



COACH BASICS

LEADER GUIDE

HOW TO TRAIN YOUR TEAM
FOR SUCCESS.

COACH BASICS

WELCOME – COACH BASICS IS A BUSINESS BUILDER TOOL

Congratulations on deciding to lead your Coaches to greater success with Coach Basics! The Coach Basics training program is a business builder tool. It is meant to help every new Coach who enrolls on your Team have the best in support and training from the very start.

Developed in cooperation with some of our most successful Team Beachbody Coaches, this training is designed to help get your new Coaches earning Success Club and reaching Emerald rank, armed with the skills they'll need to become successful and stable Diamond and Team Leader Coaches.

You should be kicking off Coach Basics training groups every month for new and struggling Coaches on your Team. You can run these groups on your own or team up with other Coaches. No matter who you include in your Coach Basics training, the goal of the program remains the same: help every Coach see success by effectively connecting, inviting, and supporting others in the quickest possible time frame.

Focus on engaging with your new Coaches during the training and remember, some will take it and run with it, and some won't. That isn't a reflection on you, that's their decision. You do your best to create the best environment for them to take the steps necessary to successfully run their own coaching business. This guide should help you do just that.

COACH BASICS LEADER GUIDE

This Coach Basics Leader Guide has been prepared to help you execute an effective Coach Basics training program. In this guide, we will cover the details of Coach Basics and all the tools available to you as the facilitator of the training.

The Coach Basics training you do every month with your new Coaches is critical in fulfilling our mission as a company. Keep in mind, every new Coach you take the time to nurture and help grow is someone you've mentored to go out and help others make life-changing differences. We are all united behind this common cause of helping others reach their goals and live healthy, fulfilling lives.

Every one matters.

OBJECTIVE OF COACH BASICS

The objective of Coach Basics is to help a new Coach reach Emerald with the skills and experience necessary to help them get to Diamond and become a Team Leader. You will do this by focusing on skills in the following areas:

- **Inviting:** Help the new Coach help their first 2–3 customers to increase experience and confidence
- **Overcoming Objections:** To increase the rate of success
- **Consistency:** Showing up every day for their business to build a habit of activity
- **Social Media:** Ability to market more effectively on social media and expand reach

You will also introduce the importance of personal development, product knowledge, and effective goal setting.

Think about a new Coach's business like an airplane trying to take off. The airplane on the ground has the *potential* to fly, but there is some work involved in getting it off the ground. Pilots carefully calculate what they'll need to do to get the plane in the air, including how long the runway needs to be so they can build up sufficient speed. Like an airplane, your new Coaches have the *potential* to do great things and help a lot of people, but there is some work needed to get them off the ground with their new coaching business. For a new Coach, the greatest initial threat to their business is not having enough runway; in fact, most Coaches who quit their coaching business do so way before they've given it a chance to succeed. So, Coach Basics is all about extending the runway for a new Coach. We do this by simplifying the initial focus on the skills they need to just get their business off the ground as well as help them get some early successes from their efforts.

Remember, every positive experience your new Coach has with their coaching business extends their runway and increases the chances of them successfully getting off the ground.

Once they've completed the Coach Basics training and have achieved the rank of Emerald, the next training step is to get them started in their Emerald to Diamond training (along with any other programs you've created as a leader).

SIMPLE TIMELINE

Here is a simple timeline for you to use as you structure your Coach Basics training groups.

Pre-work: 1–2 Weeks (before start of training)

- Set up Coach Basics training Facebook Group page
- Invite and begin adding people to the Facebook Group page
- Do "Getting Started Right" calls with all new Coaches who will be participating in the Group (it is recommended you do this call immediately after they enroll; however, at a minimum try and make sure it's done before the training starts)
- 1–2 days before the training begins, have your "Coach Basics Pre-Launch" call (see Appendix)

Launch Phase I: 1–2 Weeks

- 1–2 posts per day (you decide)
- Plan on one Group Zoom call per week for best results (see Appendix for suggestions)
- Decide whether to extend the Group into Launch Phase II or go right to Emerald Phase. If you start an Emerald Phase, it's recommended to create a separate Facebook Group for the Emerald Phase.

Launch Phase II: 1–2 Weeks (if needed, you decide)

- 1–2 posts per day (you decide)
- Plan on one Group Zoom call per week for best results
- Transition to the Emerald Phase

Emerald Phase: 1–2 Weeks

- 1–2 posts per day (you decide)
- Plan on one Group conference call or video call per week for best results

YOUR COMMITMENTS

As the leader, you are committing to the following activities:

- Create a private Facebook page for the participants of Coach Basics
- Do all the activities you're asking your new Coaches to do...and a little bit more
- Work with your new Coach to complete the Business Quick Start Guide before the training begins
- Engage with your Group daily (posts, comments, answering questions)
- Have weekly video calls with the Group
- Share personal experiences and insights to encourage others
- Help your new Coach graduate from the program and get started with their Emerald to Diamond training

WHO TO INCLUDE

- Invite all your new, Personally Sponsored Coaches who haven't done Coach Basics yet
- Invite the new Coaches or someone on your Team who is not ready or able to run their own training yet. (Note: It is recommended that you include the sponsoring Coach in the Group as well to help them learn how to run the training and be engaged in mentoring their new Coach.)
- Existing Coaches on your Team who need a refresher on the basics
- Existing Coaches on your Team who have been inactive and are looking to re-engage

GET ORGANIZED

- Create a Facebook Group for the Coach Basics training. (A new Group for each training is ideal.)
- Start a new Group sometime during the first week of every month to make it easy to keep track of Success Club points and monthly promotions for your new Coaches in the training. (Note: If you have a new Coach sign up in the middle of the month, you will need to decide whether it is best for them to join an existing Group or wait until the beginning of the next month. Regardless, it is IMPERATIVE that they complete the prerequisites in the Coach Basics Participant Guide right away.)

- Read through the Coach Basics Post Guide so you are familiar with the posts of each phase. You may find things you want to change to add your own personal style.
- Have access to a video conferencing solution. Some popular solutions include Google Hangouts and Zoom (zoom.us). The ability to have video calls with your new Coaches will be key in connecting with them and successfully mentoring them (see Appendix for suggested solutions.)

STRUCTURE OF COACH BASICS

Coach Basics helps your new Coaches learn the fundamentals of the 3 Vital Behaviors of successful coaching. The program does this using three phases of training. Each phase has a specific objective for a new Coach to meet before going on to the next phase of the training. The content for this Coach Basics training includes lessons, videos, and activities to teach the fundamentals of the 3 Vital Behaviors that have been designed to plug into a private Facebook page that you create specifically for this training.

Coach Basics: Launch Phase I

Every Coach starts in the Coach Basics Launch Phase. In this phase, they learn the basics of sharing their story and inviting others to use Beachbody® products. The objective of this phase is to help a new Coach help their first 2–3 people and give the new Coach their first successes in their business.

Coach Basics: Launch Phase II (if needed)

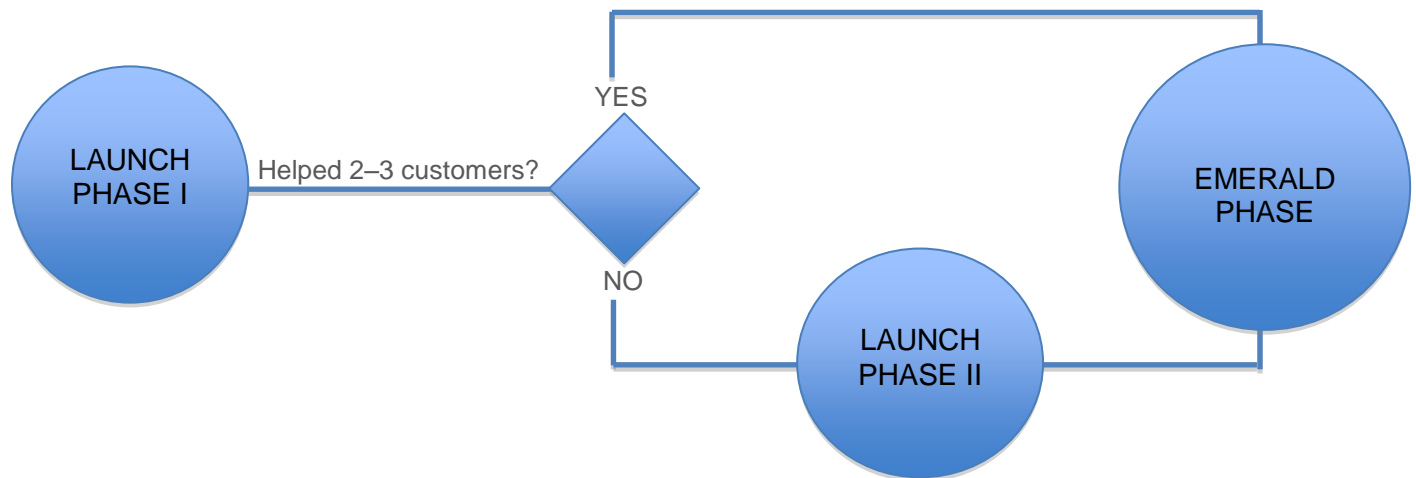
If you have Coaches go through Launch Phase I without meeting the objective of helping their first 2–3 customers, you can allow them to still go to the Emerald Phase if you feel they're ready (not recommended in most cases) or you can have them go into Launch Phase II of Coach Basics. This phase takes a deeper, more detailed look at the things introduced in Launch Phase I and gives the new Coach some additional training and mentoring in this critical stage of their business before moving them on to the Emerald Phase.

Coach Basics: Emerald Phase

If they meet this objective, they're ready for the Emerald Phase of the program. The objective of the Emerald Phase is to have the new Coach earn their Emerald Rank. The Emerald Phase builds upon the Launch Phase, but starts to introduce the enrollment of other Coaches.

Again, every individual is unique, so remember the goal of the Coach Basics program (help every Coach see success through more effectively connecting, inviting, and supporting others in the quickest possible time frame) and do what is best for the individual Coach to meet that goal. At the conclusion of the Emerald Phase, please make sure your Coach Basics 'graduates,' print off their certificate and post a pic of themselves holding the certificate and use the hashtag #TBBCoachGrad. You'll find the link for the certificate in the Content Guide (and in the Appendix section here). From time-to-time Team Beachbody may run promotions for Coach Basics graduates and this is how your graduates will be eligible.

Diagram of Coach Basics Phases



	Launch Phase I	Launch Phase II	Emerald Phase
Objective:	Help first 2-3 customers	Help first 2-3 customers (if they haven't done this by the end of Launch Phase I yet)	Earn Emerald Rank
Reason for Phase:	See quick success, build confidence, launch their business	Reinforce basics of inviting, heavy use of scripts, and situational role-playing to increase confidence and effectiveness	Introduce Coach recruiting, foster some independence, celebrate success milestone
Topics / Posts	1. Welcome/Expectations 2. Your "Why" 3. Build Your Story 4. Social Media Basics 5. Inviting Friends & Family 6. Shakeology® Basics 7. Value of a Challenge Pack 8. Effective Inviting 9. Personal Development 10. Handling Objections 11. Follow-Up 12. The 3 Vital Behaviors	1. Break the Ice 2. Confidence 3. Inviting to Challenge Groups 4. Effective Social Media Posts 5. Handling Price Objections 6. Comfort Zones 7. Handling Commitment Objections 8. Consistency 9. Asking for a Decision 10. Power of 3	1. Welcome/Emerald Rank 2. Customer Conversion 3. How You Earn 4. Coach Opp. Presentation 5. Handling Objections About Coaching 6. Be Proof the Products Work 7. Nutrition Products 8. Attraction Marketing 101 9. Getting New Coaches Started Right 10. Expanding Your Reach 11. Improve Yourself to Increase Your Income 12. Setting SMART Goals 13. Social Media Fine-Tuning 14. Using Short Free Challenges 15. Keeping Focused on Your "Why"

PREPARING YOUR NEW COACHES FOR THEIR TRAINING:

Before you start your Coach Basics training, you'll want to make sure you do the following:

- Have an individual Get Started Right video call with the new Coach (see Appendix for suggestions)
- Give the new Coach the Coach Basics Participant Guide (see Appendix for details)
- Do a Group Coach Basics Pre-Launch video call with your new upcoming Coach Basics Group (see Appendix for suggestions)

EXECUTING EFFECTIVE TRAINING POSTS

Each phase of your Coach Basics training has several posts for you to share with your Coach Basics Group on Facebook. Each post has three components.

1) Quote of the Day:

The daily quote is a quote that relates to the training topic of the post. This is a great way to get your Coaches in the right mindset for what you're going to talk about and gives 3rd party credibility to what you're going to share.

2) Training:

Each post will have a specific training topic for the day. Included in this topic are videos and other tools to help the new Coach with immediately applicable things they can use to grow their coaching business.

3) Call to Action:

The most important part of the post is the call to action. You'll notice that each post has several assignments for the Coach. Each of these assignments has a purpose. For example, you ask your Coaches to share what flavor Shakeology they had and what workout they did EVERY DAY because it gives them an easy way to engage with the Group, helps them stay accountable to being a product of the product which makes inviting easier, and also gets them in the habit of being more active on social media.

HOW OFTEN DO I POST?

Coach Basics offers the flexibility for you to accommodate the needs of the Coaches on your Team and your schedule. Some Coaches like to complete the Launch Phase in a week or less while some prefer to do one post a day Monday–Friday. You decide what works best for you and your new Coaches.

PERSONALIZING YOUR COACH BASICS PROGRAM

As you gain experience as a Coach and your Team begins to develop, you'll find that personalizing your Coach Basics program will make it even more effective for your new Coaches. This is great! If you start to personalize the program, please keep in mind the following guidelines.

- **Use Your Voice!:** While you can use the posts as they are written, it will be more effective if you can put them into your own words. This may mean changing a portion, or all, of each post so it is in your "voice." Look for what the post is trying to accomplish and then say it in your own words.

- **Keep it Duplicable!:** Often, trying to impress new Coaches with how unique or cutting edge you can make your training only makes it harder for your Coaches to duplicate it. A key to your success is to help each Coach develop into an independent business owner, not a dependent follower. Empowering every new Coach with a simple program that they can use to help their new Coaches is key to that. So, as you personalize it, make sure it's duplicable!
- **Keep the Structure & Objectives Consistent:** While you may personalize and tweak the content, keeping consistent with the phase approach outlined here and the objectives of each phase will allow you to leverage the tools available to you as a leader. Also, it will keep you in sync with the messaging shared by other Coaches and Team Beachbody® across the entire network of Coaches.

YOU'RE READY TO GO!

Alright, you're all set and ready to go start your training! The next step is to make sure you're familiar with the Coach Basics Post Guide. In the Post Guide, you'll not only find the content for each of your Coach Basics training posts, but also important tips and suggestions for you as the leader as you work with your Coaches.

Also, the following Appendix has been prepared to help you with additional suggestions and information that you may find useful as you lead your Coach Basics training groups.

Best of luck!

APPENDIX

VIDEO CONFERENCING TOOLS

There are a ton of video conferencing tools available today. A simple search on the internet will give you a ton of options to consider. Some of the more popular tools include:

- Zoom (www.zoom.us): Free to use (there are limits on time and attendees on the free accounts)
- Google Hangouts: Free to use for people with a Google account
- Facetime: For iOS product users (limited group functionality)

VIDEO POSTS

Your new Coaches will typically engage more when you use video to communicate messages and interact with them during the training. When you feel comfortable doing so, replace text posts during the training with video! An easy way to do this is to just record yourself on your mobile device, using the text posts as a script or outline for what you want to say. A couple of guidelines to keep in mind:

- Keep your videos to 2–3 minutes at most. (Using the text as a script will keep you well within this time limit.)
- Smile and show enthusiasm in your video!
- Don't try to be perfect with the video. Review the material and then talk with your new Coaches. They'll connect with you more when you're being yourself.
- Post directly to Facebook instead of uploading the video somewhere else and then linking to it in your Facebook post for better engagement. (Note: Keep the recording on your phone or computer and then just upload it to Facebook for future Coach Basics Groups.)
- Don't try to overproduce the videos. Cool introductions, special effects, music, etc., are very entertaining to watch, but are difficult to duplicate. The more you can get your new Coaches saying "yeah, I could totally do that" when it comes to how you train, the more successful you'll be.

LEADING THROUGH COACH BASICS

You're a leader! Mentoring others is a lot of fun, but also a lot of responsibility. The great thing about Coach Basics is that you have the ideal platform and program to do it. Keep the following things in mind as you prepare to lead your Coach Basics training.

Connect with Your New Coaches

- A key component that only you can bring to this program is the *connection* you'll need to build with your new Coaches.
- Take the time in the beginning to connect with your new Coaches through phone calls or video chats; let them hear your voice and see you taking a sincere interest in them.

Do Weekly Video Calls

- Set aside a day each week to have a video call.
- This video call will be invaluable to you as you lead the group.
- Communicate clearly from the beginning that for the next 30–60 days, you want to see them at least weekly, both during their Coach Basics training and after it concludes and they've moved on to Emerald to Diamond training.
- Building relationships with your new Coaches through these calls helps build up their confidence and increases your ability to mentor them effectively.

Lead by Example

- As you get ready to help your new Coaches, it is critical that you make sure you are also leading by example.
- If your new Coaches don't see you doing the things you're telling them to do, you'll lose your influence and credibility with them. Your actions will carry far more influence than your words.

Don't Lower the Bar

- You can't be afraid to push your new Coaches. Let them rise to the challenge!
- Asking them to post daily and engage daily in your Coach Basics program isn't for your benefit, it is for theirs. Expect them to work for their success; don't fall into the trap of thinking if you make it easier, they'll come around more quickly. It doesn't work that way.
- If they aren't performing, spend time with them one-on-one to try and help them meet the expectations set out or encourage them to go through the training at another time when they can meet the expectations.
- From Day One, you're helping your new Coach begin to think independently as a business owner and being unwavering in your expectations is a key step in doing this.

Be Patient

- Be patient with your new Coaches; some will not respond as you hope or want and that can be frustrating, but you have to be the one who is patient with the process.
- Don't take it personally. One of the hardest things about mentoring others is learning how to lead others in the way they need to be led when it's not how we like to lead.
- Focus on being a good example of what you're teaching, then on connecting with your new Coaches, and then on helping them take positive steps forward in their business.
- Remember, sometimes your slowest starters will blossom into your most effective and successful Coaches, so don't give up on them too soon!

Run a Challenge Group for Them

- Run a monthly Challenge Group for all your new Coaches to use.
- This will help your new Coaches stay focused on the initial steps of sharing their story and inviting.
- Use this as a way to teach them how to run Challenge Groups so they're more confident.
- Let them know during your Getting Started Right call when the Challenge Group will be starting and that their focus is to share their story and invite people to that Group.

Keep It Simple

- Remember what it was like for you when you were just starting as a Coach and give your new Coaches “permission” to feel overwhelmed.
- One of the best things you can do for your new Coaches is to simplify the business for them at every opportunity. Help them see the goal in front of them, focus on the steps to get there, and clear away any other distractions.
- Don’t overwhelm them with a lot of details and information they don’t need to know at this stage in their business. Keep it simple to help them stay focused and engaged.

Fight the Headwinds

- The two biggest things pushing against a new Coach are lack of confidence and unaligned habits that take them away from where they want to go.
- Your mentorship is key to help them gain confidence and have the discipline to align their actions to create the habits necessary for them to succeed.
- The Coach Basics program has also been carefully structured to help a new Coach align their actions and thinking toward things that will help them succeed as a Team Beachbody Coach.

Encouraging Participation

- Acknowledge jobs well done. Telling your Coaches when they are doing a good job is very meaningful in letting them know that their efforts are noticed and appreciated.
- If you see someone struggling, take the time to speak with them one-on-one. Find out what their concerns are and see what you can do to help them.
- In addition to posts from the Coach Basics Post Guide, add posts that foster discussion and connection. Help your new Coaches become friends and support one another.
- When you have a new Coach having success in one area, ask them to take the initiative and share a post about the things they are doing.
- Use the buddy system. Have the participating Coaches partner up to offer each other support and accountability.

GROUP VIDEO CALLS: TOPICS, AGENDAS, AND BEST PRACTICES

To help you have effective weekly calls with your Coach Basics Group, consider the following information as you prepare.

Sample Agenda

- **Welcome:** Welcome and acknowledge each Coach as they join the call.
- **Recognition:** Take a few minutes at the beginning of the call to recognize individual success and progress since the last call.
- **Shift the Spotlight:** Before the call, ask one or two Coaches from the Group to share a specific success or experience they’ve had. The goal here is to give your new Coaches a chance to get comfortable speaking in those environments, preparing them to have more confidence to lead their own Groups down the road.
- **Training:** Introduce the topics you’ll cover on the call and why they are important and then start reviewing the topics with them. It’s usually best to encourage participation AFTER you’ve shared the topics, so ask everyone on the call to write down any questions they might have and let them know you’ll address them in a Q&A session.

- **Motivational Close:** End each call with a simple motivational quote or story that resonates with you. Thank them for their time and remind them about the call again for the next week.
- **Q&A:** Open up the floor to your Coaches for discussion. Allow them to ask questions and give your best answers. If they ask a question you don't know how to answer, just say: "I'm not sure on that one, let me look into a few things and I'll get back to you."

GROUP VIDEO CONFERENCE CALLS (TOPIC RECOMMENDATIONS) –

	When	Purpose	Topics
Getting Started Right Call	INDIVIDUAL video call before the Coach Basics training starts.	<ul style="list-style-type: none"> - Get to know the Coach. - Complete the Business Quick Start Guide. - Set a date for first Challenge Group (let them know that you'll run the group and that their initial focus is just to help friends and family join it). 	<ul style="list-style-type: none"> Use the GSR Call Guide found HERE. - Do the Business Quick Start Guide. - Set Expectations. - Invite to Coach Basics training.
Coach Basics Pre-Launch Call	GROUP video call before the Coach Basics training starts.	<ul style="list-style-type: none"> - Get all your new Coaches excited about their CB training experience! - Talk about daily engagement, the action items each day, being active on social media. (Explain what a "sweaty pic" is.) - Make sure everyone has the Participant Guide and understands the prerequisites that they need to complete before the training begins. - Teach them what Success Club is and how to earn SC points. Set SC as a goal for them in their first month. - Encourage them to shoot for Success Starters and get their free ticket to Summit. - Remind them about their focus on earning SC. 	<ul style="list-style-type: none"> - Set expectations for CB training. - Go over Participant Guide. - The importance of helping 3–5 people a month as a Coach. Every one matters. - Give a simple explanation of commissions from CP sales. - Talk about Success Club and the importance of hitting SC each month. Have them watch the Success Club Overview video. - Introduce Success Starters as a goal. - Make sure everyone is on your Coach Basics Facebook page and knows the start date.
Launch Phase I Call #1	About 5–7 days from the start of the Coach Basics Launch Phase I.	<ul style="list-style-type: none"> - Give the Coaches another touch point after they've spent 5–7 days in the training. - Drive home the basics they should be doing: sharing their story, being active on social media, inviting to the upcoming Challenge Group. - Give a forum to answer questions live. - Remind them about their focus on SC for the month. 	<ul style="list-style-type: none"> - Show up every day on social media. You may not see new contacts every day yet, so you just have to keep going and be consistent. - The power of your story in helping attract people to your business. - Successes we've seen so far. - Opportunities to improve. - Coaching testimonial.
Launch Phase I Call #2	About 5–7 days after the previous call.	<ul style="list-style-type: none"> - Give another touch point in a critical time period of the training. This is when the willpower of a new Coach will start to slow down. You'll see some disengagement and the call is to give them a shot of energy and encourage them to keep going. - Make sure you cover a lot of personal development on this call. Pay special attention to those who seem to be struggling with getting started and make sure they're doing some form of personal development. - Remind them about their Why and that the rewards of successful coaching are the price they are paying to learn how to be a Coach. 	<ul style="list-style-type: none"> - Review the Challenge Pack specials for the month. - Talk about the importance of personal development. Maybe start doing personal development together as a group (i.e., read the Compound Effect or listen to the same podcast). - Talk about upcoming Challenge Group. - Go over effective social media posts and give suggestions and training. - Successes we've seen so far. - Opportunities to improve. - Product testimonial.

	When	Purpose	Topics
Launch Phase I Wrap-Up Call	On the last day of the Launch Phase I.	<ul style="list-style-type: none"> - This is a recognition opportunity for you as the leader of the Group. Give recognition on the call (and maybe on your Team page) for the Launch Phase "graduates." - Make sure you reinforce some of the main learning from this phase and set up the next step in training. 	<ul style="list-style-type: none"> - Reinforce the importance of inviting, highlighting the progress and learning the group has had. - Review the Challenge Group everyone is participating in; keep your Coaches bought into it. - Review the 3 Vital Behaviors; highlight that they've been learning about them during their CB training. - Do some more social media training if you feel it's needed (if people aren't posting regularly). - Successes we've seen so far. - Next steps (moving to Launch Phase II or Emerald Phase...when it starts, etc.).
Launch Phase II Call #1	5–7 days from the beginning of the Launch Phase II.	<ul style="list-style-type: none"> - Remember, this phase of the training is very hands-on. You aren't just throwing out a topic and talking anymore, it is time to really make sure your Coaches are getting their hands dirty. Include them in the call. - This phase is all about building confidence through repeated practice in specific situations. 	<ul style="list-style-type: none"> - Role-play invitations and common objections. - Go over inviting best practices and have one of the new Coaches team-teach it with you. - Talk about how to build up confidence in yourself as a Coach. - Remind them of SC goal for the month. - Celebrate successes.
Launch Phase II Call #2	5–7 days since the last call.	<ul style="list-style-type: none"> - The purpose of this call is to provide another touch base as you near the end of the first month of a Coach. You may have to call an audible here and just focus the whole call on ideas and support to help Coaches who are close to SC but haven't hit it yet. - Again, this is another call where you want to help them gain confidence and some experience through role-playing and practice. 	<ul style="list-style-type: none"> - SC final stretch...helping push everyone across the finish line! - Role-play price and commitment objections. - Team up with one of the Coaches and talk through best practices when it comes to asking for a decision (i.e., "closing") - Train on the importance of getting out of comfort zone and ways to do it. - Celebrate success.
Launch Phase II Wrap-Up Call	On the last day of the Launch Phase II.	<ul style="list-style-type: none"> - Recognize them for "graduating" from the phase...and those who hit SC (if appropriate). - Highlight the things they learned and reinforce why they are important to their success. - Set up next phase of training for them. 	<ul style="list-style-type: none"> - Do a review of the major learning points from the phase and what they've learned to reinforce the points. - Motivational message about success through persistence. - Share a Coach Success Story. - Celebrate success. - Set up the next phase of training.
Emerald Phase Call #1		<ul style="list-style-type: none"> - Start to get your new Coaches more comfortable with the idea of recruiting other Coaches. Help them understand that they need to start adding this to their efforts in addition to enrolling customers. - Handle any initial concerns about presenting the business side of coaching to others. - Give them a clear starting point to their recruiting (working with their existing customers) and how to do this. 	<ul style="list-style-type: none"> - Why Emerald is important to their business. - SC goal for the month. - Talk about your experience in recruiting your first Coaches. Talk about how they're now adding, finding, and recruiting Coaches to their business objectives and why it's important. - Do a simple, high-level overview of the compensation plan to highlight the value of recruiting Coaches. - Go over Customer Conversion. - Celebrate success.

When	Purpose	Topics
Emerald Phase Call #2	<ul style="list-style-type: none"> - Give a touch point now that they've been inviting people to coaching to reassure them if they've been getting objections and talk through any concerns they are having. - Also it's important to celebrate the success of any of the Coaches successfully enrolling new Coaches at this point. - Make sure they're continuing to improve in their social media posts. 	<ul style="list-style-type: none"> - Why it's important to be proof the products work. - Do social media training on "attraction marketing" (can base your content on the 3 points from Emerald Phase Post 8). Make sure you use examples if possible. - Celebrate success.
Emerald Phase Call #3	<ul style="list-style-type: none"> - Continue to drive home concepts related to recruiting Coaches. You may have to call an audible here and simply focus on helping the Coaches get a final push to get into SC for that month. - Make sure Coaches are clear on what they need to be doing to help their new Coaches get started correctly. 	<ul style="list-style-type: none"> - SC goal update for the month...where are you? Brainstorm ideas on how to get everyone to that goal. - Go over the onboarding process for new Coaches on your Team to make sure any new Coaches they add are Getting Started Right. - Talk through how to run the free, short-term Challenge Groups (clean eating, etc.) and encourage them to run one as a precursor to running their own Challenge Group. (Use content in Post 14.) - Celebrate success.
Emerald Phase Wrap-Up Call	<ul style="list-style-type: none"> - Recognize them for finishing their Coach Basics training! - Review the major things they've learned and the accomplishments of the Group. - Set up the transition to their Emerald to Diamond training. - Talk about why Diamond is important and why they want to set their sights on it. 	<ul style="list-style-type: none"> - SC recognition, celebrate success.. - Congratulate them for completing Coach Basics and help them "look down the mountain" to appreciate how much they've grown since they started. - Review all the major learning of Coach Basics. - Set up Emerald to Diamond training and the value of being Diamond. - End with a motivational thought that means something to you.

LINK LIBRARY:

Item	Type	Link
3 Vital Behaviors	PDF	http://tbbcoa.ch/3VitBeh
3-Day Refresh Product Training Guide	PDF	http://bit.ly/1BdAoDM
8 Secrets of Success	Video	http://bit.ly/1sa1Cbb
8 Social Media Do's and Don'ts	PDF	http://bit.ly/1l53rfV
A Better You (Try Something New for 30 Days)	Video	http://bit.ly/1nXv8uI
Beachbody Challenge Tool Kit	Web: COO Page	http://tbbcoa.ch/BBChallengeToolKit
Beachbody Champions Facebook Group	Web: FB Group	http://on.fb.me/1DSMQsF
Beachbody Performance Product Training Guide	PDF	http://bit.ly/1M1FHMm
Beachbody Ultimate Reset Product Training Guide	PDF	http://bit.ly/1Mz4czB
Building Relationships & Perfecting the Inviting Process	Video	http://youtu.be/L-torXzbO_w
Business Quick Start	PDF	http://tbbcoa.ch/7Day_Start
Challenge Pack FAQ	PDF	http://bit.ly/WiAJ72
Coach 5 Step Invitation Process Training	PDF	http://tbbcoa.ch/1ld7rLf
Coach Basics Graduate Certificate	PDF	http://bit.ly/1MYONtt
Coach Follow Up Tracker	PDF	http://tbbcoa.ch/1jng6e8
Coach Opportunity Presentation	PPT	http://tbbcoa.ch/CoachOppUSENG
Coach Opportunity Presentation: Presenter's Guide	PDF	http://tbbcoa.ch/CoachOppGuideUSENG
Coach Success Stories	Videos	http://tbbcoa.ch/CoachSuccessVideos
Contact List	PDF	http://bit.ly/1kgTwqD
Create a Monthly Marketing Plan	PDF	http://bit.ly/1hbdaHe
Customer 5 Step Invitation Process Role Play	Video	http://youtu.be/v7tpef0z5JE
Customer 5-Step Invitation Process Training	PDF	http://tbbcoa.ch/InviteGuide
Customer 5-Step Invitation Process Training	Video	http://youtu.be/_8v9WB86lQU
Customer to Coach Guide	PDF	http://tbbcoa.ch/WVaRq6
Darin Olien: What is Shakeology & Why Should I Drink It?	Video	http://youtu.be/r6Y88yEJ7Co
Expanding Your Market	PDF	http://tbbcoa.ch/19Tph6p
Getting New Coaches Started Right	Video	http://youtu.be/qwZH6b2MUSY
How to Add Value to Your Business with Challenge Groups & Challenge Packs	Video	http://youtu.be/RnQ7OwwZqYc
How to Advance in Rank	Video	https://youtu.be/GoAYtwzqCdc
How to Attract People to Your Business	PDF	http://bit.ly/1IOYOZs
How to Build Relationships	PDF	http://tbbcoa.ch/Yz2rde
How to Create Your Brand	Video	http://youtu.be/-Ahl4cJxdls
How to Earn Commissions & Bonuses	Video	https://youtu.be/mtEJglZy-ng
How to Find More People	Video	http://youtu.be/gFCQWqwi_30
How to Follow Up with Customers	PDF	http://bit.ly/1ppPqfU
How to Get Your New Coaches Started Right	PDF	http://tbbcoa.ch/1ljQ7Zx
How to Overcome Objections	PDF	http://tbbcoa.ch/10zZVBC
Leadership Ladder	Web	http://bit.ly/1HSs5jF
Memory Jogger	PDF	http://tbbcoa.ch/MemoryJog
Overcoming Objections Like a Pro	Video	http://youtu.be/xgPtF0H9u1A
PicMonkey	Web	http://www.picmonkey.com
Setting Goals & Creating an Action Plan	Video	http://youtu.be/hYVxbFUiwpl

Item	Type	Link
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Shakeology Boosts Product Training Guide	PDF	http://bit.ly/1eGY8ar
Shakeology Ingredients: Tony Horton “Checks Out” Shakeology	Video	https://youtu.be/HwgaeGBvm4c?list=PLktOa7oMVQIKpQTjN44IQsVnPbeIXAZRP
Shakeology Product Training Guide	PDF	http://tbbcoa.ch/SHAKE_PTG
Shakeology Recipes	Web: Shakeology Blog	http://www.shakeology.com/shake-recipes
Shakeology Tool Kit	Web: COO Page	http://tbbcoa.ch/ShakeToolKit
Shakeology Training 101	PPT	http://tbbcoa.ch/SHAKE_TRAIN_101
Simon Sinek: How Great Leaders Inspire Action	Video	http://bit.ly/1j0IJVm
Steve Jobs’ 2005 Stanford Commencement Address	Video	http://bit.ly/1N1Lf8
Success Club Overview	Video	http://youtu.be/18JG1kdyBYQ
Success On Demand	Web: COO Page	http://bit.ly/1I6Kebc
Having Confidence: Success, Failure, and the drive to keep creating	Video	http://bit.ly/1iVN1te
Team Beachbody Facebook Page	FB Page	https://www.facebook.com/tbbcoach411
The Power of Your Story	Video	http://youtu.be/zgoSfoHaa4A