



Checklist – Assignments for Sponsors and New Coaches

- **Do a Getting Started Right Interview**
 - Direct new Coach to the [New Coach Resource Page](#) for templates and a GSR webinar to watch
 - Make sure your new Coach gets on the email list
- **Make a Verbal Contract with your new Coach**
 - This is an agreement between the two of you that will govern your relationship. If the new Coach does not hold up their end of the bargain, then the sponsor can't be held responsible for the outcome. If the sponsor doesn't hold up their end, then the new Coach's success is in question. Be a real Coach.
 - New Coach Responsibilities - Questions
 - Is your word good? Can I rely on you to do the things you tell me you are going to do and show up when you say you will?
 - Are you willing to work the number of hours we have agreed to in order to achieve your goals?
 - Will you commit to a personal development program?
 - Will you do the things I ask you to do so I can train you to be successful? I will be treating you like an employee initially to help you succeed.
 - Don't complain about the price.
 - Building a successful business will cost a price in time and money
 - If you have a challenge let's talk about it and come up with a solution



- Will you agree to put me in front of your 3 to 5 best friends/prospects the first week you are in business?
 - I will do the work for you and you will learn by watching
 - Let's get you to Emerald the first week in business
- Will you commit to the 10 Commitments of The Game Plan?
 - Do a GSR Interview
 - Commit to a Beachbody Fitness and Nutrition plan
 - Commit to at least two exposures a day
 - Attend one local event a week
 - Attend all Team Beachbody Corporate events
 - Treat your business like a business
 - Apply the laws of duplication
 - Commit to personal development
 - Find a success partner
 - Be here a year from now
- Sponsoring Coach Responsibilities
 - I will give you my time to get you started right
 - I will take the tough questions and shots as we present the business to your contacts
 - I want you to win on game day, if you want to get in the game
 - I will help you get your first 2 Coaches and then work with them to get their first 2 Coaches – Everyone will learn along the way
 - I will give you my knowledge and all the training you need

- I will be come your business mentor
 - I will do it for you, then with you, then council you on how to do it.
 - I will be honest with you about your life and what you need to do with this business
- My word is good with you. I will be here for you as long as you keep building your business
- I will always be truthful with you
 - I am here to tell you what you need to hear, not always what you want to hear
 - I want you to be the most successful person in my organization
- Our goal is to get you to Diamond in 90 days
- I will work as hard as you work
 - If you back off, I will back off
 - If you jog, I will jog
 - If you sprint, I will sprint
- **Order Shakeology Home Direct (if not already done)**
 - New Coach will need the energy and life change physically
 - New Coach must be a product of the product
- **Help your new Coach develop their list**
 - See [New Coach Resource Page](#) for template
 - Use Memory Jogger in the Back Office – News & Training – Game Plan Training – Business Development – Memory Jogger
- **Setup a time to meet with or talk to your Coaches top prospects**
 - You will be showing them how to do the business in the beginning. This is both prospecting and training. It is important to focus on their best prospects to show them early success. You handle the talking and protect them from rejection by taking it on for them.



- New Coach should sit and watch/listen quietly. Must let the sponsoring Coach take the lead and get prospect to a decision.
- New Coach should do the following before your meeting:
 - Call prospect and to say, “I just have a minute to talk here. I just got involved in a new business and I’m really excited about it. I would like to send you some information to look over so you’ll understand what I am doing and can maybe help me with some referrals. If you think you might be interested, I’d be happy to answer any questions.”
 - Get off the phone quickly. We want the third party tool to do the talking not the new and inexperienced Coach
 - Send prospect the [Introduction to Team Beachbody link](#) or hand them the DVD
- Schedule an appointment where the prospect, the new Coach and you can all get on the phone
 - Confirm prospect has watched video
 - “What did you like best about the information in the video?”
 - Discuss aspects of business that address the answer
 - Take the time to develop their dream
 - What do you want?
 - When do you want it?
 - What does it look like for you?
- Be sure to ask for referrals if the answer is no
- **Establish business name and get business cards made**
 - Check domain names, Beachbody, Twitter, YouTube & Facebook and try to get the same name on all networks
- **Purchase and begin reading Personality Plus by Florence Littauer**
 - Buy Here: <http://bit.ly/cxROeC>
 - Read first 2 chapters by next week
 - New Coach needs to take personality test and send you results

- You must read this book to help your Coach. We are life coaches and we have to embrace that aspect of the job.
- Assignments for personality types
 - Popular Sanguine
 - They make great Coaches because they have little fear of talking to people. They also often talk too much. Teach them how to use third party tools to do the talking for them. Get them in social situations where they can meet people. Every Fit Club needs at least one.
 - They need organization. Help them get organized. Make sure they set goals, have a calendar, take notes (not on post-its), and have a system for follow up. Take them to Franklin Covey and help them get a planner. Watch as they focus on what the cover looks like and pick the loudest one. Help them use it, by asking them about it a lot. An organized Sanguine is the best Coach (tell them that!).
 - Keep it fun. The second they get bored, you've lost them. They want to hear from you regularly and you should always have a funny story to tell them.
 - Praise them when they score a victory. They want to see their name in lights.
 - Perfect Melancholy
 - Typically need to get out of their own way. They will overanalyze situations and avoid action. Reading the book shows them not everyone views life this way. When they understand that most people don't need to read the policies and procedures before they sign up to be a Coach, they will have a lot more success.
 - They can be easily depressed/discouraged. Get them on a personal development program focused on having a positive attitude. They must understand that your attitude drives your outcome. Drill home this point with them and show them that a positive attitude is the key to your success. Plus, it is more fun.
 - They thrive on organization and need proof things work before they will try them, so focus on systems when talking to them. The Game Plan, Fit Club, a follow up

system...whatever it is position it as a proven system that works. Then do not let them give up on it.

- Be nice to them. They get depressed easily, so you have to encourage them constantly.
- Powerful Choleric
 - They tend to be workaholics, so give them things to do (this was written at 1:30 AM). They will take instruction if it appears organized, focused and efficient. They don't want to meet for coffee to chat. They want meetings with agendas, start and end times. Don't be late!
 - They like being in control, so empower them to start a Fit Club, and help them build a team of Coaches quickly so they are elevated to leadership.
 - The Choleric needs a personal development program designed around understanding others. They are typically right, but also unpopular. People view them as bossy controllers, so let's help them tone it down and learn to listen. This can be difficult, but the book helps.
 - Challenge them. If you tell a choleric they cannot do something, they will find a way to get it done. Challenge them to get to Diamond in 90 days and they probably will.
- Peaceful Phlegmatic
 - Motivate them. You must challenge them to set goals early in the process and don't be surprised if they are not that ambitious. They need you to push them.
 - Help them learn to be more decisive. They don't want to hurt anyone's feelings, so they just don't pick a course of action.
 - Have them read/listen to The 7 Habits of Highly Effective People and The Slight Edge. They must learn to take responsibility for their lives and where they are at.
 - They want to help, so give them things to do and make sure you praise them when they are done.
- Doing these things will help your Coach grow as a person. The goal with the book is to have all of the strengths and none of the



weaknesses. That's hard, but it can be done if they are willing to focus on personal development.

- **Send new Coach to New Coach Welcome in Getting Started section of the Back Office for initial training**
 - Setup websites
 - Begin to understand compensation plan
 - Learn to navigate websites
- **Have new Coach print out 90 Days to Diamond plan and start using it**
 - Important to journal appointments/meetings to help them improve
 - Provides a system of follow up
- **Set goals and solidify dreams**
 - Write down 30, 60, 90 day and 1 year goals
 - Create vision board with dreams/wants
- **Order 10 Introduction to Team Beachbody DVD's**
- **Make sure your new Coach knows when meetings happen**
 - Locally – Back Office – News & Training – Events
 - Online – Webinars, Team Call, etc.
- **Do a Welcome Call with your Upline Star Diamond**
- **Set up regular times to talk on the phone or meet in person**
 - Make sure you understand who you are dealing with so you can make these meetings the most effective.
 - Hold your new Coach accountable to your contract and their goals.