

TRAINING CAMP LIVE II

MEN'S LEADERSHIP EVENT

PLAYBOOK

BO EASON • SCOTT MANN • GARY VAYNERCHUK



21⁻²²
MAY 2016

Men's Leadership Event
Training Camp Live II

HOUSE OF BLUES • DALLAS, TX

TEXT BE UNREASONABLE TO
89800 TO STAY CONNECTED

LINEUP

SATURDAY

MAY 21, 2016



DAVE WARD:
Are You Safe?

SCOTT MANN:
Building Trust

TRANSFORMATION ROUNDTABLE



GARY VAYNERCHUK

BO EASON
Personal Story Power

CHRIS REED:
Leading with Integrity



DAVID INGRAM:
Telling Your Story

VITO LAFATA:
Social Media Influencer Formula

SUNDAY

MAY 22, 2016



MIKE RYAN:
Connecting With People

JEFFREY ARMBRUSTER:
Financial Freedom

JOSH SPENCER:
Getting a Decision



DAVE WARD:
Building Leaders with Urgency

BOB LUCIDO:
Building a Community

GSD ROUNDTABLE



YOU ARE NOT SAFE

DAVE WARD

@fitclubnetwork (Twitter)

@davethatsurferguy (Instagram)

thefitclubnetwork.com

fb.com/thefitclubnetwork

fb.com/fitclubnetwork (Fan Page)

Here are two key resources I referenced when I discussed new coach training:

1.New Coach Starter Training:

fcncoachtraining.com

This is my New Coach Training website. It walks Coaches through the 7 Day Quick Start Guide. You are free to use it, however, you must realize that will mean you and your people are on my list and they will be getting emails from me. If your Team has a system, use that. If they do not, copy mine. If that's too much, then just use it as a last resort.

2. Leadership Training: The Diamond Mine

Here is the link to the folder where you can find all the content:

drive.google.com/folderview?id=0B-ITqo2UX4r2d3pqSmJuOGpEclU&usp=sharing

“Dave WARD...cont'd”

You will need to add these files to YOUR Drive in order to edit them. I do suggest you edit them and make them your own. This video explains how to get the most out of the content. You might just save it and watch it every week as you go through the program with your people:

youtu.be/4QaM9ICozg0

**TEXT BE UNREASONABLE TO
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“

**Chris
REED**

”

LEADING WITH INTEGRITY

CHRIS REED

@chrisreeddfw (Instagram & Twitter)

fb.com/chrisreeddfw

fb.com/Panacea-Partners-Inc (Fan Page)

1. When I signed up I was pretty sure it was a scam. However, I believed enough in myself that I was CERTAIN that if it was a legitimate opportunity then I would succeed. I didn't tell myself or others that I was going to "give it a try" or anything other than if it was legit, then I would succeed.

2. I saw others who were successful and knew that their families and children did not deserve the fruits of this business any more than mine and it was my duty and responsibility as a parent to provide the best for my children.

3. I drank my shake daily and was diligent about the workouts. This was crucial. People will be watching and if you aren't changing, then why should they join you?

4. Based on the positive changes that I was seeing I had no issue talking to EVERYONE about Beachbody. I considered them lucky that they were having the conversation with me and that I was doing THEM A FAVOR by talking about the workouts or the business.

“Chris REED...cont'd”

5. I embraced personal development. I started with Jim Rohn's Art of Exceptional Living (6 Disc Version) and I truly believe that it was instrumental in my success and mindset shift.

6. I slowly changed the amount of time that I spent with certain people. I started making an effort to spend time with people who were either living the life I wanted or also working towards that goal. I still love my guys at the police department, but my goals shifted and every aspect of my life reflected that.

7. I grinded. I didn't watch tv or play video games. Before I became a coach I played video games a couple hours a day at least. I realized that this activity was not doing anything to improve my life or the lives of my family. So I cut it out. This part is often missed. I spent every spare minute working on my business. I used my time wisely. I got an account at www.audible.com and listened to personal development instead of music. I actually installed a new radio in my truck that would allow me to do this.

8. I went to events. It didn't matter if I had just worked a midnight shift and had to stay up for 24 hours or if I had to take a day off. I didn't miss a Super Saturday. Some people don't think that it is a big deal to miss an event here and there. Those people are not on their way to being successful in this business. It is especially important in the beginning to put the time and effort into growing your business, even more so when it is inconvenient. I believe that there is something that changes subconsciously when you make these sacrifices when there might not be an immediate and visible reward for it.

“ Chris REED...cont'd ”

9. I didn't sweat the haters. I was a SWAT Team Leader in Texas who was posting pictures of my lunch and shirtless workout pics on Facebook. You don't think I caught hell for that at work? You know where all those haters are this weekend afternoon while I am in Southern California for another personal development conference? They are working or getting ready for work. They have to ask permission to be present when their kids open Christmas presents on Christmas morning or to attend their birthday parties. I make my own schedule and live by nobody else's.

10. I made Success Club every single month and taught my people to do the same. I poured my heart and soul into others and helping them reach their goals and thereby reached my own. I designed my life instead of living it as it came to me.

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TELLING YOUR STORY

DAVID INGRAM

@davidingramfitdad (Instagram)

symbioticfitness.com

coachwithus.com

fb.com/davidrsm

ATTENTION GRABBING OPENING LINES

When posting on social media, BE YOURSELF! Let your personality shine. Use your authentic voice. When you're struggling with the words to say what you feel, use this list of ATTENTION GRABBING OPENING LINES for inspiration:

I used to think...

I remember when...

That moment when...

I would have never imagined...

There was a time when...

I've held back on posting this but...

I don't normally post something like this...

Sometimes you have to...

It's a little embarrassing to post this but...

Well, here goes... When your...

SHE DID IT!!! Give a big SHOUT OUT to...

Please help me CONGRATULATE...

I'm EXCITED TO ANNOUNCE...

My FIRST TIME trying...

WE MADE IT...

GOOD MORNING from....

{{ STOP THE SCROLL!! }}

“David INGRAM...cont'd”

STORY JOGGER

CONNECT AND HANDLE OBJECTIONS THROUGH STORIES

EVERYONE HAS: TIME - MONEY - FEAR - HEALTH STRUGGLES

FORMAT: Background, Struggle, How It Is Changing (Beachbody),
What Your Excited About
Challenge —> Struggle ———> Triumph
So What???



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PERSONAL

CHILDHOOD MEMORIES:

- Siblings (or lack of)
- Places you vacationed (or didn't)
- Situations that you experienced.
- Lessons you learned
- Family Traditions
- Struggles You had
- School stories

NOW:

- Pet Stories
- How You Met Your...
- Marriage Stories
- Children Stories
- Family Health Stories
- Personal Enlightenment through PD
- Parents Health Stories

STORY JOGGER

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So What???



BUSINESS

- Do I have to be fit to be coach?
- Do I have to be a nutrition expert?
- Do I need to be a product expert?
- Do I have to do home parties?
- Am I on my own?
- Do I have to stock inventory?
- Is this a pyramid scheme?
- Do I have time for this?
- Do I have money for this?
- Do I have to be young and beautiful to be successful?

STORY JOGGER

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So What???

FEARS

- Retirement: Not enough
- Money lacking for...
- Wont be successful in this business..
- Cost of Business is too much...
- Judgement from others...
- Offending friends and family...
- Privacy Violated...
- Vulnerability with my Pictures...

STORY JOGGER

CONNECT AND HANDLE OBJECTIONS THROUGH STORIES

EVERYONE HAS: TIME - MONEY - FEAR - HEALTH STRUGGLES
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Challenge —> Struggle —> Triumph
So What???

CHALLENGERS

I used to struggle with portion control.

I used to struggle with the concept of working out from home.

I used to struggle with energy.

I used to not get results at the gym or with a trainer.

I’ve tried every diet.



SOCIAL MEDIA INFLUENCER FORMULA

VITO LA FATA

@vitoglafata (Instagram)

vitolafata.com

fb.com/vito.lafata

fb.com/fitnesspreneurslife (Fan Page)

Post 1: How to Work With Fit Pros!

It's final stretch time!

We got one final strong push to take you to diamond and beyond this week and to bring it home I'm going to share with you some insight, tips, and strategies for working with fit pros so you can crush it!

Here's what's fun about growing your team with fit pros: It's a great way to pump up the volume and jam, jam, jam!

Fit Pros bring a lot to the table with a ready built client base for Shakeology and challenges, but working with them can also be a challenge.

Watch this short video and post your top two takeaways on how you can help a fit pro compete better in the weight loss market.

Feel free to share this video with the Fit Pros on your teams.

“Vito LA FATA...cont'd”

In this three-part (plus some bonuses) series I share with you an overview of the WHY, HOW, and WHAT to do with fit pros with your Beachbody Business.

Part 1: Why Should You Work With Fit Pros.

There are a handful of exciting reasons you should recruit fit pros to your team.

Watch this video and post your top two takeaways and three names of fit pros you can share this business with.

vimeo.com/127446852

PASSWORD: SWD

Post 2: Arm Yourself With These Talking Points for Greater Fit Pro Success

The Trifecta of Fitness (Bonus RESOURCE VIDEO) -

Knowing how to talk a trainers language will help you close more fit pros to your team.

And the #1 thing that hurts a trainer's business is losing clients, or what's called Client Retention Issues. We dipped a little into the stats yesterday about the Trifecta of Fitness. Let's go through it a little deeper today.

Because not only is the missing gap in a trainers business, the lack of nutrition resources to help clients with, but NOT having an online accountability coaching component to their business is going to threaten their income going forward.

Without these three pillars a fit pro can't possibly get their clients the best body transformation results.

vimeo.com/88892187

“Vito LA FATA...cont'd”

Watch this short video and post your top two takeaways on how you can help a fit pro compete better in the weight loss market.

Feel free to share this video with the Fit Pros on your teams.

Also, there is a very dangerous number in business that most fitness professionals, studio owners are prey to that limits their income. Here's a video I share with our coaches helping explain the need to protect themselves from:

The Most Dangerous Number In Business (BONUS)
Watch this short video and post your top two takeaways on how you can help a fit pro compete better in the weight loss market.

Feel free to share this video with the Fit Pros on your teams.

The downfall of many fitness professionals and fitness business owners is an over reliance on this single number. If you can ask questions and talk with confidence to a fit pro about these things it positions you more as an expert that can help them with their client results and their lack of a solid business plan besides more training.

vimeo.com/88904663

Feel free to share this video with the Fit Pros on your teams.

Post 3: How to Work With Fit Pros - Part 2: The How

A few of the reasons you can struggle with fit pros on your team or recruiting them is covered in this video.

“Vito LA FATA...cont'd”

You definitely want to avoid the #1 reason you could be scaring away fit pros from joining your team.

vimeo.com/127449961

PASSWORD: SWD

BONUS RESOURCE VIDEO: How a Fit Pro Should Be Working Shakeology Into Their Client's Lives

In this video I go into how a personal trainer can talk to their clients about the benefits of Shakeology without feeling salesy. Feel free to share this video with the Fit Pros on your teams.

vimeo.com/91867681

Post 5: How to Work With Fit Pros - Part 3: The WHAT, 4 Step Shakeology and BB Rollout In a Studio/Club Business

Using a simple 4-step process to roll out Shakeology and the Beachbody business can make it more manageable and successful for the fitness business owner.

Use these 4 stages to produce significant success with the fit pros on your team working Shakeology into a lot of people's hands!

vimeo.com/127496740

PASSWORD: SWD

Post below two ways you can help a fit pro on your team roll out Shakeology using a simple feeder system that they can use every month. Or how you can recruit a fit pro by helping them understand feeder programs in their



Mike RYAN

CONNECTING WITH PEOPLE

"The problems we have today can't be solved with the same thinking that we used when we once created them."

MIKE RYAN

@ryansports (Twitter, IG, Snapchat, Chive, etc)

BendCoach.com

fb.com/michaelvincentryan

fb.com/officialmikeryan (Fan Page)

Here's a great supporting document I wrote to help understand more of why and how I find success in relating and connecting with people!

<https://medium.com/@michaelryan/cconnecting-with-people-in-order-to-add-value-to-their-lives-ab49c88f3138#.z8hsf7h6q>

Here is a list of my top book picks for personal development, as well as marriage and relationships.

<https://medium.com/@michaelryan/step-into-my-library-for-a-few-recommendations-8bee65abee56#.pzp7zrlnn>

ACTION ITEM TO RECRUIT ONLINE

The best action item for things like that is to message the (non coach) people who liked or commented on it with this:

"Thanks for liking my post, I really appreciate your support! Are you on a health journey too?"

“Mike RYAN...cont'd”

See how many respond. All you care about right now are the ones who respond.

Day 3 - Message those who didn't respond: "Hey there - just wanted to make sure you got my message the other day & it didn't land in your spam folder."

Day 7 - To those who didn't respond (and to the ones who did IF it makes sense): "Hey, how's it going? I found this recipe for yummy fish tacos and thought of you! Enjoy!"

And, obviously, the ones who respond are the ones you want to focus your attention on. For those people, just find out their Why, what they'd like to change in their life, their goals or some version therein.

The fortune is in the follow up and the follow through!

When you get someone in the business talk, here's some awesome info:

4 THINGS TO SHARING YOUR STORY

1. What's your background?
2. Why were you dissatisfied with it?
3. What's the solution?
4. Why are you excited for the future?

(Most guys aren't willing to talk about 1 and 2.)

For instance on one that works - Dave was a lawyer. Here's what sucked about it, etc. What was so bad that you needed to find something else to do?

For women, the baby story is beyond priceless. There are so many versions of that based on those who wanted to go back to work, those who didn't, those who struggled with body issues, etc.

“Mike RYAN...cont'd”

POST IDEAS

FLASHBACK POST

This is where I was x number of months/years ago. I felt lethargic, worn out, bloated, (etc you fill in the blanks). Since joining team Beachbody, I have/I am _____ (again this is where you fill in the blank and share your testimony).

You can do a before and after photo with that. I've done them with a business flavor and had me in a suit and tie on the left and board shorts on the right and share the "Before joining TBB, I was..." or "Since joining TBB, I am or I have..."

"CAN/CAN'T TALK"

I give a talk about how it's not what we can or we can't do, but what we will or we won't do. Then, strip away the powerless words in your vocabulary like "would, could, should, can, can't, thinking about, 'gonna', and try". When you frame all of your thoughts in this way, it feels amazing. Then, when you reflect on every amazing thing you've done in your life, and think about where your mindset was at that time, you were in this powerful mindset!

The art of chit chat - F.O.R.M. is an acronym for Family, Occupation, Recreation, Message

This is the healthy architecture of the conversation. Everyone's favorite topic is themselves and their kids. It's a natural way to find out about people. From there, I'll ask about what they do in the area or what they do for a living. People naturally come down in excitement, inflection, and tell you what they do.

“Mike RYAN...cont'd”

Most people tell you what they don't like about their work in the same breath. I never have to ask what they don't like about it. They may love their job and hate their commute, they may be a #1 Guy trapped in a #2 Position. There are a million versions of this story.

Then, I bring the conversation back up a notch when I ask, “Hey, so what have you been doing for fun?” I find that most people don't tend to have a quick answer for this, so in an effort to keep the convo moving along nicely, I keep it going by adding on, “So, have you been riding bikes or playing tennis? What have you been doing for fun?” If they can't answer, I'll reply, “You're not having any fun? Hey, you know that P90X thing from TV? I'm doing this other program they have that's only 21 days. You should do that with me and have some fun!”

In a breath, I just linked in the M (Message) by giving them a message of “You should do this with me.” It was an invite.

Some people need a recommendation for something else and that's fine, too. My goal is to add value to their life. Period. It doesn't have to be with our products.

As you read in my notes herein, I have had so many conversations that it's easy to weave what we do into the conversation. Everyone needs what we have!

In my FORMing conversation, I'm listening for the 3 Pillars to what we do and are working with: Fitness, Finance and Food. (i.e., How are they doing with these three things?)

“Mike RYAN...cont'd”

Now that you've read this info, and you re-read the aforementioned section on relating, you'll see my patterns in how I do this.

In my journey of talking to people, I discovered that there are 7 R's to our success in this business.

- Rapport
- Relationship
- Recommendation
- Retail
- Recruit
- Retain
- Repeat

In a nutshell, that's what we need to have and do. If you make a recommendation to someone you don't know or haven't caught up with in a while, PRIOR to establishing some rapport and/or relationship, you won't find fertile ground.

LINKS TO KEY RESOURCES

FORM Talk

youtube.com/watch?v=kKcUTZ4udaw

(Side note regarding objections - 80% of objections are provoked and this is clearly explained within these two videos on how to handle objections.)

How to Handle Objections (Talk 1) -

youtube.com/watch?v=sQRo4AFAqeE

How to Handle Objections (Talk 2) -

youtube.com/watch?v=YoILUjM2zI0

“Mike RYAN...cont'd”

Facts Tell and Stories Sell -

youtube.com/watch?v=hRzIyyAFfzA

Leadership talk for advancing coaches in Beachbody

youtube.com/watch?v=1NWGSjG_-PI

The Value of Events

youtube.com/watch?v=6hih4kzmJIA

Superstar Day interview with Mike Ryan & Carl Daikeler

youtube.com/watch?v=mfYBK5z_OMQ

Mike Ryan & Sandi Boudana interviewing Dave Ward

youtube.com/watch?v=ADprPKZdSLA

Tommy Mygrant's 5 Step invitation process -

youtube.com/watch?v=-paNGffpT0c

He has been filmed teaching this multiple times so if you search YouTube for this topic, you might find a more recent version and it's the same basic framework. Most people skip Step 2 and wonder why things don't work. Kind of important stuff!

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DAVID ATKINS

@david_atkins_fitness (Instagram)

timeforchangefitness.com

fb.com/timeforchangefitness

fb.com/davidatkinsfitness

Hey Fellas!

Here are some key things that I do each and every month when it comes to running my Challenge Groups as a Team. I am consistent about them and duplicate each of these points each and every month:

My groups are all 30 Days long. No longer or shorter - I can elaborate on that.

In Week 4 I have an Exit Video that clearly gives two options. It was done with all of the objections that we heard to try to debunk them. Here is the link: youtu.be/5hz2uP9_NhQ

We also have a script to follow up with your challengers to turn them into a Coach. Again, this is said in a way to handle the most common objections up front. Here is exactly what you can copy and paste to send a prospective customer who you want to invite to be a Coach:

Your group is coming to an end very soon and there are two options for you. I hope you got to see the Exit video in our Challenge Group that explains everything, but here's a brief synopsis.

“David ATKINS...cont'd”

One is I can put you in our Team Perserverance General Fitness Group page that is not like the challenge. No accountability, etc., but general fitness.

Or, second, we would like to invite you to join our team as a Coach in our next Challenge Group that starts real soon. No worries! You don't need to do anything! Here are some of the benefits:

As a Coach, you can help us cheer on and motivate the new people who will be joining us for the first time as Challengers if you like. Also, so many people just loved being part of the Challenge group and don't want it to end, so you will now get to have access to all of our Team's monthly challenge groups EVERY SINGLE MONTH for you to be part of!

Next, you will also get to be in our private Coach Facebook group with other Coaches who are leaders - many of whom are in your Challenge Group already. So, extra motivation and support to help you along your journey.

Additionally, you will also get 25% off anything you ever buy - like your Shakeology, which immediately saves you \$30 a month!

Last, but not least, if you ever have a friend who wants to be in a Challenge Group at some point, they can get the program, etc., through you and you can make commission on it. For example, you get an approximate \$70 commission on a sale of one Challenge Pack!

“David ATKINS...cont'd”

We are not fitness experts. We are not nutritionists. We are simply people sharing our story and inspiring and supporting others to live a healthier and fulfilling life.

The cost of being a Coach is \$15/month (cheapest gym membership ever!), but you will still be ahead by saving \$30 on your Shakeology. Basically, a no brainer.

What do you say? Join us as a Coach for our future Challenge Groups?

**TEXT BEUNREASONABLE TO
89800 TO STAY CONNECTED**

“



Patrick
RIEHLMAN”

PATRICK RIEHLMAN

@pat90x (Instagram)

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teamboomfitness.com

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fb.com/teamboomfitness (Fan Page)

Everything A New Coach Needs To Know
(this is what I use to train my new coaches)

docs.google.com/document/d/1Lcu12i84ixtN_dvZip-e4jHcQ-orGCN09TRRE2xnZTI/edit?usp=sharing

21 Day Challenge Group Invite Script

docs.google.com/document/d/1b49VyOrUyL8uQz1aAf5k2iIcB9ihHN-IKzB4GPIKbrg/edit?usp=sharing

Challenger to Coach Conversion Invite Script

docs.google.com/document/d/1aV5pPDnYyMEo7odPnnfNCRqx24AAif2pdctMnc2t-KM/edit?usp=sharing

21 Day Challenge Group Daily Posts (4 tabs)

docs.google.com/spreadsheets/d/1AQIktAwoHjzRv_Y75tbEc66SgfkstlCcAcN_xc4WnA/edit?usp=sharing

“ Patrick RIEHLMAN...cont'd ”

21 Day Coach Training Groups Daily Posts (3 tabs: Basics, Emerald, Diamond)

docs.google.com/spreadsheets/d/mQ5xqy-5qQ9Sq_IC4PAOdUcdV6XTwVaMZBQpyT7bFnU/edit?usp=sharing

Pat's Youtube Channel

youtube.com/channel/UCpNjnh8QYrz_NaowIRvgl2w

**TEXT BEUNREASONABLE TO
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“



Jeffrey
ARMBRUSTER

”

JEFFREY ARMBRUSTER

@jeffreymarbruster (Instagram)

@jeffarmbruster (Twitter)

fb.com/p90xsparty

fb.com/jeffreymarbrusterfitness (Fan Page)

Here are the original sides from my presentation on the Steps to Financial Freedom:

drive.google.com/file/d/0B-ITqo2UX4r2ZjJ4TEp0TVhKbjA/view?usp=sharing

**TEXT BEUNREASONABLE TO
89800 TO STAY CONNECTED**



Greg
PLASKETT ”

GREG PLASKETT

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teameternalfit.com/

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fb.com/gregandchristineplaskett (Fan Page)

Getting coaches started correctly is very important to the growth of your business, especially to the growth of your new coach. Without a system that can be duplicated over and over, you will create gaps within your downline. Coaches will miss some training, while others get training. When everybody knows and learns the same way, your team will grow.

I wanted to give you our "System." This is how we get coaches started. My wife and I are always asking our coaches for input. We add or remove things as the network changes. Feel free to take all this info and copy it and create your own system. This is what we do before a group training like Coach Basics, etc. Our coaches **MUST** have gone through this first.

There is also tons of extra training and files, including a call series from Bob Lucido! Enjoy.

teameternalfit.com

Go to "Become a Coach," then scroll to "TEF LOGIN." The Password is "blacksmith". We DO change this from time to time...just message me on FB IF it no longer works.