



COACH BASICS

CONTENT GUIDE

A GUIDE TO DAILY TRAINING POSTS,
LEADER TIPS AND LINKS.

COACH BASICS

DAILY CONTENT GUIDE: LAUNCH PHASE I, II, & EMERALD PHASE

INSTRUCTIONS – HOW TO USE THIS GUIDE

In this guide, you will find shareable Facebook posts that include tips, videos, and more that correspond to all three phases of the Coach Basics program. For each post, there are also LEADER TIPS to help you in supporting your Coach Basics Group.

BEFORE YOUR COACH BASICS GROUP STARTS

Make sure you review the Coach Basics Leader Guide before beginning your Coach Basics training. As mentioned in the Leader Guide, you'll want to do the following things BEFORE starting your training group:

- Set up a Facebook Group for the training
- Conduct your Coach Basics Pre-Launch video call and/or an individual GSR call with each Coach
- Send out the Participant Guide to all the Coaches in the Group
- Post the Coach Basics prerequisites (from the Participant Guide) to the Facebook Group

COACH BASICS: LAUNCH PHASE I

LAUNCH PHASE I POST 1: Coach Welcome

Quote of the Day: “You already have every characteristic necessary for success if you recognize, claim, develop, and use them.” —Zig Ziglar

FACEBOOK POST:

Welcome to your Coach Basics training! I’m so excited for you as a new Coach on our Team! By now, you’ve completed the Coach Basics Participant Guide I sent you (if not, please do it)!

I know it can feel like there is a lot to learn as a new Coach, but you’ve already got what it takes to be successful! All you have to do is BELIEVE you can be successful and work to DEVELOP it. That’s what we’re here for and why you’re part of our Team. I can’t build your coaching business for you...it’s YOUR business...but you’ll never do it alone and I’ll be here to support and help you each step of the way!

Like I mentioned in the Participant Guide, as a new Coach on our Team, all I ask of you at this point are three things:

1. Show up: show up every day for your business.
2. Be willing to go outside your comfort zone.
3. Keep it simple and trust the process.

Today you start the LAUNCH PHASE of your Coach Basics training. The goal of this phase is to help you hit Success Club by finding your first 2–3 customers. To do this, we’ll be focusing on using the Contact List you’ve already created in the Participant Guide. Getting these first customers will give you the experience you need so you’re ready for the next phases of your training. Plus, this phase will help you get out of the starting blocks and see your first successes as a Coach.

So, let’s get started! Every day you’ll come here and see the day’s training focus and three action items. Before the end of the day, make sure you’ve reported back to the Group on that day’s action items!

Here are YOUR DAILY ACTION ITEMS for today:

YOUR DAILY ACTION ITEMS:

- Introduce yourself to the Group (feel free to use video!)
- Share with the Group what flavor of Shakeology® you had today and your workout
- Follow Team Beachbody® on Facebook and request to join the Beachbody® Champions Facebook page

LEADER TIPS:

- Make sure that everyone understands the Group expectations from the Participant Guide.
- Not everyone likes to post publicly on Facebook initially. Don’t view a lack of posting as a lack of interest; instead, reach out to the Coach directly and encourage them to join in the conversation.

LINKS:

- Contact List: <http://bit.ly/1kgTwqD>
- TBB on FB: <https://www.facebook.com/tbbcoach411>
- Beachbody Champions page: <http://on.fb.me/1DSMQsF>

LAUNCH PHASE I POST 2: Your “Why”

Quote of the Day: “He who has a why can endure any how.” —Friedrich Nietzsche

FACEBOOK POST:

Do you know your “Why”?

Your Why is the reason you became a Beachbody Coach. But, don’t let this simple explanation fool you, having a clear Why is one of your most powerful tools as a Coach. A meaningful Why will push you through obstacles, will help you stay focused on your goals, and will help you connect with others in a meaningful way.

Most new Coaches can struggle to identify a meaningful Why for themselves. Consider the following questions to help you:

- Where do you add value to others?
- What are your personal strengths?
- What makes you come alive?
- How will you measure “success” in your life?
- How can Beachbody help with the important things in your life? Why does it matter to you?

Knowing why you’re a Coach will give your business a sense of purpose that will make it easier to connect with others. People are drawn to people who have a sense of purpose because it gives some common ground to build on. It all starts with your Why.

Check out this [video](#) by best-selling author Simon Sinek on the power of your Why to help others.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Identify a meaningful Why for yourself and write it down (if you feel comfortable, share it with the Group)
- Post a “sweaty pic” of yourself after your workout on your social media page and tag me in the post

LEADER TIPS:

- If you feel comfortable, share with the Group your Why and how it has helped you.
- Follow up directly with each of your Coaches to make sure they have identified their Why.
- Encourage your Coaches to keep their Why front-and-center to remind them of why they’re coaching (e.g., note on the mirror, a daily reminder on their phone, etc.).

LINKS:

- Simon Sinek: How Great Leaders Inspire Action video: <http://bit.ly/1j0IJVm>

LAUNCH PHASE I POST 3: Build Your Story

Quote of the Day: “There is no greater agony than bearing an untold story inside of you.” —Maya Angelou

FACEBOOK POST:

Today, let's start working on building your own Beachbody story. This is what you'll share with your contacts as you invite them to our upcoming Challenge Group.

You do not have to have a big Success Story or transformation to be a successful Coach. Just be you and people will relate to your experiences and story.

Here are a few simple questions to answer to help clarify your personal story:

- What first drew you to Beachbody?
- What convinced you it was the right choice?
- What are your goals?
- What do you hope it will do for you and your family?

Here is an example of a story to illustrate how simple it needs to be:

“I was drawn to Beachbody because I needed to lose 20 pounds and a friend had invited me to try the 21 Day Fix with her. I was convinced I made the right choice because the program was amazing and the accountability and support of a Challenge Group led to my success. I now want to help as many people as I can experience the same or similar results with one of our programs. I am also starting to see how being a Beachbody Coach can give me greater financial freedom for my family and it makes it much easier to pay for baseball uniforms and dance lessons.”

See how easy that is? So today, craft your story! Get comfortable with it and repeat it several times so it becomes natural when you say it. Remember, you can't make a mistake because it is YOUR story and it will be different from everyone else's.

Watch this [video](#) on the “The Power of Your Story” to help you build your story.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Post your Beachbody story on your social media page and tag me in the post

LEADER TIPS:

- Your new Coaches may be overly critical of their story. They may feel that it isn't impressive enough to really be worth telling. Encourage them to be themselves and speak from the heart as they share their story and not to be critical of their own journey.
- Often, people are reluctant to be vulnerable or show frailty in front of others, but these points in a story offer the greatest opportunity for others to connect with the new Coach. Encourage your new Coaches to incorporate these feelings into their story so it has a greater impact.

LINKS:

- The Power of Your Story video: <http://youtu.be/zgoSfoHaa4A>

LAUNCH PHASE I POST 4: Social Media Basics

Quote of the Day: “The only way to have a friend is to be one.” —Ralph Waldo Emerson

FACEBOOK POST:

Social media is the biggest way to reach more people in your coaching business.

For now, here is what we want to do on your social media page:

- **Launch your Business.** Make sure you’ve launched your business. Post a picture of yourself, announce you’re a Beachbody Coach and what you do. This is your coaching business’ Grand Opening month so make sure people know you’re open for business!
- **Share your journey.** Regardless of your fitness level right now, share pictures of yourself after your workouts, share some healthy recipes you’re going to try, or pictures of your Shakeology. Sharing your journey will not only increase awareness of you as a Coach, it will increase your followers and open up opportunities for conversations and help you connect with more people.
- **Try and post at least three times a day.** Share things about your family and other elements of your life that will help others connect and relate with you and not just Beachbody. Include posts that provide value to your followers; recipe ideas, workout tips, creative ways to manage your time, etc., as that will engage people in positive ways and help you add more followers to expand the reach of your coaching business.

For additional tips on how to get the most out of your social media posts, check out the 8 Social Media Do’s and Don’ts. And don’t get discouraged if people don’t respond right away, they’re watching your posts and every post is another seed you’re planting in their mind.

Also, social media is highly visual so to improve your posts, there are some easy-to-use apps on your phone that will take your pictures to a whole new level. The apps I recommend are: WordSwag, Over, iWatermark, and Snapseed.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group the first names of at least three people from your Contact List that you invited to the upcoming Challenge Group
- Post a picture of yourself with your Shakeology on your social media page and share one of the benefits you enjoy about it. Tag me in the post

LEADER TIPS:

- Share examples of successful social media pics with your Coaches and tell them why they work.
- Make sure your Coaches have appropriate profile and cover photos on their social media pages.

LINKS:

- 8 Social Media Do’s and Don’ts document: <http://bit.ly/1l53rfV>

LAUNCH PHASE I POST 5: Inviting Friends & Family

Quote of the Day: “And the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom.” —Anais Nin

FACEBOOK POST:

To find people to help as a Coach in your upcoming Challenge Group, we start with the people closest to you. Initially, they are going to be most willing to trust you and try what you have to offer. It is important to not prejudge anyone; meaning, don't think you understand their circumstances so well that you decide for them if they'd be interested in being in your Group...give them the chance to make that decision for themselves.

You created your initial [Contact List](#) of friends and family before you started this training, revisit it again and see if you can add any names to the list you may have prejudged (use the [Memory Jogger](#)).

With your list in hand, now comes the fun part—time to invite! You've shared your story on social media and connected with a few people by sharing your Why with them, so your friends and family are aware that you are a new Beachbody Coach. Now, let's invite them to join you in your first Challenge Group!

Don't overcomplicate this step, keep it simple and be yourself! Let your friends and family know that you are looking for some great Success Stories to help launch your coaching business and that you really want to help them. Share your story with them and then ASK THEM TO JOIN YOU in your Challenge Group.

Example: [after you share your story] “You can see I'm really excited about coaching and I can't wait to start helping people. My first focus is to help those closest to me and I've got a spot set aside for you. I'd love for you to join my Challenge Group and your positive experience in the Group would be a great help to me as I get my coaching business started. Can I send you some information about the Group?”

The Customer 5-Step Invitation Process can help give you additional ideas, watch the [video](#), and read the [PDF](#).

There are many mediums you can use to invite them to your Group, but remember the most impactful way is face-to-face. Of course, this isn't always timely, so the next best thing is the phone.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group how many people you're going to invite to the Challenge Group this week
- Post your upcoming Challenge Group on your social media page and tag me in the post

LEADER TIPS:

- Inviting people, even close family and friends, can be a big move outside of a new Coach's comfort zone. They may fear rejection, fear being asked questions they don't know how to answer, or even fear being able to successfully coach someone. Help build up their confidence.
- Follow up to make sure they've extended their first few invites and address any concerns they may have.

LINKS:

- Contact List: <http://bit.ly/1kgTwqD>
- Memory Jogger: <http://tbbcoa.ch/MemoryJog>
- Customer 5-Step Invitation Process video: http://youtu.be/_8v9WB86lQU
- Customer 5-Step Invitation Process PDF: <http://tbbcoa.ch/InviteGuide>

LAUNCH PHASE I POST 6: Shakeology Basics

Quote of the Day: "Take care of your body, it's the only place you have to live!" —Jim Rohn

FACEBOOK POST:

Often, new Coaches will feel intimidated when trying to talk about Shakeology. It's an incredible product that is key in helping people get the results they want, but what's the best way to convey this to someone else?

In my experience, the best way to talk about Shakeology is to:

- Use your own experience/testimonial about the product
- Talk about the benefits and not the features of the product
- Don't try to be a scientist (unless you already are one!)

It's easier to talk about the benefits of Shakeology than to try and learn all the features of the product. How has it helped you? How has it helped your other customers (have you asked them)?

The good news is, people make decisions based the benefits of the product much more than being impressed by the facts and features. So, do your best to educate yourself but focus on sharing your own experience and the benefits of using Shakeology regularly as you invite others to try it for themselves!

Take a quick look at this [video](#) by Shakeology co-founder, Darin Olien, on why everyone should drink Shakeology every day.

If you want to learn more, here are some additional resources to help you learn more about Shakeology. I've included all the links to view these resources in the comments.

- [Shakeology Product Training Guide](#)
- [Presentation on the basics of Shakeology](#)
- [Fun video by Tony Horton on the value of Shakeology](#)
- [Recipe ideas for your favorite Shakeology flavor](#)

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group here the first names of at least three people you contacted directly from your Contact List and invited to your Challenge Group
- Post a “sweaty pic” of yourself after your workout on your social media page and tag me

LEADER TIPS:

- Keep this post simple, many Coaches fall into the temptation of trying to say too much when they talk about Shakeology. Help them focus on promoting benefits and not features.
- Make sure to point your Coaches to the Shakeology Toolkit here.

LINKS:

- Darin Olien: What is Shakeology & Why Should I Drink It? video: <http://youtu.be/r6Y88yEJ7Co>
- Shakeology Product Training Guide: http://tbbcoa.ch/SHAKE_PTG
- Shakeology presentation: http://tbbcoa.ch/SHAKE_TRAIN_101
- Tony Horton “Checks Out” Shakeology video: http://tbbcoa.ch/SHAKE_VL_INGREDIENTS
- Shakeology recipes: <http://bit.ly/1LV4Zu2>
- Shakeology Tool Kit: <http://tbbcoa.ch/ShakeToolKit>

LAUNCH PHASE I POST 7: Value of a Challenge Pack

Quote of the Day: “Health is a relationship between you and your body.” —Terri Guillemets

FACEBOOK POST:

Understanding the value of Challenge Packs will give you greater confidence when you are talking to potential customers.

Challenge Packs really offer the full Beachbody experience at a great price. Challenge Packs bundle Shakeology with your Fitness program and offer great savings. In fact, a Challenge Pack is like buying Shakeology and getting your Beachbody fitness program for just \$10 (or \$30, \$50, etc., depending on the CP purchased).

Make sure you explain that the Challenge Pack includes their first month of Shakeology and that it will ship them a fresh bag every month after that. You can also let them know that they don't HAVE to be on Shakeology forever, but while they're in the Challenge Group, it is a requirement to drink Shakeology every day so they get the best results. Remember, you're making an investment in them and it's okay to ask for them to make an investment in themselves to get the results they want.

If, after the Challenge Group, they feel like they've learned enough about nutrition to be able to cook all their meals in the right calorie proportions, incorporating the right balance of superfoods from around the world to provide the right antioxidants and phytonutrients their body needs on a daily basis—great! Most people will find it to be an incredible time savings to simply enjoy a delicious Shakeology shake once a day!

Take the time to learn about our Challenge Packs, especially the ones available at a promotional price this month! Check out the Challenge Pack FAQ to get all the details about Challenge Packs, including pricing and commissions.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Check out the following training on the [Value of Challenge Packs](#) and how to talk about CPs with others
- Post a tip on your social media page about ways to stay hydrated and why it matters. Tag me in the post

LEADER TIPS:

- Take a look at the Beachbody Challenge® Toolkit [here](#) to familiarize yourself with all the support materials for Challenge Packs that you can use to support your Coaches.
- At this point in your Coach Basics training, there may be some Coaches who have become less engaged. If this is the case, reach out to them directly and address any concerns they may have.
- Right now, many of your new Coaches are starting to feel very overwhelmed with information. Help simplify it for them by reaching out to them individually and reminding them of their goal to get into Success Club and gauge their confidence in reaching that goal at this point.

LINKS:

- Challenge Pack FAQ: <http://bit.ly/WiAJ72>
- Value of Challenge Packs video: <http://youtu.be/RnQ7OwvZqYc>
- Beachbody Challenge Tool Kit: <http://tbbcoa.ch/BBChallengeToolKit>

LAUNCH PHASE I POST 8: Effective Inviting

Quote of the Day: “A real conversation always contains an invitation. You are inviting another person to reveal herself or himself to you, to tell you who they are or what they want.” —David Whyte

FACEBOOK POST:

Inviting people is one of the key activities for you as a Coach. When we genuinely want to help others, inviting becomes a natural step. Without much thought, we talk about what we feel passionate about...so don't overthink inviting. Keep it simple and conversational.

Consider these four points.

- **Be Clear.** In an attempt to not seem “pushy” we may beat around the bush in our invites. This gives the impression that we aren't confident in what we're offering. So, when you invite, be clear and direct about what you're asking them to do. “I want you to join me in this next Challenge Group.”
- **Be Conversational.** Don't try to memorize a perfect script, people respond best when they feel you're conversing with them naturally. So, work the invitation into a discussion. It's normal to feel nervous, but practice and experience will make this easier as time goes on, so be patient.
- **Lower the Pressure.** No one likes to feel “salesy” when talking with other people. You'll feel salesy when your focus is on you instead of helping the other person. We want to share, not sell. Remember, you're asking them to make a simple decision to help improve their quality of life, so relax and don't put so much pressure on yourself or them!

- Repeat as Necessary. Many times, people won't accept your first invitation. That's okay! They may just be looking for additional information or the timing might be tough for them. Continue to add value to them and follow up from time-to-time and then invite them again when you feel the time is right.

Check out the [video](#) showing a role-play example of how to successfully invite a customer using the Customer 5-Step Invitation Process I showed you earlier.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group the first names of at least three people from your Contact List that you invited to your Challenge Group
- Post a healthy recipe that you like or are going to try on your social media page and tell people what you like about it or why you're excited to try it, and tag me in the post

LEADER TIPS:

- If you are having Coaches struggle with what to say, consider sharing some of your scripts to help them get ideas of what they can say.
- Role-playing is a great way to help a new Coach build confidence in inviting. Post a situation on the Group page and role-play with your Coaches.

LINKS:

- 5-Step Invitation Role Play video: <http://youtu.be/v7tpef0z5JE>

LAUNCH PHASE I POST 9: Personal Development

Quote of the Day: "The important question to ask yourself isn't 'What am I getting?' The important question is 'What am I becoming?'" —Jim Rohn

FACEBOOK POST:

As an owner of a Team Beachbody coaching business, you'll quickly discover the importance of personal development. As you improve yourself, your ability to improve your business also increases.

Personal development helps you focus on the things in your life you CAN CONTROL to make a difference in your life and in your business. This small change in how you view the world can make a huge difference. It will help you have the belief and confidence to set courageous goals and have a big vision for yourself and what you can achieve.

Remember, when you do things others aren't willing to do, you get the results that others can't have. So, don't skip your personal development!

Spend at least 10 minutes a day on personal development. You can read or listen to a personal development book like "The Compound Effect," listen to personal development podcasts, get on the National Wake-up Call, or use the resources in the [Success on Demand](#) section of your Coach Online Office. You can also watch a [Coach Success Story video](#) for inspiration.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group what you're doing for Personal Development
- Post a pic of yourself with your Shakeology on your social media page and tag me in the post

LEADER TIPS:

- Most new Coaches undervalue the importance of consistent Personal Development. It feels like an unnecessary item on their to-do list that is easily set aside. Help them see the value of it from your own experience and share strategies on how to incorporate it into a daily routine.
- If possible, have everyone in the Group read the same book or listen to the same podcast for their Personal Development so they can share their insights with the Group.

LINKS:

- Success on Demand: <http://bit.ly/1I6Kebc>
- Coach Success Stories Videos: <http://tbbcoa.ch/CoachSuccessVideos>

LAUNCH PHASE I POST 10: Handling Objections

Quote of the Day: “Obstacles are the things we see when we take our eyes off our goal.” —Zig Ziglar

FACEBOOK POST:

Are you hearing objections? Of course you are. So, let's be real, everyone hears them regardless of how successful their business becomes. In fact, the most successful people are the ones who've received the most “no's.”

One of the differences between those who are successful and those who aren't is that they've made it a priority to improve in their ability to overcome objections...and you do this by practicing and trying to overcome objections as you get them, not stopping when someone says “no.”

The [How to Overcome Objections](#) document is a great resource to learn how to overcome common objections; complete with scripts to help you get started. The [video](#) on “Overcoming Objections like a Pro” will also give you some great ideas.

Here's the main point. If you get objections, it doesn't mean you're doing something wrong...it just means that the person you're talking to doesn't have enough information yet to make a positive decision. Look at getting an objection like just getting more information from the person that you can use to help them eventually make a positive decision.

So, when you get an objection, stay positive! Ask them questions about their objection and show a sincere interest in helping them (note: avoid asking “yes”/“no” questions...you want them talking!).

“What are the things you DO like about it?”

“In what ways COULD it be a positive thing in your life?”

“That's interesting, can you share more with me why you have that concern?”

Be yourself, but be bold in wanting to help them get past their objection because you know just how much their life will be better and the results they'll get if they just make the simple choice to give Beachbody a chance! Remember, this is your business and helping people is what you do!

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group the first names of at least three people from your Contact List that you invited to your Challenge Group
- Post a "sweaty pic" of yourself after your workout on your social media page and tag me in the post

LEADER TIPS:

- If you have Coaches struggling with overcoming objections, ask them to share specifics. Most of the time, new Coaches are sharing too much information or are being too roundabout when they invite people, which makes overcoming objections harder.

LINKS:

- How to Overcome Objections: <http://tbbcoa.ch/10zZVBC>
- Overcoming Objections like a Pro video: <http://youtu.be/xgPtF0H9u1A>

LAUNCH PHASE I POST 11: Follow-Up

Quote of the Day: "Do you want to know who you are? Don't ask, ACT! Action will define you." — Thomas Jefferson

FACEBOOK POST:

So, you're well into launching your new coaching business. You've made regular posts on your social media pages and have reached out to people on your Contact List. This is great!

Most people will need more than one or two conversations with you before they're ready to make a decision. They're watching you on social media and they're thinking about the conversation you had with them but they haven't made a decision yet.

The magic is in the follow-up because following up isn't about "selling," it's about building relationships.

You should be following up on conversations you've had daily. Following up with people shows that you care and are sincerely interested in helping them (even if, initially, they didn't seem interested). Remember, when you ask people to join a Challenge Group, you're also asking them to change some habits and sometimes it takes follow up and encouragement for them to be ready to take this step.

Ideally, you'll want to follow up within a week of the last conversation you've had with someone, or sooner if possible. Listening during the follow-up is very important, so use some good questions to encourage them to share their thoughts and feelings. Keep the follow-up with your prospective customers simple. Use phrases like:

"Hey! Just wanted to reach out and see if you're ready to jump into the Challenge Group we talked about."

"Did you have any questions about that information I sent you? I'm here to help!"

“I was just thinking about you and wanted to touch base real quick and see how things are going. How are you?”

You’ll also want to follow up regularly with your new customers during their first few months to make sure they are having a great experience. Take a quick look at the [How to Follow Up with Customers Guide](#) that will walk you through how to follow up with your customers in a variety of settings.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Follow up with the people you’ve contacted and share some of your experiences with the Group here
- Post a reminder about your upcoming Challenge Group on your social media page and tag me in the post

LEADER TIPS:

- Help your Coaches see that following up is 80% asking questions and listening and 20% of them talking. Asking questions and then listening helps build trusting relationships that are key for long-term coaching relationships.
- Make sure to point out that there will often be multiple follow-ups before a customer makes a decision so your Coaches can have the right expectations for the process.

LINKS:

- How to Follow Up with Customers Guide: <http://bit.ly/1ppPqfU>

LAUNCH PHASE I POST 12: The 3 Vital Behaviors of Successful Coaching

Quote of the Day: “Success is neither magical nor mysterious. Success is the natural consequence of consistently applying basic fundamentals.” —Jim Rohn

FACEBOOK POST:

At Beachbody, we know one of the key secrets to your success as a Coach is to follow the [3 Vital Behaviors](#) EVERY DAY. During the Launch Phase of your Coach Basics training, you’ve experienced all three of these behaviors already. The key is to turn them into habits so they push your business forward day after day!

1. **Invite, Invite, Invite.** First, invite to be a friend first and to connect with you, and then invite them to join your Challenge Group. Don’t overcomplicate it—remember, all it takes is talking to people with the intent of helping them.

In fact, take a look at the Contact Lists you have been filling out.

- How many people have you invited?
- How many people expressed interested in joining?
- How many invites do you need to do each week to earn Success Club each month?

2. **Be Proof the Products Work.** You can't expect someone to join a Challenge Group if you're not in one yourself. You don't have to have an amazing transformation story; you just need to be on your journey.
3. **Personal Development.** To improve your business you need to improve yourself. When you work on personal development it will help you with every area of your business and give you the confidence to overcome any of the challenges you may encounter along the way.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group the first names of at least three people from your Contact List that you invited to your Challenge Group
- Post a workout tip to your social media page and tag me in the post

LEADER TIPS:

- Hold a live video call with the Group to touch base (see Leader Guide for suggested call topics) and to talk about the next steps in their Coach Basics training.
- At this point, you need to decide which Coaches in the Group are going to remain in the Group for the Launch Phase training and which Coaches are ready to move up to the Emerald Phase training (which should be a different Facebook Group).

LINKS:

- 3 Vital Behaviors document: <http://tbbcoa.ch/3VitBeh>

COACH BASICS: LAUNCH PHASE II

LAUNCH PHASE II POST 1: Break the Ice

Quote of the Day: “You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.” —Dale Carnegie

FACEBOOK POST:

So, how do you strike up a conversation with someone in person or on social media? Well, the answer is pretty simple—you just do it! Now, I know that initiating a conversation isn't always comfortable, so here are a few suggestions to help you.

First, when you're just starting up a conversation, remember that the goal is to simply connect with the person, not to try and bring up Beachbody as quickly as possible. Allow the conversation to progress naturally and there will be an opportunity to bring it up, I promise.

Second, if you're struggling to figure out how to strike up a conversation, consider these ideas:

- What do you have in common? Use this to start up a conversation.
- What is a sincere compliment you can give them? People love to get sincere compliments.
- Ask for their help with something. Find a meaningful, but simple, way they could help you and ask.
- Ask their opinion on something. Show you've noticed what they've been sharing and ask their opinion on something related to what they've been talking about.

Third, after you've started the conversation, use the F.O.R.M. approach to get to know them better.

1. F: Family – Ask about their family. “Do you have kids?” “Did you grow up in _____?”
2. O: Occupation – Ask about their job. “What do you do?” “How did you get into _____?”
3. R: Recreation – Ask about what they do for fun: “Do you have a hobby or play sports?”

Once you've gotten to know them better and established some trust through your conversation, invite them to do something (follow you on FB, join your FB group, etc.) that allows you to stay connected.

- M: Message – Add value and increase connection. “I've got a great Facebook group where we chat about health and fitness that I think you'd like. Can I add you to the group?”

Check out the How to Build Relationships document from Team Beachbody for more ideas on how to use the F.O.R.M. approach.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group ideas you have on how to connect with new people on social media
- Post a “sweaty pic” of yourself after your workout on your social media page and tag me

LEADER TIPS:

- This segment of the training is very focused on inviting and uses a lot of scripts and gives you opportunities to do role-playing to increase confidence.
- Talk with the Group about how you successfully start conversations with new people on social media, incorporating the F.O.R.M. approach as appropriate.

LINKS:

- How to Build Relationships: <http://tbbcoa.ch/Yz2rde>

LAUNCH PHASE II POST 2: Confidence

Quote of the Day: “Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence.” —Helen Keller

FACEBOOK POST:

Whenever you start something new, it is normal to feel impatient with the imperfections involved with learning how to do it and it's easy to lose confidence in yourself in this process. So, let's talk about confidence. Confidence isn't some mysterious thing; it's just a pattern of self-belief we develop from our experiences. Consider these five choices you can make each day to help increase your level of confidence.

- Choose to actively Coach. Your coaching business will be unique to you and so your self-confidence will improve as you increase your competency as a Coach. The only way to really increase your coaching competency is through experience. Jump in with both feet and show up every day for your business!

- Choose to see progress in the process. Trust the process you're going through and celebrate the growth you're experiencing as a Coach. Don't worry if it isn't perfect or if someone appears to be doing it better. Don't stress if there is pushback or if people misunderstand your intentions. Don't let excuses, no matter how convenient they are, cheat you of your potential as a Coach—just put your head down, focus on the basics, and keep going.
- Choose to set small goals and achieve them. Nothing inspires confidence like success. So set small goals for yourself as a Coach each day and achieve them.
- Choose to manage your mind. You are the gatekeeper of your mind. You decide what thoughts you allow to remain in your mind and those thoughts manifest themselves in what you do and your nonverbal actions. Personal development strengthens your mental immune system from the negativity that surrounds all of us.
- Choose to challenge yourself. As you gain confidence, use that confidence to push yourself to do even better. Continued growth and progress is key to ongoing self-confidence.

Check out this great [video](#) about having confidence and how to find it every time you lose it.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the group the first names of at least three people from your Contact List that you invited to the upcoming Challenge Group
- Post a pic of yourself with your Shakeology on your social media page and a benefit you enjoy from it, and tag me in the post

LEADER TIPS:

- Ask all your participants to send you a private message with an update on their progress to Success Club for the month. Note those who don't send you a message and reach out to them.
- Share experiences you've had that have helped you have more confidence as a Coach. Coaches who struggle with confidence will feel like they are the only one and everyone else "gets it."

LINKS:

- Having Confidence: Success, Failure, and the drive to keep creating Video: <http://bit.ly/1iVN1te>

LAUNCH PHASE II POST 3: Inviting to Challenge Groups

Quote of the Day: "No one has ever become poor by giving." —Anne Frank

FACEBOOK POST:

Successfully inviting contacts to a Challenge Group is a key part of your success as a Team Beachbody Coach. In our training, we've already discussed the Customer 5-Step Invitation Process [PDF](#) and [Video](#) and shared ideas on how to effectively invite others to become Challengers in a Group.

Don't get frustrated if you don't have people running to your Challenge Groups in large numbers just yet. As you post consistently on social media and share your Beachbody story with others, more and more people will come your way. Chances are, there are a lot of people watching you right now and their interest is growing, so be consistent each day!

Here are a few scripts that I have found helpful to use as I invite to Challenge Groups. It's important to use your own words, but these scripts can help you practice!

1. "Hey_____, how are you?!" (chat for a minute or so to get the conversation going)
"Well, just real quick, you've probably seen me sharing some information about the [Challenge Group Name] Group that I'm starting up in a few days. It's only ____days long, but it's going to help those in the Group see some amazing results. I think it's something that you'd really have a lot of fun with and I think you'd be a great addition to the Group we've got going. Plus, I'd really love the chance to work more closely with you! Can I shoot you over some more information so you can see if it would be of interest to you? Hope to hear back from you soon!"
2. "Hey_____, hope you're doing well! Just a quick heads-up, I'm starting a health and fitness Challenge Group using Beachbody's 21 Day Fix program on June 23rd and I wanted to make sure to invite you ASAP. I'm limiting the number of people in the Group so we can be more effective at helping and supporting each other and so I'm reaching out to a few people I've had in mind for this Group first to make sure they've got a spot if they're interested. Do you want me to send you some details on it to see if it's something you'd be interested in doing with me?"

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- What are some of the things you've shared with people to successfully invite them into a Challenge Group?
- Post a healthy recipe you enjoy, or one you plan to try, to your social media page, and share what you like (or think you'll like) about it, and tag me in the post

LEADER TIPS:

- Share any scripts you use that have been successful in inviting people to Challenge Groups. The value in scripts is in facilitating role-play and practicing to increase confidence, so look for opportunities to role-play with the Group here.
- Set an expectation of the number of people they should be adding to their social media page each day/week and then show them how to see who joined and make sure they're reaching out to them.

LINKS:

- Customer 5-Step Invitation Process PDF: <http://tbbcoa.ch/InviteGuide>
- Customer 5-Step Invitation Process Video: http://youtu.be/_8v9WB86lQU

LAUNCH PHASE II POST 4: Effective Social Media Posts

Quote of the Day: “Success is not a function of the size of the title, but the richness of your contribution.” —Robin Sharma

FACEBOOK POST:

The more you use social media to connect with people and help them as a Team Beachbody Coach, the better you'll get at it. It really is important to try and post at least three times a day on your social media. At first, you may not see that much of a difference in how people engage with your posts, but be consistent and I promise it will grow!

Here are 8 tips to consider:

- Add value in your content. Think about your ideal customer and make sure your posts add value to them.
- Ask yourself, what are the top 5 things I'm most passionate about and why? Then make sure you have a couple of posts each week about each thing on that list.
- Make sure your profile picture is a picture of your face...and that you're smiling.
- Update your cover photo to reflect 3–5 of the things you're most passionate about (from the list above). There are a lot of free online tools, like PicMonkey, that can help you do this.
- Visit other social media pages and blogs, and join in the conversation.
- Space your posts out during the day; don't post everything all at once.
- Use images and/or videos in your posts, not just text. Make sure that the images are eye-catching!
- Be You! Look at other pages for ideas you can use, but be yourself in your posts!

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group the first names of at least three people from your Contact List that you invited to the upcoming Challenge Group
- In the comments section, post your best pic from last week and share why it was your best!

LEADER TIPS:

- Take a close look at each Coach's social media page for the past few days. Make sure they've got a good balance and that they're posting regularly, and offer any suggestions you have directly to that Coach via private message or over the phone.
- Share with the Group some of your recent successful posts and why you think they were successful.

LINKS:

- PicMonkey: <http://www.picmonkey.com>

LAUNCH PHASE II POST 5: Handling Price Objections

Quote of the Day: “When you cease to make a contribution, you begin to die.” —Eleanor Roosevelt

FACEBOOK POST:

As you invite people to your Challenge Groups, one of the more common objections you’ll hear will be about price. Most of the people you will meet don’t currently allocate money in their budget to their health and fitness needs—that’s why they’re talking to you!

When you hear concerns on price, realize that in most cases the price isn’t the real concern, it’s just a convenient one. What you need to do is just ask a few questions to get to the real concern. Here are a few example questions to give you some ideas:

Client

“Yeah, I want to join your Challenge Group, but I just don’t have the money right now.”

You

[Relate and disarm the objection] “Great! I’m glad you see value in the Challenge Group; I know it’ll be a great step for you in reaching your fitness goals! And hey, I totally understand where you’re coming from, a lot of my clients had the same concern when they started. I just want to help you any way I can.”

[Ask a conversational question to relate to the client and build value in the Challenge Pack]

1. “Can I ask you, what part of the Challenge Group were you most excited about?”
2. “Would the sacrifices you’d have to make to get started be worth it if you reached your fitness goals?”
3. “I just don’t want to let financial concerns keep you from taking some important steps that could change your life...so how can we make this work for you?”

[After asking questions, circle back to the invite]

“I know it may not be easy to get started, but I can promise you that it’ll be worth it. Besides, the company has a 30-day money-back guarantee, so if you aren’t seeing the results you wanted, you can get your money back. You’ve got nothing to lose and a whole lot to gain. Can I count on you to be in this next Challenge Group?”

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group some ways you’ve successfully overcome price objections
- Post a tip on your social media page, using a pic or video, on how to stay motivated in sticking to a fitness and/or healthy eating program

LEADER TIPS:

- This is another chance for you to role-play with the Group so they can practice. Post a price concern to the Group and have them practice responding back to you and then give them ideas. They may be hesitant to role-play, feeling unsure of their answers, so encourage participation (maybe tag specific Coaches to have them start the responses).
- If you have your own scripts or ways you’ve handled price concerns successfully, please use those instead of the scripts provided.

LAUNCH PHASE II POST 6: Comfort Zones

Quote of the Day: “You can only grow if you’re willing to feel awkward and uncomfortable when you try something new.” —Brian Tracy

FACEBOOK POST:

Getting comfortable being uncomfortable will help you be more successful as a Coach. Anytime you learn something new, like the skills of becoming a successful Coach, you’ll often find yourself feeling uncomfortable. That’s okay, it means you’re pushing yourself to try new things!

Research has shown that when you’re outside of your comfort zone:

- You’re more productive because you’re more focused.
- You’ll have an easier time adjusting to new and unexpected positive changes in your life.
- You’ll find it easier to push yourself in the future.
- The creative side of your brain is more active.

With time and experience you’ll become more proficient in the skills of coaching and be more comfortable, but for now, give yourself permission to be uncomfortable and be learning. If you’re struggling to get outside your comfort zone, here are some suggestions.

- Be accountable to someone: When you know someone else is going to be checking in on you, it’s harder to retreat to your comfort zone. Give someone permission to hold you accountable.
- Play to your strengths: Don’t focus on your weaknesses, instead identify the things you do well and structure your actions to leverage those strengths. When you play to your strengths, it’s easier to do new things because you’re more confident.
- Make your goal matter to you: You have to know that the actions that are outside your comfort zone have a purpose and will help you get to where you’re trying to go.
- Increase your conviction: When you believe in something, when it matters to you, it is easier to go outside your comfort zone. Make it purposeful to you and you’ll make it easier to do.
- Practice and role-play: There is a reason professional athletes practice more than they play—it builds confidence and skills. If you’re struggling to get outside your comfort zone, get with another Coach and role-play situations and practice over and over again and it will make it much more natural for you when “game time” comes!

Right now, focus on disciplining yourself to do your daily coaching disciplines so they become habits for you. That is the goal! Watch a [Coach Success Story video](#) to see how other successful Coaches step out of their comfort zones and achieved their goals.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group the first names of at least three people from your Contact List that you invited to the upcoming Challenge Group
- Post a “sweaty pic” of yourself after your workout on your social media page and tag me

LEADER TIPS:

- Generally speaking, people don't like to be "pushed" out of their comfort zones, so being overly bossy in an attempt to help them tends to backfire. A better approach is to help them see that what they want (their goals), require them to do new things or do things differently (generally, things outside their comfort zone), and then offer to support them using accountability to help them get what they want.

LINKS:

- Coach Success Story Videos: <http://tbbcoa.ch/CoachSuccessVideos>

LAUNCH PHASE II POST 7: Handling Commitment Objections

Quote of the Day: "Thinking will not overcome fear...but action will." —W. Clement Stone

FACEBOOK POST:

Most people you speak with who are looking to improve their fitness and overall health won't be in the habit of finding time to work out and eat healthy. They'll tell you that they feel incredibly busy and so while they know they need to do something to get healthy, they can feel unsure about their ability to fit it into their schedule. In short, they can be afraid to commit to the Challenge Group.

If you get this concern, be very excited because everything about Beachbody is designed to help make fitness more convenient and effective for people in just this situation!

As with all objections, the first thing you need to do is relate to the customer, so they know you're on their side and then ask questions. Here's an example:

Client

"I think it sounds good, but between work and everything else in my life, there's no way I could find the time to do it right now."

You

[Relate to the client and then ask questions]

- "Yeah, we could all use a few more hours in the day, right?!"
- "I get it, most of my clients had the same exact concern when they got started. I appreciate you taking this so seriously, it makes me want to help you even more!"

[Ask questions]

- a. "So, what would the right balance look like for you?"
- b. "Just to make sure we're looking at this from all angles, let's just say you decided to jump into the Challenge Group and had to find the time to do it, what would you have to do to get that time? Do you think the results would be worth it?"

[After asking questions, circle back to the invite]

1. “I know it may not be clear how you’ll find the time right now, but I can tell you that I’ve worked with a lot of people with the same concern and they’ve found the time and have told me what they gained was well worth it. And, they also found that it wasn’t as hard to make their health and fitness a priority as they thought it was, thanks to the Beachbody products and programs. Why not just go for it and join my Challenge Group!”

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group ways you’re helping people overcome their fear to commit
- Post a pic of yourself with your Shakeology on your social media page and share a benefit you get from drinking it each day and tag me in the post

LEADER TIPS:

- Make sure you share your own scripts and personal examples on how to overcome objections.

LAUNCH PHASE II POST 8: Consistency

Quote of the Day: “It’s not what we do once in a while that shapes our lives. It’s what we do consistently.” —Tony Robbins

FACEBOOK POST:

One of the key determining factors of your success as a Coach will be your consistency in building relationships and showing up for your business every day. You’re growing, learning, and becoming a better Coach every day, but you’re also at the point where consistency can be a challenge.

Showing up each day for your business is how you’ll reach Success Club this month and become a Success Starter Coach! Be consistent in building your business!

In fact, in a recent event, CEO of Beachbody, Carl Daikeler, shared that the difference between Coaches who succeed with their coaching business and those who flounder comes down to two things:

- Intensity
- A desire to help people

He went on to explain that your intensity is your drive to be successful as a Coach, that you show up every day for your business even with everything else you have to juggle in your life. You find a way to make it a priority.

He then spoke on the importance of having a sincere desire to help people build a successful coaching business. People can tell when you’re sincerely interested in helping them and when you’re not. The great thing is—the more people you help, the more you earn as a Coach.

So, here's something I want you to try. Today, I want you to ask the following question to at least five people and then come and share the outcomes of those conversations with the Group:

"When was the last time someone helped you with your fitness goals?"

Then let the conversation happen from there. The further you go with that discussion, the more unique you'll be in people's lives. Watch another [Coach Success Story video](#) to gain motivation and get excited about your business.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group the outcomes of the five conversations you started using the question above
- Post a healthy recipe that you like (or one you want to try) to your social media page, share what you like (or think you'll like) about it, and tag me in the post

LEADER TIPS:

- You should also ask five people the same question you asked your Group to ask their five people and then post your experience with it as well.
- Share ideas you've found to make sure you're consistent in your business. Especially highlight short-term sacrifices you've had to make and why you feel it is (or will be) worth it.

LINKS:

- Coach Success Story Videos: <http://tbbcoa.ch/CoachSuccessVideos>

LAUNCH PHASE II POST 9: Asking for a Decision

Quote of the Day: "Few things in the world are more powerful than a positive push...a 'you can do it' when things are tough." —Richard M. DeVos

FACEBOOK POST:

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

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

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

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

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

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

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group ways you've used to effectively ask your contacts for a decision
- Post a "sweaty pic" of yourself after your workout on your social media page and tag me in the post

LEADER TIPS:

- Role-play, role-play, role-play with this one. Asking for a decision in a direct and clear way makes most Coaches very nervous and sometimes they can be overly direct. This is one of those finer skills that will make a big difference in their business once they get the hang of it, so don't gloss over this part of the training.

LAUNCH PHASE II POST 10: Power of 3

Quote of the Day: "Small disciplines repeated with consistency every day lead to great achievements." —John Maxwell

FACEBOOK POST:

We've discussed how consistency is critical when it comes to successful coaching. It can be difficult to fit your coaching into an already busy schedule, but I know you can do it and I promise you it will be worth it!

If you're struggling with consistency, I encourage you to find a way to give your business an hour a day. You may have to get up a little earlier, record one of your favorite TV shows to watch it later, or shuffle around some other things in your daily schedule. Whatever the sacrifice, the benefits of a successful coaching business will far outweigh the costs.

Something that will help you is to also have a clear focus of things to be doing during this time. We've talked about a lot of those things in this training so far, but today I want to share something that many Coaches use successfully called the Power of 3.

Here's how the Power of 3 works. During the time you've dedicated to your business, make sure you do the following EACH DAY:

1. Friend Request: Add 3 new people on Facebook and/or Instagram
2. Message 3 people privately through Facebook (use the F.O.R.M approach) about a non-Beachbody topic

3. Invite 3 people to a Challenge Group
4. Follow up with 3 people
5. Talk to 3 people about coaching

Using the Power of 3 to focus your business efforts is a great way to simplify what you need to be doing and make sure you're consistently doing the right things to help more people and grow your coaching business.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group the first names of at least three people from your Contact List that you invited to the upcoming Challenge Group
- Post a reminder about your upcoming Challenge Group on your social media page and tag me

LEADER TIPS:

- We're hitting on a lot of the same themes during this phase and that is on purpose. Remember, we're trying to help the new Coach build habits on the core activities that will bring about results. The Power of 3 is a time-management technique that will help them focus their time and to know exactly what to do when they "work their business."
- Make sure you get a feel for how many people are currently doing all of the points in the Power of 3 and help those who aren't with specifics on how they can improve.

COACH BASICS: EMERALD PHASE

EMERALD PHASE POST 1: Welcome

Quote of the Day: "The starting point of all achievement is desire." —Napoleon Hill

FACEBOOK POST:

Welcome to the next phase of your Coach Basics training! Congratulations on your progress!

This phase is called the Emerald phase. Our goal here is to help you reach the next growth milestone in your business: enrolling your first two Coaches and achieving the rank of Emerald.

Up to this point, we've focused on helping you find customers from your friends and family. A key step in expanding the number of people you impact is by finding others interested in coaching. Plus, when you start to have a team of Coaches working together, it's just a lot more fun!

I know this concept of "rank advancement" can be new, so watch this quick video Beachbody made to explain the concept. ["How to Rank Advance video"](#)

In this phase of your training, here is what I'm going to ask of you:

1. **Be Consistent:** Start setting aside at least an hour a day where you just focus on your coaching business. Getting in the habit of daily activity is critical for your success. Commit to doing this for 30 days and you'll see the results!
2. **Keep it simple:** Always remember that the most important thing you do as a Coach is connect with people and help them with their health and fitness goals. Success comes through adding value to the lives of others in this way, so don't overthink it—just connect and help people and the rest will follow.
3. **Trust the process:** Don't feel like you need to reinvent the wheel and don't get impatient. The things I'm going to share with you here have been proven to help Coaches in the stage you're in right now. Trust the process to work for you!

YOUR DAILY ACTION ITEMS:

- Introduce yourself to the Group and share your favorite part about being a Team Beachbody Coach
- Share with the Group what flavor of Shakeology you had today and your workout
- Post a "sweaty pic" of yourself from your workout to your social media page and tag me in the post

LEADER TIPS:

- The Coaches in this phase are those who are progressing in their business. Congrats! Remember, the goal of Coach Basics is to take a new Coach and bring them to Emerald with the skills and experience necessary to set them on an accelerated course to Diamond. These are still new Coaches but since they've proven themselves to be potential leaders, set their focus on Emerald!
- This phase focuses on adding the skills necessary to recruit Coaches in addition to finding customers. Be prepared for many of your new Coaches to be well out of their comfort zone and you'll need to pay close attention to anyone who seems to suddenly drop off the radar.

LINKS:

- How to Rank Advance video: <https://youtu.be/GoAYtwzqCdc>

EMERALD PHASE POST 2: Customer Conversion

Quote of the Day: "To add value to others, one must first value others." —John Maxwell

FACEBOOK POST:

So, I've got some good news for you! Achieving your Emerald rank isn't going to be that difficult because you already have some great customers! In fact, you'll find that most of your Coaches will come from customers who've had a great experience with Beachbody. One of the best ways to find Coaches is to keep focusing on helping your customers get great results and encourage them to share those results with others on their social media pages and then simply suggest they consider becoming a Coach.

Have you been hesitating to invite your customers to join your Team as new Coaches? That's understandable, but we have some great tools to help you!

Download the [Customer to Coach Guide](#) to move you smoothly through the process. It is a natural progression and we have created the tools to help you make it happen. Think about your current customers and other contacts as you review the guide and it will give you some great ideas to use. Some good tips to keep in mind:

- Don't be hesitant to invite a customer to look into coaching.
- Share why you decided to become a Coach.
- Keep it simple; don't overwhelm them with a ton of information.
- Convey confidence in their ability to be a successful Coach.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group the first names of at least three people you've invited to your Challenge Group
- Post a pic of yourself with your Shakeology on your social media page and share a benefit you get from drinking it each day. Tag me in the post

LEADER TIPS:

- Share some of the things you look for in your customers to identify who would be a good candidate for coaching.
- Pay attention to how your Coaches try and upgrade their customers to Coaches. If it's done with the best interest of the customer in mind, it won't feel like a "bait and switch" discussion...it will feel like a compliment (that they've noticed something in them that would make them a good Coach).

LINKS:

- Customer to Coach Guide: <http://tbbcoa.ch/WVaRq6>

EMERALD PHASE POST 3: How you Earn & Team Builder

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

FACEBOOK POST:

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

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

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

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

The benchmarks are:

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

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

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Private message me an update on your Success Club goal for the month
- Post a healthy recipe you're going to make, using a pic, on social media and why you like it, and tag me in the post

LEADER TIPS:

- The topic of commissions has probably come up before now with the Group. This is really your opportunity to talk about the compensation plan as a whole and build a vision of the income potential available to them as Coaches. (Be careful not to make income claims or promises.)
- This is the first time the Leadership Ladder is mentioned, make sure people aren't confused by it. Remember, a simple explanation is in the Participant Guide.

LINKS:

- Compensation Plan video: <https://youtu.be/mtEJglZy-ng>
- Leadership Ladder: <http://bit.ly/1HSs5jF>

EMERALD PHASE POST 4: The Coach Opportunity Presentation

Quote of the Day: "Opportunity is missed by most people because it is dressed in overalls and looks like work." —Thomas Edison

FACEBOOK POST:

As you begin talking with people about coaching, it's important to keep the discussion simple and focused. You'll want to clearly explain what coaching is and the opportunity it offers and then listen to them. People may come to you with misconceptions about the direct sales business model, they may be skeptical that it will work for them, or they might be ready to go but are unsure how to start.

Always start talking about coaching by sharing why you became a Coach and what you enjoy about coaching. Your conviction and passion about coaching will be the most powerful motivator in conveying the opportunity. If you want more ideas on how to invite someone to learn about coaching, check out the Coach 5-Step Invitation Process.

When someone accepts your invitation to learn more about coaching, a great tool to use to share information about the Coaching Opportunity is the Coach Opportunity Presentation. This presentation will help you share what coaching is all about in a simple, direct way with someone who has expressed interest in learning more. There is even a presentation guide that you can use to help you prepare your presentation.

Whether you use the presentation itself or simply use it as reference for your own way of introducing coaching to others, it is a great tool available to you.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group the first names of at least three people you've invited to your Challenge Group
- Post a fitness-related tip to your social media page and tag me in the post

LEADER TIPS:

- Share with the Group some ideas on how you've had success sharing the Coaching Opportunity and how you use the presentation (if you do).
- Help your Coaches understand the balance between sharing enough information to make a decision versus sharing everything they know about coaching in this presentation. The simpler you can keep the presentation, the easier it will be to successfully invite someone to coach.

LINKS:

- Coach 5-Step Invitation Process: <http://tbbcoa.ch/1ld7rLf>
- Coach Opportunity Presentation: <http://tbbcoa.ch/CoachOppUSENG>
- Coach Opportunity Presentation Guide: <http://tbbcoa.ch/CoachOppGuideUSENG>

EMERALD PHASE POST 5: Handling Objections about Coaching

Quote of the Day: "An objection is not a rejection; it is simply a request for more information." —Bo Bennett

FACEBOOK POST:

Hey! So, as you have experienced by now, not everyone you talk to is ready the first time you invite them to join your Challenge Group. Sometimes, you have to answer additional questions and overcome concerns. It doesn't mean you're doing anything wrong, it is just part of building trust in you as their Coach and them working toward a decision.

It'll be the same when you start inviting people to coaching! You may have a customer who you just KNOW would make a GREAT Coach but they don't say yes to your invitation. That can be frustrating, but it's part of the process in many cases. Try and see their objections or questions as opportunities to increase trust with the person and don't take it personally. Often, the people with the most questions and concerns become your most committed Coaches!

Remember the How to Overcome Objections guide? Review the tips there on how to handle objections like a pro! You don't have to have all the answers, just relate to your customer and then ask questions for more information. Here are a few examples:

- “If you were to Coach, what do you think you'd enjoy most about it?”
- “How could earning some additional income be helpful to you right now?”
- “What interests you the most about coaching?”

And, don't forget, even if someone isn't ready for coaching right now, make sure you ask them if they can think of anyone who would be ready. These types of referrals are very valuable to your business and will keep you connected with that person—you never know when they'll be ready to take up coaching!

So, let's work together here! What objections are you hearing when you invite people to coaching? How are you handling them?

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group some of the objections you've received as you invite people to coaching and how you've addressed the objections
- Post a “sweaty pic” on your social media page from your workout and tag me in the post

LEADER TIPS:

- Use role-play here to help build confidence in overcoming objections. Stay positive and help your new Coaches understand that these obstacles are just part of the process of inviting someone to Coaching.
- Share your best practices or any scripts you use with the Group.

LINKS:

- How to Overcome Objections: <http://tbbcoa.ch/10zZVBC>

EMERALD PHASE POST 6: Be Proof the Products Work

Quote of the Day: “Example, whether it be good or bad, has a powerful influence.” —George Washington

FACEBOOK POST:

Guess what? You don't have to be in perfect shape to be proof the products work! You just have to be actively participating! If you're going to ask someone to do something, you better be doing it yourself. You are the best advertising for your business...remember, it's one of the 3 Vital Behaviors of successful coaching!

To be an effective Coach, you will need to have your own “customer experience” with Beachbody products. Having your own customer experience gives you more conviction, passion, and integrity and your potential customers will notice that and relate to it. Even if you have someone sign up as a Coach from Day 1, they'll still need to have their own customer experience.

As you share your journey, you'll be building a following of people on social media. You can't try to shortcut this step or fake it. This will completely undermine everything you're trying to do. Be honest with your followers about what you're experiencing and they'll relate with you. Most people will identify with your customer experience before they'll identify with your coaching experience.

Being proof that the products work will also increase your confidence when it comes to sharing Beachbody with others—and confidence is a key component of successful inviting!

Be proof that the products work!

Some great ways to hold yourself accountable and share on your social media page is to take a daily workout picture or a picture of your Shakeology. It will inspire others, keep you focused, and create opportunities for discussions with contacts in your network (now you see why we've been doing this every day!).

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group the first names of at least 3 people you've invited to your Challenge Group
- Post an update to your story incorporating the changes since you started coaching to your social media page and tag me in the post

LEADER TIPS:

- Share your "customer experience" with the Group and how it has helped you be a more effective coach.
- Sometimes new Coaches can underestimate the power of the progress they're making with their own transformation at this point. Make sure to point out the progress they're making and celebrate it.

EMERALD PHASE POST 7: Nutrition Products

Quote of the Day: "A healthy outside starts from the inside." —Robert Urich

FACEBOOK POST:

The more you know about Beachbody's products and programs, the better you'll be able to match the needs of your customers with the right solution. You don't need to be a scientist to understand and speak about our products, but you should be able to speak to the benefits of each line.

Beachbody has prepared several tools to help you learn more about their product lines and how to talk about them with your customers. Check out the links below to learn more about each nutritional product line. Check out each one of these training guides and let me know something you learned from reviewing them!

- [Shakeology Training Guide](#)
- [Shakeology Boosts Training Guide](#)
- [Beachbody Performance™ Training Guide](#)
- [Beachbody Ultimate Reset® Training Guide](#)
- [3-Day Refresh® Training Guide](#)

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group one thing you learned from reviewing each of the training guides
- Post an image of yourself with your Shakeology on your social media page, talk about a benefit that it gives you, and tag me in the post

LEADER TIPS:

- This is a detail-heavy post. There is a lot of information here and the goal is NOT to have your new Coaches feel like they have to memorize everything. The main point is that they know the information is available to them and they begin to master a few points about each product line that will help them better match Beachbody solutions to customer needs.

LINKS:

- Shakeology Training Guide: http://tbbcoa.ch/SHAKE_PTG
- Shakeology Boosts Training Guide: <http://bit.ly/1eGY8ar>
- Beachbody Performance Training Guide: <http://bit.ly/1M1FHMm>
- Beachbody Ultimate Reset Training Guide: <http://bit.ly/1Mz4czB>
- 3-Day Refresh Training Guide: <http://bit.ly/1BdAoDM>

EMERALD PHASE POST 8: Attraction Marketing 101

Quote of the Day: “When you believe in what you’re doing and use your imagination and initiative, you can make a difference.” —Samuel Dash

FACEBOOK POST:

As you look for ways to add value and connect with people as a Team Beachbody Coach, you’ll soon find that a major factor in a person’s decision to try Beachbody products is you!

It’s never too early to start thinking about what you’re “putting out there” as a Coach because it impacts how people react to you and respond to your invitations. So today, let’s start thinking about ways you can attract more people through social media by starting to build your own brand as a Coach.

I know this may sound complicated, but it really isn’t. At this point, we are just trying to make sure we do three things:

1. Identify clearly who we are and what interests we have that can be used to connect with others.
2. Based on step 1, we want begin to identify the target market for our business and what they’re interested in.
3. Make sure our social media posts are reflecting both steps 1 and 2.

Check out the [How to Attract People to your Business](#) tool to help you start identifying and attracting more people to your business through social media. Then, take a look at [Create a Monthly Marketing Plan](#) for some simple ideas on how to create a simple plan to put it into action.

Finally, look at out the [How to Create Your Brand video](#) for some ideas on how to start building your own brand.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group the first names of three people you've invited to your Challenge Group
- Make a meal plan for yourself for the next 3–5 days. (If possible, do some meal preparation and take pictures of it.) Then post the meal plan on your social media page and tag me in the post

LEADER TIPS:

- The videos in this post are very helpful; make sure your Coaches watch them.
- This is a topic that most new Coaches will struggle with, but it is important to helping them have the groundwork ready to be a strong Diamond. Look for changes in their social media posts after this lesson and if you don't see changes, revisit it with that Coach.

LINKS:

How to Attract People to Your Business: <http://bit.ly/1IOYOZs>

Create a Monthly Marketing Plan: <http://bit.ly/1hbdaHe>

How to Create Your Brand video: <http://youtu.be/-Ahl4cJxdls>

EMERALD PHASE POST 9: Getting Your New Coaches Started Right

Quote of the Day: “The secret to getting ahead...is getting started.” —Mark Twain

Facebook Post:

So you are starting to sponsor new Coaches! Yee-haw!

Helping your Coaches get started right is a key part of being a successful Beachbody Coach and running a successful business. To make this easy, I recommend following the [How to Get Your New Coaches Started Right](#) tool. It will walk you through, step-by-step, how to help your new Coaches get started right.

Completing the [Business Quick Start](#) and getting your new Coach plugged into a Coach Basics group right from the start = SUCCESSFUL COACHES! You've experienced firsthand what it is like to be a new Coach and you know that supporting them as they get their coaching business launched is critical.

To help you, there is also a [Coach Follow-Up Tracker](#) that you can use to keep track of your activities to support your new Coaches.

Check out this [video](#) with some great ideas on how you can help your new Coaches get started right.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Ask your sponsor Coach or upline leader when the next Coach Basics program is starting, put it in your calendar, and invite your new Coaches to participate
- Post a reminder about your upcoming Challenge Group to your social media page and tag me in the post

LEADER TIPS:

- There are a TON of tools available to help a new Coach get their Coaches started right...some of them may work for your new Coaches and some may not. Use and recommend them as best meets the needs of the Group. The goal is to give them everything they need to get started successfully but not an ounce more (so we don't overwhelm).
- Be aware if your new Coaches are feeling unsure of their abilities to mentor other new Coaches. If you get this vibe from the Group, express confidence and review the steps they should follow to onboard a new Coach. Be careful that you don't assume they "get it" at this point.

LINKS:

- How to Get You New Coaches Started Right: <http://tbbcoa.ch/1ljQ7Zx>
- Business Quick Start: http://tbbcoa.ch/7Day_Start
- Coach Follow-Up Tracker: <http://tbbcoa.ch/1jng6e8>
- Helping Coaches Get Started Right video: <http://youtu.be/gwZH6b2MUSY>

EMERALD PHASE POST 10: Expanding Your Reach

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

FACEBOOK POST:

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

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

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

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

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

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

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share something you're doing to expand your reach as a Coach with the Group
- Post a "sweaty pic" of yourself after your workout on your social media page and tag me in the post

LEADER TIPS:

- If you haven't done so already, encourage your new Coaches to track the number of new followers they get each day/week. Make sure they're FORMing with all new followers.
- New Coaches usually don't fully understand that their business next month or the month after starts today, with the people they're connecting with now. Help them build up their pipeline of future business by making sure they're expanding their network.

LINKS:

Expand Your Market document: <http://tbbcoa.ch/19Tph6p>

How to Find More People video: http://youtu.be/gFCQWqwi_30

EMERALD PHASE POST 11: Improve Yourself & Increase Your Income

Quote of the Day: "If you want to be wealthy and happy, learn this lesson well: Learn to work harder on yourself than you do on your job." —Jim Rohn

FACEBOOK POST:

Most of us have been taught to pursue success by focusing on what we want to do and our tendency is to go directly for those things and the money required to provide for them. What if I told you that this focus was the main reason why most people never reach those goals? Our greatest leverage to achieve our goals in life, and succeed as a Coach, is our focus on improving who we are and who we are becoming.

This is why personal development is a non-negotiable element of successful coaching.

As world-renowned author Jim Rohn says, "I've found that income rarely exceeds personal development. Sometimes income takes a lucky jump, but unless you learn to handle the responsibilities that come with it, it will usually shrink back to the amount you can handle."

Remember, the **G.R.O.W.** acronym to get the most out of your personal development by keeping these ideas front and center in your mind.

- **Goal:** What are you trying to improve or achieve?
- **Reality:** Where are you now? What's working? What's holding you back?
- **Opportunities:** What are your areas of strength and how can you play to those strengths more?
- **Way Forward:** How are you going to handle challenges? What are your next steps?

Make sure you're doing at least 10 minutes of personal development each day!

Watch the 8 Secrets of Success video and consider what it means for you as a Coach.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group what you're doing for personal development and how it has impacted you
- Post something you've learned from your personal development recently on your social media page and tag me in the post

LEADER TIPS:

- Reaffirm to the Group the importance of personal development and ideas on how you find a way to do it every day.
- Personal development can feel like it doesn't have any real connection to success as a Coach, so you may need to continue to reinforce its importance. You can't draw water from a well that is dry...and personal development puts water back in your well each day.

LINKS:

- The 8 Secrets of Success video: <http://bit.ly/1sa1Cbb>

EMERALD PHASE POST 12: Set S.M.A.R.T. Goals

Quote of the Day: "A dream is just a dream. A goal is a dream...with a plan and a deadline." — Harvey Mackay

FACEBOOK POST:

The more specific your goals are, the easier it will be to align your efforts to them. Setting short-term goals and achieving those goals illustrates discipline and discipline is an important part of what you do as a Coach!

So, what is your goal for your Beachbody business? Some of you may have a clear idea already, and others may have no idea. Here's a great question to ask yourself:

"If I knew I couldn't fail, what would I love my business to accomplish for my family and me?"

Setting effective goals will make you more effective as a Coach because it focuses your efforts and helps you have better discipline.

A useful way of making goals more powerful is to make them S.M.A.R.T. goals. S.M.A.R.T. usually stands for:

- S – Specific (or Significant)
- M – Measurable (or Meaningful)
- A – Attainable (or Action-Oriented)
- R – Relevant (or Rewarding)
- T – Time-bound (or Trackable)

As we've discussed, your main goal right now should be to hit Success Club each month. That means you have helped 3–5 people each month get started with a Challenge Pack or Shakeology. So, to do this, how many people will you need to invite to your Challenge Group each week? How many conversations will you need to start? You see, having a specific goal helps create a specific game plan for your daily business activities.

Take a few minutes and watch this video on [Setting Goals and Creating an Action Plan](#).

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share one of your SMART goals with the Group in addition to your Success Club goal
- Post a health or fitness tip on your social media page that has been helpful to you and tag me in the post

LEADER TIPS:

- Private message the Coaches in the Group and ask them for an update on their Success Club goal for the month.
- Make sure each of your Coaches' goals fit the S.M.A.R.T. framework and that there is accountability associated with it.

LINKS:

- Setting Goals and Creating an Action Plan video: <http://youtu.be/hYVxbFUiwpl>

EMERALD PHASE POST 13: Social Media Fine-Tuning

Quote of the Day: “If you can find a path with no obstacles...it probably doesn't lead anywhere.” – Frank A. Clarke

FACEBOOK POST:

We've spent a lot of time talking about using social media to reach more people and build your coaching business.

So, are you noticing an increase in your number of followers? A good rule of thumb is to try and add three new followers per day to your social media pages. If you're posting regularly and trying to follow the guidelines we've discussed in our training, this should be happening.

If it isn't, or if you're still looking for ways to fine-tune your social media posts, consider the following:

- **Timing.** You can have the best posts in the world, but if they aren't seen by your followers it isn't going to help your business. Make sure you post during peak usage times for your followers. For example, if your audience/followers are young mothers, a peak usage time might be early in the morning before the kids wake up, or in the middle of the afternoon when they go down for a nap. You'll need to do some trial and error to figure out the best times to post. Vary the times of your posts and notice what times get the most attention and then try to post during those times.

- The “look” of your posts. Make sure your posts use bright, colorful images that are clear. Try to avoid recycling stock photographs or using images that seem old or outdated. As much as possible, make sure YOU are in the photos you post. For example, if you have a cool quote you want to share instead of just sharing an image of the text, take a picture of yourself and then put the quote in the image with you. Your followers follow YOU, so make sure you make regular appearances on your pages.
- Calls to action. At the end of your posts, ask people to comment or like the post. Sounds pretty common sense, but it will make a difference. For example: “Are there any dog lovers out there? Click ‘Like’ if you’re a dog lover!” or “I love BBQ chicken pizza! Comment below on your favorite pizza!” Then, look at the likes and comments and anyone you haven’t talked to before, and reach out to them directly. Your post gives you a way to strike up a conversation!

You’re building new habits on social media, and in many areas of your life, so it may not feel natural at first but stick with it! Check out the [Try Something New for 30 Days](#) video and think how it relates to you.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group an idea you’ve found helpful to improve your social media posts
- Post a “sweaty pic” on your social media page from your workout and tag me in the post

LEADER TIPS:

- Make sure your Coaches are using apps to dress up their pictures, have shown they can edit a pic with the app, and have posted a video to their social media page at this point.

LINKS:

- Try Something New for 30 Days video: <http://bit.ly/1nXv8uI>

EMERALD PHASE POST 14: Using Short Clean-Eating Challenges

Quote of the Day: “Transformation in the world happens when people are healed and start investing in other people.” —Michael W. Smith

FACEBOOK POST:

A great way to add value to your contacts, and help them take a step closer to becoming a customer, is to use shorter clean-eating challenges. In fact, people new to fitness and clean eating may be reluctant to sign up for a 60-day or 90-day Challenge Group, but will try a shorter challenge because it requires a smaller commitment.

These shorter challenges can help you build trust with customers when they see results in such a short time and the value you add as their Coach.

Here are two ways you can run a short-term Challenge Group:

1. 3-Day Refresh Challenge Group: The 3-Day Refresh is a great way to get your customers on track to healthy eating, to break bad eating habits, and to feel leaner and cleaner in just three days. It's also a great way to introduce someone to Shakeology since it's the breakfast shake for the three days. They can either purchase the 3-Day Refresh Complete Kit or they can buy the 3-Day Refresh Challenge Pack. Most people lose 3–5 pounds and are able to keep it off by following the 3-Day Refresh Maintenance Guide (also sold in the TBB.com store).
2. Many Coaches find success with running FREE 5-day or 7-day Clean-Eating Challenges. You can easily do this on your own by using the 5 or 7 days of the 3-Day Refresh Maintenance Guide. Other Coaches use the TurboFire® 5-Day Inferno Plan. There are a lot of ideas on how to run these kinds of groups on Pinterest and Facebook, so look around and get some ideas that appeal to you! To learn how other Coaches do this watch this video on [How to Add Value to Your Business with Challenge Groups](#).

Also, if you're still looking for ideas on how to connect better with your prospects, watch the [Building Relationships & Perfecting Inviting](#) video.

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Look around social media for some free clean-eating, or similar, challenge groups and share some ideas of what you've found with the Group
- Post a health or fitness tip on your social media page that is helpful to you and tag me in the post

LEADER TIPS:

- Free groups are a great way to add value and attract new contacts and customers. Use this opportunity to share your best practices with them and encourage them to try the group.
- Other “free” short-term groups ideas include: water challenges, planking challenges, book clubs.

LINKS:

- How to Add Value to Your Business with Challenge Groups video: <http://youtu.be/RnQ7OwvZqYc>
- Building Relationships & Perfecting Inviting video: http://youtu.be/L-torXzbO_w

EMERALD PHASE POST 15: Keeping your “Why” present in your life

Quote of the Day: “Having a purpose and knowing exactly what your values are will add additional years to your life.” —Dan Buettner

FACEBOOK POST:

So, now what? Now, you keep on going! Successful Coaches learn that consistency is one of the most important things for their coaching business. What we do as Coaches isn't easy, but it's also not

complicated. Don't get bored with the basics we've been discussing here, keep working on them and get better and better at them and you'll see more and more success as a Team Beachbody Coach.

There are so many people who need your help. You're better prepared than you were when you started this training, and you'll continue to improve and see success with your business as you keep going.

At the beginning of your Coach Basics training, we talked about the importance of your "Why"...and today, we're going to go back to that. With all of the skills and strategies you're learning, don't forget that the most important thing you have in your coaching business is your Why.

Find a way to keep your Why "present" in your life. Maybe it's a note on your bathroom mirror or something taped to your refrigerator. Maybe it's creating a "dream board" you hang near your desk or a bracelet you wear on your wrist. It doesn't matter what it is as long as when you see it, it reminds you of your Why.

Don't stray from your Why and you'll always stay centered on what it means to be a Team Beachbody Coach.

I want you to watch this video, featuring Steve Jobs, and think about how it applies to you and your coaching business.

As a graduate of this Coach Basics training program, make sure you go print out your Coach Basics certificate and post a pic of you with it and use the hashtag #TBBCoachGrad!

YOUR DAILY ACTION ITEMS:

- Share with the Group what flavor of Shakeology you had today and your workout
- Share with the Group how you are going to keep your Why present in your life
- Post on your social media page what you like about being a Team Beachbody Coach and tag me in the post

LEADER TIPS:

- Help your new Coaches get plugged into the Emerald to Diamond training at this point. Congratulate them on completing Coach Basics and get them excited about the next step in their training program.

LINKS:

- Coach Basics Certificate: <http://bit.ly/1MYONtt>
- Steve Jobs video: <http://bit.ly/IN1Lf8>