

Transcription of February 21st, 2019, Team Call “10X Your Instagram Engagement”

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00:00:00 Jenelle: Hey you guys! My name is Jenelle Summers and this is the Team Hardcore training call and today's topic is “10x Your Instagram Engagement” and I'm so excited about this call. I know so many of you are excited as well and I actually have my laptop set up here, another one, just so that I can see your question. So I'm going to be frequently checking back to see your questions. I see everyone's really excited for us to get started, which is awesome. So I have been trying not to do a whole big slew of announcements at the beginning of these anymore because I really want you to get in the habit of checking your online office to be in the know. You should be checking your breaking news, otherwise you're going to miss out on the fact that fruit punch just launched two days ago and I got the single serve sticks because I love those little single serve sticks and those ran out. But like if you aren't on top of it and aren't checking your online office, you're going to miss stuff like that. You're going to miss things like team or tree and things that are going on with your team, right? So you have to be checking...well, that's not going to be in your online office; that's going to be on the team page. So you have to be checking the online office and your team page, whether it's our team or your upline's team or hopefully you're creating your own team, doing your own fun stuff. You know and I always say that like be the upline...if you don't have a great upline or you're not connected, be that upline for someone else, okay? Create your own tribe. This is your opportunity: no excuses. Speaking of no excuses, I do have to say everyone should have access to obviously the Beachbody Champion's page. Just request to join that. That group, it's called Beachbody Champions. Search on Facebook, request to join that group. Tons of trainings in there that are absolutely gold and then The National Wake-up Call, as you guys probably have seen. I never miss The National Wake-up Call. I don't care how many ranks I am or how well I do in the business, I'm always learning from The National Wake-up Call, every single week, and if it's not something that I need to learn, it's something that I need to hear to realize that some things my coaches need to learn. So make sure you're getting in on that National Wake-up Call. And lastly, jenellesummers.com. Go to jenellesummers.com. You can go to “Become a Coach” sneak peek. That's a video that you can send to your prospects. You can go to monthly trainings and see all the trainings that we had from so far from this year and 2018 and 2017. Don't go too far back because things like social media get out of date, but you guys have more information and training at your fingertips than you could possibly even need to be so successful in the business. So there's no excuse; it's really just a matter of deciding that you're going to take action and sometimes too much training is a deterrent and it can give you paralysis by analysis. So if you find

that you're constantly like trying to always just watch new trainings so that you can feel more comfortable and confident, then that's not the answer, because in order to feel more comfortable and confident the best way you can do that is to get some information, but then just start doing. I learn the fastest and the best by just doing and messing it up and doing it wrong and letting things fail and being like, "Okay, that doesn't work for me," or, "I can see and really understanding what works and what doesn't." If you're expecting to know everything first so that when you try it, it's successful, it's not an effective way of going about it. It's just not. You need to just start doing things and sometimes by watching too many trainings and watching other coaches, you lose yourself. You lose your way. You lose the approach that would have worked best for you. So you have to just start doing. And we're at the end of this month and I really hope that you're digging in and making sure that you finish this month strong. So I thought this would be a perfect time to have this training. Everyone is, you know, wanting to know the latest and greatest on Instagram and Kari is someone that is really killing it with Instagram, killing it in general. Let me just introduce her to you. So again, the topic is "10x your Instagram Engagement," but also your Instagram growth, the growth of your account. Kari is a mom and wife. She owns a photography business. She's a Diamond coach going on 1-Star. I've no doubt that she'll do 1-Star this year and 2-Star and on and on. She is just growing like crazy, totally killing it. She joined the business in 2015 and she actually joined under another coach and then she ended up getting re-sponsored to me. Her coach is no longer working the business. So I've been very blessed to have her in my life. She is someone that hits pretty high numbers and very consistently with Success Club, very consistently Success Club 10. There's been...there was one month in particular I remember she's was at Success Club 54, so she is really, really killing it. And just in September, when we had our team retreat, in September she had 900 followers on Instagram and today she is at 4,500 followers on Instagram. Now, I don't just go by numbers because there's all kinds of different things you can do to just grow your account and it's not really truly your tribe. But that's not Kari's situation. Kari's followers are very engaged and they vote on her polls and they comment on her posts. So it's exactly what we all need and want, right? So I wanted to bring to you Kari and she actually, all the time, is pointing out different, you know, people that like we can follow and get new tips from and she's just a really resourceful, helpful person. Like she's the one that introduced me to Kayla Ybanez, who I had speak of our December call about Instagram which is on the jenellesummers.com site. So Kari is just a wealth of information. So with that, Kari are you there? See if I can bring you to light there.

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00:06:27 Kari: I'm here. Okay. Can you hear me okay?

00:06:31 Jenelle: You look beautiful. I love that top.

00:06:32 Kari: Thank you.

00:06:33 Jenelle: So beautiful. Hey you guys, let me know if for some reason you can't see Kari. I can see your comments over here, but I'm thinking we're good to go Kari.

00:06:41 Kari: Okay. All right. Well then we'll get right to it. So first of all, thank you so much Jenelle for this opportunity. I am beyond grateful for all the belief you have built into me and I am forever indebted simply because of your belief. It has changed my life in huge ways. So I am going to share a little bit of my story. I will try to keep it very brief. I don't believe that my story is very typical. Like Jenelle said, I have been a coach since April of 2015 and I came to this business from a very selfish place. I became a coach because I wanted to drink Shakeology. I'd had lap-band surgery. It's been ten years now. So back in 2009 I had lap-band surgery because I was pushing the scales at over 300 pounds. At the age of 12 I found out that my biological father was not my dad or was not biological father was...my dad wasn't really my dad and it built this horrible foundation of terrible, terrible poor self-worth, poor self-confidence things within me. And so I spent all of my growing up years...I ended up having a teen pregnancy. I have a 22-year-old daughter. I'm 39 years old and that just kind of threw me into my 20s, which were a complete train wreck. And I share that because so much of my coaching journey is reflected...my why is so deeply ingrained in the years of my 20s, that I was such a train wreck from my insecure foundation that I had. And most importantly, I really feel like my coaching journey...it's been very slow but steady progress. I have never stopped coaching. I have just stayed with it every single day. I have shown up since 2015 because that defined why is so deep in my guts and it has changed me into the person who I am today that I'm very proud of. And when you go from somewhere where you're not anywhere kind of proud of who you are, this opportunity, if you dig deep enough, can fix all of that and make you so whole. So I am so grateful. But anyway, I was I was pushing 300 pounds. I had this lap-band surgery and I lost about 40 pounds and I was like doing things like training for a sprint triathlon, 5ks 10ks, and I still weighed anywhere between 250 and 280 pounds. I was a big girl and I was so determined, though I wanted so badly to beat obesity. That was my thing and I came across Shakeology. And I had gone to my surgeon one day and I said, "I am NOT losing weight. I am so frustrated. I'm doing all the things I know how to do." They teach you when you have a weight loss surgery to eat a ton of protein. That's all they teach you really. I had no foundation of like what I should be eating or why. And so I went to see my lap-band surgeon again and he said, "Listen Kari, your lap-band has done everything it's going to do for you. We're going to pull that lap-band out and you can just have another surgery. You can have gastric bypass or you can have gastric sleeve. I'll leave it up to you." And I was like, "All right, it's probably what I have to do." And so I left that clinic that day and it was one of those defining moments in your life. I

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walked out of the clinic and as soon as my feet hit the pavement to get go to my car, it was like something in me just clicked. And I called my mom on my way home and I said, "This is what he said: I have to have another surgery and he said that's what I need to do." And she was like, "Okay," and I was like, "But that's not what I'm going to do. I'm going to figure this out for myself. I had it because I wanted to have a tool and I'm not having another surgery." So my personality is by the time I'm ticked off, watch out because I will...just-get-out-of-my-way kind of thing. So I did. That day I went home. I was scrolling through Facebook and I remember seeing a thing that said, "Looking for new girlfriends?" and to me I knew that that meant that this person that I saw online had Shakeology and that's really all I was after. Thankfully that day she got me started in a challenge pack, but she also helped introduce the coaching opportunity to me and I started that day coaching. I look back now and if you are this coach that's like, "You have no idea what you're doing," know that you'll figure it out, like Jenelle said; like just do it messy. So I look back now and I'm like, "Who did I think I was at like 250 pounds? Like I'm going to be a coach, like I got this." But the cool thing is like exactly what I needed and so it was though from a very selfish place. I was simply going to put myself out there to use social media essentially to hold myself accountable to beat obesity. But what I didn't know I was getting into was like all the tools were exactly what I needed. I just did it on instinct, honestly. I quickly saw Shakeology change my life. It saved me money when I was, just like so many people that you talk to, I thought it was way too expensive until I understood the value and how I used it in my life. My coach was like, "Drink it every day. Just do it," and I was like, "Okay, I'm in it. I'm going to do this." So long story short, I ended up going on to lose...I lost completely now 120 pounds and to bring you up to speed, today I am at the place where I am looking to have skin removal surgery because I've had such a successful thing. I went to see a surgeon recently to consider plastic surgery on my belly to get rid of some of my excess skin that I can't do much about, unfortunately, and he said, "Kari, your lap-band didn't do this for you, you did this." And for me that was the best affirmation in the world because like I'll get choked up thinking about it because that affirmation was everything to me. I had beat obesity enough that a plastic surgeon was like, "I'll give you exactly what you want. You've done the work." And he asked me, "What did you do? How do you do this?" And I said, "I became a coach and I follow our programs every single day." I have no idea what I'm doing most the time still, guys. I still don't and that's my favorite thing about it. It's different every single day. So just keep leaning into your own journey. Keep taking really good care of yourself. That's my best advice I can give to you, but I wanted to sort of lay that foundation as we get into some of the specifics about how I have 10xed, I guess you will call it, my Instagram. How many of you...I'll have Jenelle look at this in the comments...how many of you would love to have people voting on your polls and answering your questions when you throw up one of the question things from your stories? And how many of you would love people to talk to you so that you're not constantly like, "Hey, can we

have a conversation?" Like wouldn't that feel good to have people voting on your polls and wanting to chat with you? So yes, answer that for us. I'm going to assume the answer is yes, first of all. But, go ahead Jenelle

00:13:20 Jenelle: Sorry I had to mute because Matt's unloading groceries and he's making way too much noise. I love honey. But no, everyone is, "Me! Me! Me," and they're raising their hands, so yes, definitely the consensus is everyone would love that.

00:13:34 Kari: Okay, cool. Well then let's just get excited about how we're going to do that. I'm going to walk you through a couple of things because I want you to really have the mindset behind this, because I think so often we go into trainings and we're like, "Just tell me what to do." I know I'm that person. I'm like, "Tell me what to do. I'll go do it," but if you don't have the foundation of the mindset, my concern for you is that you'll do what I did for so long on Instagram. I was like, "I'll do this, but I'll only kind of do this." So I want you to have the mindset piece in place so that when you kind of get like struggling, you're going to struggle. This is just like everything else. You're going to feel like, "I don't know what the heck I'm doing. I want you to have the mindset piece in place so that you understand the big picture and then I I'm going to give you seven things that I did that are going to help you change that dynamic for your Instagram. So that's where we're headed. All right, so mindset about Instagram, first and foremost. Number one thing I want you to know is it's all an experiment. None of us know what we're doing. I'm sure Jenelle would agree. Like it's just an Instagram experiment. Don't overthink this. If you throw a pull-up and you're like, "Kari, I'm not getting anybody commenting on this," Keep doing it and keep like paying attention to what you're asking and if you do get some votes, that's probably your audience telling you like, "This is something we want to hear more about this." I just want you to have the idea though that you're going to do this as an experiment all the time. I'm still experimenting and when I was preparing for these calls, I asked some of my coach friends here. I was like, "Can you try this out for me. I just want to see if this works for everybody like this." "So the mindset piece also I want you to understand. Something changed for me this year. And I have been personally sponsored by Jenelle now just over a year, just barely over a year, and one of the things that really change for me during this year and I want to encourage you to sort of just...I guess look at this for yourself and for your coaching business, okay? I mentioned that I came to this business from a very selfish place and I was looking for what it could do for me and I think that's natural. I think that's why we invite too. We know that people are looking at this like what problem can this solve for you, but I think that's what held me back for several years and why I struggled to recruit type. I've always had challengers, but I never had coaches because I just had this issue with belief. And something happened this year, over the last year, within my community in my team. I run amazing challenge groups, but I was a sucky recruiter. I'm just being honest. I just didn't do it because I

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had, like I said, belief issues and something changed. So I had a new coach sign up and she was doing amazing. She was like Meaghan Eggleston and oh, she's a 15-Star Diamond as well and she happens to be my cousin's husband and I remember one time a few years ago she said to me is, "You just need one person to run with you and your dynamic and your culture will change." And I had just stayed really patient and I waited for my runner and, you know, kept evolving myself and I read that *Energy Bus*. If you haven't read *Energy Bus* and if you haven't read *The Go-Giver*, please, please, please do because that's so much of what our business is. But this mindset piece, you've got to have in place guys, especially going into Instagram. When I was doing it for myself, it was okay, but what really leveled up was when I brought on this new coach out, her name is Erin, and this last year, and she has a story that will break your heart. She has a son who died from SIDS at the age of about four-and-a-half months old. His name was Graham. He would be about five years old now and I knew she was coming into our community with grief. Like if something happened to one of my kids, I'm sure I'd be in the corner drooling. Like I knew her pain had to still be so very real, but she was on the other side and trying to rebuild her life and you guys at that moment, I knew that that was my first runner, that was my person who I was going to give everything that I had because I knew how this could really help her heal through her grief. And what flipped for me personally as a coach and an upline was I need to now do this for other people. I'm not doing this for me anymore. I have worked to fill my cup every single day and I show up and I do our workouts. I follow our programs and I make sure that I am solid first, but giving to other people is hands-down, tenfold more than you'll ever expect and Jenelle is a perfect example of that for all of us. So watch that and I encourage you to sort of really take a look at why are you doing this? Why are you showing up on Instagram? And don't do it just for yourself. Sure, your habits are going to present there and you are why people are there; they want to see you. But most importantly, it's not because of selfishness that we get to do this. We get to do this to help other people and when you flip that and you really see the changes that that can help for other people's life, that's going to come through on Instagram. That authenticity is going to help so many people and you are going to be fulfilled and you're not going to hate showing up there every single day. You're going to want to, okay? And that's what I want you to have is that want. The next thing I really...the other piece of foundation I really wanted to lay was Instagram craves authenticity. If there's anything I've learned over the last, you know, few months is anytime I'm willing to just be completely vulnerable, that's when people want to talk to me. That's when I don't have to go you, know, begging for conversations, like I did for so long. I don't anymore. I have so many people to talk to, it's sometimes overwhelming and, you know, in the whole scheme of things, like when you have twenty-five thousand followers, it's probably just overwhelming I can see at this point because I have forty-five hundred people to talk to, maybe not all engaged, but a huge percentage of those people are engaged. It's overwhelming. So when they tell you it's not about

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the number, it's not about the number; I promise you. I could probably do the same thing with a thousand. Keep striving to grow your network. Cool thing in between Facebook and Instagram, it took me...I don't know, four years to get to like 1,800 people, friends on Facebook. I grew Instagram in such a short amount of time. So you have to know why everybody's telling you in our network like, "Instagram's where it's at, guys." I'm going to paint another picture for you, but yes, absolutely that is why the quickness...you can bring so many more people in and touch so many more lives and when you're giving, that's going to come naturally. So just don't forget that Instagram loves, loves, loves and craves authenticity. I recently did a post, my most engaged post, most liked post ever. I have a picture of me in a bathing-suit. Guys, I still weigh like 180 pounds. I'm 5 foot 7. I'm still a big girl, but I did it like because it was me being vulnerable and Instagram loved that and it created so many conversations and that's what I want to talk about and I'm sure you do too. Who wants to be the surface talk all day long? You want to know these people and that's where the rewards really come in that will help you stay consistent, okay? The final thing as far as this foundation is be sure that you understand the pain points of the people that you speak to. Real is better than perfect. When I made my notes, I wrote the word "real," and then the greater-than sign, "perfect." And I have a little piece of that posted like here on my computer. Real is always better than perfect. So I'm going to give you a couple examples of how I use that. Talk to the person that's ten steps behind you. Hopefully you [unintelligible] were. You know you've walked in their shoes, but also know that like any false sense of safety will make you miserable. So if you feel like you have to show up and be perfect on Instagram every single day, it is so important that your images look good and they're well-lit and that kind of thing, but with Instagram stories...we are going to get deeper into this...but they don't need to be perfect, guys. Like be you; just be so you and own that. Your past cannot dictate your future. If I stuck in the person I was in my 20s, that I talked about, like I wouldn't be able to show up on Instagram and feel confident and I wouldn't be able to be myself if I was carrying all that old stuff. So just remember if you have some self-limiting thoughts or beliefs, your past does not dictate your future. You can do this, so just keep that focus of authenticity; enjoy it, okay? It should be very, very fun. If people see your messy house, it's fine. Like what are they going to say? It's fine. Don't worry about it. Actually, people really love that. If I'm like, "Oh gosh you guys." I have a dog that barks all the time. People on Instagram talk about it all the time. She's super annoying and it's like a topic of conversation, so just be real. One thing...I'm finalizing this like foundation piece now. We don't believe that our imperfect...brings us together. We believe that it separates us and I think in that so often, especially on Instagram because it is so perfect, I would hear Jenelle or other people in the network say, "You need to make sure your pictures look really good," and you guys, I'm a professional photographer. I've been a photographer for 11 years. I know how to take a good picture. I should be able to slay this, but I had this like thing that would happen every time I would hear someone say this. Like,

“Ah! It's never good enough. Like my page is not going to look like a blogger,” and if you go look at my page, it doesn't. It's not me. I'm not a person who's perfect. Do I try to make it look better and better all the time? Absolutely and just keep working towards that, but if you're not doing it perfect, do it messy and remember that that sometimes is what can bring us together. Flawless is not a thing, so don't set yourself up to fail by striving for complete perfection, even though it is important to work towards making it better and professional, just don't let that hold you back because that would definitely hold me back on Instagram. Make imperfection of part of your brand if you need to. Allow your imperfections to connect you. We're more alike than we are different, okay? Final thing for this foundation is there's a book called *Emotional Intelligence* and if you haven't checked that out, I highly recommend that you do. I have always worked from instinct and that's what works best for me, but when I started reading about emotional intelligence I really learned something. The definition of emotional intelligence is the, “capacity to be aware of aware of control and express your emotions and to handle interpersonal relationships and empathetically.” So the reason I share that with you is when you listen to emotional...like what your audience is looking for, that's the emotional intelligence that you need. So I'm not going to go into it a lot, but I strongly encourage you to look at emotional intelligence. It's very, very helpful. So authenticity, consistency, and engagement, and remember there's an abundant world out there. So I will never forget Jackie Grunas, who hopefully will catch this call at some point. We were in South Beach at Jenelle's retreat this past year and we were in the pool and I will never forget her saying like, “Sometimes you just get so in your way about, ‘There's so many coaches doing it better than me,’ and you know all those things,” and she's like, “We just live in such an abundance world. There's so much of what people need. So as you go into these Instagram, these seven tips I'm going to give to you, keep that abundance mindset in front of you. Be aware that there's so many people. We have so much work to do. Do not think that because another coach has more followers than you or looks like they're doing better or their feed looks perfect, hang it up y'all. Like quit following if you need; to hang that up. That's not going to get you where you want to be. Just keep doing you. Be real and be authentic and enjoy the process. Have fun with it, okay? All right. Let's go. We're going to go into the seven things that I have for you. All right. So number one: what is something that you're doing anyway? So as you think about growing your Instagram, I want you to think about...and I am going to give you some examples that I think will help. What are you doing all the time? And I assure you, one of my coaches Tammy said to me, “Kari, like I just really live a boring life. Like what am I going to share on Instagram? I do nothing interesting.” So I was like, “Oh my gosh, first let's stop telling yourself that bologna story. No, that's not true. You just have to become acutely aware of what you do all the time.” So like this is what you...if you think about what you want to share and how you can add value, your followers can tell if you're genuinely engaged. So don't recreate the wheel, necessarily, just pay

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attention to what the heck you're doing all the time. So I will share how I approach this. So as I lost weight through my journey, my clothing fit differently all the time. And it was so frustrating to me because when I was in high school, like I loved fashion. Not like high-end fashion, but I loved like cute clothes and fun things and that sort of thing, and when I was overweight, I couldn't wear those things. So as I started to lose weight and started trying on different things I'm like, "Oh, I can kind of wear this now. This doesn't look too bad," or, you know, it would evolve and grow and my style changed along the way because I could wear things that I liked rather than just trying to cover up when I was really self-conscious about. So when I was going into stores and trying on clothes, I would take pictures of them and share it in my Instastories and that very quickly became something people wanted to talk about because they could see why. Remember, people don't buy what you sell. They buy why you do it. And so that not only mirrors what we do as coaches, but also when you're sharing content on your social media, specifically I'm kind of talking Instastories here, but this also goes into your posting. When I would share that, people would be like, "Oh I really like that top," or, "I don't like that top," or, you know, give them opportunities to vote on your polls. But if you're doing something anyway, like let's take something that you probably think is super boring, like making your kids lunches. Like people are naturally curious. They want to know what you're doing and they want to know why you pack that in your lunch. They aren't going to buy why you pack it, but why you're packing it. They're going to want to know why. They want to know if maybe you have a better idea than they do about what to put in their kids' meals. That's just something I just pulled out of air, but just think of like those really small stupid things. Final example on this one; I have one right here. So these hair ties, okay? I found these from an Instagram person. Everybody I talked to has these now because I talk about these and the headbands I wear during my workout. Everybody wants to talk about that. "Where did you get that?" kind of thing. So if you're already doing it anyway. Like I need good hair ties that don't break and I'm going to wear a headband for my workout, talk about it. Like those are so simple, I would have never...and we think it's funny now because we get on our team calls and like everybody has a headband or my own entire team has the same, you know, kind of things. You'll see that. That's influencing, so enjoy that. Okay, so that was number one. What are you doing anyway? Keep asking yourself that, okay? Number two: be you, not someone else. I kind of went through this authenticity. I do watch a lot of Instagram bloggers, but I don't watch a ton of other coaches. I'll watch like things that, you know, to see how they're doing things, but I purposely try to not be like them. But watch sort of the "why" behind the way they do things, because we can learn. But watching other Instagram bloggers has really, really helped me. Not to take on like what they're doing; you have to still be you and be authentic to you. That's why I talked about the authenticity thing. But that emotional intelligence, like you don't have to look like a coach. Like when someone comes to my page, I kind of try not to look like a coach and my bio purposely doesn't look like a

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coach because I follow a ton of weight loss surgery people. Like those are some of the hashtags that I use, and they will say, "No sales, no coaches no blah, blah, blah," okay? And I at first was like, "I can't follow them then," which is just dumb. No, you can, totally can. Just don't be that creepy coach that shows up like, "Hey, you look like you're working out. Do you want to be a coach?" Like you need to get to know people. You guys already know that part. But just make sure you're being you. Make sure that you're not anybody else, but watch the patterns that other people are doing, okay? I have noticed within the weight-loss community, like surgery kind of thing, they really support each other. You guys, those are perfect coaches, duh. Like that kind of thing you have to be watching for - cultures and different things. So when you're following people, pay attention to the whole picture. So I hope that makes sense. Okay, number three: this is probably one of the most, most, most, most important things that we're going to talk about. So provide value and content to your followers. You have to. You need to think about...so the people that you follow on Instagram, why do you follow them? What do you like about what they do? Ask yourself that. I'll give you an example of one of the ways that my Instagram group has grown hugely. I mentioned I follow fashion bloggers. I mentioned why, but here's something I saw a lot of times. They're like a size two. Like they're super confident to like jump in front of a mirror and take a mirror selfie and watch themselves like try on clothes and all that kind of thing. But they weren't my size, so I don't know that what they're trying on...it's going to look very different on me. And so I went to...so this was a blogger I was following. So I loved what she was sharing and I went to the same store. It was Old Navy. I'll just throw that out there. She had gone to Old Navy, taken these clothes into the dressing room, tried them on, styled them, talked about the whole thing and she then shared those stories. Well I just decided...this is another one of those, "Who do I think I am?" but I did. I went to Old Navy. I picked up the exact same things that she had, because I loved all of them and I tried them on and I put them in my stories exactly the same way that she had and then I tagged her and said, "This is from so-and-so. This was her idea. This is all her content, but I'm just trying it on my body because I didn't know how it's going to look on a size 12 versus a size two. We're very different. I wear a size large top. She's like an extra small top. That looks completely different." So what happened was she took those videos and shared the entire thing because what happens for her is she gets to use the links to...she earns an income that way. I'm not getting much from it other than just like trying it out, but guess what? She shared those and all those people came and followed me who were more my size than her size. And so that created this conversation and I cannot tell you the first time I did that...I do this all the time now, by the way. The first time I did that...and that's, I would say, that's the biggest secret. If it's a secret, it's not. But the first time I did that the amount of messages that I got from that were, "Thank you for doing that. Like there's not enough people doing that. Like thank you for being..." It's that vulnerability again and while I'm not encouraging like you go try on all the clothes at Old Navy and copy like what they did like and

look for that spreading, but you can find this in so many ways. I've had this conversation with a lot of other coaches. Like if you're someone who loves home décor...I'm not. I'm terrible at it. Like I need somebody to come do it for me terrible kind of thing. But if you are someone who is so good at making things look beautiful, take a room...like okay, let's pretend this is your wall and you want to make a gallery wall out of this and you want to make it beautiful, talk about it. This is something you're doing anyway, which was number one. You need to make this into a gallery wall. Find a blogger or someone who's influencing you and watch their ideas and pick up things that you're like, "I love how she did that. I'm going to do that too." We all do this, right? And then share it back to her because she probably has links that people are purchasing from, that's how she earns an income, and then you can send people to her and sometimes they'll reshare and send it back to you. Again, this is that giving, giving, giving, giving. Not doing it selfishly, giving, giving, giving. You just don't know where it's going to go. So watch for those little opportunities of things that you can be doing. I also saw another person do this with a lunchbox. We talked about lunchboxes. It was one of those like bento boxes. There was something that she had purchased from somewhere and she shared it and tagged a couple of like really people who had influence, like what she was packing, and they reshared and then her followers come to you. Now here's the really cool thing about that, that you might not even notice by me talking about this. All those people watch stories already. They watch...the ones who came to follow or continue to come to follow me from the bloggers that I share their clothing ideas, the people who are coming to follow me are already watching that person's story. So they're already story-watchers, which is great. And so now their eyes are on my stories and I have huge numbers. Like I only have 4,500 followers, but I'll get up to 1200 views on every single story because the people who are following me came from watching stories. So pay attention to that. The stories thing really gives you an opportunity to kind of really connect with that. So I hope that makes sense. If you guys have any questions about that, I'll be happy to answer them. But that really was like the trick that got great eyes and great people and exactly in my target market because they were watching my size. Yep, go ahead Jenelle.

00:33:48 Jenelle: Okay, so...and this is awesome information and now I'm trying to see who asked the question. Okay, so Bobby said, "You see, I guess this is where I struggle because I don't feel like there's anything I do well or am talented with." Now of course I don't believe that one bit, but even so...and I want to hear what your opinion is on this too, but my first thought is, "Okay, awesome. You feel like you're not super talented or skilled in any one particular area, welcome to the to the rest of us, our world. Most of us don't feel like we're super skilled and talented in any particular area. So anything you share that someone else who is skilled or talented, anything you share, you can say, "Oh, well this is how I do it as a regular person." Guess what? A gazillion people resonate with that. You now have just resonated

with the majority, the rest of the world, who also is not skilled or talented at that thing. And the reason I bring this up is because I am like obsessed with watching this one girl, her Instagram TV's now, where she shows a makeup tutorial or a hair tutorial or something that she saw some other blogger do and she's not talented with makeup or hair or anything and she struggles in each one and I laughed hysterically. And I think the majority of us can completely relate because we're like, "Yeah, it looks really good and easy and for her and yet I don't get it and this is...you're going to watch me struggle live now," and it's hilarious. So I mean even when you think you're not skilled or talented, that right there is something that people can relate to. So anyways go ahead.

00:35:28

Kari: Yeah and just Bobby, don't worry about recreating it. Like recreate a recipe then. Like you have to feed your family or, you know, yourself, right? Like don't feel like you have to recreate it, but you know I have these cookbooks. Danielle Walker is like this blogger I love. She has a book called *Against All Grain*, that kind of thing, and she just put out a new cookbook and I made one of her dishes and I messed it all up. I have zero talent in the kitchen or decorating, like my shrinks are not plentiful, Bobby. Let me tell you that. Like don't keep telling yourself that bs story because it's not true. Like the little things, that's where the emotional intelligence comes in. Like you become acutely aware of the little, tiny, silly things that you do. People are curious. Like do you love to go to the airport and watch people? That's kind of what this is. Like you're just watching people and they're interested in that and they will connect to that. So stop telling yourself that bs story that you're not unique or special or that kind of thing. You totally are. You have everything that you need. It's just you. That's it. They will connect to you. So I'm going to give you a couple of really quick, simple, dumb examples I use. Because of all you amazing people, I quit getting in the sun as much. Like I used to live in Florida and I was a sun worshipper growing up and I get a spray tan now. Like I get a spray tan, but I had no idea what I was doing so I talked to Instastories and learned how to get a spray tan and now people talk to me about spray tans. I'm terrible at spray tan. I don't know what it is. Thank God for Michelle Larch for teaching me. Like on her Instastories, she sends me videos on like, "This is what you need to do and this what you need to ask for." Like just take you...like try something new and go through it and share that experience and like Jenelle said about the one she follows, like if it's a hot mess, nobody cares. They love that. That's what we talked about in the beginning of why I laid that foundation. Like they love that authenticity, that realness. I promise you. Try it out. Like I beg you to try it. You're going to see that that's really where it resonates with people. One other thing before I forget about this piece is I have found and I think Jenelle will agree with me, I have found the less I look or try to talk about being...it's kind of like Chalene teaches us. Like don't give them everything. Like don't say, "I'm a Beachbody coach," every single day and only share your workouts and only share your Shakeology. There's a reason we're teaching

you these other things because this is where they will connect with you. This is where the know, like, and trust factor cultivates, by watching you make your son's lunch or, you know, your dog that barks too much or, you know, decorating-a-wall-kind-of-thing or trying on some clothes. These are the things that they're going to begin to cultivate - that know, like, and trust. Don't underestimate it. There's a reason why it's worth putting the time, energy, and effort into that. Then they're going to think, "Okay she's also doing these workouts I see that she's doing on here. Like I need that too," or, "Maybe I want to have a conversation with her about it." And those conversations happen, so we're going to get every single person over the last couple of months that I have invited to the coaching opportunity and my challenge groups have all come from Instagram. I don't do much on Facebook anymore. I do post there. Like I, you know, I think there's still value there, but most of my energy and resources are spent spending time on Instagram, just doing all the other things other than coaching. And coaching it's just such a natural part of my life, it's going to come up. Like it just comes up organically and naturally and it doesn't feel gross anymore. You know, I don't want...Jenelle, correct me if I'm wrong, but I for me...like I do my workout on there every single day. I share it, but I rarely talk about...and unless I'm going into a direct invite and then I will. But I don't spend too much time like looking like a coach. I make it very clear that I am, but I also don't...it's that curiosity marketing we've been taught. That's why these little things that we're teaching you are so valuable. This is where you're going to connect with the people you're meant. You agree Jenelle?

00:39:23 Jenelle: Sorry, I had to unmute. I absolutely 100% agree and hopefully and I know we probably have some newbies on this call because we always do, but if you're new, make sure that you don't have Beachbody coach in your bio and that you're not, you know, posting constantly about Shakeology and, you know, Transform 20 and...because just like Kari said, that can turn people off because that's not where they want to connect with you. Even if they are interested in fitness or health or nutrition, they're going to connect with you on these other things. That's where they're going to...just like she said, that's where they're going to know, like, and trust you. So I absolutely agree.

00:40:04 Kari: Cool all right, so number four is good content, good photos. Like just keep saying that to yourself. I want you to make sure that you literally like reiterate that into your brain constantly. I walk around throughout the day, "Good content, good photos. What can I come up with today that's going to be good content?" Something like going to Costco, like a Costco haul, is great content. I have to go to Costco anyway. I'm just going to take pictures of what I'm throwing in my cart that day and talk about why. They don't buy what you buy. They buy why you do it. So just remember, "Like what else can I give them?" So today I'm going to buy, you know, I love...Costco has great almond butter and doesn't have anything added into

it. Tell them that. So it easily connects to coaching, okay? Or your lifestyle, I should say. I talked in the beginning about how I just always had this like issue with, you know, feeling like my Instagram had to be, perfect. You know, it is your storefront and there is some truth to having a beautiful Instagram, but if that's stopping you, don't worry about what it looks like. Just do your best to like a good picture of you and make sure it's well-lit and make sure you stand towards some natural light so that you are well-lit, but beyond that like don't obsess if you're just getting like your Instagram built. Mine is not...please go look at it. Like it's not beautiful at all. I've played with it, but I spent way too much time. What was way more important was the content. So good photos, good content is way more important than having all these things. And I know everybody's talking about adding the presets. I'm sure if you've been around at all, if you're hearing people talk about presets and presets are fine. I know a lot about presets because of photography. We've used presets for years in Lightroom. They're great, but like that's not what's most important. What is way more important is a good, clear photo and great content to go with it. And if you're trying to figure out where to spend your money later, I'm sorry your energy, it shouldn't be on presets yet. Like build up. I don't even use presets rarely. Like I made my own. I don't even use it that much. I just make sure like it's a really good, clear photo and make sure the content is amazing. That's going to get people talking too. I want you to spend your time and energy in the space that makes sense versus like getting, you know, side-tracked on all these other things. If you're newer to building your growth, like yes those other things need to come. I don't want you to hear that they're not valuable because they totally are, but what's more important is good pictures, good content. Say it to yourself all the time, okay?

00:42:32 Jenelle: Kari, I'm sorry. Can I just add one thing? Do you think, you know, because I have had shout-outs from other large accounts before, just like you did with that blogger. I do think that it counts if they're going to give you a shout out like that, they are going to go look at your comp and say, "Is this someone that I would want my followers...that I would want to direct my followers to." And so that blogger obviously looked at your account. I'm sure she did. I would think she would have, and said, "Okay, yeah this seems like a good quality account and she's got good photos and good content." Yet had she gone to your account and there was only like, you know, a couple of pictures and they were dark and it said, "Beachbody coach," in your bio, I'm not sure she would have shared your account. Do you see what I'm saying? So I think you need to kind of think of that. Like if you want to be shouted-out or give your visibility by other accounts, like you have gotten, which is...I think it's probably helped. I know it's helped me. You definitely want to make sure that your account represents who you are and that you, you know, and not just being like a Beachbody promoter, advertiser.

00:43:44 Kari: 100 percent. Yeah, I'll tell you, I go through Instagram like looking through my hashtags that I kind of sign people in and I will see all the

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time, you know, so many pictures up right now of this stuff and so many pictures of Sean T and those kinds of things in your feed. Beachbody is not your brand. Like I've known that since day one. So you are your brand. They are going to connect to you. That's really what Jenelle is essentially saying. Like make sure it's well represented of you and your brand and if you're newer, you're going to feel like, "I don't know what my brand is." You are in your brand. You are you do; you just don't know that you do. It's just that close. We can't see things and all the things that matter to you are the things people want to hear about. Your kids are your brand. The clothes I try on are my brand or, you know, the stores I shop at are my brand. You know meaning the things you love. So yeah, I whole-heartedly...stop sharing pictures of your stuff all the time. Like that's not going to attract any anybody who's going to feel...they're just going to feel like all you care about is selling them something and I know you care about more. Okay, I got two more to go through or three more to go. They're quick. So we talked mostly about networking and supporting others and I kind of gave you some examples of there, but just a few things to break that down. Find other acts in your circle and reach out. So anybody that you're watching. Like I said, I do actually spend some time, usually every single day, watching other businesses. I'll tell you one right now. So this one is so silly, but she does such a good job and she has built an incredible business and I'm happy to even send her all of you guys. She has nothing to do with Beachbody and Charity has a coach anyway, but it's called @Ryan and Rose. They sell pacifiers and clips like for pacifiers and they have like these utensils for kids. Like they've solved a problem for somebody; that's their job. But the thing I love about her is her stories are all about her life and she will weave in her Ryan and Rose brand throughout, but what I'm watching is like, "How is she doing all the other things?" Like I know her kids. I know her dogs. I know her husband. I know that she runs her business. I could tell you way too many things about her, but because she consistently shares that, you want to buy things from her. That's where I got these things. Like you want to buy things from her and like support her business because I'm like, "I like her. I just want her to do well. Like I don't giving so much value and content." That's just another good example of, you know, things I pay attention to. So watch for other acts in your circle and reach out. Don't expect to get without a lot of give. So that's, you know, the foundation we laid in the example. Be willing to just give, give, give, give, give, give, that go-giver attitude. Like, "How can I help Ryan and Rose by sharing her...?" You know, those kinds of things. Shout outs: so another circle thing I've seen work a little bit is if you...I'm going to use the weight-loss surgery community. Like I mentioned, they build these little communities within Instagram and support each other by, you know, whatever they're doing, however they're losing weight and they do shout outs for each other. So they'll go through and like six, you know, how we do like 5-3-1 that Meg Kozlosky taught us. Like when you go in and like five of their photos, they go in and like 16 of each other photos and then they'll say, "Thank you so-and-so," and they do these shout-outs for each other. So just watch for those

opportunities. If you see someone who has a following kind of a similar size as yours and, you know, they're different than you. They're not a Beachbody coach, but they're promoting like, you know, something that feels on brand to you, don't hesitate to reach out and have a conversation with them. Like talk to them and look for shout-out opportunities. I worked with someone who sells Monet and we have a very similar client base that we're, you know, our target market is very similar and so I was like, "Do you have any interest in kind of playing with this?" and she was like, "Yeah, let's talk about it." So we kind of did a shout-out for each other and that was fun. You know I didn't yield a ton of followers, but it definitely brought in maybe a hundred, you know? A hundred people that are engaged in watching stories is 100 people you now have to talk to. How many of you would love to have a hundred new people to talk to kind of thing? And that doesn't mean talk to them about Beachbody immediately. Develop a relationship first. And then what are you providing that someone else could share? So keep thinking about that. I've seen Kelsey Shacklee do this too. I think she does like "snooze you lose" hashtag or something like that. I did one for shine your sink before you go to bed. Like clean up your sink and take a picture of it hash tag shine your sink before you go to bed because then you wake up in the morning and your kitchen is nice and clean and not everybody does this. I'm not that person who used to be good at it, but I turned it into a hashtag that creates and cultivates that community. It's just a beautiful way to get people talking and then they send you pictures. Like they take a screenshot of their sink to talk about why they did it and then they tag you in it and then that gets shared to everybody and then you can also reshare it for them, that kind of thing. So just be, you know, looking for ways to provide that content and, you know, looking for ways to give. Give something that would help somebody else. So I hope that helps some of those people that are struggling with that. I don't have anything special. Like those are silly, simple, easy things to do. Okay, so number six I'm going to go through utilizing stories real quick and then we're going to talk about consistency and I'll wrap it up there. Okay, so utilizing stories. I wanted to share this idea with you guys. Hashtags are always something that I still struggle with. I don't always know that they're super helpful, but recently...I know we've talked about this and we talked about our Super Saturday, but not everybody was at our Super Saturday. Larger hashtags in your stories are so important, but do your research on hashtags. There's this great app I recently learned about called Smart Hash that will give you more hashtags. So it...I can't even explain it very well, but it will tell you what ones are trending. They have like...if it's a red, it's doing really well. If it's an orange...but you don't always want the ones in your post that are red because they're too big. You're probably not going to show up in a top-rated post unless you get a ton of engagement. But you want in your stories to use those really big hashtags. So I do my research that way and I'll kind of check on my Instagram to make sure, but Smart Hash did kind of help that. Research them though. It's got to feel good to you. A friend yesterday messaged me and said, "If I use 2B Mindset, I get a lot of like new follows and

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that kind of thing." Yes, but unfortunately that's a Beachbody hashtag. Like most of those people are probably going to be Beachbody coaches and that's why they're watching that story. They're looking for recipes or that kind of thing. So is it wrong? No, not at all. Like you can experiment with it and see what kind of people are coming and views you're getting, but it's probably not the most...you're going to get a lot of views if you use 2B Mindset, but chances are probably 90% of those people are coaches - not the best idea. But if you do something like OOTD, outfit of the day, and take a picture of your outfit, there are like five million people looking at OOTD and you'll get so many views on your thing. So it's just getting your eyes on more people. I don't spend a ton of time on these hashtag researches. I maybe do it like once a week just to kind of see where things are, but, you know, the bigger the hashtag for stories, the better keep the, you know, what you've been trained in your post, but for me they definitely get more views and then when you ask for a poll on those...so, I'll take a picture of an outfit and put #OOTD and then I'll say, "Love it or hate it?" or, "Should I wear," you know, "Does this color bralette look okay or should I have worn a white one?" Something, you know, come up with something like that. Getting them to engage on your posts or and hopefully follow is what you're looking for back. That maybe this is someone that you want to connect with. So those are just some reasons. I always like to know the why behind that. So keep them reasonable, like in your post, but in your stories, keep the bigger hashtags. That gets more views. That works really well for me. Okay, another thing in your story is tag brands all the time. I even tag food brands. Like I, the other day, used...it was like a peanut butter that was from Wild Friends and I shared a Wild Friend's peanut butter thing and they reshared it. Again you're giving. What are you giving, giving, giving? So reshare. It's maybe more views for you. It certainly was for me kind of thing. Let's see, yeah. So the other thing in stories that I highly recommend doing from time to time is that once you start to get some more eyes on you and you get people watching your stories, continue to share your story. That has been huge. In my highlights, I keep my story there as well, but every couple of weeks, I'll reshare it. Because if you're growing in the way that you want to be, you want people to remember. Remember not everybody sees every single story and it's important that you're sharing your story of how you ended up where you are and why you are and why you live the lifestyle. So I continue in my stories to utilize my story and that has really helped. That gets a ton of engagement when I share my story. It's not my Beachbody story. It's the story I told you guys in the beginning of where I started, how I ended up here, how it got here, those kinds of things. Unpolished is fine in your stories, we talked about that. Asking for opinions is never wrong. We shared this again at Super Saturday. I did one like series. I actually did one yesterday too, but I did a series of asking people like, "Why do you follow me? Like what is it that I'm sharing that's helpful to you?" Ask their opinion on, "Do you like it when I share food or would you prefer I don't share food?" or, "Do you like it when I share clothing try-ons or do you prefer I don't do that?" They're going to tell you

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what they want and I cannot tell you how valuable that has been to me because then I know what my audience wants. And as I continue to do that, I learn more. I had a couple of people yesterday that said like, "When you started, how did that look different from what you do today?" So what they're asking is like, "How did you get from A to B?" which is exactly what I want to share with them. So I've just got to be creative in finding ways to navigate that, you know, and bring it back to the lifestyle that they're super attracted to. And I am finding the more that I continue to do that, they're so ready to join my challenge group or join my team, that kind of thing, by continuing to stay sort of in that story. Tutorials are fantastic. I'm not any good at like makeup or anything like that, but I did a hair tutorial like how I curl my hair. That is not my jam, but people wanted to see it because I polled them and I asked them, so I did a hair tutorial. I also share things like my tutorial on how I washed my face with some things that one of my coach friends taught me, that kind of thing. Share tutorials. You would think, again, people don't care. Oh they do, so care. What can you educate them? How can your followers use the information? The skin care stuff as Tula and my friend Wendy taught me and I shared this Tula thing and I was like, "Go follow Wendy because she might have some," which it...don't be like sending each other customers, but I just did because I liked it that much. I'm like, "She teaches about skin care," and everybody went and commented on her skin care. She's like, "I don't know what to do with these people. I think they're yours." That's not the best use of it, but again, it just goes to show you...the reason I share that is it goes to show you how interested people are on the very simple things. "What do you wash your face with at night?" kind of thing, and, "Why do you like it?" It's the why behind that too. So all right, let's wrap this up with consistency is key. That's your seventh tip; 100% we all know this, but I don't think we can be reminded enough. But people need to know what they can expect from you. My followers know that every single morning I'm getting on as soon as I get up early, for the most part, and I am sharing how I mix my Energize every single day. I have been doing that for a couple of years. It's not what you need to do, but it's part of my routine and I'm going to share it every single day and I mix it to music and sometimes Instagram blocks me because they don't like it when you have music in there, so don't do that. Use their music. But they want...people rely on that and, you know, when I ask people what they like, they're like, "I love that you dance every morning when you mix you're Energize." Okay, cool. I like that. They will tell you what they want. If your posts are sporadic, then it's really tough for them to know what to expect from you. So the consistency, staying kind of in a routine, really, really helps. I've just recently started setting an intention every single morning and sharing my intention. So like today I have today's intention and then I listed out like the 10 most important things I have to accomplish today and people love that for some reason. At the end of the night I check them off and I share that as a story. So they know that consistency is coming and the reason I started doing that is I was following accounts and I'm like, "What do I like that they're doing?" and it was always I knew what to expect. I knew what

they were going to share with me that day. I had an idea. Another really good idea is to, you know, if you're trying to figure out how to utilize your stories and not just wing it all the time, pick three topics for the day that you're going to share with. You're going to teach people how you make your oatmeal. You're going to show people how you make a checklist of what you're going to get from the grocery store and at the end of the day you're going to shine your sink. Like tell them that's what's coming for the day. I hope you can get more creative because I just pulled that out of thin air, but tell them at the beginning of the day what you're going to do and then they're going to come back and like it's going to hold you accountable to help get you consistent. That creates that trust that we want; that know, like, and trust factor, but, especially the trust. Be sure it's not forced. Stay true to you. I keep a list of topics in your Notes app in your phone. Be consistent in your messaging. Who are you? What do you want to share with your followers? What's your story? Yeah that...oh okay, final thing, last thing. Write this down. So WIIFM. When people come to your account, they're going to ask themselves this: "What's in it for me?" We call it a WIIFM and Lindsay Teague Moreno taught me this, a WIIFM. Every time that you're creating content for your Instagram and your stories, what's in it for the follower? That's how you're going to keep quality people and get them talking to you. Make sure that it's about them. Final thing that I will share with you, I did two things this year, over the last year, that I felt were really, really helpful. So I mentioned Lindsay Teague Moreno. She is on Instagram. She's everywhere. But she recently did a class called "Social Media Takeover." It was so good. I'm going to show you guys this real fast. So "Social Media Takeover" and the cool thing about this, she had some training, some, you know, modules that you watch, but then she also gave, as part of her stuff, a list of topics. If you're struggling with topics or things to talk about, part of when you purchase her course, it came with a list for every single month of the year, so you can plan your entire year with topics, especially for those of you that are like, "I have nothing to talk about." Well she gave you 365 days' worth of topics. So if I get stuck, I go to that for content. The other thing I joined over the last year was Jasmine Star Social Curator and I'll be honest, I really haven't put a lot of time into it just because I've been busy working on this Instagram thing and really testing things out, but she has some great valuable content and really can help with captions if you're struggling with captions. So those two things I felt were very valuable and helped me sort of keep my head in the game, but most importantly: act, do it, be consistent with it, have so much fun with it, and I'll wrap it up with that.

00:59:32 Jenelle: Oh no you won't because we've got questions. Okay, so first before I go into some of the questions, the last one Social Curator, who was it Social Curator?

00:59:44 Kari: Jasmine Star.

00:59:46 Jenelle: Oh that's right, Jasmine. Okay, you pointed me to her before. Jasmine Star, so J-A-Z-M-I-N?

00:59:52 Kari: I think it's J-A-S-M-I-N-E S-T-A-R. I have followed her for a year, so my trust factor in her is really good. She started as a photographer, a wedding photographer. I followed her for that, but she has really turned her business into really helping social media influencers with social media content.

01:00:12 Jenelle: Right. Okay, so Jasmine, J-A-S-M-I-N-E Star and I know she's on Instagram. I follow her on Instagram. The other one was Lindsey Teague Moreno and she's on Instagram just as her name, right?

01:00:24 Kari: She is. Yeah, I think it is Lindsay Teague Moreno, L-I-N-D-S-A-Y T-E-A-G-U-E, yeah. Lindsay Teague is actually from like Young Living was where she got her start, but again she is somebody else that has turned it into more of, you know, the whole influencer situation. So...

01:00:43 Jenelle: Right, right. She's awesome. She spoke at Platinum Edge too. And so you also mentioned Smart. Is it called Smart Hash? Is it like smarthash.com? Or is it an app or...?

01:00:57 Kari: Yeah, great question. Yep, Smart Hash. I'm pulling it up on my phone. Yep, it's just got like a little hashtag sign that's kind of rainbow.

01:01:05 Jenelle: Okay.

0101:06 Kari: Yeah. It's super self-explanatory. They have videos too, like on YouTube, or even within their app that will teach you how to use it.

01:01:13 Jenelle: Awesome and then the other one you mentioned that I had a question about was, which was just absolutely brilliant and why haven't I been doing this forever? I don't know why, but it's just tagging brands. Like of course, duh. I mean I did every now and then, just not even thinking about it, but we should always be doing it and we all should. Now when you tag a brand, do you do a hash tag of the brand or do you actually do at that brand and do you just use the sticker of the @ symbol, mention symbol, or do you just type it in yourself? Do you just make it small and swipe it off the page?

01:01:52 Kari: All of the above. So recently I was shared on American Eagle's website, which is pretty decent exposure. So for that one, the photo I tagged...on the actual photo you know how you can tag people? I tagged American Eagle and then in the comments, I think, I put, you know, I'd gotten it an American Eagle or something like that. So if you're a person that like lays out your clothes for your workout tomorrow morning and I know Jenelle

loves Carbon 38, take a picture of that. Tag Carbon 38. Like that's your target market. Like clear, you know, that sort of thing. Or if you love Nike, we know Jenelle does...so don't be afraid. You don't know where that's going to go. It doesn't matter; that's not why you're doing it. You're doing it to give. First of all people want to know...I know for me, I'm blown away how many people asked like, "Where'd you get that shirt?" and I'm like, "Oh, this is what Jenelle was talking about." Like they ask her all the time, "Where'd you get those...?" That's the first question people ask, I see in your posts. I would just say, "Jenelle, where'd you get those pants?" Which is fine; like it's an in for conversation.

- 01:02:56 Jenelle: Right, right. So when you tagged American Eagle, you tagged them...it was a wall post on Instagram, not a story?
- 01:03:04 Kari: Correct.
- 01:03:06 Jenelle: And you just tagged them on the photo and then you also tagged them within the caption?
- 01:03:10 Kari: Correct, yep.
- 01:03:11 Jenelle: Okay, because sometimes honestly I felt like if I tagged a brand in a caption, I wondered if it hurt my traction. It could all just in my head, but there have been a couple times I'm like, "Whoa, did that hurt my traction?" And so the one time I did it, where I felt like it might have hurt my traction, I never did it again because I felt like it was affecting my traction, but maybe it doesn't. It's just something I made up in my head.
- 01:03:38 Kari: Well yeah, it goes back to that experiment. I don't know Jenelle because I'm much smaller account than you, so it could. If you notice that that's what it does, that's why the experiment. I would play with it a few times.
- 01:03:54 Jenelle: No. All right, cool. All right, someone else said, "Who's the person that did Social Media Takeover."
- 01:04:00 Kari: That's Lindsay Teague Moreno.
- 01:04:03 Jenelle: Okay, that's what I thought. Okay, I think it. Oh my gosh, Kari, this was gold. I knew it would be. Everyone's going to freak out. The rest of the people that haven't seen the live yet, they're going to watch the recording later today and through the weekend. So thank you, thank you, thank you. I cannot thank you enough for all the time and information you just gave to us.
- 01:04:24 Kari: I am so honored. Thank you for all that you do for all of us. I know I speak on everybody's behalf. I'll never stop thanking you for all you

do for us. Have so much fun you guys with your Instagram. Like just enjoy it. It's a good time. If you're doing it right, it's so fun.

01:04:38 Jenelle: You're so right. Oh my gosh, okay, well thank you, you guys, thanks everyone forgetting on and of course stay tuned to the next training. You'll always get it via a team email or on the Coach Success Facebook page as an announcement post and if you don't see those regularly, you know, check with your upline, if you're not sponsored by me. And I think that's it. All right, we're signing off. Thanks so much again you guys. I'll see you later.

01:05:05

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