

TEAM  BEACHBODY®

# COACH BASICS



**LEADER GUIDE**

# COACH BASICS

## WHAT YOU NEED TO KNOW TO LEAD A GROUP

Congratulations on deciding to lead your Coaches to success with Coach Basics. Your Coaches are going to learn the fundamentals of the 3 Vital Behaviors that lead to becoming a successful Coach. In this program Coaches work through 2 Modules to achieve the primary goals!

MODULE 1 GOAL	MODULE 2 GOAL
First 30 Days: Earn enough income to cover the cost of Shakeology®.	Second 30 Days: Earn Success Club 5 and advance to Emerald rank.

### THE GREAT NEWS IS THE PRINCIPLES OF THIS SYSTEM WORK WHETHER IT'S FOR ONE COACH OR A GROUP OF COACHES.

It includes 60 days' worth of activities, posts, and videos to plug into a private Facebook® page that you create specifically for your group. Coaches who have completed this program have gained confidence and inspiration while developing powerfully consistent habits. If you don't currently have a system in place to train your Coaches, then you can easily incorporate this program. If you currently have a system that you use, you can merge the programs and create one that fits your leadership style. Remember, this program provides the framework and it is up to you to incorporate your own leadership style for optimum results. If your Coaches achieve both Modules' goals by the end of Module 1, they can advance to further training. If not, they can continue with Module 2.

### WHO TO INCLUDE

- Invite all your new Coaches, personally sponsored or otherwise.
- Existing Coaches on your Team who want to get re-engaged in the business are also great candidates for this program, so be sure to invite them.
- Include all the upline sponsors of participants in your private Facebook group and remind them that they too need to be engaged in the process.
- Schedule time with each participating Coach to go over the prerequisites and their Business Quick Start so that you truly understand their “Why” before the program begins. This will ensure that they are prepared and that you will be able to hold them accountable.

### GET ORGANIZED

- Start a group on the first Monday of the month to make it easy to keep track of Success Club points and monthly promotions.
- When new Coaches join your team mid-month you will need to consider if they are prepared to join an existing group or if waiting to start at the beginning of the next month would be the best option. Either way it is always imperative that they complete the prerequisites before getting started.
- Read through the Daily Guide so you are familiar with the daily posts. You may find things you want to change to add your own personal style.
- HootSuite® is a great option used by Coaches to manage their social media posts. The 2 Modules can be uploaded and the posts can be automatically scheduled using this service. For more details, take a look at [HootSuite.com](http://HootSuite.com).
- HootSuite should never be a replacement for your daily interaction with your Coaches.
- Consider creating videos as a replacement for some of the daily posts. Use the recommended post for the content of your video. Posting videos on a regular basis builds a strong, trusting relationship with your Coaches and is highly recommended.
- Encourage your participating Coaches to organize their materials in a binder or notebook. The daily action steps require Coaches to jot things down and make notes. These notes will be extremely helpful for their future reference.



- Consider providing participating Coaches with a Coach Basics “Business Bundle” that could include:
  1. Challenge Yourself Product Catalog(s)
  2. You Will Love What Shakeology Does for You pamphlet(s)
  3. Business Quick Start with your contact information filled in
  4. 8 copies of the Business Activity Tracker, hole-punched
  5. 4 copies of the Contact List, hole-punched
  6. Memory Jogger, hole-punched
  7. Any materials specific to your Team

### GOOGLE HANGOUTS™

- Hangouts bring the conversations to life with free group video calls that allow you to connect across computers, Android, and Apple® devices. This option makes it easy for all to participate even if their schedule prevents them from sitting in front of their computer. Go to Google Hangouts to learn more and download the free app.
- Hangouts currently can only hold 10 participants including the leader, so plan accordingly.
- It is best for YOU to control the scheduling of the Hangouts by having your Coaches sign up for the one or two options that you provide. If you ask 10 people for their most convenient time, you will get 10 different responses, so it is best for YOU to pick a couple of times that are convenient for you and let them fit it into their schedule.
- Suggest that all participants have a headset with a built-in microphone. This prevents the echo that can occur when using a laptop or smartphone.
- For those using their smartphone who are having difficulty staying signed in to the Hangout, suggest that they disable the video feature of the Hangout. This reduces the bandwidth needed to stay logged in when relying on Wi-Fi sources.
- Be sure your Coaches have the Hangout app set to “Show Notifications” so they will be notified when you invite them to the Hangout.
- As with all web applications, updates are made on a regular basis, so be sure to stay current for the best experience of all the participants.

## BUSINESS ACTIVITY TRACKER

- The Business Activity Tracker (BAT) is a critical tool for the success of your Coach Basics group. If you don't currently use this tracking system, take the time to understand how it works by watching the video: How to Use the Business Activity Tracker.
- Advise your Coaches to have the current free Adobe® Reader loaded onto their computer to adequately save and enter data into the BAT. Saving data in Adobe Preview DOES NOT WORK. They will lose all their data if this important step is missed. They simply download the form, save it to their computer, and then close out of the document. They then open up the document, enter in their data, and save it. This allows them the ability to attach it to an email and send it to you.
- Collect the BAT each week from your Coaches. They can email you a copy, upload it to Google® Drive and share it with you, take a screenshot, or even print it out and take a picture and text it to you.
- The BAT is a tool to help you align the goals of your Coach with their activity. Stress to them that it is a tool to help them and that you are not judging them based on their level of activity.

## GOOGLE DRIVE

- Google Drive is a free app that lets you store and access files anywhere—on the web, on your hard drive, or on the go. Here is how it works:
  1. Go to Google Drive on the web at [Drive.Google.com](http://Drive.Google.com).
  2. Install Google Drive on your computer or mobile device.
  3. Put your files in Google Drive. It's right there on your device.
  4. You can store 5 GB of your files for free.
  5. Access everything in your Google Drive from all your devices.
  6. You no longer need to email attachments and can simply share your documents with your Coaches.
- Google Drive is a great option for you to use in sharing the BAT with your Coaches. Create one for each week for every participating Coach and you will be able to see in real time when edits are made.

## ENCOURAGING PARTICIPATION

- In addition to the daily posts from the guide, add posts that foster discussion and bonding. Your goal should be for your Coaches to become friends, as friends offer support to one another and enjoy spending time together. Ask them to share pictures of their family or pets. Have them share recipes, favorite movies, etc.
- Be the role model of accountability and reward accountability consistently and often with praise.
- Plan your communication and requests to appeal to different learning styles. The more variety you provide, the more your Coaches will gain from the posts. Consider posting videos and pictures in addition to the daily written post.
- Be sure to use the following phrases to encourage participation:
  1. Do you understand?
  2. What do you think about this?
  3. Why is this important?
  4. You've done so well; I'm proud of you.

## MOTIVATING YOUR COACHES

- Acknowledge jobs well done. Telling your Coaches when they are doing a good job is very meaningful. Providing positive feedback will let your Coaches know that their efforts are noticed and appreciated.
- Personalize your training. If you see someone struggling, take the time to speak with them one-on-one. This will let them know that you care about them and are walking them through their struggles.
- Make motivation a Team effort. Reach out to those having success and ask them to become the cheerleader in the group and post about the specific actions that are driving their success.
- Use the buddy system. Have the participating Coaches partner up to offer each other support and accountability outside of the group and have them report back in the weekly Hangouts.
- Take the time to look at the long-term goals of the Coaches who are participating. Point out to them how the skills they are learning now all have a practical application as their business continues to grow.

### ADDITIONAL CONTENT

- If you would like to add more content to the Coach Basics daily posts, here are some suggestions that you could include each day:
  1. Post the names of 2 people you have helped each day (can be non-Beachbody® related)
  2. Share what meal was replaced with Shakeology and what workout was done.
  3. Share a quote from your daily personal development.
  4. Make 3 posts a day to your Facebook wall. One post is about your story, one is about the results of a friend or Challenge Group participant, and one post is a picture. Simply indicate “Done” for the daily post!

### THE COMPOUND EFFECT

- The Compound Effect is an important part of the personal development component of Coach Basics. It is available for purchase online in book or audio format. Be sure your participants have ordered it prior to starting Coach Basics so they are ready to discuss the contents on the weekly Google Hangouts.
- Recommend that Coaches read or listen for at least 10 minutes per day and complete the exercises in the book.
- If you haven't already read The Compound Effect, it is important that you read this book right along with the participants so that you can provide relevant commentary in your weekly Google Hangouts.

### MATERIALS INCLUDE

- **Participant Starter Guide**  
Share this guide with participants to ensure they're aware of their commitments.
- **Daily Coaching Guide**  
Daily calendar of tasks, tips, motivation, lessons, and videos. Each day provides an overview, Facebook posts, and tips.

### YOUR COMMITMENTS

As the leader you are committing to the following activities:

- Create a private Facebook page for the participants of Coach Basics
- Collect Business Activity Trackers from participants each week to provide accountability
- Engage in all the activities required of participating Coaches
- Engage with your group on Facebook and post daily to answer questions and provide encouragement
- Share personal stories and encourage others to reach their goals
- Provide recognition to Coaches throughout the program
- Complete all 60 days of the program

### COACH BASICS WEEKLY AGENDA FOR CALLS/GOOGLE HANGOUTS

Accountability is key for the success of your participating Coaches, and meeting with them weekly is extremely important. Below you will find a suggested agenda that you can follow each week to help you develop the content for your Hangouts. If a Hangout will not work for you, then at a minimum you should host a weekly conference call to cover the same topics.

### HERE IS A SAMPLE AGENDA FOR EACH MEETING

#### **Welcome**

Welcome and acknowledge each Coach as they join the video call.

#### **Recognition**

Take the time to recognize each participant and use their Business Activity Tracker (BAT) to highlight even the smallest successes.

#### **Accomplishments**

Ask each Coach to share which one of the 6 tasks from the previous week had the most impact in their business and life that week and why. You might find it easier if you tell them that they each have a minute or two to share.



### **The Compound Effect**

Each week you will want to ask what lessons were learned from reading *The Compound Effect*. At the end of each chapter are action steps that you can refer to each week. Choose one action step and ask your Coaches to share what they learned from it. Since you will likely finish the book prior to ending *Coach Basics*, you can direct your Coaches to the Success on Demand tab in the Coach Online Office for the remaining days and listen to or read a post. Ask them to share on your final Hangouts the meaningful nuggets of information that they found useful.

### **The Week Ahead**

Based on the upcoming week's topics, briefly get your Coaches excited for the week ahead.

### **Motivation**

End each week with motivation. Thank them for their attendance and share a favorite quote or favorite story.

## **ADDITIONAL TIPS**

- Respect everyone's time by starting on time and ending on time. Limit the call to no longer than 1 hour.
- Make the call as interactive as possible by calling on Coaches who may be quieter. Be sure everyone has a chance to speak.
- If someone presents a challenge, be sure to ask the Coaches how they would overcome it, and don't immediately try to answer it yourself. You want your Coaches to be able to come up with their own resolutions and help each other if possible.

## QUICK REFERENCE TO SUPPORT DOCUMENT AND VIDEO LINKS

Below are links to support documents and videos referenced throughout the 60-day program.

### DOCUMENT

- [Business Quick Start](#)
- [How to Get New Coaches Started Right](#)
- [3 Vital Behaviors](#)
- [Contact List](#)
- [Memory Jogger](#)
- [Business Activity Tracker](#)
- [Social Media Do's and Don'ts](#)
- [Coach Mobile Training](#)
- [Challenge Group Guides](#)
- [5-Step Invitation Process](#)
- [Ultimate Reset<sup>®</sup> Invitation Guide](#)
- [Customer to Coach Guide](#)
- [How to Use Shakeology Ingredients:  
Tony Horton "Checks Out" Shakeology  
Video](#)
- [How to Share Shakeology](#)
- [Program Completion Certificate](#)

## VIDEO

- [How to Earn Commissions & Bonuses](#)
- [Pursuit of Happyness](#)
- [The Value of Team Beachbody Club](#)
- [Simple Truths, The 100-0 Principle](#)
- [How to Advance in Rank](#)
- [Simple Truths, The Power of Attitude](#)
- [Lead Lesson 1: What are the Beachbody Lead Programs?](#)
- [Lead Lesson 2: How do I Qualify?](#)
- [Benefits of Success Club](#)
- [Shakeology Ingredients: Tony Horton 'Checks Out' Shakeology Video](#)
- [How to Navigate the Coach Online Office](#)
- [Say Hello to Success on Demand](#)
- [Simple Truths, 212 Degrees](#)
- [Simple Truths, Johnny the Bagger](#)
- [National Wake Up Call with David Ingram—Audio](#)
- [The ColorCode Personality Assessment](#)
- [What to Say When Someone Asks What is Shakeology?](#)
- [How to Use Shakeology Samples in Your Business](#)