

Platinum Presenters Team Call

10/6/11 – Trina's (rough) notes!

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Feel free to borrow any of these ideas or language, but make it true to YOU!

1. Community Challenges:

- Why? Give people a REASON to work with you! Fitness is a party, you have to invite people to it.
- Even those who grow on social media could use a local contest/testimonials in their biz.
- Here in Alpena, 44 teams, 215 ppl over six weeks. Fall is a great time.
- You can scale back – do a weight loss challenge in a school, business, neighborhood.
- You must have: Start date. End date.
- Promote with: Radio ads, flyer in paper, promote on FB, gift bags around town
- Theme: "Take the Money and Run. Help Alpena Lose 2,000 lbs."
- Then who, what, when, where, why and how.
- Teams names, e.g. Drop it like it's Hot, Mind Over Fatter, In It to Win It, Chix on a Mission...
- Recognition, pictures, videos, etc. throughout. Capture it!
- Give participants suggestions for workout and food plans - this is where BB comes in!
- Prizes
- Kickoff and finale

2. Get in \$hape Opportunity Meeting

- Current coaches invite others. Post flyers, post on FB, etc.
- 30 min workout (live or DVD)
- At cool down, go right into a presentation.
- Ask the question – who could say that fitness has changed your life?
- Impacted your life?
- If so, this opportunity is something you should look at.
- Team Beachbody is a way for you to help others get fit and keep yourself on track at the same time.
- Debunk some myths – have to be a trainer, have to be in perfect shape, have to be good at sales or closing.
- Say what is REALLY is – using products, living fit and sharing/suggesting to others.
- We stand in our own way. Health and fitness is a billion dollar industry, people are making money right now. Why not YOU?
- Give examples of what a coach does and does not do.
- Tell them you'll connect with others – they won't be alone!

- Offer incentive to get started. Gift basket with packets, PB2, P90X bars – get them off to a great start.

3. Power of Three Mastermind Group

- In business, in fitness, as in life – we know that accountability is key. If it works so well, why don't we ALL apply it to our businesses?
- It would be hard to stay up, turn the tv off, for this team call if others weren't on it, right? We are on because others are on and we want to be connected.
- I have found, based on feedback from top coaches, that some people you give your MIND to, others you give your TIME to.
- Generic emails, biz building tips fall on deaf ears. Sure, still send, you never know when someone will re-engage! But it's time to FOCUS!
- So, I sent an email to my team (include the down line, if your team is really small especially).
- (sample email below)>
- I received three responses immediately.
- All had lots in common. I connected them.
- Gave specific homework, and set deadlines.
- 60 minute power call once per week.
- FB private group.
- Enjoy focusing on those who want it.
- Teach THEM how to do the same mastermind with THEIR coaches.
- I just started another one. Also, one of my coaches is doing it now.
- Results? All 3 coaches increased team bonuses in the month. One very close to diamond.
- Found new accountability buddies, set up Like pages, did YouTube videos, reached out to their coaches, got a plan in place and are re-engaged!
- Why did they need this group? They are driven, all get it, just needed that extra sense of TEAM!

Sample invite email to your down line:

Hello Coaches,

Today was pivotal. I had a team call this morning with some Beachbody coaches (who all have other careers, families and busy lives, just like YOU!), I know them through a Fitness Business Mastermind group. We are all fitness pros and trainers. We've connected every week for a month. We share tips and set weekly assignments. The outcome was amazing. I realized that with momentum from motivated people, I grew my team, my reach and therefore my check. It's blunt, but it's business. (Yes, I'm IN THIS to positively influence people's health and fitness, but you already know that.).

We know what we need to do to be successful in this business, or in life! Set a plan. Work the plan. Excuses aside. It's easy to make this work if you make a simple action list and carry it out. It's not a lot of time; it's just your attention!

If you want to increase rank, grow your team and therefore have MORE financial freedom, I need to know. Here is my offer. I'm looking for THREE coaches to do a mini-Mastermind. I'll connect you together, offer laser coaching and guidance specific to YOU and help you increase rank and/or your team bonus in one month. I'm piloting this and I want to get some good results to share. I'm in it heart and soul.

Reply directly to me. I'll take three. Only three. 30 day commitment. Mostly over email. Some live phone coaching.

Sample emails to get them going - Email #1

Hello Ladies,

Time to get busy. This is due by 5 p.m. Friday

1. Post something interesting about yourself in our new, private FB Group: Power of Three. Check out each other's pages quickly and get acquainted. I think the stars aligned to bring the three of you together. You have a lot in common. You are all turbo instructors, all personal trainers, all women who work for themselves and all recently had a major change in family or living situation, I'll let you explain to each other!

2. Type up a list of your personally coaches (and THEIR coaches, if you know them). Whether you have 3 or 13. Write notes next to their names and give them a ranking 1 to 10 of how much they want to do the business. Send via email to this group. This is private, only for us.

Example of my coaches:

Tracie: full time fitness manager, diamond level, loves leading a team, good at connecting with fitness enthusiasts/clients who want to make fitness a part-time career. Very knowledgeable about business. Go getter.

Ranking: 10 –she wants to do this

Ava: full time office worker, boot camper, avid fitness enthusiast, lost a lot of weight on Turbo, likes Shakeology, in it for a discount

Ranking: 0 – she wants to order for a discount, is not interested in business

Denise: mother of two, going through a divorce, loves fitness, lost weight on Turbo, full-time health administration job, wants more financial and time freedom, quiet person, good at connecting with people, but not consistent in efforts to grow or support her own team, needs mentoring, very bright action oriented

Ranking: 8 - she wants it, but needs more support to make it happen.

Look forward to hearing from you!

Trina E. Gray

Sample email to keep them going- Email #2

Ladies,

I am so incredibly impressed with the descriptions and thought you've put into your coaches and their rankings. Leaders know their people. You are all leaders.

- Just DOING this exercise has gotten your wheels turning. Now you see the potential that is already there if you can connect the right coaches to the right resources. It doesn't mean doing the work for them, it means tailoring your advice to key people, rather than always sending generic advice to the whole team. If you know more about WHY someone is in it and WHAT they struggle with, you can help them much more effectively. Some need help on social media, some on talking about the biz, some on organizing Shake Challenges, some on coaching their coaches, some on understanding the compensation plan, etc. Connect the right people to the right resource. You're one step closer now that you've broken down your list in more detail.

- You've added a ranking based on their interest in the business. Now you know WHO you want to invest time in and WHO you need to just step away from (gently). My rule: There are people you gift your TIME to (those you rated 7+) and there are those you gift your MIND to (Everyone can get your team emails, your coaching updates).

- Take your list and focus on anyone at 7+ -- whether it's your coach, or your coach's coach. WHAT ONE or TWO THINGS WOULD HELP THIS PERSON GROW? Do they need to learn more about biz to feel more confident talking about it? Do they need to review the 3rd party tools (DVDs, webinars)? Do they need to connect more on Facebook? Do they need to get on Shake HD and share samples? Do they need to get back on their own fitness journey?

Write something. Due Sunday night.

BIG PROJECT FOR THE WEEKEND. DUE MONDAY NIGHT.

I know you're busy. I love that you are. Busy people get the most done. Set aside 30 minutes. Do it.

I want you to grab a flip video camera, or your iPhone, or a camcorder, and capture yourself doing a less than THREE MINUTE video on why YOU are a Beachbody Coach and what it means to be one. Make it close up, be natural, have fun. Get outside in the sun if you can, put on a smile and be authentic. Take any language you want from mine if it helps you.

I have one to show you as a demo. Get my point here. It's not perfect. It's just done!

<http://www.youtube.com/turbotrina#p/u/13/ytGpl-nsRZs>

Let's connect on the phone next week so we can "meet" and talk about progress.

Tuesday, 9:30 am. EST

*****After these two emails, I focused on our weekly calls and gave them specific assignments over the phone based on their progress and what I thought would work best for them.**

- They set up FB Like pages, set up YouTube accounts and Twitter accounts.
- They got TweetDeck
- They all did two videos
- They all reached out to their coaches individually
- One held a Get in Shape meeting
- One is working on a fit club at her apartment
- They ALL increased their team bonus and one is almost at diamond already!

HOPE THIS HELPS!

Trina Gray