, realize that you were in my down...” I mean so far that you can't even see.

00:35:00 And I said, “I would love to have you in my team page. You know, I think you would bring, you know, a great edge to it and I think that you would learn a lot,” and again, she's like, “Who are you?” And I sent her my team page and she never accepted it because she had no idea who I was. And I thought my goodness that I you know I really distanced myself from people way, way, way down. So I make an effort to try to pull up, you know, ways to find coaches that are successful and maybe hitting Success Club or even challenge winners. I had a challenge winner, way down in my organization that won the Beachbody Challenge and just being more cognizant of that, because I was only working with my personally sponsored. I was only doing trips for my personally sponsored. I was only, you know, doing gifts and incentives for my personally sponsored. And my income...since it's been two years and I have tried to include everybody because I have so many coaches between me and that person...I have an Elite coach and there's seven coaches between us and not a single one of the coaches between her and me even know she went Elite because they don't work the business. But I've made a real effort to find those people and highlight them and even use them. She's now in my leadership call every single week. But my income has grown substantially because of working with my entire downline, finding those people that are busting their butt, and me not [unintelligible] leadership whatsoever, may not even know who their Star Diamond up line is. It's been a game-changer because I realized, “Wow I do have a lot of talented people on my team outside of just personally sponsored,” and it's great for volume. It's great for the team because these people are successful. Her name is Deanna and she's successful 100% on her own because she wasn't on my team page, so she

was a loner and felt like she was on her own and wow is she talented! So I'm blessed and I'm lucky to have her now, her input in the team, because I dug deeper so. I know because when you work with your personally sponsored it helps you achieve, you know, rank and it helps you achieve Elite and all those things, but I really want to encourage you to, you know, dig deeper and find those coaches that maybe don't have that support and are doing it all on their own because they're a huge asset to your team page and your team culture. Number eleven - this is a hard one and this is very recent. For many, many years I was hearing horror stories of coaches losing big coaches, Elite coaches, to the wine business, to the keto business, to all these other businesses, and I was so grateful that I had never had a coach leave. We have really good retention with my coach or with my team, but last year I had my highest earning coach, million-dollar earning coach, leave. Well she didn't leave; she got picked out because she was working two businesses and it's been incredibly ugly, really, really ugly. And I realize that every victim needs a villain and I have become the villain and it hurts my heart - really made me mad because I really think I was good to this person, but it's just kind of fair warning. If it hasn't happened to you, it will. But I want you to remember our conversation right now. It's not you, okay? It's not you and there is one good thing that came out of it. This is so silly to say out loud, but there is a silver lining. Number one, she was kind of a cancer, just a very negative person. So, you know, you get rid of that cancer anyway and number two, because she was a very successful coach, I inherited a lot of her Diamond. So that first business center, you know, gets those quarterly bonuses now, where it didn't. So there was a, you know, financial...I'm actually in a better place without her, but man, it hurt me too. It still does. I just still want to call her and be like, "Can't we just still befriends?" Because I tried so hard to be a good leader. So I just want you to know there's going to be a time when someone's going to put down your leadership skills or put you down as a human being and you have to be okay with knowing that you're building this business ethically, that you're doing the best that you can for every single person in your business, and there's just going to be some people who find the grass looks greener somewhere else. It was a huge struggle for me. I learned so much from it. It has caused me now to really try to reach out with those coaches that did have a good run and kind of pull back. It's made me reach out to them and let them know that I'm still here for them and I would do anything for them to be happy, whether that's work the business or not, but I'm still here because I think that was one of the things that I did that made her want to leave was I don't think she felt supported by me, because she, you know, that's what we...6-Stars and all this great stuff, but then fell off and a lot of personal things happen and I really wasn't there for her and I should have been. So it became very ugly, but I've learned to be there, you know, even if people go radio silent, be there for them. And maybe there's nothing that you can do, but as long as you know you did your best no matter what the outcome is, it's not your fault. And then the last one I want to say is don't do it for the praise, but practice it. I have to admit I love my personally

00:40:00

sponsored coach to pieces. She's actually one of my best friends which is terrible, terrible at recognition, terrible. And Beachbody, you know, I don't think it's that wonderful either. They're okay, but I don't think they're that wonderful either. But I don't do it for that and so I am okay with that and because I have been put in the position that I don't get the...not the recognition I think I deserve by any means, nobody deserves it. You're in this business for the wrong reason if that's why you're doing it, but because it's not there, you know, there is the bit that little sadness inside of you because it does feel good and ironically Charlene was fantastic at this which is I guess why I miss it, because as a master trainer for her, oh my gosh! She taught me so much about reward and recognition and it felt so good and it was one of the reasons I was successful as a master trainer and I do believe successful as a coach, because even though I don't get it that much now, I know what it feels like and I am huge with my team when it comes to that. I did a call the other day for Emily Robidas and one of her new coaches asked how I keep new coaches going strong and it is that reward and recognition and personal attention that I did learn from Chalene. Even though I don't get it, I give it and I think that that makes all the difference in the world. Little tiny things like every...it's \$25. It cost me \$25 a coach that hit Success Club for and 2018 and 2019 now, but I actually make custom shirts every single month through Charlotte's. I will come up with a logo or term or like the last couple of ones I did ago that said, you know, "Energize: make me do it," and I'll design it. And so it's a personalized tank top that if they hit Success Club, you know, I will give them that and that means the world to them because it's something that I took the time to make myself. It's something that only they can get, not anybody else on the team can order it or buy it or anything. It is a gift and that goes all the way back to learning from Chalene, but Jenelle is fantastic with rewards and recognition. I see her posts, but give it back, you know? There are people who thrive off of that kind of a thing and so always make sure that you do it. Even if you don't feel like you need it yourself, give it because that has been one of the biggest things about staying Top-Ten and being Elite is being able to have my new coaches feel that reward and recognition. If you remember me mentioning about 30 minutes ago, they're working super, super hard right now and they're not getting really anything out of it. So to do little things like that will make the big difference and I used to not do that and, in fact, I tried to stop doing those tank tops and my husband...like we're doing them every single month, but my Success Clubbers dropped in half and I was like, "You really would work really hard for a tank top, but you won't work hard for yourself?" And at that point in the game it not everybody wants to work that hard because they don't get the slight edge at this point in the game and you guys, I don't want to tell you that you have to spend money on your new coaches. There have been months that the last 24 hours...you know you always have a bunch of coaches that have four Success Club points? I tell them if you hit Success Club the last day...one month I did a dance for them if they hit Success Club and they put in the team page, "I hit it!" I go live in my team page and I dance. It's humiliating, but it's

00:45:00

free. And then another month, I told him if they hit it on the last day because I had all these with four Success Club points, I'd write them a poem. They're horrible, but they love it and so many pushed for it because it was that personal touch, the reward, the recognition. It didn't cost me any money. It cost me some cool points. I lost a lot of cool points, but it works. So it doesn't have to be something that's money. You can dance for them. You could write them a poem. You could write them a handwritten letter. You could make a short video to put on their Facebook page about how wonderful they are as a human being. So yeah, that's something that I think is really, really important, but don't do it for the praise, but make sure that you do praise the people that you're leading in this process. And that's it.

- 00:46:04 Jenelle: That's awesome. So okay, so everyone on your team, even people that have been coaching for ten years, if they make Success Club 5, everyone gets a t-shirt? Or are you talking about newer coaches?
- 00:46:14 Melissa: Yes, and in here I am talking about personally sponsored, again, but what happens is I think if you can't figure out how to hit Success Club after a year of being a coach, there's nothing I can do for you.
- 00:46:29 Jenelle: Okay, I just wanted to clarify because I would do a gift too for my newer coaches. Like so it's on the last few years. So right now it's 2018, 2019, but I was like, "Man, I'm a bad person because I do not give to everyone that, you know, has maybe been here, you know, years, although they get recognition, but [unintelligible]"
- 00:46:53 Melissa: I said and trips. Like I do retreats and stuff for these, you know. There's always something for everyone, absolutely.
- 00:47:01 Jenelle: Yes, exactly. That's how I try and do it as well. And the other thing I think they need to realize is that, you know, for some that are listening, they're like, "Okay, but I have like two coaches or I have three coaches," and it's not like they're hitting Success Club yet. But you always scale your recognition and rewards to what's relevant. So for example, I'm at a point now where I can't do a Facebook post every time someone joins my team, otherwise my Facebook would be blocked by everyone. Whereas I used to do that. When I was a new coach I used to post about every new person that joined my team. I can't now do a reward every time a new coach makes their first sale. Like I would need to be two people in order to track that, so but those are things that if you're someone that has only two coaches or three coaches on your team, that you can recognize those things. And yes, like if someone texted me, "Oh, I made my first sale," for sure I'm giving them props and all that kind of stuff, but my point is when you have a smaller team, find different things to recognize on. Maybe it's their first post, maybe it's their first sale, maybe it's their...and not even a Success-Club-point -type

sale, just the first time that someone ordered BOD or even the free trial, whatever. Figure out how you can empower people and lift them up.

- 00:48:26 Melissa: Absolutely. I mean even as simple as doing their first story or doing their first Instagram live, to give them the platform to share something like that. Like I have my team page and then I have a new-coach page for the last two years because they feel less they're in a team page of thousands, they aren't comfortable to ask a newbie question. But in the newer coach team page they feel okay with asking a question because everybody in there is new and if you always post something specific like, "Okay I want you to shout yourself out when you hit ten stories in your page today," or something like that to get them to work for that recognition because they're not going to do it without it at that point because there's nothing else that's giving them any kind of reward or endorphins for the building of this business, which in the beginning it's very hard to do.
- 00:49:24 Jenelle: Very hard, and that is why I do those rewards, as I'm sure you do, for the newer coaches because when you're new in your business that is your hardest point in time of your business. It's really, like you said, it's really that first year is the most difficult. Okay, Darra was asking, "What are examples of goals like that?" I'm not sure what she's referring to. Do you know?
- 00:49:50 Melissa: Maybe like trying to do the three-time 15-Star? yeah um
- 00:49:57 Jenelle: Yeah, I mean...my thing with that is to focus on the activities instead of necessarily the outcome, the rank that you're going to be. Instead focus on, "How can I connect with more people? How can I have more people in my inbox that I'm helping? What can I say and what value can I provide that invokes questions and comments and gives me the opportunity to identify people's needs and help them? How can I create that?" And those are the things that are going to bring you the goals.
- 00:50:32 Melissa: And things you can control. Like you can't control somebody going Diamond, but you can control [unintelligible] so that they have the tools for that or you can control creating a weekly Zoom on getting to Emerald for all of those coaches that have enough coaches, but maybe they can't get the Emerald. So controlling what you can control to help the outcome of these people, becoming Diamond, which will make you a 15-Star double 15, three-time, four-time, those kind of actions, yeah.
- 00:51:03 Jenelle: Awesome, okay. I love this. Still lots of comments coming in. I think we're good though. I feel badly that we kept you this long Melissa. I'm so sorry. I don't host an hour. But thank you so much for this. This is just amazing and I think everyone finds so much value and hearing from someone

like yourself that's had so much success and to hear that you've actually had struggles and the ways you've overcome. So thank you.

00:51:30 Melissa: You're so welcome and thanks, Jenelle, for always being such a tremendous leader. You don't know this, but when I do my sneak peeks or I talk to people, you're one of the very first accounts that I would send anybody to because you always get those objections of somebody saying, "I don't want to be salesy or I don't want to come across as icky or I don't want to blast Beachbody all over the place," and I'm like, "You know, please check out Jenelle Summers's Instagram because you do this business with such integrity and you're so stinking humble and yet beautiful and eloquent and I appreciate being a part of your team, way down there, but I appreciate being a part of your team and knowing that I can always rely on you to lead by example and to set the bar really high. So thank you.

00:52:21 Jenelle: Oh my gosh, that's awesome. Thank you. You guys, I mean there you go, there you have it. I mean Melissa is way down in my downline and yet look how successful she is. I love that. I love the people within our team, no matter how far down you are, can not only have success, you can have more success than myself. You can have a higher rank than myself. You can be Top-Ten more than myself. This business doesn't play favorites. It's really the effort and the consistency and the purpose that you put behind it. So with that, I'm going to close out. Thanks for getting on live. Thanks for watching the recording and I'll see you next month. We're going to go over some more Instagram training with Keri Carpenter. She has tons of value to give us. So much so that Kelsey Shaklee, another lead on our team, she's like, "We need to get Carrie on the call." I'm like, "I know." So Carrie and that is going to be February 21st at noon. We'll see you there.
Thanks.

00:53:20

[End of Recorded Material]