

TEAM  BEACHBODY®

# COACH BASICS



**DAILY COACHING GUIDE**

## INSTRUCTIONS – HOW TO USE THIS GUIDE

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

## TAKE THESE STEPS BEFORE YOUR GROUP STARTS

1. Set up a Facebook group
2. Send out the Participant Guide to the group
3. Post the prerequisites to the Facebook group
  - Complete the 7-Day Quick Start
  - Set goals: Paying for product/Advancing to Emerald/Earn Success Club 5
  - Go public with Challenge Groups starting in 21 days
  - Start a list of people to help
  - Invite to Beachbody Challenge™ Groups
  - Order Wear & Share items
  - Order *The Compound Effect* by Darren Hardy

## MODULE 1

### DAY 1: COACH WELCOME

#### FACEBOOK POST

Hi Coaches! I am super excited to help you launch your business. It's always exciting to start something new. Over the next 60 days I am going to give you some great tips, tools, and techniques that will build your business and teach you the 3 Vital Behaviors of a successful Coach. I have created this page for us to share our experiences and hold each other accountable. Please plan to participate every day so you don't miss out on the daily post! I love comments and questions, so post away! Since it is Day 1, please share a little bit about yourself: what is your favorite fitness program, how did you do with the 7-Day Quick Start, what was your biggest takeaway from the Beachbody Challenge Group Training Videos? I can't wait to see what you all say!

**Pull out your calendar and block time in your schedule every day to participate in this group.**

#### LEADER TIPS

- *Make sure that everyone reviews and understands the group expectations outlined in the Coach Basics Participant Guide.*
- *If possible conduct the "Getting to know you" portion on this day via a Conference Call or Google Hangout™ to make it more personal and help everyone connect on a deeper level.*

### DAY 2: Role of a Coach

#### FACEBOOK POST

So why did you decide to be a Coach? What part of being a Team Beachbody® Coach are you passionate about? You know, your deep meaningful reason ... Just like in fitness Challenge Groups, the people who can connect with their emotional why, never quit! Let us know the reason why you will not quit! BTW—you can post a video response if you want to as well!

**Write out the reason you became a Team Beachbody Coach in 5 sentences or less. Get personal!**

## LEADER TIPS

- *Not everyone likes to post publicly on Facebook and it's important to understand that you will be working with people who have different comfort levels with various modes of communication. Don't view a lack of posting as a lack of interest. Pick up the phone and reach out to Coaches who do not seem to be posting in the group.*

## DAY 3: 3 Vital Behaviors

### FACEBOOK POST

At Beachbody® we know the secret to success! It's simple: follow the [3 Vital Behaviors](#) EVERY DAY.

**1. INVITE. INVITE. INVITE.** Invite to be a friend first. Invite to your general health Facebook or free Fit Club page. Invite to your Challenge Group. Watch this short [video](#) about inviting. All it takes is talking to people with the intent of helping them. Use the [5-Step Invitation Guide](#) and follow the 5 steps to invite to a Challenge Group. The 5-Step Invitation Guide gives you a proven step-by-step process to invite and fill your Challenge Group spots.

**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. What Challenge Group are you in?

**3. Personal Development.** To improve your business you need to improve yourself. Get started with reading *The Compound Effect* every day. What page are you on?

**Print out the 3 Vital Behaviors PDF that is found in the Coach Online Office and post it near your workstation or desk.**

## LEADER TIPS

- *Take time to clarify any questions about the 3 Vital Behaviors. It's crucial that everyone understands the behaviors, knows the importance of them, and knows how to implement them.*

## DAY 4: Managing Challenge Groups

### FACEBOOK POST

Are you worried about leading your own Challenge Group? Don't be! Beachbody has you covered! They created Challenge Group Guides for every program! They are all located in the Coach Online Office and all you do is copy and paste the daily posts into your private [Facebook group](#) page.

Just follow along with the guide and schedule the time to post each day. So go ahead and follow up with all those people who responded when you went public with a Challenge Group date on the 7-Day Quick Start. Got questions? I've got answers, ask away. You got this! Share the date and fitness program for your first Challenge Group.

**Make a list of your top 3 fitness groups or Challenges that you want to lead or participate in.**

### LEADER TIPS

- *Answer questions about the Beachbody Challenge Guides and make sure everyone understands how to create a private Facebook group page.*
- *Always give the option to your Coaches who may not be ready to host their own Challenge Group to invite their customers/Coaches into yours until they feel confident to lead their own.*

## DAY 5: Goal Setting

### FACEBOOK POST

Does the word GOAL scare you? Yeah, it used to scare me too. But geez, you have to have a destination before you get in the car and drive, right? [The Business Activity Tracker](#) (BAT) helps you outline and track your goals. And don't forget to get a refresher with the [video](#). One of the best ways for me to help you is for you to share your weekly BAT with me. It is easy to open it up, save it on your desktop, fill it in (remember to save it), and then send it to me. OR you can print off 8 copies, fill it in each week (on Thursday), and then just text me a picture of it. Hey, I am flexible with how I receive it, but turning it in is not optional. Believe me, you will thank me at the end. Who has already filled in their BAT?

**Download the free Adobe® Reader on your computer. You will need the updated version in order to properly use and save the Business Activity Tracker.**

### LEADER TIPS

- *Make sure everyone knows how to fill in the BAT electronically and clarify any questions they may have about the form.*
- *You can also use Google<sup>®</sup> Drive as an easy alternative to create and share documents. You can upload the BAT and your Coaches can update it daily.*

## DAY 6: Personal Development

### FACEBOOK POST

Getting to Emerald rank is a milestone every new Coach should have as a goal and that is why it is one of the goals of this program. Listen to this call by top Team Beachbody Coach David Ingram on one of the [National Wake-Up Calls](#). You will see that getting to Emerald rank is not that far from your reach and just makes sense!

**Who in your life would benefit from Shakeology<sup>®</sup> and joining you as a Coach?  
Make a list of at least 10 names.**

### LEADER TIPS

- *It is important to remind your Coaches to continue reading The Compound Effect. It reinforces the idea of creating a habit of the activities they will be learning.*

## DAY 7: Google Hangout/Conference Call Recognition & Celebration

### FACEBOOK POST

Today is our first Google Hangout! Be prepared by downloading the Hangout App on your laptop, tablet, or smartphone. Check out the [Google Hangout website](#) for a better understanding and a helpful tutorial on using Hangouts. Part of your success will be dependent on your participation in these Hangouts, so see you there!

### LEADER TIPS

- *If you feel like someone is struggling, offer assistance and make sure to give them recognition for what they have accomplished. Recognition is key in helping to motivate and make people feel positive about wanting to continue in the group.*

## DAY 8: Challenge Groups – The Impact

### FACEBOOK POST

Great Challenge Groups start with great Challengers! Make sure you are using that [5-Step Invitation Guide](#) and then continue the process with the Beachbody Challenge Group Guides. The Invitation Guide is a powerful tool; it allows you to find out not only the goals of a person, but also more importantly what's motivating their goals. The deeper the motivation and understanding of the goals, the deeper the commitment to achieving them. Once your Challenge Group is created, commitment will be fueled by the daily accountability, a sense of community, acknowledgment of achievements, building new relationships, support from you and other group members, and increased confidence when results are noticed.

**Print the 5-Step Invitation Guide and edit the scripts to fit your personal style.**

### LEADER TIPS

- *Even if you've asked everyone to read through the 5-Step Invitation Guide and the Challenge Group Guides, it doesn't hurt to do it again. The more your new Coaches understand how to use these documents the better equipped they'll be to succeed with forming and supporting their Challenge Groups. Emphasize the importance of following each step and not just focusing on the sale but on how to help and build the relationship.*
- *Make sure your Coaches are aware of the Product Training Guides under the Sales & Marketing tab in the Coach Online Office.*

## DAY 9: Earn Money Now

### FACEBOOK POST

So as we start the second week, are you wondering, "OK, so how do I actually earn money right now?" One of your goals for your first 30 days is to earn enough income to at least cover your own Shakeology, right? Watch this short [video](#) for the answers you are looking for. Have questions? I am just a post away . . . go ahead and ask!

**Based on the income goal you have on your weekly Business Activity Tracker, how many Challenge Packs/Shakeology HD orders do you need to sell to hit your goal?**

## LEADER TIPS

- *Video training is very appealing to Coaches and they can watch videos on their smartphone. Subscribe to the Team Beachbody YouTube® Channel and be sure to get familiar with the training videos posted there.*

## DAY 10: Shakeology Video

### FACEBOOK POST

Shakeology is the number-one-selling product in Team Beachbody, not to mention the Healthiest Meal of the Day®, plus we all know that it makes us feel great—which is why it's so important for you to learn as much as you can about this incredible product and have complete confidence when you talk about it. To understand the value of Shakeology watch the [Tony Horton value video](#) and share your thoughts! There is also a great training [guide](#) on how to use the video to promote Shakeology. The Coach Online Office provides you with a Shakeology Toolkit that not only answers your questions about Shakeology but also gives you the links to many documents to promote it. What is your favorite benefit of Shakeology and what is your favorite flavor?

**Pick 3 benefits of Shakeology that matter the most to you and write them down. Be sure to include why they are the most important to you.**

### LEADER TIPS

- *Be sure to encourage your Coaches to order the Shakeology Welcome Guides that can be found on [TeamBeachbody.com](#) under the Shop tab and Coach Products and Tools.*
- *Post the FAQ for everyone to have.*

## DAY 11: Shakeology Sampling

### FACEBOOK POST

Shakeology not only keeps you and your customers living a healthy life but it keeps your business healthy with the ongoing residual income you will receive as you build and grow your customer base. When you start out, it can be hard to know what to say when someone asks you about Shakeology. Watch the video: [What to Say When Someone Asks, "What Is Shakeology?"](#) and then as a follow-up watch: [How to Use Shakeology Samples in Your Business](#).

**Make a list of the top three reasons why you love Shakeology.**

### LEADER TIPS

- *Share with your Coaches the reason why you love Shakeology and some of your personal best tips for sharing it.*

## DAY 12: How to Effectively Enroll

### FACEBOOK POST

It is so easy to enroll your friends in the free Club Membership or have them purchase a Challenge Pack directly from your smartphone! Here is the [link](#) to enrolling via the mobile app. Of course, you can always show them on the website as well, but always confirm that they are going directly to your own personal Team Beachbody site. The only way to ensure a quality enrollment is to walk your customers through the process yourself. This gives you the opportunity to provide great service as you help them choose the correct Challenge Pack, verify their order is submitted and processed, and answer questions.

**Upload the Coach Mobile App on your smartphone.**

### LEADER TIPS

- *Post the mobile app training presentation document and make sure everyone knows that they can find the document in Web Tools in the Coach Online Office.*

## DAY 13: Handling Objections

### FACEBOOK POST

Are you hearing objections? Of course you are! If you aren't it means you are not asking enough people! So, let's be real, everyone hears them regardless of how successful your business becomes. In fact, the most successful people are the ones who've received the most objections. The difference between them and people who aren't successful: they've mastered the art of overcoming the objections. [How to Overcome Objections](#) is a great resource to learn how to overcome common objections, complete with scripts to help you get started. Let's share some of the things you have heard and how you overcame them. Did you use one of the methods outlined in the How to Overcome Objections training like "feel, felt, found" or "I don't know, all I know is"? How did you feel during the process? What was the outcome?

**Make a list of every objection you can think of along with the appropriate response. Post your most challenging objections below.**

### LEADER TIPS

- *Remind them to review the objections and situations in How to Overcome Objections training for examples and scripts to use.*
- *Emphasize that the more time they spend on Step 2, the fewer objections they will get. Once you learn what people are looking for and you're able to show them a solution, price will no longer be an issue.*

## DAY 14: Google Hangout/Conference Call Recognition & Celebration

### FACEBOOK POST

Yeah, baby! We have made it to our 2nd Hangout! Open up the Hangout App and be ready to go a few minutes before our scheduled time to get the notification and join in. Have your Business Activity Tracker in front of you in preparation for the call.

### LEADER TIPS

- *If you feel like someone is struggling, offer assistance and make sure to give them recognition for what they have accomplished. Recognition is key in helping to motivate and make people feel engaged, so do it often!*

## DAY 15: Customer Service

### FACEBOOK POST

Let's begin the 3rd week with a video that will truly inspire you to offer nothing but the best customer service you can. Check out the ["Johnny the Bagger"](#) video and share your ideas for improving your own customer service.

**Make a list of 3 unique ways you can provide service to your customers/Challengers. Pick one, and implement it in your business over the next 30 days.**

### LEADER TIPS

- *Share your personal stories of how you provide service to your customers.*

## DAY 16: Daily To-Do List

### FACEBOOK POST

You know that commercial where Alec Baldwin asks, “What’s in YOUR wallet?” Well I want to ask you: What’s on YOUR to-do list? This is important because the activities that are tracked on the BAT are aligned with the 3 Vital Behaviors because we know they get results. Are these on your to-do list?

#### 3 Vital Behaviors

1. Invite at least two people to my Challenge Group
2. Do my workout and drink Shakeology
3. Read/listen to 10 minutes of personal development

#### Other Key Items for Your List

1. Answer emails and Facebook posts from customers
2. Follow up via phone/email with prospects
3. Review Breaking Coach News in the Coach Online Office
4. Listen to a Team call, archived National Wake-Up Call, and/or attend a local event if applicable
5. Check in and post in private Challenge Group pages
6. Call/text/email encouragement to someone I know (friend, customer, Coach, family member)
7. Post inspirational/engaging things on my Facebook page during the day

What’s on your to-do list for today?

**Decide your method of keeping your to-do list, whether it’s electronic or hard copy. Commit to making a daily to-do list over the next 30 days. Post below the method you have chosen and why.**

### LEADER TIPS

- *Do you use an app to track your to-do list? There are many electronic options available that are very popular. Be sure to share what you use with your Coaches. Some examples are Todoist<sup>®</sup>, Astrid<sup>®</sup>, Any.do, Checkmark, Wunderlist, aNote, and Evernote<sup>®</sup>.*

## DAY 17: Be Proof the Products Work

### 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. Being an example not only improves your credibility, it gets people excited because most likely they'll be looking at you and witnessing you transform. Be prepared to explain your journey so it is easy to talk to people when you are asked. Here is a simple way to create your own story, just complete the sentences:

1. "I joined the Team at Beachbody because . . ."
2. "I am happy I did because . . ."
3. "Because of my Beachbody business I hope to . . ."

**Write out your story and post below.**

### LEADER TIPS

- *Post a brief video on the Facebook wall to share your own story. This will encourage others to give it a try.*

## DAY 18: Time Management

### FACEBOOK POST

Finding time for your business? It's not easy sometimes, I know. The thing is, unless you schedule the time to work your business, it is really just a hobby. Try to keep that in mind and actually schedule the time on your calendar when you will work your Beachbody business. That means no laundry, loading the dishwasher, or watching the kids. If you schedule a "power hour" (or two) to focus on your business throughout the day, your productivity will dramatically increase and you will feel great about what you can accomplish. Start tomorrow, commit to doing it every day moving forward, and let's report back on Day 30 with how it impacted your business!

**Take a picture or screenshot that shows your "power hour" blocked out on your calendar and share it below.**

## LEADER TIPS

- *To encourage everyone to join the conversation you can ask what tool they use that helps them. Perhaps an online calendar, a notebook calendar, or the calendar on their smartphone etc.*
- *Share how you find time to work your business.*

## DAY 19: Motivational Video

### FACEBOOK POST

Got any “Negative Nellies” in your life? I know how one comment can really bring you down. But don’t let anyone take away your dreams because they don’t know YOU! You probably remember this [movie clip](#) from the Beachbody Challenge Group Training, but I want you to watch it again and then share with all of us what your dream is. Go ahead and DREAM BIG! We are each other’s biggest cheerleaders—no “Negative Nellies” in this group!

**Create your own “Dream Team” and make a list of the 3 people in your life who are your biggest supporters.**

### LEADER TIPS

- *Share your dream first, and get the conversation started.*

## DAY 20: Referrals

### FACEBOOK POST

Referrals are a part of our daily life, from referring friends and family to checking out a great restaurant or movie to asking for advice on childcare and schools. Don't be afraid to ask everyone you know for referrals. Even if a friend isn't interested in joining one of your Challenge Groups they might know someone who is looking for exactly what you have to offer. Expanding your network through referrals is a great way to add contacts to your list. Let's all share one way we have asked for referrals, or how you have been asked in the past!

**Think about your friends and family and jot down the names of 5 people you know that have lots of friends. Take the time today to reach out to all 5 people and ask them for referrals. Be sure you share with them that your intent is to help more people. When you do this frequently you will find it gets easier each time!**

### LEADER TIPS

- *You will once again need to take the lead. Post an example of when and how you asked a friend for a referral. Chances are, your Coaches will want to know exactly what you said. Go ahead and take the opportunity to post another short video as your response.*

## DAY 21: Google Hangout/Conference Call Recognition & Celebration

### FACEBOOK POST

It's Day 21! Time for another Hangout! You know what to do—so be ready to start on time and have your Business Activity Tracker in front of you for preparation.

### LEADER TIPS

- *Make sure you receive the completed BAT from everyone in the group. You may have to post reminders throughout the day to make sure you receive them all.*
- *Encourage everyone to learn Google Hangouts. It is a great way to build relationships when you can see everyone face to face.*

## DAY 22: Managing Your Contact List

### FACEBOOK POST

Watch the [How to Use the Contact List](#) video. Are you using the [Contact List](#) effectively? This is a great way to keep track of the friends you have been inviting so you can see where they are in the process.

**Print off the Contact List and take the next 5 minutes to add 10 names to the list. Be sure to keep all your Contacts on one Contact List.**

### LEADER TIPS

- *Consider posting your contact list to show an example of how to track prospects using this tool.*

## DAY 23: F.O.R.M.

### FACEBOOK POST

When you meet new people here's an easy way to remember how to connect and build strong relationships—always follow the F.O.R.M. process. Here is what the “F” and the “O” stand for in F.O.R.M., tomorrow we'll review “R” and “M.”

F = Family: Does your prospect have kids, siblings, a spouse, etc.

O = Occupation: What does your prospect do for a living?

Asking questions about their family and occupation will help you get to know them better and find ways to connect with them on a deeper level. Need a refresher on how to do this? You can find this process in the [How to Build Relationships](#) or listen to Elite Coach Mike Ryan as he demonstrates how he does it in the first 15 minutes of the [Beachbody Challenge Group Training Video 2](#). What was one thing you noticed about how Mike F.O.R.M.'s with a new person?

**Make a list of 3 places you frequent where you have the chance to meet new people to F.O.R.M. Remember F.O.R.M.ing is all about sincerely wanting to get to know people, so always be sincere in your conversation and intent. Make it your goal the next time you are there to F.O.R.M. with at least one new person.**

## LEADER TIPS

- *This topic is broken out into 2 days because it is an important skill to master to make friends.*
- *Share specific stories and use Elite Coach Mike Ryan's example to reinforce how easy it is to just talk to people.*

## DAY 24: F.O.R.M.

### FACEBOOK POST

So, it really isn't so difficult! You are just talking to people and making friends. The final 2 letters in F.O.R.M. stand for:

R = Recreation: What does your prospect do for fun? Do they play sports? Are they in a club? Do they go to the beach or go camping with their family?

M = Message: After you get to know your new friend by asking questions about their family, occupation, and recreation you can tailor your invitation for them to get their free Team Beachbody Club membership and join your general health and fitness Facebook page. We all know where it can go from there! So, get out there and F.O.R.M.! You will be glad you did!

**Make it a goal to F.O.R.M. with at least one new person via social media today. You can do this simply by having a conversation with a fellow member of a group that you belong to.**

## LEADER TIPS

- *Share a specific example of when F.O.R.M.ing has worked for you.*

## DAY 25: The Catalog

### FACEBOOK POST

The Challenge Yourself Product Catalog is a great way to boost your confidence and make it easy to talk to people about Beachbody. It showcases our most popular Challenge Packs, Shakeology, Ultimate Reset<sup>®</sup>, and a range of supporting products. Take a look at the training: [Getting the Most Out Of the Challenge Yourself Product Catalog](#) for great ways on using this tool.

**Go into the Coach Online Office, order multiple packs of the catalog, and make a plan for how you are going to use them.**

### LEADER TIPS

- *Share with everyone some of your favorite products and why.*

## DAY 26: Expanding Your Market

### FACEBOOK POST

OK, by now you have already invited all your close family and friends to join your Challenge Group. Now what? Are you wondering how to keep the momentum going? Remember, back in the 5-Step Invitation Guide and the Beachbody Challenge Group Presentation videos, where they talk about F.O.R.M.? Our most successful Coaches are always looking for more people to help and making new friends wherever their lives take them, as well as on the internet. Always keep your eyes and ears open and don't be afraid to just talk to people! Here are some great ways to expand your list:

1. Social Media – We're doing it right now. You've got hundreds, possibly thousands of friends on Facebook, Google+™, LinkedIn®, Pinterest—plus they have friends you could friend! Want more help? [Here you go.](#)
2. Wear & Share – Wear Beachbody gear with pride (T-shirts, hats, etc.). Keep your ears open, and you'll start to hear people mention that they've heard of, or done “that program.”
3. Are you a parent? Do your kids play sports? Are your kids in school? Are your kids in clubs? Every child has parents; connect with them!
4. Are you a member of any networking groups? If you're not, join some.
5. Do you buy groceries or do any kind of shopping? People are everywhere; be friendly and people will want to talk to you!

**Make a list of the things that interest you or your hobbies. Search for these topics in the Facebook search bar. You will see many groups come up in the search. Join a couple, participate in the conversations, and start making friends! Share below the names of groups that you have joined.**

### LEADER TIPS

- *When you talk to your Coaches make sure they understand the flow of the process and remind them that they learned about this in the Beachbody Challenge Group Training videos. They first invite people to become friends, then include them in a general health discussion group, and finally invite them to join a Challenge Group when the timing is right.*

## DAY 27: Understanding Personalities

### FACEBOOK POST

Understanding your core motive not only identifies what you do but why you do it, allowing you to gain much deeper and more useful insights into what makes you and those around you tick. If you would like to improve a relationship with anyone in your life, take the [free ColorCode personality test](#). You will have the opportunity to pay for a 20-page report that outlines your strengths and limitations, but that is completely optional. The free analysis will tell you what your primary color is, and from there you can read about what motivates you. It could be Red: Power, Blue: Intimacy, White: Peace, or Yellow: Fun. Share your color with the group. Are you surprised? Does it match what you thought your personality type would be?

**Sign in to the link and take the ColorCode assessment. Join the [ColorCode page](#) on Facebook for more information on your color and others.**

### LEADER TIPS

- *Make sure you have taken the personality test so you can share your results with the group.*
- *Pay close attention to results that are shared because it will give you great insight into what motivates your new Coaches.*

## DAY 28: Google Hangout/Conference Call Recognition & Celebration

We are wrapping up the first module and it's that time again for us to meet on the Hangout. It is time to assess where you are in the process and how you want to proceed. Be sure to sign in 5 minutes before the Hangout and be prepared with your Business Activity Tracker.

### LEADER TIPS

- *Continue to follow the agenda to have an awesome call.*

## DAY 29: What's in the "Store"

### FACEBOOK POST

Need a yoga mat to go with your fitness program? How about a great recovery drink? Dumbbells or a balance ball? Guess what? – you have all that and MORE right in your Team Beachbody Store. Take a few minutes and click on the SHOP button on your Team Beachbody site. Pick a new product each week and highlight it on your Facebook wall and in your Challenge Group. Be sure to ask if any of your Challengers are interested in any of these items. If you think that is being too "salesy," think about the last time you went out for dinner. Didn't your server ask you if you wanted dessert? Well, this is no different! You are just offering your friends the opportunity to take a look at your "dessert menu." Don't decide for them if they are interested. Coaches who offer the full menu can offer the best in customer service, making sure to meet all of their customer needs. Take a look in the Store. What are some of your favorite products?

**Make a list of the additional products that would compliment your current workout. Pick one each day to share and talk about on your Facebook wall.**

### LEADER TIPS

- *Share examples of products to highlight and why.*
- *Adding more retail sales can significantly increase the income earned for a new Coach, so be sure to encourage them to know the entire product offering.*

## DAY 30: Overcoming Obstacles

### FACEBOOK POST

It's been 30 days and you have completed the first Module of Coach Basics. It is now time to move ahead to the 2nd Module. The goals for these second 30 days are to earn Success Club 5 and advance to Emerald rank. If you have already hit these goals—congratulations! We can talk about your next steps. If not, then everyone is invited to continue in Module 2. I am super excited to have you continue to work alongside me as we reach higher to achieve our goals. Now is a great time to go back to your “Why.” Has it changed? What have you learned about yourself over the last 30 days?

**Record a video and post to the group what you have learned over the last 30 days and share if your “Why” has changed.**

### LEADER TIPS

- *Continue to share with the group your personal stories of how you have overcome objections.*

## MODULE 2

### DAY 31: Scheduling the Next Challenge Group

#### FACEBOOK POST

Get ready, get set, GO PUBLIC! Announce the start date for your next Challenge Group on your Facebook page the same way you announced your first. You always want to have a Challenge Group to invite people to, and now is the perfect time to start the process again. What fitness program are you going to focus on this time?

**Reach out to your sponsoring Coach or upline leader, pick your next Challenge Group, and post it today.**

#### LEADER TIPS

- *Now is a good time to share with your Coaches how consistency will lead them to success. If they consistently hold Challenge Groups, they will always have an event to invite to.*

## DAY 32: Challenge Packs – Creating Value

### FACEBOOK POST

Why Challenge Packs? Simply put, they offer the “complete solution” of Fitness + Nutrition + Support + Rewards = Success. Think about it; a customer who purchases a Challenge pack receives:

Fitness – Any Beachbody fitness program

Nutrition – Shakeology

Support – You, their Coach

Rewards – The Beachbody Challenge contest

Success – Achieving their goals in your Challenge Group

You can't get all that at the local gym for the cost of one of our Challenge Packs! Plus, let's not forget the added benefits of Challenge Packs like FREE shipping and Club membership. What do you think the best part is about Challenge Packs that you can share with your customers?

**Make a list of the benefits of purchasing a Challenge Pack and share below.**

### LEADER TIPS

- *Post the Challenge Pack FAQ and make sure everyone knows that they can find the document in the Beachbody Challenge Toolkit in the Coach Online Office.*
- *Make sure everyone has joined the [Beachbody Challenge](#) contest themselves.*

## DAY 33: Reinforce the Power of the 5-Step Invitation Guide

### FACEBOOK POST

By now everyone should understand how vital it is to use the 5-Step Invitation Guide to be successful in setting up Challenge Groups. What's your success like so far?

Take a look at the contact lists you have been filling out along with your previous BATs:

- How many people have you invited?
- How many people expressed interested in joining?
- How successful are you at getting to their deep emotional motivation?
- How have you been using the F.O.R.M. method in the process?

**Based on the answers to the above questions, how many people do you need to invite to make your goal this week?**

### LEADER TIPS

- *Take the time to share your Success Stories (or those of others) that illustrate the power of using the 5-Step Invitation Guide. Your stories will continue to build confidence in your new Coaches and demonstrate that as they practice, their ability to enroll more people will increase.*

## DAY 34: Lead Program

### FACEBOOK POST

In 2012, Beachbody assigned over 800,000 Customer Program Leads to qualified Coaches. By sharing support, nutrition, and the right fitness program, our Coaches helped tens of thousands of customers lose weight and eat healthily. One customer at a time, we're getting that much closer to ending the trend of obesity.

**Have 10 minutes? Learn more about our programs today!**

Lead Lesson 1: [What Are the Beachbody Lead Programs?](#)

Lead Lesson 2: [How Do I Qualify?](#)

### LEADER TIPS

- *Share a personal success you or another leader has had with a Customer Program Lead.*
- *Keep the example focused on the customer and Shakeology to set the right tone.*
- *Example:*

*"I helped X customer achieve Y results through their fitness program and Shakeology. Our lead programs help our customers reach their fitness goals, all while helping the Coaches reach their business goals. Win-win!"*

## DAY 35: Google Hangout/Conference Call Recognition & Celebration

### FACEBOOK POST

35 days in and we are hitting our stride! So excited to recognize you all for everything you have been doing. Please join me on the Hangout today! Remember to be prepared a few minutes before our scheduled Hangout and have your current Business Activity Tracker.

### LEADER TIPS

- *If you feel like someone is struggling, offer assistance and make sure to give them recognition for what they have accomplished. Recognition is key in helping to motivate and make people feel positive and want to continue in the group.*

## DAY 36: Emerald Status

### FACEBOOK POST

“Believe it’s already complete . . . and you will complete it.” Post the following affirmation based on your goal date:

“I advanced to Emerald on \_\_\_\_\_.”

Advancing to Emerald shouldn’t be difficult because you already have some great customers in your Beachbody Challenge Group who are already exhibiting the characteristics of being a great Coach. Here is a reminder about the requirements to advance to Emerald:

- Personally sponsor an active Coach on your left leg.
- Personally sponsor an active Coach on your right leg.
- You and your two Personally Sponsored Coaches meet active status requirements (50 PV).

Watch this video on [How to Earn Through Rank Advancement](#).

Complete the statement “I advanced to Emerald on \_\_\_\_\_.” And “Advancing to Emerald rank would make me feel \_\_\_\_\_ because \_\_\_\_\_.”

### LEADER TIPS

- *Answer questions to make sure everyone is clear on the activity required to advance. Stress the importance of continuing to invite so they have a group of people to pull from as they start talking about sponsoring.*

## DAY 37: Motivational Message

### FACEBOOK POST

Need an attitude adjustment? We all do sometimes! Check out this video [“The Power of Attitude”](#) and then share a motivational/inspirational message with everyone.

**Post a motivational message by your computer or workstation so that you read it every day. Share it with this group.**

## LEADER TIPS

- *Share with the Coaches some of the ways you stay positive. Let them know that you too have bad days, but it is important that you recognize that fact and consciously turn it around.*

## DAY 38: Success Club

### FACEBOOK POST

So what's all this talk about Success Club? Are you wondering what it is all about? It is one of the key goals for the second month so check out the [Benefits of Success Club](#) video.

**List 5 benefits of Success Club that appeal to you in their order of importance.**

### LEADER TIPS

- *If you want your Coaches to earn Success Club, be sure you are earning it each month.*

## DAY 39: The True Meaning of Sponsorship

### FACEBOOK POST

Have you ever really considered that you are actually a coach? What does it mean to sponsor someone and what is the definition of a coach? A great coach leads by building relationships with people. They recognize the potential in others and inspire them to achieve. They affirm, encourage, and have a positive attitude with those they coach. When you hear about an athlete being recruited by a coach, you are always impressed. That is exactly what sponsorship is. When you sponsor someone to join your Team, you are saying that they are awesome and that you want to include them. It is a great feeling! Have any of you ever had a great coach in your past? What made them great?

**Who inspires you as a great Team Beachbody Coach? Go into your Coach Online Office and take a look at the 2013 Elite 10 Leaderboard found under the Incentives & Rewards tab. Choose 5 Coaches from the list and start following them on social media.**

### LEADER TIPS

- *Think about what makes a great coach and also what an ineffective coach is like. Look for examples outside of Team Beachbody Coaching.*

## DAY 40: Leveraging the power of the 7-Day Quick Start and the Sponsor's Guide

### FACEBOOK POST

Helping your customers become great Coaches is easy when you focus on getting them started with the right activities immediately. You are really just having them duplicate the same actions that you did when you got started. Take a look at the [7-Day Quick Start Sponsor's Guide](#), it will guide you through the whole process. You don't have to be perfect, just supportive! Has anyone used the guide already with a new Coach? Please share!

**Print off the 7-Day Quick Start Sponsor's Guide so that you can have it in front of you when you are speaking to your new Coach.**

### LEADER TIPS

- *Confidence is contagious, so it is important that your Coaches feel confident when they start sponsoring.*

## DAY 41: More Ideas for Follow-Up

### FACEBOOK POST

Success is in the follow-up! If you want to be more effective in following up you need to think back to F.O.R.M. Before you follow up with someone, review what you learned about them during the F.O.R.M. process. If you can connect with them on their interests and goals you'll get a much better response. For example, if I called a new friend and asked straight out, "Did you decide if you want to join my group?" vs. "Hi (NAME), how are you feeling? I know you've been busy running your kids all over the place between ballet and baseball practice. Have you had any time to squeeze in a workout?" Even during follow-up remember to build and strengthen your relationships. Personally connecting to your new friends with the intent to help them will increase their trust in you and demonstrate that you truly care.

What follow-up technique did you use recently that worked well for you?

**Take one hour and make as many follow-up calls as possible. Reward yourself when you have hit a minimum of 10 calls.**

LEADER TIPS

- *Share how you approach new friends with a follow-up call or conversation.*

**DAY 42:** Google Hangout/Conference Call Recognition & Celebration

FACEBOOK POST

It's time for another Hangout today! Go into the Hangout App and be ready for your invite. Be prepared with your Business Activity Tracker!

LEADER TIPS

- *Be sure to consistently collect BATs from everyone in your group. This is a great way to find recognition for your Coaches who are showing growth.*

## DAY 43: Be the CEO of your Beachbody Business

### FACEBOOK POST

To build a long-term, stable business you need to take it seriously. Here are tips on what you can do to stay focused.

1. Schedule specific hours to work your business every day.
2. Have a professional email signature and voicemail message.

VM: “Hello, you’ve reached (NAME), Independent Team Beachbody Coach. I’m not available to answer your call but look forward to speaking with you shortly. Please leave your name and number and I will return your call as soon as I can. Make it a healthy day!”

3. Save business expense receipts and purchase a file folder and notebook to save and track your expenses. You’ll want to keep track of everything so you will be prepared to work with your tax professional during tax season. This includes business supplies, travel expenses, phone expenses, etc.
4. Open a bank account specifically for your business. This will help you track your earnings and expenses.
5. Have a dedicated office space in your home. This will help you focus on business activities and not get distracted.

What are you doing to treat your business like a business?

**Decide on one tip that you are going to start today—then do it.**

### LEADER TIPS

- *Share your specific strategies with the group when they present their business strategies. Share photos of your office setup and encourage them to do the same.*

## DAY 44: Personal Development Follow-Up

### FACEBOOK POST

Think back to Day 13; the most successful people receive the most objections but choose to overcome them anyway and keep inviting and building relationships. Nothing puts this into perspective more than the short video called [“The 100-0 Principle”](#) Watch it and share your thoughts.

**Make a list of the people in your life that can benefit from the 100-0 Principle. What can you do to build these relationships?**

### LEADER TIPS

- *Share with your Coaches the strategies you use to maintain a positive attitude.*

## DAY 45: Expanding Your Market

### FACEBOOK POST

By now you know where your comfort zone is when you are meeting new people. Some Coaches feel the best when they are out and about talking with people face to face while others love meeting people online and through social media. Both methods work and at this point in your Beachbody career, it is extremely important that you make a focused effort with the methods you are most confident about. One thing is for sure: your business will not grow if you are not constantly meeting new people to invite. If social media is your forte, make a plan for your specific strategy to reach more people on a daily basis. If you are talking to people one on one, schedule opportunities to meet people on your calendar. Eventually your list of friends, family, and coworkers will come to an end and you need to have a way to expand your market. Check out the additional training [Expanding Your Market](#).

**Create a plan. What are you going to do right away to expand your market? Write it down and be specific. Ask me for help if needed to create your plan.**

### LEADER TIPS

- *Be prepared to share what works for you and why.*

## DAY 46: Keeping Challenge Group Members Motivated

### FACEBOOK POST

What motivates you? Are the Challenge Group Guides helping you motivate your Group members and keep them committed to their goals? Here's a great video that will help motivate you, check it out! Go to your Coach Online Office to the Video Library and watch: Customer Success Stories – Beachbody Challenge Groups. What is the best part about Challenge Groups for you?

**Share this video on your Facebook wall and highlight a story from the video that means the most to you.**

### LEADER TIPS

- *Provide your own testimony of how the Challenge Group Guides have helped you.*

## DAY 47: Customer Conversion Guide

### FACEBOOK POST

Have you been hesitating to invite your customers to join your Team as new Coaches? That can be understandable, but we have some great tools to help you! Watch this [video](#) on how to convert customers to Coaches and you will want to 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. Who has done this already?

**Make a list of your current customers who would make excellent Coaches.**

### LEADER TIPS

- *Remind your new Coaches that they are not alone in helping their own brand-new Coaches get started.*
- *Refer them back to the 7-Day Quick Start document for guidance along with the Sponsor's Guide for 7-Day Quick Start.*

## DAY 48: Ultimate Reset

### FACEBOOK POST

If you have a prospect who isn't interested in a fitness Challenge then think about offering them the opportunity to change their life through a Beachbody Ultimate Reset Challenge. The Beachbody Ultimate Reset could help them reclaim their body's natural balance, release harmful materials stored in their body, and restore their system to its maximum health. The Success Stories from this program are phenomenal. Check out the Beachbody Ultimate Reset Toolkit and website <http://www.UltimateReset.com> along with the [Facebook page](#) so you can share this amazing product with your prospects. Plus, there is a [5 Step Invitation](#) specifically written for the Beachbody Ultimate Reset. It follows the same process, but the script is written to reflect this unique program.

**Make a list of people you know who might be interested in hearing more about it, and share how many names you have on your list with the group. Invite everyone on your list to learn more.**

### LEADER TIPS

- *Encourage everyone to try a Beachbody Ultimate Reset Challenge themselves to encourage being a product of the product.*
- *Share your own personal Success Story or those of your customers.*

## DAY 49: Google Hangout/Conference Call Recognition & Celebration

Getting closer to the end . . . don't miss out on our weekly Hangout! You know what you need to do! Be there!

### LEADER TIPS

- *Make sure you receive the completed BAT from everyone in the group. You may have to post reminders throughout the day to make sure you receive them all.*

## DAY 50: Encouraging Coaches to Share Their Story

### FACEBOOK POST

Uncomfortable talking about yourself? But seriously, are you talking enough about your transformation over the last 50 days? You are changing both physically and emotionally. Be sure to talk to your friends and Coaches and share with them how you are transforming. Your story is evolving and it is different from when you started. Sharing your story will help people connect emotionally with you and it builds trust. Plus, they might think about someone they know who has a similar situation as you that they could help, thus creating a great referral. What is your transformation story? Share your story and transformation photos with us. Don't be shy!

**Take pictures today and post them to your Facebook page.**

### LEADER TIPS

- *Sharing stories will open the door for referrals and inspire them to help others.*
- *Ask that everyone share their story with the group and post transformation photos.*
- *Create a video and share it on the Facebook wall about your transformation.*

## DAY 51: Providing Recognition to Challenge Group Members

### FACEBOOK POST

How does being recognized for your accomplishments make you feel?

There's a lot of truth to the saying, "people work harder for praises than they do raises." What happens when you recognize people in your Challenge Group? They probably work even harder the next day, right? Always give as much recognition to your customers and Coaches for their activity, progress, and commitment as you can and you'll not only make their day, but they'll pay it forward by recognizing others. What is something that you have been recognized for?

**Recognize someone publicly today on your Facebook page and make it a point to pick a new person each day afterwards.**

## LEADER TIPS

- *Share the ways you like to recognize people on your Team or Challengers in your Groups. Your Coaches may want to provide recognition but not know quite how to do it.*

## DAY 52: Time Management Tips

### FACEBOOK POST

What is your number-one business priority? Write down all of your business activities and the amount of time you spend committed to your business every day. Does your time commitment align with your goal? If the answer is no, then remove any task or obligation that is getting in your way and is not essential to your success. Do this in order to refocus quality time on your business.

**Pull out your calendar and use it to track the hours you spend on your business over the next 2 weeks.**

## LEADER TIPS

- *Ask everyone to identify their number-one priority.*
- *Have everyone write down all their business activities and the amount of time they have committed to their business.*
- *Have everyone take a good look at their daily activity and ask them to remove tasks and obligations that get in their way and are not essential to their success in order to refocus quality time on their business.*

## DAY 53: Personal Development Follow-Up

### FACEBOOK POST

Personal development is one of the 3 Vital Behaviors and it should become part of your daily routine. Lucky for all of us Team Beachbody Coaches, we have access to Success on Demand located in the Coach Online Office. Watch the [video](#) and tell me what you think!

**Be sure to track your personal development on your Business Activity Tracker. Share a story of your personal development on your Facebook wall to inspire others.**

## LEADER TIPS

- *Share with your Coaches some of the other personal development activities you engage in.*

## DAY 54: Starting Coaches Right

### FACEBOOK POST

So you are starting to sponsor new Coaches! Yeehaw! Completing the 7-Day Quick Start and getting new Coaches using the BAT right from the start = SUCCESSFUL COACHES! Here is the document and the video in case you want a refresher and want to share it with your new Coaches. [The BAT](#)

[The BAT “How-To” video](#)

**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.**

## LEADER TIPS

- *The more time you take to make sure your Coaches are confident in the process to focus and develop good habits the easier it will become for them to be a Coach others want to follow.*

## DAY 55: Using the Coach Tools for Growth

### FACEBOOK POST

Beachbody is an exciting company and there are always lots of great things happening. It is easy for you and your new Coaches to stay “in the know” 24 hours a day! Luckily you already have access to the tools you need to stay connected. Go to the Coach Online Office to learn about Breaking Coach News and marketing and training tools that you can use to build your business. When you’re on Facebook you can plug into the Coach 411 page, and don’t forget to follow [Beachbody CEO Carl Daikler’s blog](#). You’ll be able to glean insight from Carl that you can share with your prospects, customers, and Coach team. The weekly National Wake-Up Call is a must to listen to each week as well. What’s your favorite source for information?

**Share a post from Carl’s blog on your Facebook wall.**

### LEADER TIPS

- *Make sure everyone is familiar with how to find the online tools and websites to stay current with Beachbody.*

## DAY 56: Google Hangout/Conference Call Recognition & Celebration

### FACEBOOK POST

This is so exciting—we are in our final push to the finish line. There is still time! Be sure to be on the Hangout to get some last-minute tips to finish strong and become Emerald and earn Success Club!

### LEADER TIPS

- *Use the call agenda and be prepared to recognize achievements and provide encouragement.*

## DAY 57: Motivational Message

### FACEBOOK POST

Dream Big! Don't be afraid to go for it! What do you want to accomplish today, by the end of the week, by the end of the month, by the end of the year? When you dream big expect to encounter struggles along the way. If you want to make your ideas and dreams become reality you'll need to believe that you will do it and overcome your fears. If you give up on your dreams they will never become reality. What inspires you to do what it takes? Here is another [great video](#) for you to watch.

**Share the video on your Facebook wall with a comment on what it means to you.**

### LEADER TIPS

- *Encourage your Coaches to think about their “Why” and their deepest emotional reason. It can be a powerful motivator that moves people past obstacles.*

## DAY 58: Scheduling the Next Challenge Group

### FACEBOOK POST

Yes, it's that time again to get ready, get set, GO PUBLIC! Announce the start date for your next Challenge Group on your Facebook page and in your general health fitness group.

**Add the Challenge Group to your calendar and be sure to invite your new Coaches to invite their contacts to join as well.**

### LEADER TIPS

- *It is important that new Coaches continually have a Challenge Group to invite their friends to.*

## DAY 59: Finding a Success Partner

### FACEBOOK POST

Guess what? It's not over! It's never over in our business. There are always more friends to make and people who need our help. The group is ending but that doesn't mean you have to stop this process. Quite the contrary! Grab an accountability partner or two from the group and keep going! A Success Partner is someone who has similar goals as you. You'll help hold each other accountable, push and support each other, and motivate one another to always be your very best. Together you'll work through challenges and brainstorm on ideas to grow your business. Your Success Partner should be willing to meet with you on a regular basis, ideally at least once a week, to hold you accountable to your goals, just as the members of this group have done. Who is your Success Partner?

**Reach out to someone today to work together as Success Partners.**

### LEADER TIPS

- *Let everyone know you will provide continued accountability to them after the group ends.*

## DAY 60: YOU DID IT!

### FACEBOOK POST

YOU DID IT! Congratulations! Look how far you have come in just 60 days! You have learned the fundamentals of the 3 Vital Behaviors. You have gained confidence, been inspired, and developed powerful consistent habits. To find out what's next, get on the special Hangout today! How shall we celebrate?

### LEADER TIPS

- *This is the call to highlight all accomplishments and invite further training. Some Coaches may want to repeat and most will be ready for the next step. You will want to reinforce the importance of continuing the 3 Vital Behaviors and duplicating this program with all their Coaches.*