

TEAM  BEACHBODY®

# EMERALD TO DIAMOND

DAILY COACHING GUIDE



### INSTRUCTIONS – HOW TO USE THIS GUIDE

In this guide, you will find shareable Facebook® posts that include tips, videos, and more that correspond to each day of Module 1 and Module 2 of the 60-Day program.

### TAKE THESE STEPS BEFORE YOUR GROUP STARTS

1. Read the Leader Guide for preparation
2. Set up a Facebook group
3. Send out the Participant Guide to the group
4. Post the prerequisites to the Facebook group
  - Complete a Coach Basics program
  - Complete the application provided by your Coach (if applicable)
  - Set your goals, which include:
    - a. Promotion to Diamond Rank
    - b. Earn Success Club every month
  - Purchase *Failing Forward* (book or audio) by John C. Maxwell



### DAY 1: WELCOME

#### FACEBOOK POST

Welcome to the Emerald to Diamond Group training program! There is no single magic recipe that will lead to huge success in this business. Success will come by doing a number of little things right and doing them consistently. In Coach Basics you learned the basics for building your business. This next step will help you develop a leader mind-set, build bigger volume by creating a large customer and Coach base, and establish simple systems that will lead to dynamic duplication for your Team! Are you coachable and committed? If so, it is imperative that you learn the skills in this training and implement them with your growing Team for greater results.

You will see that there will be a review of some of the topics you have already learned, but this time we will go deeper and I want you to look at it through the lens of a teacher. Make sure you completely understand the concept so you can think about how you would explain it to a brand-new Coach. It is now your goal to help other people duplicate what you are doing—and that is how you build a successful Team. As with any skill, there is always room for improvement and you will want to continue to master both sales and recruiting. In addition to the daily post, you need to demonstrate the consistent behavior that got you to this point. That means reading our personal development book so you can implement what you learn and comment on it. It means completing the Business Activity Tracker (BAT) each week and sending me a copy. It also means drinking your Shakeology and participating in a fitness program so that you are truly a product of the product. It means hitting Success Club—if you are not helping just 3–5 people with our health and fitness programs, it will be hard to encourage others to do it. It also includes being an active participant in this ‘Success Team’ that we are creating. You are expected to respond to the posts, offer ideas, do the activities, and support one another by being on the Zoom calls each week. It is a short-term commitment for a long-term goal.

I know you can do it, or you wouldn’t be here! So let’s get started! Today it is important to not only understand why you want to become a leader, but also what makes YOU a great leader. Once you define these two things, they will be a source of strength to refer back to when you encounter challenges along the way.

**So today, as a great way for each of us to get to know each other, please post a short video (2–3 min. at most) and introduce yourself. Tell us why you want to become a Diamond Coach and also why you will make a great leader. Be specific and don’t be shy—we want to know! If you don’t know why you will make a great leader, chances are others don’t know either!**

### LEADER TIPS

- *The most motivating leaders are the ones who walk beside their Team and do the activities they are expecting their Team to do. Be the first to post a video that explains your Why, why you want to lead, and what you feel makes you a great leader. Be the inspiration for your Team throughout the entire process.*

## DAY 2: The Power of Beachbody

### FACEBOOK POST

Think like a CEO! That requires preparation. The beauty of this business is that it allows ANYONE to be the CEO of their own business and that includes YOU! While this is awesome when you consider the opportunities, it can also be challenging. Are you prepared to be a business owner? You can learn the systems that keep the business simple and easy to duplicate, but many people struggle with limiting beliefs and lack of motivation. Changing your mind-set can help you take control over all the areas of your business—and that leads to unlimited success. So, how are you going to take control? First, put in your full effort. Don't play the blame game and start coming up with all the reasons why you can't be successful. The only name on your Coach account is yours, so it all starts with you. Treat it like a business and it will become one. This means setting business hours. The hours you work your business should be planned and purposeful. Set aside a minimum of 10 hours a week that are income producing if you want to build a stable Team

Income-producing activity consists of the following:

1. Sharing your business and inviting people to learn more
2. Reaching out to find new people
3. Inviting people to Challenge Groups
4. Follow-up, enrolling Coaches, and getting them started
5. Providing customer service to your current Challengers and customers by providing them opportunities to experience more of our products and supporting them in the products they are using
6. Using social media to provide valuable content that will attract more people to you

Pull out your calendar and block out the hours that are available for you to work over the next week. You control your calendar, so you can't complain if you are too busy because you set the schedule! If you feel overwhelmed, start looking at what you can eliminate on your calendar and what you can delegate to someone else. If you are truly serious about your business, you will have to make choices and have a focused vision to produce the long-term financial freedom and rewards that can come with a Beachbody business.

**Where can you make short-term changes in your life for long-term reward? Share below; along with the names of 2 people you shared Beachbody with today.**

### LEADER TIPS

- *Share how you schedule your time and how you schedule your work hours.*

## DAY 3: Have a Plan

### FACEBOOK POST

You are in this program because you have a goal to become a Diamond Coach. But that is not enough. You need to have a plan and you need to do consistent daily activity to get results.

### SEEING IS BELIEVING

Since rank advancement with business-building Coaches is the goal, it's important to see what a Diamond Coach's Team looks like.

4 Active Coaches per leg + 1 Active Emerald Per Leg = Base Diamond Requirements

To be a STABLE Diamond it will require you to repeat this process, but first we have to get you focused on the initial foundation. Take a look at this tool: [Diamond Coach Business Model](#). This is a great visual to use as your blueprint and you will refer back to it throughout the process.

### HERE IS WHAT YOU NEED TO DO:

1. Print this out (or save it, or draw up your own, but YOU need to see it and have it and use it, because you will be filling this in with active Coaches as we go along)
2. Write the names of any current ACTIVE Coaches you've already enrolled
3. Write a list of your current Coach PROSPECTS (who you need to invite, who you need to follow up with, this can include inactive Coaches that you've already enrolled but haven't been around. You should follow up with them and say hello.)
4. ENROLL A NEW COACH THIS WEEK—add them to the chart.
5. Identify WHICH Coaches are great candidates to get to an Emerald IMMEDIATELY
- 6) POST a photo of your current Diamond Chart and prospect list before tomorrow.

**If you SEE what you NEED then you are more likely to make it happen. So what does YOUR Diamond Chart Look like? Snap a picture and share below.**

### LEADER TIPS

- *Your Coaches are going to need you to help determine who the Emeralds on their Team might be. They might not be the Coaches who got them to Emerald, so be prepared to tell them what to look for and have them ask questions of their Coaches that help them understand their goals. This might be a great opportunity for you to role-play the different conversations they might have, or participate in a 3-way call with their Coaches.*

## DAY 4: Vision

### FACEBOOK POST

As we embark on this training, take a moment and think about your vision. When you first enrolled as a Coach you had a vision for your Beachbody business. It is very likely that it has changed as you have experienced some success and have a better understanding of the potential you have. Successful leaders have a clear vision of how they see themselves and what they want for their future. This is different than knowing your Why. So what is your vision now? It is as simple as knowing exactly what you want your business to look like in the future. For our purposes with this program, I want you to picture your ideal business at the end of the next 30 days. Be very specific! Exactly how

much money will you make? How many Coaches will you have on your Team? How many will be Success Starters? How many Emeralds will you have by then? What will your Challenge Groups look like? How many Success Club points will you have? What is the IDEAL Coach that you want to become? These are just some of the questions you might want to answer. After you have created that vision in your mind, write a letter to yourself dated 30 days from today that details all the changes and growth you have experienced. Again, be VERY DETAILED. The more detailed you are, the more likely you are to achieve it! Once you have created that vision, work backwards and set goals and action steps to get you there.

**Take a picture of your letter and post it below and share one action step you are taking today to make it happen.**

### LEADER TIPS

- *Creating your vision is an important exercise for all leaders to take part in. It is important that you do this exercise right along with your Coaches. Here is an [Eric Worre video](#) that you might want to include in today's post if you find it helpful, or create one yourself.*

## DAY 5: Creating a List of Contacts

### FACEBOOK POST

Every successful leader in this business has one thing in common: they understand people and how important they are to their mission and success. You might be thinking that it is not a strength for you, but it is a skill that you can learn and continue to develop. You will learn many leadership lessons over the next 60 days but the most important thing for you to do is consistently expand your influence by growing your list of people. Unless you have been in networking before you likely don't understand the importance of a list, so that is okay. Now is the time to learn! The foundation of your business will always be selling our products and building your team, which means having an ongoing list of contacts. These are the people you develop relationships with and you help them reach their goals by inviting them to your Challenge Groups and Coaching Opportunity Events.

Today I want you to pull out whatever tool you use to keep track of your contacts ([Contact List](#)) and add another 25 names to the list. How are you going to do that? You are going to pull out the [Memory Jogger](#) if you have to; you are going to think about referrals—who knows who, etc. Put names on the list today and every single day moving forward. Next week we will be hosting a Coaching Opportunity Event for our Team, and this will happen throughout our 60 days, so who will you be inviting? If you



add names every day to your list, you will have a large number of people to invite every time we host an Opportunity Event.

**Get to 25 and snap a picture of your list and share it.**

### LEADER TIPS

- *It is so important to keep the momentum going with your Emerald Coaches and consistency is key to their success. How do you come up with the names on your list? Give them suggestions. Take a picture of your list and share it. Also, get a Business Opportunity Event on your calendar for the following week. It is scheduled in the program for Day 10. You want your Emerald Coaches to have a consistent schedule of these types of events so it creates a culture of recruiting. The business opportunity is just like having another product to offer, and hosting these events keeps it top of mind for your Coaches.*

## DAY 6: Daily Action Plan

### FACEBOOK POST

OK—so you have a road map with your Diamond Coach Business Model and you have your contact list. Now what are you actually going to DO? You need to be on the offense and consistently take action that will get you results. It's not just about getting to Diamond, it's about consistently helping people and building a business that will be foundationally strong and always growing. This requires daily action and your commitment to talking to people every day. Whether it's on social media or face-to-face—this business is about talking to people and building relationships. Your continued success is going to require a specific action plan and it should include daily activity, new activity, and follow-up activity. Specifically, consider a plan like the 5/3/2 method. This means making 5 new contacts a day, 3 follow-ups to customer or Coach prospects, and reaching out to 2 of your Team members. If you were to do this every single day, your business would consistently grow.

Need a refresher on any of these 3 activities—here are some trainings to review:

[How to Follow Up with Customers](#)

[How to Get Your New Coaches Started Right](#)

[How to Build Relationships](#)

[Contact List](#)



Share the names of your 5/3/2 for today below.

### LEADER TIPS

- *Sometimes Coaches get distracted with creating a plan and setting goals but don't actually get started DOING what needs to happen to get results. This leads to frustration, disappointment and then lack of confidence. Share with your Coaches your list of daily activities. They will want to know the specifics. Your list may be intimidating to them so be sure to point out that they can just pick a few activities off of your list to get started. The key is holding them accountable for getting started!*

## DAY 7: Off/Motivation

### FACEBOOK POST

It may seem like sometimes we are in situations where we have no control, but we can always control our future by the choices we make. Watch this short video and let me know what you think.

#### [One Choice](#)

Share this video with your new Coaches as a bonus piece of personal development.

### LEADER TIPS

- *Tell your Coaches that this day will consistently be their day to catch up and get a breather. Provide them with a simple piece of motivation that will be brief.*

## DAY 8: Recruiting

### FACEBOOK POST

You can't get to Diamond without recruiting people and helping your Coaches recruit as well. It is an integral part of our business, yet it seems to be a challenge for many. The truth is most Emeralds are terrified about talking to people about coaching. Can you relate? You can easily share about your workout program or Shakeology, but the business opportunity is a whole new ball game. Today I will share with you 2 ways to help shift the way you think about recruiting. The first one is to look at the opportunity as just another product that we have to offer—the best product. Why? It has the ability to not only impact a person's physical health but also their career and financial goals. In fact, most new

Coaches will tell you they became a Coach because they want to help people, yet once they become a Coach they are hesitant to offer to others the best way we can do that—with our Coaching Opportunity.

Secondly, have you prejudged the people in your life and therefore not asked them to join your Team? If you have, you are not alone. We all do it—but how unfair is that? How are we to know what people might be looking for in their lives and who made us the authority on making these decisions for others? In the end, they may decline your invitation but if they know your intent they will be more honored than offended by the fact that you invited them.

Do a recruiting checkup of your business and go back and look over the last few months. How many people have you invited to join you on your Team? How many said yes? What is your goal for this month? What is your goal for your Team? Tracking your recruiting numbers should become a habit in your business so that you can be sure to stay consistent.

Throughout this program we will be hosting a Beachbody Coaching Opportunity event. This gives you and your Coaches the PERFECT opportunity to invite anyone interested to learn more about Beachbody. You alone do not have to know all the answers, so invite your friends to come learn more.

**So today, share with the Group what your monthly goals are for recruiting over the next 3 months, both personally and for your Team. Also, go back to your list of contacts, who have you prejudged and why? Share the names of 3 people you are going to invite to join your Team over the next 24 hours.**

### LEADER TIPS

- *Share your experiences with your Coaches and be sure to refer them to additional training resources. Since recruiting is the pivotal activity to help them advance to Diamond, you can't overemphasize improving skills in this area.*
- *Provide all the links and information to your Coaches for your upcoming Coaching Opportunity Call/Video Conference/Webinar. Since recruiting is a consistent behavior you want to encourage on your Team, you need to provide the vehicle for them to be successful. The goal is for them to get engaged in this process so they will feel comfortable leading their own Coaching Opportunity Call in the future.*
- *If you need help, check out this outline and use the Coach Business Opportunity presentation.*

## DAY 9: Be the CEO

### FACEBOOK POST

So you are an Emerald and that is fantastic, but becoming a successful leader takes a real commitment from you. It is all about viewing this business opportunity as a real business and considering yourself the CEO. Are you acting like a CEO or an administrator? What does that mean? This means treating your business like a business and not a hobby. This means taking ownership—it's not your upline Coach's fault if something doesn't go well—it's your business—own it. There are always going to be bumps in the road—it's business—this just happens. The second you get caught up in the negativity you will start to sink your own ship. Something on back order, your upline does something you don't like—and you start to chatter along with other people—guess what, you create a sense of upheaval and discord. You are the victim and no longer the advocate. So it is up to you how you proceed as your own CEO. As your leader, I can provide you with multiple resources to teach you the skills you need to become successful, but you have to take responsibility.

Watch the Summit workshop [Activities to Create a Full-Time Income: Hobby vs. Career](#) and share your top 3 takeaways.

### LEADER TIPS

- *This is a great opportunity to show your Coaches how to treat their business like a business. Share with them how you personally schedule work time.*

## DAY 10: Coaching Opportunity Event

### FACEBOOK POST

Today is the day for our first Coach Business Opportunity Event. It is important that you follow up with everyone you invited by personally speaking to them or messaging them. Make a plan to connect as soon as possible after the event/call to answer any additional questions they might have and to get them enrolled. The longer you wait, the easier it is for them to lose confidence and talk themselves out of this great opportunity. Plus, you want to be absolutely positive that they have your correct link to sign up!

Want some help with follow-up? Use the [Coach Follow-Up Tracker](#) for help. Share below how many you expect to have attending.

### LEADER TIPS

- *Be sure your Coaches have the link and correct information to be on this call.*

## DAY 11: Getting Your Coaches Started Right

### FACEBOOK POST

I hope by now you have realized that an integral part of your success in getting to Diamond is your ability to help your new Coaches rank advance to Emerald and experience success themselves. As you continue to sponsor new Coaches yourself, you have to help them do the same thing. Taking the time and effort to help your new Coaches get started right in the beginning will save you lots of time in the end. The expectations you set from your very first conversation with your new Coaches can set the tone of the relationship you continue to build with them. Coach Basics is a great place to help your Coaches get started but the one-on-one time you spend with them in the beginning is just as important. Today, take the time to read [How to Get Your New Coaches Started Right](#) and take a look at the [New Coach Tracker](#). Both of these documents will help you become confident in your ability to start your Coaches off right and then manage your time to maintain consistent contact with them.

**What are two new things you learned when reading this training? What was most helpful for you and why?**

### LEADER TIPS

- *There is no substitute for getting Coaches started right. Be sure you emphasize the importance of having a system to make sure everyone is getting the same support when they get started.*

## DAY 12: Time Management

### FACEBOOK POST

We all have the same 24 hours in a day; how you manage that time determines your level of stress and anxiety. Do you frequently feel stressed out and frazzled or are you focused and feeling accomplished? If you are feeling pressured or overwhelmed, you need a time management makeover. The first step is to enlist the use of a calendar! Hopefully you started using one in Coach Basics, as it is one of the most important tools in your business toolkit!

There are lots of great options to fit every style available on smartphones and computers, and of course, even in hard copy! So my question is, what are you using? Your calendar should be your best



asset when it comes to scheduling your business time. Working your business consistently is not an option if you want to promote to Diamond—but your level of stress is optional.

What type of calendar are you using and how do you schedule your time to work on the 3 Vital Behaviors? Take control of your schedule by controlling your calendar!

**Today, snap a picture of the calendar that you use to control your time. If you use an electronic app for time management, share it below.**

### LEADER TIPS

- *Share with your Coaches the type of calendar that you use. Snap a picture of it or provide links to the resources you use. You do not want them to have to struggle to figure out what to use when you can offer them some great solutions.*

## DAY 13: How to Earn

### FACEBOOK POST

This may be a review for many of you, but it is extremely important to be able to answer the questions you might get from your new Coaches. Understanding how to build Team Volume and earn Team Cycle Bonuses is vital for your business growth. Watch this brief (and fun!) video [How to Earn Through Rank Advancement](#) for a great explanation. It will show you how to increase your earnings through Team Volume and earning the Team Cycle Bonus and how important it is to focus on your Team and build volume rather than focus on your title. Rank doesn't increase your bonus but building a sustainable business will. When you bring strong Coaches onto your Team who work the business, your income will steadily grow. It is all about having a solid foundation of customers and Coaches for business growth. Still have questions, let me know!

Are you curious as to the earning potential based on Coach Rank? Go into your Coach Online Office and check out the Statement of Independent Coach Earnings located in the My Business section under My Forms and Documents.

**Go and check your volume on both legs and share 3 things you can do to make sure you hit your cycle bonus.**

### LEADER TIPS

- *Confidence in the earning process is paramount to success so be sure your Coaches understand how advancing to Diamond will impact their earning potential.*
- *–Share some examples yourself about some strategies to build their weak side. What specific Coaches will they need to work with? Identify 3 customers that you think would make great Coaches and specific ways to build relationships with them.*

### DAY 14: Off/Motivation

#### FACEBOOK POST

[Watch today's video](#) and think about how you inspire trust among the people in your life. As a Beachbody Coach and leader, what are some of the ways that you can add to your trust vault?

**List 3 specific ways below.**

#### LEADER TIPS

- *Remind your Coaches about reading their daily Personal Development!*

### DAY 15: Leads

#### FACEBOOK POST

As you know, as an Emerald Coach you have an opportunity to receive leads from Beachbody. Before you reach out to leads, it's important to know what they expect from their Coach. Step-by-step, Lead Lesson 3: [What Do My Customer Leads Expect](#) (5 min.) will put you in your customers' shoes so you can see what they've seen and hear what they've heard (including two recordings of real telemarketing calls!).

**If you have had a lead please share your experience below.**

#### LEADER TIPS

- *How do you handle your leads? Share personal stories with your Coaches today. They need to understand that leads are only a small portion of their business but still need their time and attention.*

### DAY 16: Accountability Partners and Mentors

### FACEBOOK POST

Accountability partners and mentors—everyone should have them. If you don't already have an accountability partner, find one now. It could be someone in this Group or not. An accountability partner gives you someone to check in with to get support and encouragement for specific tasks. It is peer-to-peer and very successful. A mentor is someone different and does not need to be within your Beachbody family. In fact, you have the ability to be mentored virtually by many top Coaches by simply following them on Facebook to see what they do to be successful. These Coaches do not have the time to personally mentor individuals one-on-one, but they all allow you to follow what they do! Look for a mentor outside of Beachbody who is someone you look up to and understands what it means to be an entrepreneur. It can really help you see the bigger picture as to how your business can grow within your social and physical community. Others in the business community can also open doors for you and provide you with connections beyond what you thought was possible. Again, as the CEO of your own company you have to treat your coaching business just like anyone else starting out with a company would do. You can join your local Chamber of Commerce, the local Rotary Club or other organizations to make contacts and find a mentor. Learn from others who have gone before you and whose actions you will want to copy. It is up to you to get the support you need to grow as a leader.

**Reach out to the Coaches on your Team and be sure to help them find an accountability partner. Share an idea of how you will find a mentor and who you might consider. What community organizations do you belong to or want to join?**

### LEADER TIPS

- *Reaching out to a mentor might be hard for some Coaches to do. Remember the fear of rejection is very powerful. Remind them that they are paying someone a huge compliment by asking them. If the response is no, it is likely because of the time commitment, so have them ask someone else. Be sure to share who you have as a mentor.*
- *Be very clear to your Coaches to NOT reach out to our top Coaches to ask them for mentorship. This is not a realistic expectation and puts both parties in an uncomfortable position. You also want to help your Coaches find accountability partners with others on your Team and in this program. It will go a long way toward their success.*

## DAY 17: Creating Videos 1 & 2

### FACEBOOK POST

If you want to make a real connection with your customers and Coaches then you need to learn how to make effective videos. It is a fact that when people see your face and can see your eyes, they build a stronger relationship with you. You may be noticing that simple effect because of the video conferencing we do with this Group. You become friends much faster when you can actually see the other person. You by no means need to be an expert and there are some simple strategies to help you meet the needs of your Beachbody business. You have already been asked to post a video introducing yourself for the Group, but now we will build on those skills. For today, check out [How to Create Effective Videos—Part 1 The Setup](#) to learn the basics about the equipment you can use to get started. Then, take a look at [How to Create Effective Videos—Part 2 The Content](#) and fill in the blanks to develop your content. If you follow this plan each time, it will become easy for you when you want to share another video.

**Share the top 3 topics that you think will be important for you to cover in a video.**

### LEADER TIPS

- *This is a great opportunity to post a video to your Group and share with them some of your tips and techniques for making videos. Also, share the topics with them that will make an impact for them in video format. When they hear from you, it will give them confidence to jump in and get started.*

## DAY 18: Share a Video

### FACEBOOK POST

Today is the day! Pick one of your video topics from yesterday and post a brief, 2–3 minute video here for the Group. Ready, set, go!

### LEADER TIPS

- *Be prepared to post comments on each video and pick one or two good things to say about each one. If you see a problem, be sure to point it out to your Coach in an encouraging way. “I loved your content, but your lighting didn’t allow us to get a good view of your face.”*

## DAY 19: Define Your Roles for Productivity



### FACEBOOK POST

As you begin to strengthen and build your Team it is important that you understand WHO you are. Taking the time to identify this and knowing your roles will strengthen your brand.

Think about the different roles you have in life and jot down your most important 5–7 of them. For example, they could be: Wife, Husband, Parent, Coach, Leader, Volunteer. Not only does this help you think of the markets you want to target (like-minded people), but it also allows you to prioritize your time. Knowing clearly what your primary roles are empowers you to be able to say no to the distractions and the requests that are asked of you on a regular basis. Do any of you feel like you are constantly being bombarded with requests that make you feel overwhelmed and out of energy? Maybe you are saying “yes” to too many things that are taking you away from your most important roles. Here is a little assignment that will help you with this challenge.

1. Identify the 5–7 roles that you play and list them below.
2. On your calendar, schedule something in the next 30 days that will help fulfill those roles (e.g., if you are a spouse, schedule a date night; if your role is volunteer, what is the next event or activity that you will participate in over the next 30 days, etc.). Put it on your calendar and commit to doing it. Whatever you choose to do, whether it is big or small, list it below.
3. Start getting into the practice of looking at every task that you do every day and asking yourself if it fits into any of your roles. If the answer is yes, then DO IT. If the answer is no, don't spend time on it. This is where we waste time getting caught up doing unimportant things that might be “important” to others, but don't get us to our goals (and in turn creates a lot of stress and anxiety, feeling overworked and unorganized).

Once you get in the routine of sticking to your roles, it becomes easier to DO the things you NEED to get done. You will feel great as you move closer to your goals.

**Share your top 5-7 roles below.**

### LEADER TIPS

- *Share your 5–7 roles and stress the importance of keeping the list of roles to this number.*

*It is easy to make a very long list of roles but you will want to stress to your Coaches that we can't be great at a lot of things but we can be GREAT at a few! Also, share some of your strategies for saying “No” when it is appropriate.*

## DAY 20: Customer Service = Retention

### FACEBOOK POST

As a new Coach you learn that the two most important ways to build your business are sales and recruiting. What you might not realize is how important it is to retain the customers you have as you continue to grow. Retaining your customers on Shakeology Home Direct (HD) leads to a compound effect that grows your income. Take a look at this [Customer Service=Retention](#) chart to see exactly how it works. Hitting Success Club every month by helping just 3 people will lead to consistent income growth. Helping those same customers experience the long-term benefits of Shakeology will help it grow exponentially.

Take a look at the video [Connecting With Your Customers](#) and share 3 of your top takeaways below. What could you be doing differently to maintain these important relationships?

### LEADER TIPS

- *Share how you stay connected with your customers and stress how these customers are usually your best leads to become Coaches!*

## DAY 21: Off/Personal Development

### FACEBOOK POST

By now you should be through the first section and up to page 61 in the book *Failing Forward*. These first 5 chapters are all about defining failure and success. Has it changed the way you view failure? Today is your day off and time to catch up—take the time to reflect on the daily personal development that you are doing and enjoy your day!

### LEADER TIPS

- *This is your Coaches' optional day off—it is a great day to just remind them that although they have the day from doing any activities, personal development should be a daily habit for growth!*

### Day 22: Customer to Coach

#### FACEBOOK POST

Did you know that 71% of Diamond Coaches were customers first? We know that the longer a person experiences Beachbody products the more likely they are to become a Coach. Take a look at the [Customer Growth to Coach](#) graphic to understand the stages of growth a person goes through that lead to a successful Coach. Perhaps you can see yourself in this chart! It is pretty obvious that those people who get results and believe in our products will make strong Coaches. This reinforces yesterday's post about the impact of customer retention and follow-up. Take a look at your list of customers and think about who is an advocate for Beachbody.

**Today, reach out to 3 customers and invite them to join your Team! Share their names below and why you consider them an Advocate.**

#### LEADER TIPS

- *Share your experiences with Coaches who started their Beachbody journey as a Coach. Take the opportunity to review the [Complete Customer to Coach Guide](#) with your Coaches as a refresher.*

### Day 23: Follow-Up

#### FACEBOOK POST

How many potential customers or Coaches are you leaving on the table by not following up with them? How do you feel when someone tells you they are going to call or message you and then you don't hear from them? It makes you think they really weren't that interested in you to begin with. Are you sending that same message? Do you hesitate because you are not sure what to say? A simple approach that can help you with this is to always be prepared with something to invite your prospect to. For example, if you are reaching out to a potential customer, be sure to have the start date of your next Challenge Group in front of you so you can extend the invitation. If you are speaking to a

potential new Coach, be prepared to invite them to the next Coaching Opportunity Event that is planned. Today is a perfect day to make those follow-up calls and invite them to the Coaching Opportunity Call we have scheduled for tomorrow. Before you make the call be sure to have all the information in front of you so you are confident and organized when you speak with them. Don't forget this important step—ASK FOR REFERRALS! If someone says YES to your Challenge Group or the Coaching Opportunity Event —ask them to “bring” a friend or two along with them. Most prospects will have no idea that they are allowed to do this unless you tell them, yet most can think of someone they would like to invite.

**Today you are to reach out to as many recent contacts as you can to follow up with them and invite them to a Challenge Group or the upcoming Coaching Opportunity Event. Share with the Group how many people you reached out to below.**

### LEADER TIPS

- *This is a great day to remind everyone of the recurring Coaching Opportunity Event (call, etc.) that you are hosting this week.*

*Provide a challenge or incentive by seeing who can follow up with the most people today. A fun way to incorporate Failing Forward into the day's training is to see who gets the most No's to the invite that is extended. Be creative!*

## Day 24: Coaching Opportunity Event

### FACEBOOK POST

Today is the day for our 2nd Coaching Opportunity Event. Since you have done this before, it will get easier and easier to invite people. Be sure to send a reminder text, message, or call, to everyone you have invited and set up a time to follow up with them immediately after the event. Also, don't forget to remind them that they can bring friends along! Your prompt follow up after the call demonstrates your enthusiasm and your sincere desire to help them.

**Post below how many you expect to be on the call.**

### LEADER TIPS



- *Be sure your Coaches have the link and correct information to be on this call. You might consider offering a challenge to the person who gets the most participants on the call. You can offer a small prize to the winner and ask them to speak on your upcoming Zoom call about how they invited and got attendance.*

### Day 25: Sales Techniques

#### FACEBOOK POST

Is your store open? Think about your business goals for the month. A great way to add to your income and build your brand is to share your store with all your customers and friends. Pick a different product each week and highlight it on your Facebook wall. If it complements one of your Challenge Groups, be sure to mention it in there. The more you highlight products, the more your customers and friends will gain exposure to the variety of health and fitness programs you have to offer. You want to be sure to give people the complete menu, not just the 'early-bird' special! They will begin to see your Beachbody business as a real business and not just a hobby. Post below a product you are going to highlight this week.

Make sure you have an ample supply of Challenge Yourself Product Catalogs on hand to use as a great tool to showcase our most popular products, but also to give to your brand-new Coaches so they can do the same. Order at least a couple of packs today. You can also get great tips on how to use the catalog to expand your business with the [Getting the Most Out of the Challenge Yourself Product Catalog](#) training document.

**Please share some of your favorite Beachbody products outside of the fitness programs.**

#### LEADER TIPS

- *What are some of your favorite Beachbody products outside of the fitness programs and Shakeology? Share them with your Coaches and help them build confidence in their entire "store."*

### Day 26: Success Starter

### FACEBOOK POST

You have heard of Success Starters (SS), but do you really know how this program impacts your new Coaches? It is very important that you learn about it and promote it with all your new Coaches. SS is a recognition program for new Coaches who earn Success Club right out of the gate. To achieve SS status you must earn Success Club 5 or 10 in your first 3 months as a Coach. Your first business month is considered the month you became a Coach OR the following month.

For example, if you became a Coach on July 13th, you would need to achieve Success Club for the first time in July OR August to make it into Month 1 of the Success Starter program. In this same example, if you achieved Success Club in July, you would need to achieve Success Club again in August and September to make it into Months 2 and 3 of the Success Starter program, or if you achieve Success Club in August, you would need to achieve Success Club again in September and October to make it into Months 2 and 3 of the Success Starter program.

Here is what your new Coaches earn in the SS program:

**Month 1:** Coaches who achieve Success Club in their first business month as a Coach will be recognized on leader boards in the Coach Online Office and will be invited to participate in an exclusive group call with Carl Daikeler, the CEO of Beachbody.

**Month 2:** Coaches who achieve Success Club in their second consecutive business month as a Coach, will be recognized on leader boards in the Coach Online Office.

**Month 3:** Coaches who achieve Success Club in their third consecutive business month as a Coach, will receive a free ticket to attend a Team Beachbody Coach Summit event! Coaches who enroll on or before January 31, 2015 will receive a free ticket to the 2015 Coach Summit event in Nashville. Coaches who enroll on or after February 1, 2015 will receive a free ticket to the 2016 Coach Summit event.

Why is this important for you? Because you want to be sure that EVERY new Coach that joins your Team knows about this program and takes advantage of the incentives they can earn when they achieve it. It benefits you because it creates successful Coaches who are consistent and already have a ticket to Summit! You want to be sure you help your new Coach track their sales so they don't miss out!

More detailed information can be found in the FAQ section in your Coach Online Office.

If you or one of your Coaches have earned Success Starter status please share the impact it had on you or new Coach below. Also, please share how you plan to incorporate this important information when you onboard your new Coaches.

### LEADER TIPS

- *The Success Starter program is fairly recent and your Emerald Coach might not be aware of it. You want to be sure they understand the details and really work to promote this with all their brand-new Coaches. More importantly, your Coaches should understand why hitting Success Club consistently will build stronger Coaches and a more stable Diamond!*
- *This is also a great opportunity to point out the amazing FAQ link in the Coach Online Office. This provides an excellent solution to find the answers to almost every question a Coach might have.*

## Day 27: Recognition

### FACEBOOK POST

It is never too early to start recognizing the Coaches on your Team. You may have a small Team, but every individual matters and appreciates the genuine recognition of their sponsor and upline Coach.

Effective recognition accomplishes many things:

- \* Increases positive feelings about Beachbody
- \* Sets a standard of performance for your Team
- \* Retains Coaches
- \* Builds self-esteem
- \* Encourages people to stretch and accomplish more
- \* Creates an atmosphere of fun
- \* Helps people perform to their potential/achieve their individual goals

As you build your Team, take the time to develop your plan for recognition. Be sure you consider what you want your program to accomplish. For example, if you want to foster a recruiting atmosphere on your Team, recognizing recruiting will support that plan. Here are some things to consider:

- \* Keep your plan consistent for 6 months to a year
- \* Keep it simple
- \* Be aware of precedents and expectations you might be setting
- \* Consider how you will include ALL your Coaches—not just the top performers
- \* How to maximize the company promotions using recognition
- \* How the distance of your Team impacts recognition
- \* How much money to budget

**Share 3 ideas of what you want to recognize and how you will do it.**

### LEADER TIPS

- *Be sure you emphasize how important recognition is to their Team. Most people don't get any recognition in their daily lives so it can be very meaningful to a Coach. Also be sure to share with them that providing recognition takes on many forms—it can be public or private and it can be as simple as a moment OR a memento to have the same effect*
- *Share what you have created as your plan for recognition with your Team.*

## Day 28: Off/Motivation

### FACEBOOK POST

Take today off to catch up! If you want a little motivation, enjoy this short article! ["Change Your Thinking"](#) Have a great day!

### LEADER TIPS

- *Remind your Coaches about reading their daily Personal Development!*

## Day 29: Building Emeralds



### FACEBOOK POST

Want to be successful? Really successful? The secret is helping others be successful. You promoted to Emerald and now in order for you to achieve your goals it is all about helping your Coaches build their businesses by getting to Emerald and beyond. Today, take a look at your Diamond Coach Business Model that you started the first week. Where do your Coaches stand? Remember the Color Code test you took in Coach Basics, well that is a great indication that we are each motivated by different things. If your new Coaches are not returning your messages or texts it is time to pick up the phone and give them a call, especially if they're a Yellow! They might have questions that you are not even aware of. Reaching out to them can give them the confidence they need to regain the enthusiasm they had when they first started. It is always a good idea to be in contact with your very new Coaches on a regular basis. It is so important that we created a tracker for you to do it: [New Coach Tracker](#). As we wrap up the first 30 days of this training it is important to be sure that you are bringing your Coaches along on the journey with you.

**Today, take a picture of your Diamond Coach Business Model and share it with the Group. Who on your Team needs you to reach out to them?**

### LEADER TIPS

- *This is a great opportunity to stress the importance of teamwork. Your Coach may be working hard at trying to rank advance but not helping the people that they are sponsoring adequately. Remind them that the most solid foundations are built on successful Coaches who are able to duplicate their successes!*

## Day 30: Assessment

### FACEBOOK POST

Time to take a look back at the previous 30 days. How do you feel about your growth? What have been the biggest aha moments for you? You may be thrilled with the results you are getting, or you may be disappointed. Either way, leaders never look back—they look forward.

Assess all the actions you have taken, are you focused on the right activities? Sometimes it can be easy to get overwhelmed and lose sight of what is truly going to drive your business. Cut the fluff and focus on the activities that do just that. If you are not happy with where you are today, go back to the daily activities that get results—Invite, Invite, Invite! Are you consistently doing this? Are you showing

your Coaches how to do it as well? Are you inviting to Challenge Groups as well as the Coaching Opportunity? They go hand-in-hand! Today, do an assessment and take a look at your sales and recruiting over the last 30 days. How close to your goal did you come? How many new names did you add to your list? How many people did you follow up with and did you ask for referrals?

**For today, give yourself a grade for your performance over the last 30 days and tell us why!**

### LEADER TIPS

- *Answer this same question of yourself and be sure to explain your grade to your Coaches. It is important for them to create a habit of self-assessment so they know what to improve on in the coming weeks.*

## Day 31: Just Do It

### FACEBOOK POST

Are you taking action? You can spend countless hours learning about how to be successful, but until you actually get busy **DOING**, it is worthless. Are you making changes in your attitude and activity? Are you inviting more, selling more Challenge Packs, and sponsoring Coaches? Take a picture of your Diamond Coach Business Model from Day 2 and share it with the Group.

For today, take a few minutes and listen to this classic speech by Art Williams:

**Just Do It. Give it some thought and answer the following question: What can I do today that will get me results right away?**

### LEADER TIPS

- *Consistently encourage your participants to stay in close contact with their Coaches. Supporting their Coaches is an action that promotes duplication of the 3 Vital Behaviors.*

## Day 32: Creating High- Performing Coaches

### FACEBOOK POST

One of the best gifts you can give your new Coaches is the gift of a successful start! That means getting them started right! Watch this Summit workshop called [Creating High-Performance Coaches](#). Elite Coaches Ashley Mahaffey and Melanie Mitro simplify the new Coach start-up process. Their successful tips will help you onboard your new Coaches and turn out future Diamond leaders.

**Please post your top 3 takeaways from this training.**

### LEADER TIPS

- *Share with your Group your top few MUST-DO's for onboarding your Coaches. What tools do you use to keep track of your new Coaches?*

## Day 33: Power of Duplication

### FACEBOOK POST

Have you ever seen a momma duck with her ducklings? The ducklings watch intently at what the momma duck is doing and follow right behind her. As a Coach, you have to remember that you are the momma duck and all your Coaches are watching exactly what you are doing and trying to copy everything that you do. As we have discussed, our business is a duplication business. The beauty of it is that ordinary people can have extraordinary results by duplicating what works for others. You duplicate what your leaders are doing and teach others to do the same. If you want your Coaches to engage in activities that will lead to success, then you have to be doing those very same activities. Through the process of this training you are learning valuable systems to implement in your business that are easy to share!

As you know, we have a powerful system for training your Coaches that you can duplicate—Coach Basics. This is a system that is easy to duplicate and customize. You can get all the materials you need in the Coach Online Office under News and Training. You can do the program alone, or you can work with another Diamond success partner and team up for success. Putting your new Coaches into this training program is much like putting your Challengers into a fitness program; it provides the daily lesson, the support, and the accountability needed to stay focused and get great results. It will make a big difference in your business

\* 78% of Coaches who participated earned over \$100 their first month vs. 2% of non-participating Coaches

\* 48% of Coaches who participated earned Success Starter vs. 3% on non-participating Coaches.

\* 64% of Coaches who participated rank advanced to Emerald within 60 days vs. 2% of non-participating Coaches

Not only was it great for the participating Coaches, but they saw the income of those leading it also go up by 34% as well! Now, who wouldn't want that?

Once you onboard your new Coaches get them started in a Coach Basics Group. Check out the [Leader Guide](#) and schedule a Coach Basics Group on your calendar. Listen to the [National Wake-Up Call—Success Starts With Coach Basics](#) and share your top 3 takeaways.

### LEADER TIPS

- *Point out to your Coaches that you are providing them with the systems and tools that they can share; Coach Basics, BAT, Customer Follow-Up Training and Tracker, just to name a few. They need to be sure to share these systems with their Coaches so they are copied!*
- *This is a great opportunity to once again stress the importance of having a system in place that is easy for their Coaches to duplicate. Share your personal experience with leading a Coach Basics program.*

## Day 34: Revisit Your List

### FACEBOOK POST

At the start of the program we talked about the importance of creating and maintaining a list of prospective customers and Coaches. It is critical to keep updating this list daily so that you have a consistent list from which to send invites to Challenge Groups and Coaching Opportunity Events. Today, pull out the list and give yourself a checkup. How have you been doing on your list? Over the first 30 days, how many did you add to your list? Has it been enough to help you hit your goals? If not, how many more do you need to add to it? If you are not satisfied with your results, what can you do to change that? The first thing to consider is how you are attracting people to you. Are you consistently posting positive messages on social media and sharing your story? Have you been sharing testimonials, yours and those of your challengers?

Your action for today is listen to this [National Wake-Up Call by Amber Scott](#) on Perfecting Your Pitch and/or [Megan Ewoldson](#) and provide the Group with your top 3 takeaways.

### LEADER TIPS

- *The skill of building a working list should be revisited as much as possible—as it is very important to creating consistency. It is also wise to continually reinforce the archives that house the National Wake-Up Calls under the Events tab in the Coach Online Office as a great source of helpful information!*

## Day 35: Follow Up with New Customers

### FACEBOOK POST

One of the most powerful things in this business is the ability to duplicate. And I'm sure you've heard the statement, "so goes the leader, so goes the pack" and that can't be more true than in this business. Are you tapping into the fortune that's there with daily follow-ups? If you don't quite have this down, then revisit the [How to Follow Up with New Customers](#) and download the [Customer Follow-Up Tracker](#) today! With your focus on becoming a Diamond Coach, demonstrating excellent customer service will help you build a Team that garners respect and loyalty from everyone you help.

**How many referrals are you getting/asking for each week?**

### LEADER TIPS

- *The number one reason people fail to follow up is they don't have a system. Teach your Coaches to use the follow-up trackers as a way to stay engaged and build trusting relationships.*
- *Remember, they will duplicate what you do, so don't hesitate to tell them how helpful the trackers are for you, how easy it is to use the message, and how you personalize it for each person.*
- *To hit their goal to become a Diamond Coach, they are going to be inviting every day AND following up every day. This best practice will help them have more opportunities to recruit and see their Coaches recruit to rank advance and earn more from their residual commissions.*

## Day 36: Power of Consistency

### FACEBOOK POST



Your success is directly related to the degree in which you are willing to work to find others like yourself who are committed to succeed. In order to do that you need to embrace the power of consistency and be willing to embrace failure as necessary to move you along on your journey. For example, you might post on social media and get very little response. Do you let that discourage you? Do you give up and think that no one is interested? Are you willing to hear a 100 no's in order to get 5 business- building Coaches like yourself on your Team? Maybe your odds will be better than that, but you will never know if you give up. You now talk to people for a living, and not everyone wants to be part of the conversation. So, the more people you talk to, the faster you will grow, and the farther you will go in your business. It's all about finding those people who want what you have to offer. Stay consistent and don't get discouraged—you are just working through your odds!

**How many no's did you get this week?**

### LEADER TIPS

- *Do you know your odds for success? Share with your Coaches how many people you have had to speak with to build your Team, and how many of those people would you consider business builders? People come into the business with an unrealistic impression of how it works. Share your numbers and go for NO!*

## Day 37: Off/Motivation

### FACEBOOK POST

Take today off to catch up! There have been some great posts that you don't want to skip, so make sure you focus on doing the activities I have shared with you. If you want a little motivation for today, check out this blog post by John C. Maxwell:

[What is the difference between ordinary and extraordinary?](#)

### LEADER TIPS

- *You can help keep the momentum going by sending brief, encouraging messages to your participants. Find something positive and send them a private message!*

## Day 38: Power of Belief

### FACEBOOK POST

Have you ever put your foot on the gas in your car and it revved up but didn't move? You look down and realize you left the emergency brake on? Well that is what happens when you let bad habits impede your success. You may be doing everything that you think is right to move your business along, but there are things you might be doing that hold you back from moving forward. Are any of these habits holding you back?

- Waiting for the right moment. Do you think that next week will be a better time in your life? Better to start that Challenge Group or invite to an upcoming Coaching Opportunity Call? There never really is a 'right moment'; so waiting for it is a waste of time.
- Waiting for approval. Once you realize that you and you alone are responsible for what comes in and out of your life, you will realize that waiting for someone else is a waste of time. You are your own CEO—time to step up!
- Waiting for perfection. Has perfection ever happened in your life? No—because life is never perfect, it is interesting. So stop waiting for perfection and start living!
- Comparing yourself to others. Success is personal and your journey is unique to you. The time you spend comparing your journey to others is wasted.
- Not working on your weaknesses. Sorry to break it to you, you have weaknesses. The great thing is that you also have amazing strengths. If you want to overcome your limitations, spend time working on them every day. Slowly but surely you will learn new things and overcome some of the obstacles that hold you back.
- You don't take action. You make nice long lists. You research to find the latest and greatest apps to become more productive and organized. You organize and make great plans. You do everything but act on them. In order to get somewhere you have to take the first step. Spend more time acting and not planning!

**What bad habits are you going to overcome?**

### LEADER TIPS

- *Share the habits that have held you back and the results when you have overcome them. Give specific examples so your Coaches can relate to your story and build trust in you.*

## Day 39: Developing Diamonds

### FACEBOOK POST

Even though you are working hard to build your business to Diamond rank, it is never too early to think about how you will help those on your Team to follow your lead and get to Diamond as well. Remember—it is all about duplication! In this Summit workshop; [Developing Diamonds: Leading a Powerhouse Team](#), Elite Coaches Kristina Delgado and Brigitte Linford show why strong Diamond leadership is key to growing your business.

**Please share your top 3 takeaways from the workshop.**

### LEADER TIPS

- *This Zoom call is a great opportunity to debrief from the Coaching Opportunity Event (CPE) from the previous day. It's critical to keep your participants excited and feeling confident so they're empowered to follow up with their prospects and actually ask them to join their Team. It's also a great opportunity to discuss how the responsibilities of the future CPE's will be divided so that everyone has experience in hosting one.*

## Day 40: Coaching Opportunity Event

### FACEBOOK POST

Today is another Coaching Opportunity Event for your Team. Throughout the day, make it a point to message or call all the people you have invited to attend to remind them. Need a reason to be calling? Tell them you need to reserve their spot as there are a limited amount of spaces. Encourage them to include any of their friends or family members who also might be interested.

**Please share how many you are expecting on the call.**

### LEADER TIPS

- *This is a great opportunity to begin delegating parts of your call to the participants in this Group. You can have them share brief testimonials, and answer questions, or however you can fit them in. The important thing is that they begin to have the confidence to lead their own Coaching Opportunity Events and be comfortable with the flow and content that gets results.*

## Day 41: Referrals

### FACEBOOK POST

You can never have too many leads for your business! It's likely that you are always on the lookout for ways to meet new people and build relationships. One place to look is referrals! Yes, this means using your current list of contacts to open up the door for you to meet even more people to help. Building a referral network will lead to more people, and likely future business.

Take a listen to this [National Wake-Up Call](#) where Elite Coach Lindsay Catarino talks about building a referral network.

**Comment below your top 2 takeaways from the call.**

### LEADER TIPS

- *Take every possible chance to encourage your Coaches to ask for referrals. It is just common sense yet is often forgotten. How do you ask for referrals? What has worked for you? Share these stories or the stories of others to build confidence in this important skill.*

## Day 42: Attract to YOU

### FACEBOOK POST

Are you attracting people to your business? Do you even know WHO you want to attract? Our most successful leaders are those who are very clear about the type of person they want to help and who they want to attract. Since customers are a focal point of your business, you need to be clear who they are. What motivates them? What do these people want and need? How can you help them? Craft your messaging so that is directed at these people. As you emerge as a leader it is important for you to answer these same questions when it comes to the Coaches on your Team. What type of Coach do you want to attract? Remember that you are the CEO of your business and the one in control of the strength and culture of your Team. Are you attracting people who are business builders? If not, why not? What are you saying when you describe your business to people?

**For today answer these questions:**

- Who are you?
- What do you do?
- Who do you do it for?
- What do those people want or need from you?
- How do they change because of what you offer them?

### LEADER TIPS

- *Be the first to comment on this thread with your own personal statement. For example: "I am (insert name) and I enable greatness in new moms who are looking for healthy lifestyle changes and a business opportunity to allow flexibility and financial freedom. I do this by nurturing the spirit that lives in all of us to not only do better but also be better as a person to enhance the lives of our children and those we care about. I teach people the health and fitness strategies that have worked for me and also the business strategies that can provide a lifestyle that enhances their quality of life. I won't stop until I know I have done all I can to improve the quality of life of all who ask for my help."*

## Day 43: R.S.V.P.

### FACEBOOK POST

Leadership requires added responsibility. How do you fit it all in? R.S.V.P. is a model of leadership success that helps you determine what to focus on and how to prioritize your time. [Listen to this call](#) hosted by Elite Founding Coach Traci Morrow and Beachbody's Sr. Mgr. of Training Development, LeeAnne Ruff as she explains this great system for time management.

**After listening to the call, list your top 3 actions for each area: Recruiting, Sales, Very New People, and Performers.**

### LEADER TIPS

- *Be sure to help your Coaches create a plan of action based on their responses. It is important that they focus on the specific activities that will get them the most results.*

## Day 44: Off/Personal Development

### FACEBOOK POST



Today is your day off. For extra credit consider this brief lesson on your personal development:

This second section of Failing Forward is focused on 4 more steps:

- \* Don't let the failure outside get inside you
- \* Say good-bye to yesterday
- \* Change yourself and the world changes
- \* Get over yourself and start giving yourself

**Share one strategy that you will use to move past yesterday.**

### LEADER TIPS

- *Share one of your own strategies for overcoming failure.*

## Day 45: Diamond Chart Check-In

### FACEBOOK POST

Today we are going to check in with your Diamond Coach Business Model to see where each of you stands on your way to Diamond.

How many Coaches do you have on each leg and how many Emeralds do you have so far?

How many do you still need in order to make Diamond?

At your current pace, when can you reasonably expect to make your goal? (e.g., I am currently enrolling one new Coach each week and I need 4, so I can expect to hit Diamond in 1 month.)

**What have you done well, and what have you done not so well? Please post your chart below and share with the Group.**

### LEADER TIPS

- *You need to be sure your Coaches stay focused on what they need to do to succeed. Point out to them when they need to pick up the pace in order to be on track, as well as the great things they are accomplishing on this journey.*

### Day 46: Boosting Team Growth

#### FACEBOOK POST

Recognition and celebration are the keys to personal and Team productivity. Today, listen to the [National “Wake-Up” call–Boosting Team Growth](#) with Elite Coach Jessica Nelson.

**What are your key takeaways from this call? Share below.**

#### LEADER TIPS

- *The National “Wake-Up” Calls provide you with ongoing training topics for your Team. Be sure to utilize them at any opportunity because your Coaches will relate to the personal stories each Coach shares.*

### Day 47: Create a Culture of Success Club

#### FACEBOOK POST

Curious about how Success Club impacts your business and that of your Coaches? Are you thinking it is all about the trips and prizes? Well think again.

#### Success Starters

- \* Coaches who make it to month 3 of Success Starters earn 77% more money than Coaches who make it to month 1.
- \* Coaches who make into the Success Starter program earn 106% more than those who don't.

#### Success Club All Stars

- \* Success Club 10 All Stars earn 60% more money than Success Club 5 All Stars.
- \* Success Club 5 All Stars earn 10 times more money than Coaches who don't or occasionally achieve Success Club.

\* Success Club All Stars rank advance 35% more often than Coaches who don't or occasionally achieve Success Club

Make Success Club a goal each week on your BAT and be sure to convey to your new Coaches that simply put, Success Club 5 is about helping just 3–10 people each month!

**What is your Success Club point goal for this month? Survey your Coaches and share your Team goal as well.**

### LEADER TIPS

- *Success Club is just consistency in selling our programs. Every business builder needs to make it a habit at the very least. Break it down for them by keeping it simply about how many people they need to be helping consistently each month. The incentives are just the rewards for doing the basic business activity they should be doing. The biggest reward is the ability to help more people and build their income.*

## Day 48: Power of Events

### FACEBOOK POST

Where do you go to learn from the best and get the latest trends and strategies to grow your business? Beachbody events! There is a lot of value in meeting people at events who are in similar business situations, to interact and share ideas. It is a great opportunity to learn new techniques and think of different ways of approaching situations. Super Saturday is a quarterly event that happens simultaneously at locations around the country. Beachbody provides all the presentation materials including the corporate-developed video along with a power point, and talking points to help support the presentation. If there is not one in your area, you should consider hosting or cohosting one yourself. It is not difficult to do and it is a great way to meet new people. Here is a link to [How to Host a Super Saturday](#).

For all the details go to the link on the [Team Beachbody Coach 411 Events page](#).

**If you have gone to a Super Saturday before, share with the Group why you went, what you learned, what you took back from the event, and what you would say to Coaches on your Team and this Group to get them involved in an upcoming Super Saturday.**

### LEADER TIPS

- *Stress the importance of getting to events and how it impacts the growth of a business! Share your personal stories with the Group. Make it your goal that EVERY participant in this Group makes it to the next Super Saturday.*

### Day 49: Hosting Team Calls and Meetings

#### FACEBOOK POST

Leadership provides you with the opportunity to step up and host your own team calls and/or meetings. If you follow a system for each call and just plug in your content, you will not find it intimidating. Team calls and meetings support your business and boost your Coaches' productivity. Here are some important steps in planning for these opportunities:

1. Set your objective. Remember that each meeting/call should have an overall goal of equipping your Coaches with the necessary tools to get better results from their businesses.

In order to determine your objective, answer the following question: What do I want my Coaches to do, know, and feel as a result of this meeting/team call? Think about the questions you are getting during the week and you should be able to decide on the objective of your meeting/call.

2. Plan the key elements of your meeting/call. Here is a great way to remember the key elements. Simply remember this sentence: Remember To Include In Every Meeting as it forms an acronym that represents R – recognition, T – tools, I – information, I – inspiration, E – education, M – make a plan

R – provide recognition for both effort and accomplishment

T – is for tools, highlight a fitness program or Shakeology and take the opportunity to increase their product knowledge

I – is for information – important details about upcoming dates and details

I – is for inspiration – personal stories and testimonials that will help your Coaches see the big picture of the Beachbody opportunity, connect with our mission, and get to know one another better

E – is for education – skills that help everyone sell and recruit more

M – is for make a plan – your meeting/call is complete when your Coaches have a plan of action on what they have learned

3. Develop a timed agenda and stick to it. This will keep the meeting/call moving along and allow you to cover all the topics you want.
4. Handle the logistics. If you are planning a physical meeting, make sure you have a space to accommodate your size and needs as well as all the materials and AV equipment you need. If you are planning a video conference call, be sure you are connected and have working links to the call. Be sure to have a headset and any other equipment that will ensure a smooth experience for all participants.
5. Evaluate the meeting. Think about the meeting the next day while it's still fresh in your mind. Ask yourself: What went well? What would I do differently next time? What was missing? Could anything have been eliminated?

Part of the evaluation is to watch for the results you want. For example, how many Coaches increased their invites? How many started a Challenge Group? By taking a few minutes to reflect on the meeting, you can already get a jumpstart on next week's!

Quick Tip: Create a meeting/call/idea file – by week or topic.

**Everyone share one idea below for a topic and start your own idea file.**

### LEADER TIPS

- *Give your Coaches some topic ideas for their upcoming calls.*

## Day 50: Hosting a Coaching Opportunity Event

### FACEBOOK POST

Since recruiting is such an important part of your growth as a leader, you need to get comfortable hosting your own events to introduce people to the Coaching Opportunity and answer their questions. Don't be intimidated, as you know more about the business than every single person who participates as a guest, so just go for it and have fun! You've already had the chance to participate in opportunity calls through this process and now it's time for you to implement this important strategy yourself. Here is the Beachbody Coach Opportunity Meeting [PowerPoint](#) and [Presenter Guide](#) for you to take a look at. It was compiled by looking at the best practices of our top Coaches. We have our Team Coaching Opportunity Event coming up, so it will be a great time for you to practice hosting one yourself with your success partner!



**Share your number 1 reason for becoming a Coach in one sentence.**

#### LEADER TIPS

- *When you have the Coaches share their number 1 reason they became a Coach it gives you the chance to point out that this business attracts all kinds of individuals.*

### Day 51: Off/Motivation

#### FACEBOOK POST

Take a break today and catch up with the posts and enjoy a bit of inspiration:

“What you get by achieving your goals is not as important as what you become by achieving your goals.” —Zig Ziglar

**Share below your thoughts about this Code of Ethics.**

#### LEADER TIPS

- *Coaches learn by hearing your personal experiences. Share how you use the Leader Road Map and reinforce the usefulness of this tool.*

### Day 52: Expectations of a Leader

#### FACEBOOK POST

Have you seen the [Beachbody Code of Ethics](#)? You can find it in the Policies and Procedures document section 1.7. Be sure you have read this document and fully understand your role as a Coach. As a leader it is vital to set an example for those around you.

**Share below your thoughts about this Code of Ethics.**

#### LEADER TIPS

- *Share with your Coaches the importance of having integrity. Remember that they look at you first for the example to follow.*

## Day 53: Connect and Motivate Your Team

### FACEBOOK POST

Understanding what motivates your Team is the key to learning how to empower them to succeed. Through Coach Basics and this training we have mentioned the Color Code and have done the assessment. Now, take a look at the Summit workshop: [Understanding Personalities to Connect and Motivate](#) Your Team to learn how to apply the key principles with the Coaches on your Team.

**What are your top 3 takeaways from this workshop? Share below.**

### LEADER TIPS

- *Share your color with your Coaches along with the strengths and limitations you face. Be sure to highlight how these impact your business.*

## Day 54: Coaching Opportunity Event

### FACEBOOK POST

This is your last opportunity to host a Coaching Opportunity Call together as a Team. Please be prepared to do your part to make it successful. Send out reminder texts, emails, and calls to get as many participants on the call as possible.

**Share below how many friends you have who will be on the call.**

### LEADER TIPS

- *This is the chance to have your participants step up and take an active part in your Coaching Opportunity Event. Pre-planning is going to be critical to its success.*

## Day 55: Leader Road Map

### FACEBOOK POST

As leaders begin to emerge on your Team it is time to familiarize yourself with the Leader Road Map (LRM). It is a tool that is similar to the BAT because it now holds you accountable to the actions of your leaders. Take a look at the [Leader Road Map](#) and the video: [How to Use the Leader Road Map](#)

for an explanation on how to use it.

Have any questions? Now that you will start using the Leader Road Map, hear from a top leader, [Carey Martin](#) how she uses it to drive business activity with her Coaches.

**Take a look at your Team right now. Based on the Coaches you have, rank them how by who you think your next leaders will be. How many on your Team are business builders and who is actively working their business? Share your names below.**

### LEADER TIPS

- *As you introduce this new tool to your Coaches, stress the impact it will have on keeping them on track and saving them time in the long run.*

*Coaches learn by hearing your personal experiences. Share how you use the Leader Road Map and reinforce the usefulness of this tool.*

## Day 56: Lessons in Leadership

### FACEBOOK POST

Good leadership is a marathon, not a sprint! Today please listen to the [National Wake-Up Call – Lessons in Leadership](#) and share your top 3 takeaways with the Group.

In addition to listening to the past call I want you to position yourself as a leader by posting/sharing something of VALUE in our main Coach Group. It can be something that has helped you with time management, it can be a Facebook or Challenge Group post that you got a lot of feedback and activity on, it can be something about recruiting, it can be something about how to get more traffic to your YouTube, blog, or Facebook page. The sky is the limit, think of something that is helping you move the needle with your biz and SHARE it! TOGETHER, we are better!

**What topic will you be sharing about?**

### LEADER TIPS

- *Take the time to reach out privately to your Coaches and share with each of them what you see as their strengths and how they bring value to the team.*

## Day 57: Inspire Action and Trust

### FACEBOOK POST

We've talked about attracting people to you and your coaching business and it is one thing to attract people to you and another to inspire action. How do you accomplish that? I am going to share this video with you and I want you to think about how you feel about your Beachbody business and how you talk to people about it.

After watching [Simon Sinek](#), complete the following exercise:

I believe that \_\_\_\_\_, the way I am going to achieve that is by \_\_\_\_\_. Do you want to join me by \_\_\_\_\_.

**Please share your statement below.**

### LEADER TIPS

- Reinforce the message of "People don't buy what you do, they buy why you do it."

## Day 58: Off/Personal Development

### FACEBOOK POST

We have come to the end of our 60 days and by now you should be done with Failing Forward.

**Today is a day off, but if you want to, please share your top takeaways from this book.**

### LEADER TIPS

- Take the opportunity to share what your takeaways are from this book and also be prepared to suggest another one for your Coaches to start.

## Day 59: Relationships

### FACEBOOK POST

As this training winds down it is important to remember that with all the skills you are learning and refining, building relationships still remains at the center of your business. Your relationships with your Coaches and customers are the glue of your business. When you take the time to understand how

people think and feel, you build mutual respect and trust. So take the time to become a people expert and learn what people need. Here are 6 things to keep in mind.

1. People need to feel special and valued. Use the [Color Code](#) assessment to help you understand what motivates the people in your life.
2. People want a better tomorrow, be the person who gives them hope. Share your personal success with them in the beginning until they begin to experience it themselves.
3. People need direction. Ask them; what do you want and when do you want it? Then lead them there.
4. Put their needs first. Help them define their vision and goals. Start small and move them at their own pace.
5. People need an encourager in their lives. Be their cheerleader.
6. Always stay focused on helping others win, and in doing so, you will win!

**Today's action: Think of the relationships in your life and make a list of 3 people who have been a blocker in your life. Make a list of 3 people who have been an encourager in your life and share their names below. Now, make a list of 3 people you have been a blocker to, and 3 people you have encouraged.**

### LEADER TIPS

- *Building relationships is an important part of business and you should teach this throughout all parts of training that you offer. Point out to your participants that it is vital that they understand themselves first. Be sure they have all taken the Color Code and have them share their color with the Group.*



## Day 60: Next Steps ZOOM CALL

### FACEBOOK POST

This is the end...but really it is the beginning! Leadership is an ongoing process of discovery and growth. Congratulations on completing the 60 days of the program! Get on the Zoom call today to celebrate and talk about the next steps on your journey.

### LEADER TIPS

- *Congratulations! You did it! Time to celebrate and encourage everyone to take the next steps to continue on their leadership journey. Rank advancement is a continual process so it is important to keep the momentum going. Refer to the leader guide for ideas to keep the momentum going and for next step suggestions.*