

# Prep



## WELCOME!

### Congratulations on joining us

Welcome to the Dream Team Coach University!

Here is [your very first video](#)! Check this out and it will explain exactly what you can expect to get from this program over the next 30 days!

It will be split into 4 weeks and you can work through each week at your own pace.

If you did NOT do the Prep class, please talk to your sponsor about doing that first.

We want you to start this with a bang and feel prepared. You are going to LOVE this experience of 30 days of lessons, lots of peer support, learning and fun.

To be successful, you have to decide that this matters in your life. Will you give it your best shot? You DESERVE to live fit, live happy, make new friends, grow as a person, earn extra income and build a better future. SOUND GOOD?

## HOW TO GET STARTED

### Let's cover the basics

- Set up your first call with your coach so that you can go over the basics, set goals and ask any and all questions you might have at this time! I am pretty sure you are feeling overwhelmed. Am I right?? It's a crazy first few months but trust me, we have all been there and you will get the hang of it soon enough.
- Make sure you are plugged into a challenge group. If you are not currently enrolled in your coach's challenge group please take this time to text or message your coach to request to join their most current group. This is important so that you know what it feels like to be a participant plus stay accountable in your own health and fitness journey!

## NEW COACH WEBINAR

### Everything you need to know as a new coach

As a new coach it can be overwhelming. What are the things you should do right away to get started with your business. [Watch this video](#) on how to navigate your back office, set up your business and start your first challenge group.

Some of the things covered in this video:

- Set up websites
- Direct Deposit
- [Download Coach Mobile App](#)
- Getting started tab in the coach online office> news and training and training tab
- How do you connect with your team? {website; FB Group; Team Calls}
- Complete the [Business Quick Start Guide](#)

Here is [the presentation](#) used in the video above.

## MARK YOUR CALENDAR

### Team calls

REMEMBER: Mark your calendar for each Wednesday at 12:00 PM EST for the weekly call to go over new topics relevant to your first 30 days as a coach.

Each week I will cover topics related to getting your business started and having success in the first month.

**Week 1:** Launching your business, goal setting, basics of social media and inviting. Creating an event for your challenge group.

**Week 2:** How to handle objections, consistency, tracking.

**Week 3:** How to provide excellent customer service, your role in the challenge group, how to get new customers started, Free Groups.

**Week 4:** Flash sales, ending the month strong, next steps, time management.

## 4 VITAL BEHAVIORS

### Habits for success

Get to know [these 4 vital behaviors](#). They are essential for your success.

#### *4 VITAL BEHAVIORS OF A TEAM BEACHBODY® COACH*

1. **INVITE. INVITE. INVITE.** Invite as many people as possible. Every day. Invite people to join your Beachbody Challenge® Group. Have the courage to invite everyone you come into contact with. Invite. Then invite more. (you do not have to run your own group the first month, you are welcome to co-host with your coach).
2. **BE PROOF THE PRODUCTS WORK.** Use the fitness programs. Use Shakeology®. Use the Ultimate Reset®. Be a walking Success Story in progress.

3. **PERSONAL DEVELOPMENT.** Every day, read, listen to audiobooks, use Success on Demand in the back office. Listen to the weekly Coach Call and Team calls, attend Summit and other training seminars.
4. **CELEBRATE SUCCESS.** Celebrate success with your own personal fitness journey, with your customers and your coaches. Shout outs, personal messages and recognition are a big part of what we do and are important to helping others grow confidence to keep doing a great job.

Our core purpose is to help people achieve their goals and enjoy a healthy, fulfilling life.

The more people you help, the more successful you'll be.

#### *CALL TO ACTION:*

1. Practice the [4 Vital Behaviors](#)
2. Understand the [Vital Process](#) because this is the progression of a prospective customer to an actual customer and potentially a coach. Read through this and understand the basics.
3. Always add names to your Contact List, I created a list using a google document where I can just list out the names and emails of people I think would make great customers or coaches. Do that now and add 100 people to that list and share in the feed. \*\*Tag your coach.
4. Follow the [5-Step Invitation Process](#) to invite until you have 2 people each week join your Challenge Group. [Here is a video](#) on the invitation process.
5. Use the Beachbody Challenge® Guides for your Challenge Groups
6. Set goals and track your activity with the [Business Activity Tracker](#)
7. Qualify for Success Club 5 or 10 every month (understand what success club is and how to qualify)

SUCCESS WILL BE DETERMINED BY HOW WELL YOU ALIGN YOUR GOALS AND ACTIVITIES. My biggest measure of success is your ability to hit Success Club in the first month and achieve month 1 of success starters.

If you are unsure of what any of this means, make a list of questions to go over with your coach on a personal phone call.

## **IMPORTANT TIPS**

### **On Facebook and FAQs**

#### *Facebook Tips*

Facebook for me was like a foreign object when I started coaching. All of a sudden I was inundated with facebook updates, emails and notifications and it truly got the best of me.

Did you know you can turn off the notifications? Did you know you can favorite groups so that you don't lose important information??

[Check this out](#) to streamline your # of notifications so that your email isn't blowing up and you feel organized!

Did this help you???

*Finding answers*

Before you ask a question in the team page try this first:

<https://faq.beachbody.com/app/home/lob/coach>

The FAQs of Beachbody are basically going to be your #1 source of the most accurate information. In order to keep our team page from blowing up with too many notifications, ask here first!!!

## MEMORY JOGGER

### Create your lists

So, during your prep week it's time to make a list and grow your contacts.

If you are like me, then you did not have a large social media presence.

I started by jogging my memory for all the people that I could friend request on Facebook that I wasn't friends with before. Friends from college, high school, neighbors, church friends, etc....

Then, on your list write down all the people you want to invite to our first challenge group we will run together.

This will help you get your head wrapped around who you will develop conversations with. Remember we are going to connect with people and not just cold invite.

[This list should help you out.](#)

## Day 1



## LAUNCHING YOUR BUSINESS AS A BEACHBODY COACH

### Let's take the first step

So think about this assignment just as you would the Grand Opening of a New Restaurant. If you were a restaurant owner you would make flyers, put ads in the newspaper, invite your friends and get the word out about your new restaurant.

Why wouldn't you do the same with your Beachbody business? How are people going to know you are open for Business unless you tell them?

So today we are going to launch our business. There are a few ways to do this. You can use email, personal messages, texts, a Facebook or Instagram post or any other social media you would like to use.

This might be a scary step for you but it is absolutely VITAL to your SUCCESS. {I know I was scared for my first post} So put on your big girl/boy pants and lets get this done today!

Post below your Facebook post launching your business along with the picture you use. Always use an image because it's more eye catching like the one I used as an example!

{apps you can use: for iPhone use [photofy](#) or [rhonna](#) and for your computer use [picmonkey.com](#) or you can use [www.canva.com](#)} <-- these are now mobile too!!!

Watch [this video](#) to see exactly what you should include and WHY when launching your business.

PROMISE ME YOU WILL TAKE THE LEAP OF FAITH AND DO THIS STEP! IT'S SO IMPORTANT TO THE START OF YOUR BUSINESS!

### **Sample Post**

*Today I have a BIG Announcement! Some of you may or may not know that I have been on a journey to really change my lifestyle, to eat healthier, to start exercising and it has really impacted me in so many ways!*

*I joined a challenge group/accountability group where I get daily support, accountability, motivation and recipes/tips. I seriously have fallen in love with the support, Insanity, Clean Eating and Shakeology. I would of give up in the first week if it wasn't for the other people that were in the group.*

*So, after losing 30 lbs with Insanity I decided that I couldn't keep this a secret. I want to pay it forward and help others to feel the same way that I do!*

*So I became a coach, and my job is to help you reach your goals by customizing support, keeping you motivated, accountable and sharing what is working for me with you! I can't wait to share even more of what I am planning that can help you to feel more confident, comfortable and happy in your own personal health and fitness. STAY TUNED for more!!*

[Watch this Video on How TO Launch Your Business with Coach Rachel Mitchell](#)

Homework 1:

# HOW TO INTERVIEW A CHALLENGE PROSPECT

## Tips and example

Please read the guide on [How to Interview a Challenge Prospect](#).

Homework 2:

## DOWNLOAD AND PRINT BUSINESS ACTIVITY TRACKER

**Time to start tracking**

[Download and print the Business Activity Tracker](#) and create your weekly coach checklist.

Tracking your business is sooo important! It's just like your personal fitness journey. If you don't track what you eat, write down your meals and then reflect at the end of the day on how you feel you did, it is easy to THINK you had a great day of eating according to the plan but, you don't realize that the handful of chips, the scoop of ice cream and the lack of water are all adding up to derail your progress. If you write it all down and you can visually see what you are eating you are much more aware of how good you are actually doing!

Same thing with your business. You have to write it down so that at the end of the day you can visually see how you did and if you actually did activities that move your business forward.

I find that it's really easy to spend time working on your Beachbody business but NOT really doing anything that will bring you new customers. For example, do you sit down and just scroll through the newsfeed to get ideas? Do you sit down and do training or make a post but you never invite anyone to join you? In all honesty, you aren't moving your business forward then!

The things that will help you to have success in the first month are the things on the tracker.

1. Adding new people EVERY DAY. Aim to add at least 3-5 daily.
2. Starting new conversations or connecting with people. Honestly just becoming a professional friend maker!
3. Inviting people to your challenge group every day.
4. Following up with those that you already started conversations with or invited.
5. Workout and drink shakeology daily
6. Personal Development
7. Post at least 3-5 times a day

Homework 3:

# SET YOUR CHALLENGE GROUP START DATE

## When You Choose Your Start Date, Next We Need To Start Inviting To It

Talk to your coach for the date you will launch your first challenge group with your coach!!!  
You do not have to do this alone!!!

My group starts on the “ask me” and if you are co hosting a group with me then this is what you are inviting to. It is called "ask me what the name is". I ALWAYS start a new GROUP every month that you can always invite to!

Each person is required to do a Beachbody fitness program and replace 1 meal a day with shakeology. Pre season starts the week before day 1 and workouts the following Monday. You can run your challenge group through the [challenge tracker app](#) or through a closed Facebook Group.

Also, if you did the 3 day refresh that is another way to get people to join.  
Posting about your 3 day refresh journey and results.

We will go over this on Wed as well during our first call. But this gives you some good ideas.

We all run monthly challenge groups so you have an option~You can either choose to run your own challenge group and use the challenge group guides which you can find in the Guides to use for daily posts or you can run it with your sponsor coach!

Just make sure you ask them what you are supposed to be inviting too!

So are you going to run your own challenge group?

Or are you going to run it with your coach?

NOTE:: It's also time to come up with your challenge group invite: If you are co hosting one with me [I created this image that you can use](#) on CANVA & PICKMONKEY: You can open up this google document and it has examples that you can literally save to your computer and then use [www.picmonkey.com](#) to add in your own pics or you can use [www.canva.com](#) as well.

Do you see the squares? That is where you can upload your own images and drag them into the squares. VOILA your invite is created and now all you need to do is come up with the wording.

Homework 4:

# ART OF CONNECTING WITH CHALLENGE PROSPECTS

## Struggling?

Still struggling, watch this video on the art of connecting with challenge prospects and check out Brian Tracy's book called ["The Art of Closing the Sale."](#) While we don't "sell" it takes you through the foundation of the trust building process which is a vital skill.

## Day 2



## INVITING!

### The key to your success

The bread and butter of your business is truly inviting. If you don't invite you are legitimately shooting yourself in the foot. Your goal is to invite 2-3 people each day to join your next challenge group or your team.

{Ask your coach when your next challenge group is going to start}

Today your goal is to send out 2-3 or more invites to people inviting them to join your group.

**Option #1:** Here is an example of what you can say:

*"Hi Cory! How have you been?? I hope you're enjoying this warmer weather!! I am putting together my next online fitness challenge and wanted to know if you'd be interested in joining my 'Fall into Fitness' challenge group which starts August 22nd. Since I started doing Beachbody programs in July 2011, I've realized that accountability and support have been the BIGGEST factors in my success! In this group I am going to help match you up with a program that meets your needs. I will be sharing sample meal plans, recipes, tips daily, along with motivation and tools to help you handle emotional eating, late night snacking, weekend tips and more. Does this sound like something you would like to do? Either way let me know what you are thinking! I look forward to hearing back from you. -Melanie "*

Check out this [Script on Inviting.](#)

**Option #2:** Create an event on your Facebook page where you can invite others to join you! [Here is a video](#) that walks you through how to create an event. I like to do this so that when people say they are interested or going I can then message them to see what interests them most about the group and begin to form them.

Homework 1:

## PROVIDING MORE INFORMATION

**What to say when someone wants more info on your challenge group?**

Please read the [How to Provide More Information](#) guide.

Homework 2:

## PROMOTING & RUNNING A CHALLENGE

**5-Step Invite Process & How to RUN the challenge**

Please read the [Promoting a Challenge](#) guide and then read the [How to Run a Challenge](#) guide.

For our challenge group {Melanie's PS Coaches} we are starting a 30 day challenge group called "Love the Skin That You Are In" on February 20th with 1 week of prep and the workouts start the next week. So technically the group is 45 days long!

Every person is required to do a fitness program and replace 1 meal a day with Shakeology. Your goal today is to get an event created, or create an image to promote it.

We will be co-running the group through the Challenge Tracker App/Facebook Closed Group. So each customer will log in daily to the app on their phone to rate their day, get the post of the day which will be tips on meal planning, recipes, motivation, accountability, and support. Our goal is to help you set realistic and achievable goals so that you start and finish the program and it becomes a lifestyle change and not a crash diet.

[Here is a sample image you can EDIT](#) and make your own to advertise for the group.

### Day 3



## KEEP INVITING

**Let's push it**

Today is all about inviting people to join your challenge group.

1. Have you reached out to your coach to see what challenge group you are inviting too?
2. Are you using your business activity tracker daily and tallying up how many invites per day? \*\* I honestly suggest that if you want to turbocharge your business you invite at least 5-10 people to join your challenge group starting on X date each and every day. Then follow up with in 24 hours. If you are slow and steady then 2-3 invites per day!

3. Inviting is scary for most people {for me I was petrified} but it was the 1 thing that when I put myself out there it really did make a difference.

So, let's talk inviting today. Inviting is when you send a message to someone you would like to join your challenge group.

It can take on many forms:

- [Invite Script](#)
- [Messaging people directly](#)
- Challenger Invite: *Hi Liz! How are you doing?!!! Adjusting to motherhood? Your little one is adorable! So I thought I'd reach out to you and invite you to my upcoming health and fitness group. As you may have noticed by some of my posts, I am a health and fitness coach and run online (closed Facebook) challenge groups. I am running an exclusive 21 Day Fix group that will last four weeks. This program is seriously INCREDIBLE! It begins on Monday, June 9th. I provide support, accountability, and motivation to keep going. I also post my customizable meals plans and help others with theirs. It's all about living a healthy lifestyle but still finding a balance with "not so healthy" foods. I was also a part of a challenge group and I would not have been successful at changing my habits if it wasn't for the accountability and support of the group. I am posting a link with the details of the program. If you like what you see, we can chat/message about any questions you have! Let me know either way if you are interested so I know if I should hold a spot for you! I hope all is well! Enjoy your day! (I always attached the link to my blog post about the upcoming group)*

What do you say when someone is ready to purchase??? How do you explain how to get a challenge pack without giving too much information?? Here is my example:

I keep it simple, when someone is ready to sign up. I say:

*Hey Sara, you need the challenge pack to get started. It comes with the entire fitness program, the nutrition guide, program manual, food storage containers, Shakeology and discounted price and shipping. Plus this gives you access into my support and accountability group where I am going to teach you how to plan out your meals, give you recipes, tips, daily accountability and motivation so that this becomes a lifestyle change and not a crash diet. Here is the link to get signed up {insert link}*

*Then, once you complete your order let me know, I will make sure everything goes through ok and add you to the group and get you up and running.*

*Are you going to do this today?*

*Let me know if you have any questions at all!*

*Can't wait to have you in the group.*

*-Melanie*

Homework 1:

## **PARTICIPATE IN THE WEEKLY CALL**

**Check out the details here**

Our first call is today!

REMEMBER: Mark your calendar for each Wednesday at 12:00 PM EST for the weekly call to go over new topics relevant to your first 30 days as a coach.

### Day 4



## **HOW TO MAKE SOCIAL MEDIA WORK IN YOUR FAVOR**

### **Posting 3-5 times a day on social media**

WHY???? Honestly this is one area where people truly think I have 2 heads.

Social media is really truly the area where you can create a following, you can develop trust and people begin to see that this is your lifestyle and not just a fad that you are going through. Social media is your place to show people healthy living tips, to give a snapshot into your lifestyle and attract others to you.

Your FB posts are your supporting evidence that your challenge groups work, that you are accountable to your health and fitness goals and that you DO have something to offer people.

By sharing your life each day you begin to ATTRACT people to you! That is exactly what we do as Beachbody Coaches, we are in the business of attraction marketing.

So each day your goal is to post 3-5 times a day on your preferred social media source (IG, FB, LIKE PAGE, etc.)

You want to post on topics that are you! For example, what are the 3-5 times that define you?

For me it's, Clean Eating, Exercise, My Family, Business Motivation, Shopping. That's typically what I post about! Do you have an idea of what you share?

I will be honest, this takes practice, but if you don't start, if you don't take that leap of faith you will never develop consistency, a presence and be able to help others reach their goals. So it all starts here. I gave up very quickly with caring what others thought bc each day my goal was to add value to at least 1 person live. If I could inspire them to workout, to eat healthier then I had done my job!

Here is [an example of a post about my workout.](#)

Here is [another example of me talking about how hard it is to wake up and workout some days but E&E helps me get thru.](#)

Here is [another example](#): It's a food picture and I talk about the 21 day fix and how it fits into my meal plan.

[Shakeology post](#)

[Weekend Accountability post](#)

So this gives you some examples to go by!

Tips to good posts:

1. Don't sell in your posts. Share tips, share tricks and share inspiration and motivation. The only times you sell are when you are advertising for a challenge group and you want people to message you for the details or like the post and you contact them.
2. Make the image clear, make it colorful and make sure that you don't just SHARE others pictures but you create original posts.
3. I want to see your face! People connect with YOU! Think of yourself as a movie star. People want to see what you wear, what you do with your hair, where you workout and how it works for you! People connect with the HOT MESS that I am. I don't care that I have makeup from last night still under my eyes or kids toys everywhere. That honestly shows that you are doing this and its real life! That's inspiring!
4. So track your posts, how many are you doing daily?

Here is a call from Coach Rachel Mitchell and her [Top 10 Tips for Posting](#)

Homework 1:

## WEEKLY CALL

### Connecting coaches

These call are open to ALL coaches enrolled in Coach University, so make sure you participate every week.

Homework 2:

## MAKING YOUR SOCIAL MEDIA STAND OUT

<https://youtu.be/eXY4U58undQ>

When it comes to building an online business you essentially have to learn everything there is to know about editing photos, creating videos and catching others attention. Here are my top tips (easy tips) that you can use to improve your selfie and social media game!

Day 5

## HOW TO ADVERTISE FOR A CHALLENGE GROUP

### Invite to Join Your challenge Group!!

Today is the day we officially launch publicly that we are hosting a challenge group! If you haven't done so already. Are you ready! You are not going to have to run and host this group on your own unless you want to. You are going to team up with your sponsor coach.

And I am giving you my entire document of challenge group questions to use!

[Here is my google document that has my entire curriculum that I have created.](#) You can literally copy and paste each day's assignment and then tweak it and make it your own as well!!!

It takes that pressure off of not only inviting people to a challenge group but then what the heck do I do once they get there!!

Then, you can give it your own flair and eventually change it to be any way that you want!

So what are you waiting for? Let's start our very first challenge group post. Let's start to craft our post together. Once you have written it and [attached an engaging picture](#) post it in this group first! I'll review it, give you feedback and we can go from there!

Then, the best times I've found to post for a challenge group is 9:00 pm at night when the kids are in bed and people are just browsing facebook!

READY, LETS GET STARTED!!!

\*\*\*\*[Here are two TEMPLATES you CAN USE TO LAUNCH your BUSINESS AND ADVERTISE for A CHALLENGE GROUP.](#)

[Here are More Templates for Launching Your Business & Advertising.](#)

This is an example post and picture (I created this on picmonkey {computer} and it doesn't have to be this involved but it gives you direction):

*“As the kids go back to school, as your summer routine gets flipped upside down and life is crazy what is the first thing to get put on the back burner? OURSELVES Of course!!!*

*The one thing that I have learned over the past few years is that no matter how crazy busy my life gets the most important thing I can do for my own sanity is workout and eat healthy. I know crazy right?! But seriously, just 25-30 minutes every morning I workout at home in my*

*basement, I take at least 20 minutes a week to make a healthy grocery list and meal plan and I have this awesome accountability and support group to keep me focused on the days when I make excuses and say I don't have time. Doing this for myself makes me a more patient wife, mom and friend. I have more energy to keep up with my demanding family calendar and I feel more confident every day. The last thing to go now when life gets crazy is ME time! I want to teach you how to feel the same way. I want to teach you how to make small daily changes in your life so that you can live a healthier lifestyle just as I am experiencing! If you are interested in learning more information about my upcoming support and accountability group message me for more info or like this post! I'm looking for 3-5 women who are sick and tired of being sick and tired! one day at a time we can change forever! ARE you in?!?!“*

### **Example Post**

*“OMG! I'm SO EXCITED! I was just selected to be an apprentice coach in the next DreamTEAM Fitness Challenge. It's an online fitness group that has helped me (insert your personal story-what have challenge groups done to help you?). Not only do I get to be in this exclusive group, but I get to bring 3 friends with me! Comment below or like this post for the deets! I have 5 days to decide!”*

*(attach a transformation picture or a picture of you working out)*

Your assignment today is to post your challenge group advertisement below with the text so we can see it!

I like to create FB events that are public NOT PRIVATE: Here is an event for you to check out.  
<https://www.facebook.com/events/1694710294187063/>

## **HOW TO CREATE AN EVENT TO ADVERTISE FOR YOUR CHALLENGE GROUP**

**Sample for wording when running/hosting an event.**

[Create an event on Facebook!](#) Here is a sample event and the wording that I use.

*Ahhh I hate to even write the words "Back To School" because I am enjoying summer so much! But, seriously.... by the time that I kick off this group we will be right in the middle of back to school prep! So I guess we need to start planning now!*

*The summer is winding down and school sports conditioning is starting. We are prepping for our fall routine and of course the last thing that we want to think about is ourselves right? We know that our schedule is about to get busy with soccer, baseball, school pick up and drop off. But, I have learned in the past 5 years that the best thing I can do is MAKE not FIND the time for myself. 30 minutes a day I workout and I fuel up with good foods and I have the energy to be mom, business woman, wife and not lose my cool!*

*My workouts are my "ME" time and my nutrition keeps me moving forward. So I am going to TEACH YOU HOW TO DO IT TOO!*

*The focus is on quick easy crockpot meals for those long days and nights. Setting realistic and achievable goals for your lifestyle. It's about having balance and not feeling deprived.*

*I am going to match you up with a fitness program and nutrition plan that meets your needs, help you with meal planning, tips, daily accountability and motivation for the next 45 days starting on August 22nd!*

*\*\*THIS GROUP WILL TAKE PLACE THROUGH THE ALL NEW CHALLENGE TRACKER MOBILE APP!*

*Do you need a little accountability during this crazy time of life? Don't let the hustle and bustle of life set you back. Take control of what you can control and lets make health and fitness a lifestyle change vs a crash diet.*

*Whether it's losing weight or maintaining I would love to coach you through your journey!*

*\*\*\*\*\*WHO CAN JOIN:::: Anyone who is not currently working with a coach or is a coach.*

*If I am your coach please private message me to be added.*

*Please complete the application below and I will contact you within 24 hours with all the details.*

*Complete form here; <https://melaniemitro.wufoo.com/forms/challenge-group-application/>*

*Limited space available, first come first to get the spots!!*

*Let's do this! Control the Controllable.*

## Day 6

### **WHY CHALLENGE PACKS** **Get your customers started right**

So the most highly encouraged way to get new customers started is with a Challenge Pack.

Why [Challenge Packs](#)? I know you are engaging in conversation with people, you are getting objections and people are questioning price! So why is a challenge pack the best way to go?!? Why is it worth the \$\$ invested? Do you believe it's worth it!?! Have you sat down and made a list of all the reasons why getting the challenge pack is worth it other than just what comes in the box? Think of all the other things that come with being in a challenge group that add value and create success.

What does the customer receive:

- Fitness – Any Beachbody fitness program that matches their needs
- Nutrition – Shakeology [{how to share shakeology}](#)
- Support – You, their Coach & access to the club membership with beachbody ondemand
- Rewards – The Beachbody Challenge contest chance to win \$500
- Success – Achieving their goals in your Challenge Group

You can't get all that at the local gym for the cost of one of our Challenge Packs! Plus, let's not forget the added benefits of Challenge Packs like discounted shipping and Club membership. What do you think the best part is about Challenge Packs that you share with your customers? Watch the video above explaining the importance of CP.

If you are new to Beachbody coaching and you are wanting to compare different programs for a potential customer you must check this feature out. This comparison guide makes it so much easier!! I would definitely bookmark this!

### [GREAT RESOURCE TO BOOKMARK](#)

Also, [EVERYTHING you need to know about Challenge packs including commissions, pricing, what the customer gets and how to start a challenge group!](#) Great resource.

Homework 1:

## PROVIDE SOLUTIONS

**Have a follow-up a conversation with at least 5 people**

Today's **\*\*Daily Tip\*\*** is all about providing a solution

Tackle the problem, not the person. This means you don't need to convince anyone, you need to provide a solution for their problem. In order to do this you have to understand the problem first. Sounds simple right? Most people miss this step and wonder why people don't show any interest.

So how do you do that? Remember, you have solutions to the health and fitness struggles for most people. When you are talking with people either face-to-face or online, ask them what they are looking for in their health and fitness journey. THEN, explain how you can help based on their response.

Here are some questions you might want to try:

- What is your fitness goal?
- What are the challenges you foresee or have had in the past that have prevented you from reaching your goal?
- What have you tried in the past?
- Do you struggle with nutrition, physical activity, or both?

- How much time do you want to devote to your health each day?

What are some others you can come up with? Remember to ask more questions and listen for the response before you craft a response. Be interested, not interesting. Be a listener not a talker!

Today's Challenge: Have a follow-up a conversation with at least 5 people, asking questions to find out if they have health and fitness needs you could help provide an answer for.

## Day 7

# FOLLOW UP & SCRIPTS FOR INVITING AND FOLLOWING UP

## Morning RESOURCES for you!!!!

Check these out as your are inviting to challenge groups and carrying on conversations.

It's time to really focus on what we are saying and also getting over that initial fear of inviting! If you want to reach your goal of finding 3-5 people to join your challenge group this month then this needs to be your top priority along with your daily posts!

You really do have to apply the law of probability here. For every 10 people that you invite 1 or 2 will say yes. So to get 5 people you have to invite 50. So get out a sheet of paper and start working on those 50 people. But, it's not just quantity over quality. Make sure when you are inviting that you are doing some homework. Check out their FB profile or IG profile before sending the invite. How many kids do they have & what is going on in their life. Is there anything you can use as your jumping off point in the comments to get started!

Remember that your supporting evidence to your invites is in your daily posts. So the more you learn to be consistent with your daily posts and showing people that you practice what you preach the faster they will commit bc they know it works from watching you.

[How to respond when people are interested in a challenge group](#)  
[How to Interview a potential Challenger](#)

Tag your coach below and tell them how many invites you sent out today!  
Tracking is key to your success!

# TIME MANAGEMENT AND PLANNING OUT YOUR WEEK

Time to reflect

Before we dig into the 2nd week and all the things we have to do let's reflect.

You have finished our first week of the Dream Team University. If your first week of coaching was anything like mine then it was a HOT MESS!!!

I felt like I was all over the place with my posts, I was unsure of my invites, I wasn't great at tracking and I felt like I got nothing accomplished. THAT IS NORMAL. It's like learning a new job, you are not going to know all the answers at first and it will take you longer to respond in the beginning. But just like anything new, if you practice it will become a habit.

So today set time aside to do a little planning.

- When will you do your business each day this week?
- Schedule the time in your calendar.
- Then make a master to do list of everything you would like to accomplish in no particular order.
- Then, prioritize that list based on what you absolutely need to do right now to be successful.

Your goal is to achieve 3-5 people in a challenge group so you reach Success Club this month. So that means advertising for your challenge groups via social media and that means inviting personally and following up.

So, game plan for today!

- Post about your workout or rest day
- Post about your meal plan for the week on timeline.
- Prep food for the week and snap a picture of it.
- Talk about how the weekends used to get you off track and now that you have beachbody groups for accountability there are no more Mondays where you are starting over. Then invite people to join!

Are you ready for the week!?!?!?

[Watch this video with my NEW COACH TIPS FOR SUCCESS with CEO CARL DAIKELER.](#)

Let's make it happen!!!

## Day 8

# WELCOME TO WEEK 2

**Focus for the week**

In week 2 our focus is to print out your 2nd Business Activity Tracker and continue to focus on the 4 vital behaviors.

You want to every day connect with 2-3 new people, invite at least 2-3 people to your challenge group this month that you are co-running with your upline. You want to make sure you are continuing to workout, drink your shakeology and share on social media.

These are so key to the vitality and success of your business. If you only have 1 hour a day, spend it doing the things ONLY on the BAT (Business Activity Tracker).

I am going to be completely honest with you, if you are not doing the vital behaviors you are NOT going to get your business off the ground!

So ask yourself what is your goal for week 2??? What are you proud of that you did last week and what is your focus for this week??

Share in the comments below!

---REMEMBER that MESSY SUCCESS is BETTER than perfect MEDIOCRITY!!!!

## SHAKEOLOGY VS. "OTHER SHAKES"

### Knowledge is power

Knowledge is power, but you can also use your own testament to the product to share with potential customers. One of the things that I spent quite some time doing as a new coach was learning what Shakeology was, how it would help my customers with more than just weight loss and how I would explain Shakeology to people without overwhelming them.

Remember that Shakeology is not a WEIGHT LOSS Shake and it's not a PROTEIN shake. It is a super food shake that is comprised of the right protein to carb ratio to consist of a complete meal. It will keep you full for 2 1/2 to 3 hours and you know it is one meal each day that you don't have to think about and it is portion controlled and healthy.

If you are just starting out my goal for you is to make your ELEVATOR pitch which is essentially the 3-5 sentences you would use to describe Shakeology when asked.

What do I know about Shakeology is this....

1. It's a WHOLE FOOD
2. It contains no processed ingredients, chemicals, or artificial sugars (the sugar is from the natural source and is not man made or genetically modified).
3. I can tell when I'm not drinking it vs. not (it has significantly improved my IBS symptoms)

4. It curbs my hunger
5. It's my healthy sweet fix during the day
6. It has helped me lose weight
7. My skin, hair, and nails are healthier because of it and I rarely ever get sick bc I have a vitamin rich breakfast.
8. One scoop is like going to the salad bar 5 times and filling my plate with a variety of fruits and veggies
9. It is my daily dose of dense nutrition
10. It comes in Regular Chocolate, Vanilla, Cafe Latte, Greenberry and Strawberry with Vegan options in Chocolate, Vanilla, and Tropical Strawberry.

If you want more information on how to compare Shakeology to other products I'm going to let someone who is very passionate about the product do that job in the video above!

Videos I share to potential customers inquiring about Shakeology:

- [Carl Daikeler "Why you should drink Shakeology EVERYDAY!"](#)
- [Why drink Shakeology daily? Isabelle Daikeler](#) \*\*\*I LOVE THIS VIDEO\*\*\*

Subscribe to the "[inside Shakeology](#)" podcast and listen to the first 2 episodes ASAP:

Episode 1: [How is Shakeology Different.](#)

Episode 2: [What is inside Shakeology](#)

LASTLY: This is a new resource! It's about how to promote Shakeology and journal your experience. Can I ask you to print this out and fill it out. Share your response by taking a pic and posting in the comments below.

DEAL!

[What Value Do I Get Out Of Shakeology?](#)

ASSIGNMENT:

In the comments below, write out your 3-5 sentences of how you describe Shakeology to someone when they ask. The goal is to not make it sound like a sales pitch but what you would say to your best friend if they asked.

Homework 1:

**5 SHAKEOLOGY MYTHS**  
**DEBUNKED by a Coach!**

Please read 5 [Shakeology Myths —DEBUNKED by a Coach!](#) and answer the question below.

Homework 2:

## SHAKEOLOGY POST

### Spread the word

Make at least 1 of your social media posts about how Shakeology is improving your nutrition and health!!!! Don't forget to tag your coach!

Day 9



## HANDLING OBJECTIONS

### How to do it right

Today is all about handling objections that you ALL are getting as you begin to invite people to join your first challenge group! You would honestly be lying if you said that so far, NO ONE has ignored your messages or told you it was too expensive!

When it comes to handling objections it's one of those things you know and come to expect. Objections are not a bad thing, they are a natural part of the process. Think back to when you first entertained the idea of a challenge group or shakeology. Were you 100% in at the very first minute? Most likely not! You questioned the price, you were not sure it would work, and maybe money was tight and it was a stretch for you!

So how do you handle objections without burning your bridges? Let's talk about that today!

Here is a [motherlode of examples](#) of objections people give me that I have created an answer for you to use.

Your assignment today is to [listen to this call](#). It is going to help you with handling objections, creating an attraction to what you are doing and growing your confidence.

Homework 1:

## INVITING

### Let's see how it's going for you

Tell us more about how your invites are going!

## SAMPLE INVITES:

Hey "name"

*I noticed you have been liking my posts and I wanted to reach out to you and see if you would be interested in joining my Jan 23rd accountability group! I would love to have you in a group and we can keep each other accountable, I can share my meal planning tips, recipes and daily motivation so we can crush our winter goals.*

*Would you like to join me?*

*Either way just let me know!*

-----

If you are going to invite: Do not make it a copy and paste.

Don't prejudge and think that someone isn't going to WANT to join you. Ask and invite everyone. But do your homework first and make sure you check out their FB or IG and see what they are up to so it gives you a conversation starter.

Remember to be more INTERESTED in them and let THEM do the talking and you ASK questions to figure out their wants and needs before you make any recommendations! DEAL!

## Day 10

# BEING THE CEO OF YOUR BUSINESS

## How to #doyourqueenthing

\*\*\*Long Post Alert

Steve Jobs...CEO of Apple. Do you think it would have been okay if he didn't show up to work? If he missed meetings? Wasn't consistent running a multi-million dollar business? Do you think it would have continued to be THE GREAT and MIGHTY APPLE that we all know and love? NO! It takes guts, passion and showing up EVERYDAY to create success!

In the same token, would Steve Jobs want to work with people who didn't show up, made excuses, and complained? HECK NO! He'd fire them! So don't fire yourself.

The moment you signed up to be a coach you also decided to be a leader! Take this job seriously and don't be afraid to take that leap of faith and build your wings on the way down.

I recently finished *The Slight Edge* By: Jeff Olson (highly recommend the entire book!). I want you to read this excerpt from it...

*"What I Learned from Funerals"*

*...As I prepared myself to go on this first sales call, I had been literally praying for help, and as so often happens when you ask a question in all sincerity, an answer came. In this case, it came in the form of an article I happened to read in a magazine.*

*The article was about funerals, and it informed me that at the average funeral, about ten people cry.*

*I couldn't believe it. Ten people? That's it? You mean, I go through my entire life, spend years and years going through all these trials and tribulations and achievements and joys and heartbreaks-and at the end of it, there are only ten people who care enough to cry?*

*I went on to the next paragraph and it got worse.*

*Once those ten (or fewer) people had yanked their hankies and honked their noses and my funeral was over the number one factor that would determine how many people would go on from the funeral to actual burial would be...the weather. (The weather?!) If it happens to be raining, it said fifty percent of the people who attend my funeral would decide not to go to my burial after all.*

*I really couldn't believe it. You mean, I'm lying there, at the grand conclusion of everything I've ever said and done, of everything I call my life, in those final moments when my entire life is called to account and acknowledged and memorialized by those nearest and dearest to me, those whose lives I've most deeply and profoundly touched...and half the congregation checks out halfway through because of the weather?!*

*At first, this really bummed me out.*

*And then, it was liberating.*

*You know what? I thought. I don't give a damn what anybody thinks of what I'm doing any more. If the odds are that iffy as to whether or not they even cry at my funeral, and chances are fifty-fifty that they duck out before I'm planted if the sky happens to cry for me more than people do...then why am I spending so much time worrying about what they're thinking now?*

*Why would I be afraid of rejection? Why would I be concerned about what the majority thinks? Why would I be worried about what the ninety-five percent say, think, or do?*

*...*

*A few days later, I happened to be thinking about that article as I sat in my car stopped in traffic. Just then, I saw why we were all stopped: a funeral procession went by. It took less than a minute because it contained only a few cars.*

*As traffic slowly started moving again, I thought. That person lived his or her entire life worrying about what other people thought...*

*And it suddenly hit me. Who has long funeral processions? At whose funerals do thousands cry? For whom do the millions mourn? For those who will do what others are not willing to do. For the people for whom we erect statues. Martin Luther King Jr., Gandhi, Mother Teresa, Lincoln.*

*Gigantic funerals are held and great crowds, sometimes entire nations, mourn for those people who spent their lives not worrying about what others thought."*

That was like a AHA moment when I read that book. It's like Jennifer Greenberg said on a call once...Do your Queen Thing!

When the Queen of England goes out she may not be the prettiest, the most fashionable, or even have the most money...but she is the QUEEN, and everyone knows it. She doesn't waste time concerning herself with the opinions of sheep, and neither should you.

Listen to [the recording of Lindsay Matway on the National Coach call](#).

Two things to think about:

1. You will never sign a coach that is better than you at this. A mediocre coach will never attract a ROCKSTAR into this business. Rockstars attract other rockstars! Set that bar for other coaches on your team, or the coaches that you hope to attract into your business.
2. Also, ask yourself...if my coaches did exactly what I did today would they have made steps towards building a successful business?

## USING HASHTAGS FOR YOUR INSTAGRAM ACCOUNT (ESSENTIAL!!)

<https://youtu.be/C1tDAVxtKBg>

Hashtags are the single easiest way to find and follow others that are in your niche. Plus, it also allows others to find you as well. It is very important to take time to create a list of hashtags that you are going to commit to using on a regular basis. It will truly help you get started.

Don't worry about being perfect- just start using them and see how it goes.

Homework 1:

## **PARTICIPATE IN THE WEEKLY CALL**

**Check out the details here**

REMEMBER we already had our call yesterday!!

### Day 11



## **SUCCESS CLUB**

**What and why**

What is success club? Why is it important? So you are focused on hitting success club in the first calendar month as a coach! Success club is your benchmark for success. This is how you truly know if you are on the right track in your business.

Also you want to make sure that you earn your Success Starters Ticket to Summit which is when you hit Success Club for 3 consecutive months you earn a free ticket to summit next year! {worth \$300}.

If you are inviting each day, following up, adding new people to your contact list and you are consistent with social media then you are going to start creating momentum. Question? Are you using a tracker to track your conversations? If not, let me know so we can find a system that works best for you!

[Watch the video](#) on what is success club so you understand what it is.

Then watch this video on [The Best Ways To Fail At Beachbody Coaching](#).

It's not easy building a business, it takes time, perseverance and the ability to see the bigger picture of how your daily behaviors influence the long run!

Check out [this graphic](#) to help you understand how to hit SC.

## **LEARN THE CHALLENGE TRACKER APP**

Coach Video: <https://youtu.be/wVKLj76OfU4>

The challenge tracker app is only available on the computer if you are HOSTING the challenge group through the coach portal.

All participants can only access through a smartphone, iPad or iPhone. Does that make sense?

Participant Video: <https://youtu.be/he2CUJqjfel>

Watch this video so that you understand what to expect and how to help customers.

Homework 1:

## WEEKLY CALL

### Connecting coaches

These call are open to ALL coaches enrolled in Coach University, so make sure you participate every week.

## Day 12



## BEACHBODY RANKS

### Step by step

Understanding the ranks of the business such as Emerald, Ruby and Diamond was like rocket science to me at first. But [this gives you a good general overview](#) of the business.

Your first step is to get to emerald. That means sponsoring 2 coaches! You can set up a call with your personally sponsored coach to discuss how to get to emerald as soon as possible.

I achieved emerald in the first month by signing up my best friend who was drinking shakeology and my husband! Do you have 2 people who would be your first 2 coaches? Even if they are just going to participate in your upcoming challenge groups it gets the ball rolling!!

## Day 13



## USING SOCIAL MEDIA TO ATTRACT OTHERS TO YOU

### Facebook for Building your Beachbody Business!

Social media is our favorite way to grow your business, but as always consistency will be key.

Please watch [this video](#) about posting on Facebook.

Let's do an exercise!

Go click on your Facebook page. Look at it from an unbiased perspective as if you were visiting someone else's page.

Now ask yourself, are you interested in that person? Would you follow them? Are they positive?

Is this person posting consistently (8AM, 10AM, 12PM , 5 PM, 9PM-a minimum of 3 times a day)?

Does that person look like they are doing their Queen thing? Are the post bright and colorful (EYE CATCHING!!) Are they sharing about more than fitness?

There will be trial and error for all of us to find our niche and figure out what works.

I had to do a lot of self reflection about my own Facebook posts. I wasn't being consistent, my posts weren't edgy or eye catching, etc. I had to sit down and reevaluate. You will have to do the same! Hope this helps!

My favorite Apps to use:

- [Picmonkey.com](http://Picmonkey.com) {computer}
- [Rhonna Designs](http://Rhonna Designs)
- [Phonto](http://Phonto)
- [Photofy](http://Photofy)
- Snapseed
- Canva

## EDITING PHOTOS WITH SNAPSEED

Remember: your social media is your STORE FRONT. You want it to look clean, professional and represent YOU.

I like to use the same apps and filters on my pictures so when people see it in their scroll they WANT to stop because they know its me.

Snapseed is the app I use most often.

As you can see from this before and after picture, the second one has a different look - its sharper and brighter and more eye -catchy. I've cropped out the little bit of the window that was showing and keep it just the image - no text.

This particular one was filtered using DRAMA  
Lightened with the "tune image" option  
And smoothed with the Portrait option.

Mess around with them - find an app you like and a look that shows a little bit of YOU and perfect it!

Before long editing your pictures will take just a minute or two and you won't have to filter through a bunch of apps and ideas.

## CREATING KILLER CONTENT ON INSTAGRAM

<https://youtu.be/z5GVHlchdSM>

### Day 14

## PICTURE APPS

### Essential tools for social media

Good Morning there coaches!!! It's Sunday and we are kicking off PRESEASON of our challenge group tomorrow!

Do you have anyone that you need added to the group??? Let me know so that I can get you added and you can add your customers in there!

Remember our goal is success club 5 this month! Help 3-5 people! You all can do this! But we have to step up our game with our consistency in invites, follow ups, and posts. ARE YOU IN?!?!?

So today let's talk about how to continue to grow your business through Facebook & Instagram.

So I want to share a few phone apps I use for pictures! Always remove watermark! Even if it's a 1 dollar investment, it's worth it!

#### Picture Apps

- [A Beautiful Mess \(computer\)](#)
- [Canva \(computer\) but accessible on phone](#)
- [Rhonna Designs](#)
- [Instafonts](#)
- [PicStitch](#)
- [Pic Collage](#)
- [Photofy](#)
- [Wordswag](#)

This is not all inclusive. Go to your apps and search for new picture apps!

They are always creating new ones to make your pictures POP!

[www.Picmonkey.com](http://www.Picmonkey.com) --I use this website for EVERYTHING!!! [Watch the tutorial video](#) on how to use Picmonkey.com. [Here's another tutorial on it.](#)

## MORE SOCIAL MEDIA OPTIONS

### Instagram for Business

Social media is the cornerstone fo8r building your business!! You will eventually warm out of your “warm market” ...I never really understood what that meant until it happened to me. All this means is that you have exhausted your family and friends as customers and you need to EXPAND your market and find new customers who are just like you wanting to grow this business....This can be VERY hard if you are a busy workin’ woman or man :). Some of us weren’t even active social media people until beachbody which means we had to build an audience ...also very few of us are going door to door...

The most common social media platform is Facebook but it is quickly becoming Instagram. Here are my top tips for growing your business on Instagram.

#### Top Tips for Instagram

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##### 1. Optimize your hashtags!

Possibly the most well-known and important secret about gaining exposure on Instagram is to use hashtags liberally. Instagram hashtags are to aid discovery. You generally do not use hashtags that are all related to Beachbody or fitness. All you will attract is other coaches! You want to think of hashtags that make you YOU! Get specific! What hashtags would you normally use? What brands do you like? Where do you shop? What do you enjoy?

For example >> don’t use #shakeology #beachbody #21dayfix etc.

USE hashtags like #katespade #girlmom #ilovenordstrom #momwin #pregnant #dogmom

##### 2. USE the EXPLORE Page.

Your explore page will find people FOR You that you can connect with based off of the hashtags you are using. Go connect with these people — follow a few of them, comment on their photos, like their photos. The goal is to get them to follow you back!

##### 3. Customize your BIO.

Everyone knows the benefit of creating a memorable bio, but when it comes to Instagram some bios seem more extraordinary than others! Let people know what you’re about! And make sure for it NOT to

all be about Beachbody. Write your bio in a note file, then copy & paste it onto your Instagram account. This will keep the formatting the same.

#### 4. Build community

Since Instagram is a social network, the final tip has to do with bringing the social aspect of full-circle! Community building on Instagram is a matter of paying attention and interacting with people on the platform: Create a true community on Instagram by following those who regularly like your content, and comment on those photos that you appreciate!

Interacting is a key thing! Post and re-post images that show your product or service in use, but most importantly, post about YOU! What makes you YOU! You should only be posting about Beachbody/fitness 20% of the time. 80% is about you!

#### 5. Use Instagram Stories!

People love video these days. They also LOVE seeing you live and feeling like they are behind the scenes in to your life.

Watch this video for more tips!  
<https://youtu.be/m9BTwc4Olx4>

## Day 15



### WHAT IS YOUR ROLE IN THE CHALLENGE GROUP

#### How to achieve best results

Ok this is the 3rd week of the month so you should technically be kicking off your pre season to your challenge group today or this week!

So what should your role in the group be?

Make sure to check in with your challengers, tag them in the day 1 post and reassure them that it's going to be ok, it will be fun, and you will be with them every step of the way! Most people are overwhelmed by the group setting and have never participated in a group before. So show them how to turn off notifications, how to see the pinned post and how to check in daily. Reassure them that no one but the members of the group can see what is being posted.

Also, do a Facebook post about how excited you are to kick off your first challenge group and how starting anything new can be scary but when you have a community of support to keep you accountable you will succeed!!!!

Your job as the coach in the group is to make sure your challengers understand what is going on, complete the assignments and check in daily! :)

I expect for each coach to actively participate, log in each day and lead by example. So act just as if you were a challenger to! Trust me, your challengers will follow your lead!

[This video explains your role as a coach](#) in the challenge group.

## Day 16

### COACH PLACEMENT

#### How to place coaches, set preferred placement and strategize

So you may be starting to have individuals who want to sign up as coaches that are either going to be getting just the discount or want to actively learn the business just as you are. So [how do you know where to place them at?](#)

Also [here is a document](#) that can help you with signing up coaches and setting placement.

When you sign up a coach, make sure that even if they are discount you are sending them a welcome email and adding them to the larger Dream Team Facebook Page so they can get plugged in for support. Set up a call with the new coach to go over what their fitness and health goals are and then ask me what the next date is for the new coach university so they can get enrolled! The first 90 days are the most crucial part of a new coach's journey!

[Here is my sample.](#)

Does this clear things up for you at all??

## Day 17

### POWER HOUR

The Power Hour is the main thing that I do on a daily basis that helps me with moving my business forward and being successful. It is an hour a day of uninterrupted work time to check in with challengers, expand my market, schedule posts, and propel my business forward.

Watch [this video](#) on creating your power hour today!

In addition, watch these videos:

- [My daily to do list](#)
- [How to schedule your Beachbody time](#)
- [Setting your business hours for your business](#)

Homework 1:

## **PARTICIPATE IN THE WEEKLY CALL**

**Check out the details here**

Our third call is today!

REMEMBER: Mark your calendar for each Wednesday at 12:00 PM EST for the weekly call to go over new topics relevant to your first 30 days as a coach.

## Day 18



## **SOCIAL MEDIA IS THE KEY TO YOUR BUSINESS**

**Let's talk about social media today!**

[This is truly the key](#) to your business.

Taking quality pictures for your Instagram or FB is going to attract people to you. You always want to give your posts the “SO WHAT“ test!

If you would scroll through and not stop on your own pictures bc they are salesy or non engaging then what makes you think someone else would too?

The key to success is using pictures of yourself! Trust me, people would rather see you all sweaty post workout than a model! WHY?? Because they can relate to the normal you! First Impressions can be EVERYTHING! You want people to click like and you want them to follow you! So give them something to follow.

What does your customer see when they visit your Facebook page?

By now, I imagine you are starting to do an AWESOME job sharing your journey and posting pictures to social media, but...often pictures could use a little work so that they are more appealing to the eye!

I've seen everything from bad lighting...to a lot of clutter in the background. I'm not saying you have to get glammed up or make them perfect...but tweaking a few things will go a longggg way!

[Check out this article on 4 easy things you can do!](#)

[Check out my favorite apps.](#)

Snapseed is a great app that really helps you brighten up pictures.

Homework 1:

## SOCIAL MEDIA DO'S AND DON'TS

This is one of the best team calls we have had on the importance of your social media and how to really begin to wrap your head around “attraction marketing“. You are not JUST a Beachbody Coach. You have so many other unique and important qualities about yourself that can help you to be successful as a coach. You want to use those to your advantage.

Check out these videos for best social media tips in 2017!

Tips to dominate social media: Why you're losing followers <https://youtu.be/3amGu6cTogE>

Top 10 Social Media Tips That Actually Work 2017 <https://youtu.be/5Ls6w3kxZiw>

Homework 2:

## WEEKLY CALL

### Connecting coaches

These call are open to ALL coaches enrolled in Coach University, so make sure you participate every week.

Day 19



## THE 3 VITAL BEHAVIORS AND SUCCESS IN THE BUSINESS

Ok so today our goal is to really dig into the 3 vital behaviors!

Inviting, following up, being a product of the product and personal development!

HAVE YOU DONE ALL 3 today?

I want you to actually in the comments below physically share a picture of you doing all 3 today!

Share your social media posts, share your Personal development take a ways and remember that success happens when you do these activities not just once in awhile but every single day!

You are laying the foundation for success by developing credibility by sharing publicly what you are learning in your own health and fitness journey with others.

[This is one of my favorite videos](#) that really puts it into perspective what it takes to be successful.

You are almost 20 days in! The shiny objects are gone and it's time to really get to work on your dreams!

## Day 20



### **SUCCESS IS A CHOICE** **The Difference between Awesome and Average**

As you reflect on the past 20 days I am sure you are still feeling like you are on INFORMATION OVERLOAD which I totally understand. I was much the same way that you are right now.

What kept me going was that I REALLY loved helping people, it was keeping me accountable, I had set some goals for myself to honestly prove to everyone out there that this could be a successful business. I was getting some push back from friends and family and I truly wanted to show them that I was authentic, I was truly here to help and that this wasn't just a fad that I was into.

So I set forth on this journey to get organized, to come up with a system and to just be a student! I soaked up all the knowledge that I could get.

Today you are doing your 3 vital behaviors. You are inviting, you are following up, you are really working hard on the contact list.

But [watch this video](#) as well. It's really key to your success that you think about how you can really take things to the next level.

## Day 21



How many invites did you send today?  
How many people did you add to your network?  
How much personal development did you do?  
How was your personal fitness/nutrition today?

## Day 22

# INCOME & TEAM CYCLE BONUS

## Rank Advancement

This is your last and final week of the 30 day new coach training: Let's talk about Rank Advancement Today!

When you are starting to work your business and are not familiar with WHY rank advancing is important, I want you to take a look at this!!!

I know those cycle bonuses get slightly confusing at first but this is where your income starts to grow.. when you build a team!! You start getting cycle bonuses when you go emerald... Hence why emerald is important to advance to!!

Once you go emerald, you are able to build your legs (right and left) by adding coaches (discount or working) which then helps you build volume which then helps you with more cycle bonuses!!

The more volume (esp on your weak leg), the more cycle bonuses you get, then the higher your income (long term) will be without ALWAYS having to sell retail!

The higher you rank advance (diamond), the higher your cycle bonuses are (\$14 vs \$18) which WILL make a difference long term!! See what you could GAIN or potentially LOSE by not building your rank?? Hope this helps understand importance of rank and cycle bonus!

[Watch this video on how to earn cycle bonuses.](#)  
[Here are more on the compensation plan highlights.](#)

## Day 23

# SHAKEOLOGY

## Educate yourself

So shakeology is definitely a sticking point for many people. It does take time and consistency with sharing the benefits and how it is working for you before people begin to see the value, so let me share this with you.

One of my very best friends [Seay Stanford created this video](#) and I have to share it with you because it rocks! Be a Sponge and Soak this all up.

[Here is the shakeology blog](#) which is also a great resource.

AWESOME ARTICLE TO EDUCATE yourself on why its quality ingredients and a great product:  
[Why Shakeology Beats the Competitors](#)

Homework 1:

## PEP TALK

### It's time

It's time for a little pep talk: here is where the rubber truly meets the road. Are you getting discouraged?

Some of you may be having great success at the start and others might be pulling out their hair. No matter where you are, it's pretty normal!

Watch [this video](#) and give me your feedback below please.

Then go out and do your 3 vital behaviors this morning!! Have a great day!

## Day 24



## EARNING AN INCOME SIGNIFICANTLY

### Sacrifices

Hey there coaches! [Let's hear today from a fellow coach in the network Scottie Hobbs](#). He is talking about how he worked his business and worked full time plus supported his growing family. I love how candid he is about what it takes to build a business.

The one thing that sticks out to me the most is this. Scottie and I started at the same time. We both made some short term sacrifices and now we are able to just 4 years later really reap the benefits of long term success.

So think about this: If you work hard, you stay consistent, you just always keep your priorities in the forefront you are going to be able to reach those big goals you set for yourself when you signed up to be a coach. I really want IT for you! But, I can't make it happen, I can only provide the tools necessary to be successful. The work comes from you. So check the video out.

Homework 1:

# PARTICIPATE IN THE WEEKLY CALL

Check out the details here

Our fourth and last call is today!

REMEMBER: Mark your calendar for each Wednesday at 12:00 PM EST for the weekly call to go over new topics relevant to your first 30 days as a coach.

## Day 25



### TIME MANAGEMENT

Your power hour

Hey TEAM let's talk time management today~ There are a lot of things that are NICE to have but what do WE HAVE to DO to move forward??

TODAY YOUR GOAL IS SUCCESS CLUB POINTS- so that means inviting first and foremost, following up and posting! Everything else can wait until you reach your goal!

Time management is something that even the best coaches have a hard time with.

It is a definite art form and it takes some time to find a balance that works for you.

Your Power Hour should help you with your time management. Use the audio above as your PD today. It is a call from Craig Holiday about time management and it was a HUGE game changer for my business. Take the time to listen to it today.

Personal Development Suggestion: Eat that Frog by Brian Tracy.

Also, [watch this recording from the team call on time management.](#)



Homework 1:

## WEEKLY CALL

### Connecting coaches

These call are open to ALL coaches enrolled in Coach University, so make sure you participate every week.

## Day 26

## HANDLING OBJECTIONS

**We all get them, but what is the best way to deal with them?**

Today let's talk about objections! You would be lying if you said you never get them!

Today watch these videos: (TRUST ME IT'S WORTH EVERY MINUTE OF WATCHING)

Tommy Mygrant & Barbie Decker "Overcoming Objections"

- [part 1](#)
- [part 2](#)
- [part 3](#)
- [part 4](#)
- [part 5](#)

[My script for handling objections.](#)



Day 27

## EXPANDING YOUR REACH

**Vital to your business**

Quote of the Day: "Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another." --Napoleon Hill

Expanding your reach as a Coach is vital! To keep your business growing and vibrant, you'll need to help make sure more and more people are aware of it. As you post consistently on social media every day, the more people you have seeing those posts, the more people you'll be able to invite to your Challenge Groups.

As a new Coach, you'll start your business by making your friends and family aware of what you're doing and your desire to help. While you'll continue to work with them, you'll also want to start expanding the reach of your business to new potential customers and Coaches.

Here are some suggestions on what you can do to start expanding your reach as a Coach:

1. Join other social media groups and make new friends as you add to the discussions there.
2. Share others' social media posts you like
3. Ask for referrals: Use the phrase "who do you know that I could help?"
4. Run a Fit Club: Beyond social media, invite some friends over to work out together once a week using the Beachbody programs...no selling, just sweating!

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Happy Challengers = Great Coaches OR...REFERRALS!

This is a post from my challenge group that I use every month.

You have been on a journey this month. A process through self love, confidence, and working on yourself from the inside and outside!

Today, I want us to focus on something that makes us feel beautiful TODAY.

Please share below a selfie or picture in the mirror of you today and share with us WHY you feel beautiful today.

Have you experienced another NSV?

Do you look at yourself differently in the mirror?

Do you feel more confident because of \_\_\_\_\_?

Has your hubby been complimenting you more?

It could be ANYTHING! There is no right or wrong answer because it is how you FEEL!

Share with us and let's celebrate beauty on the inside and OUT today!

**XOXO** Rachel!

Feeling BOLD? I DARE you to share it on FB or IG and tag us so we see it! We want to reward those who share their journey with others today! Be bold. Inspire someone 😊

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Not everyone does it, but even if you have ONE challenger who posts, they're BOUND to get some likes. If you're struggling with getting convos turned into challenge packs sales and need to reach some new people, this is a great way to do it!

Ask 1 challenger today to post publicly about their experience with the workouts, shakeology and challenge groups! Ask them to tag you and then reach out to everyone who likes or comments. Add them as friends and start building those relationships!

There are tons of ways to start expanding your reach as a Coach. Check out the [Expand Your Market document](#) to get more ideas on how to reach more people and then watch [the video How to Find More People](#) to help put those ideas into action.

Remember, the goal is to increase the number of people following and engaging with you on social media (and in person), so that as you add value each day with your posts you'll have more opportunities to help them.

## Day 28

# HOW TO EARN & TEAM BUILDER

## Learn about commissions

Quote of the Day: "Your income can only grow to the extent that you do." --T. Harv Eker

One thing we haven't talked about specifically yet is how your coaching business earns income for you. Building a strong and rewarding coaching business is the reward for working to make a difference in the lives of lots of people! For most Coaches, one of the first goals they have is to earn enough money to cover their monthly Shakeology. This is a great goal! But, your coaching business has much more potential than just that for you.

There are [multiple ways that Beachbody pays commissions to its Coaches](#) and it can be daunting to try and understand all of them. That will come with time, I promise. For now, stay focused on getting into Success Club every month by helping 3-5 people get started with a Challenge Pack and the money will take care of itself.

To help you start to get more familiar with the commission's program, watch this short video to learn more about how your business generates income. I think you'll like it!

Team Beachbody has also provided a set of benchmarks beyond just your rank that will help ensure you're building a stable and profitable coaching business. We call this set of benchmarks the "[Leadership Ladder.](#)" At this point, I want to encourage you to build to the "Team Builder" benchmarks.

The benchmarks are:

- Emerald rank (or above)
- \$250 a month in commissions
- 2 Personally Sponsored Coaches with at least 1 SC point
- 200TV on their weak leg

I know a lot of this is new to you, but keep these benchmarks in mind and let me know if you have any questions about what any of them mean.

## Day 29

# ASKING FOR A DECISION

## Overcoming hurdles

Nothing in your business happens until a decision is made. You can't be afraid to ask people to make a decision; it's how they make positive steps with you as their Coach and it's also how you'll be able to better manage your time by focusing it on those who are ready to start!

Common reasons why Coaches don't ask for a decision from their contacts:

- Fear of rejection (what if they say no?!)
- Fear of success (will they really be successful?)
- Self-doubt (I don't want to let them down)
- Lack of follow-up (I said I would get back to them last week...but I didn't)
- Desire to be "busy" (if I keep them in my potential customers pool, I feel like I have stuff to do)

Regardless of the reason, not asking for a decision from your potential customers or Coaches creates negative momentum for your business. Don't worry about sounding pushy, if your sincere interest is to help the person it won't come across that way. You're trying to help them and encourage them to take steps to help themselves!

Here are some suggestions on how you can better ask for decisions:

- Be bold: Don't beat around the bush, show you're confident by clearly asking for a decision.
- Make it easy for them to decide: Express confidence in them and their ability to see real results.
- Give options, but suggest a solution: People like options, but always give a recommendation.
- Follow up, but don't chase: Give a follow-up date; don't just drop in out of the blue.
- Keep yourself focused on why it will be good for them: When they feel your interest is to sincerely help them, their willingness to make a positive decision increases.

## Day 30



# CONGRATULATIONS!

**You've made it to the end**

We have made it to the end of this 30 days! I'm so incredibly proud of you for sticking with me and for trusting in the process. I am sure that the first 30 days was a whirlwind of trial and error but honestly, PAT YOURSELF ON THE BACK. You completed the New Coach University.

So what are the next steps?

1. You can go back and repeat the coach university again if you would like.
2. You can move onto the Phase 2: 3 Vital Behaviors.

Contact me with your goals for month 2 and your thoughts and I can help you make the very best decision possible.

I am so very proud of you and your hard work! This is just the beginning of your amazing coaching success. Don't stop now. I always find the most successful coaches are the ones that stay engaged in monthly coach training, attend team calls, and attend local and company wide events. So let's get to work on month 2.

LINK TO ALL GUIDES MENTIONED :

<https://drive.google.com/open?id=0B-OWGuC9oIT2Yk1tUUVyZnNTemc>



