

Transcription of March 16th, 2016, Team Call "Confidence on Camera"

[Beginning of Recorded Material]

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00:00:01 Jenelle: Okay, it looks like we're live. Hey guys, my name is Jenelle Summers and this is the Team Hard Core training call and today is Wednesday, March 16th, and so we're at the middle of the month and every one is crushing it and I've been looking at social media and I'm just so proud of the things that the team is hosting and it's so inspirational and the results you guys are getting. I'm just going, "Okay, these trainings are working." People are getting on these trainings and it's awesome to see how well you guys are doing. So, kudos to you. And so I'm really excited about today's call, "Confidence on Camera. This is one that if you know me, if you have followed my journey with this business at all, you know that confidence in general is something that I've always struggled with and so it's one thing to have confidence off-camera and trying to find that confidence and then to have confidence on camera. It's really tough and so I thought, "Who better to speak on this topic than Tiffany Bymaster?" So Tiffany is our guest speaker today and Tiffany, I have a kind of long introduction about Tiffany. I've known Tiffany for years and years and just have so that the word and respected her. I mean any time I'm going to an event or even just want to, you know, go out to a social whatever, I'm like, "What do I wear? My makeup or what ever..." Tiffany's blog, Tiffany's Instagram...I mean she's just full of information about beauty and fashion and sometimes I can be kind of clueless about that stuff, and so I just check her account. She may not know it, but I'm like, "Okay, like what's going on right now?" I'm here in Ohio, and she's in California and she's the expert. So you guys, if you're not following her, she is Coach Glitter on her Facebook like page. So if you type in your search field on Facebook, "Coach Glitter," you'll find her like page. So follow her there and then on Instagram, she's Coach Glitter as well. And so Tiffany is what we call our Fairy Gloss Mother and she really is. She's a professional makeup artist and the stylist. She's my sister's professional makeup artist and stylist as well. She has 16 years in fashion, runway, and pictorial, film, TV, commercial, video, the list goes

on. She's been featured in Oxygen Magazine, one of my favorite magazines, hopefully it's one of your favorites too, Shape Magazine, Beverly Hills Life Style, and others.

She has seven seasons at the LA Fashion Week and at many of those was the key artist and she has done TV work with *Manny's*, *The Real Housewives of Orange County*, *America's Next Top Model*, *The Bachelor*, *The Bachelorette*, the list goes on with those TV shows as well. She is an image and brand specialist, and like I said, Tiffany is a good friend of mine. I've known her for years. I've trusted her for years: her style, her opinion, and when I thought about what our team needs...and I've talked to Tiffany about this actually for...we talked about it a while ago...about doing something like this for the team because it's just so need it. So I'm really excited for the call myself. I'm ready to take notes and so with that Tiffany, are you ready?

00:03:19 Tiffany: I'm ready.

00:03:20 Jenelle: All right. Let me make you present to everyone and you are. You're good to go.

00:03:24 Tiffany: Hi everybody. Thank you for that amazing, warm welcome and introduction, Jenelle, and I'm super excited to be here. I have to tell you that it's kind of funny and ironic. It's like cue Alanis Morissette song right here because it wasn't that long ago...in fact, it was just almost to the day two years ago, just two years ago I was in front of the camera for the first time creating my own videos and ultimately that became the videos for my free makeup tutorial series. Prior to that, I was only on camera by accident. So it was like you would see my hand. This hand has been photographed and been video-graphed a lot and I was never really doing this. I do webinars. I was super, super just honestly, really freaked out about doing video. I was comfortable with social media, I loved putting myself out there on social media like many of you are via just, you know, our photos that we get to figure out how to make better and prettier and more attractive and attract our ideal clients that way, but other than photos and graphics that I shared, I never showed too much of my real self and I for sure didn't do that via videos. So I am the poster child for getting out of your own head, getting rid of

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your fears, and putting yourself out there, and as a result, my brand and my business...and really don't get freaked out by the word "branding" and "brand" and "personal brand" and "lifestyle brand," because it's as simple as figuring out what it is that you want to share with the world, but it's as complicated as what do you want to share with the world? So I want to take a little bit of that confusion out of it and make it a little bit more simple and encourage you guys and give you actionable, real steps and a challenge for you to do to get yourself out there on video. So I love video in general, but I wasn't someone who was going to take the time to film myself, make all those mistakes, and more importantly edit. So that's why you don't see a lot of videos of me where it's pre-produced, pre-created, and edited because I just don't have the time to do that and I do outsource it a lot more now thanks to learning more and more from client and friend and personal mentor, Chalene Johnson, as I'm sure many of you guys are doing the same and of course, Jenelle, because she's your sister, but I'm finally listening. But more so than just regular video, we have this amazing new opportunity that's happening right now before our eyes and that is what's so exciting.

So I don't care if you're like, "I'm such a hermit. I'm so shy. I don't put myself out there." I want you to say, "I used to be shy and I'm no longer shy. I'm working on becoming more confident," and so much of what we do in our business is putting ourselves out there into the world, into social media, into the Internet, has so much to do with starting with your mindset. And so I learned that I can't do anything and I can't accomplish my goals unless I change my mindset and work on myself first. And I think the people who do that much more openly and honestly and put yourself out there to be vulnerable are the ones that we can relate with, because if I told you, "Oh yeah, I did my first video and I was a rock star and I discovered I should have been in after my whole life," that's not really relatable. But if I tell you that I was so scared that I felt like I was going to vomit or I'm so sweaty right now, but I learned to flip how I take that nervousness and the butterflies and now I tell myself, the way that I speak to myself, I don't say that I'm scared or I'm freaked out. I now say, I'm super excited. I'm excited to be here.

I look at who I want to reach. Who are the people that I have already had the honor of working with and having some kind of positive change and effect in their life and I visualize that person. And I know that you, no matter how new you are to your business or you're just starting out, the real friends that you have in real life, your family members, your mom, your uncle, whoever it is, you've got at least one person that you have had an amazing positive effect in your life and if you're putting yourself out there on social media to build your business, then you know that there are countless people that you may not even be aware that you're having a positive effect. And so the more you put yourself out there, the more you're able to do that and of course you're able to build your business so much faster and exponentially grow the more you have this visibility and a presence online. And I'm sure you've heard, video is king. I like to say queen, the sparkly queen, and video is where it's at, but so many of us are so frightened of what we make out video to be in our own heads. It's not the reality. And we know so many things. And we encourage if you have kids, we encourage your children to try anything and everything, to figure out what their gifts and their hidden talents are better still uncovered and not at the surface, but as adults we don't do enough of that. When was the last time you did something new and scary? And so while we might think it's scary, again, it's flipping the mindset and saying, "Okay, this is super exciting and I'm about to discover something that I'm really great at," or it's new information to know that, "Okay, not so great at that. Let's move on to the next and figure out what we are great at and what we love," but I think the potential but so many of you guys have with specifically live video, which is what I'm going to talk about today, the opportunity is crazy pants.

Like I said, I love social media. I've put myself out there on social media, sprinkling it out. Not so much the way the way that I do...to the extent that I do now. Because of video, I been out there when I started with MySpace days and I've had my blog since the MySpace days, then we all jumped ship and went to Facebook and then I got on Twitter when it first started and then Instagram, which really became my jam. Like I love Instagram. It's where I've been able to grow my following organically,

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but it's taken me over five years to get to the reach and the following that I have now. So it was that usual path that most people take and it's a very slow build, and I was able to do that with consistency, which is the key to anything: consistency and putting things into action. But it was slow. And if you're not like a famous person like most of the people out there, it's a slow build and you don't build a big following. In just a matter of a few months, less than six months, I've been able to surpass the number of followers that I have on Instagram, on Periscope, and as of last weekend, Facebook just released a live element of video broadcasting, video streaming to everybody on Facebook on their like pages, on their business pages. That's not 100% across the board and I know they released it to Iowa users first, but it is coming to everybody very, very soon and like I said, it's literally happening in real time, right now, so the best thing to do when it comes to any new social media platform is to get in when it's early, because you want to be one of the "founding fathers," or one of the first to be on the platform before the space gets really crowded, because if we knew now what we wish we knew then, like if you were the first on YouTube before everybody's videos became so, so highly produced like a Hollywood film, when people literally would just take video with their low...like two megapixel cameras back then and they're such low quality and we didn't have the expectation of having that high production and editing factor, wouldn't it have been so much easier to start back then?

Well here's the beauty of live video: all the expectations that we have for people to be edited produced and a little bit more perfect, they're completely gone on live video and that's what I love so much because I don't know about you, but I'm not the perfect speaker, but I'm getting better. One of the reasons that I do this is because the more I put myself out there, the more I discover I can reach so many people and not just the numbers of people because I want to encourage you guys not to look at the numbers in the beginning, we're going to get that little bit, but when you look at the quality of the people who are following you. And when you print yourself out there on video versus just a really great, beautiful, stylized photo, which I'm all for too as well, but you can reach people so much faster because

they get to know the real you. And so with live video, the thing that makes us so scared about video is gone. It takes that away. That expectation of perfection, of being so polished and perfect, it's not even there because we speak to people in real time, we speak to people away we have conversations with their friends, we speak to people the way that we do and we stumble over words. A lot of people don't know that growing up I was really camera shy and really didn't even want to talk to people in groups or on stage ever. Like I would have never thought that I would be a speaker of any kind when I was a kid because I grew up having a really bad stuttering problem. English is not my first language. I wasn't born in this country, but I did come here shortly after when I was around 4 or 5. So, you know, I went to ESL. I had a really mean teacher around the third grade that really spun this stuttering issue. I didn't have it prior to the third grade. My English got great, I got out of ESL, I was like, "Great."

But I had this traumatic experience and ever since around the third of the fourth grade I've had a stuttering issue that pops up with nerves and when I'm nervous or time in front of people and still I stumble over my words, but literally just in the last few months because of Periscope and now I'm experimenting with Facebook live, I have really overcome many of those mental obstacles I had about speaking to other people and being on camera. You have to learn how to slow down, as I get super excited and pumped up and I'm passionate about a lot of different things that I want to share with people, but it also makes you talk really, really, really fast, so I've become so much better of a speaker and communicator because of the practice that I've gotten. So I cannot encourage you guys enough to give this a shot, but I'm not just going to leave you with a bunch of rah-rah, cheerleading and pump-it-up type of speech where I'm like, "You're going to do it! You can do it!" I'm going to give you some actionable steps. So the first thing that I want you to do is choose a platform and I want you to experiment. I really want you to just embrace the idea of experimenting and figuring out what's going to work and what's not going to work. I truly believe that the best way to find things out and to be really successful in what's separates the hugely successful people with the people that only reach

moderate success is embracing, experimenting, and more importantly failing.

And when you do fail, just looking at that and translating it as information on what to do and what not to do. So failing doesn't mean that you're a failure, it just means that something that you tried work out and that's fantastic. Now you know one less thing to do and what more to focus on. So embrace experimenting, embrace failure. The very first thing I want you to do is my challenge and I've been doing this for months and months and this summer when I first got on Periscope I did this with a couple of friends because I'm all about accountability. I know many of you guys probably thought I was going to talk a lot about hair and makeup styling and how to create a set and how to feel confident because of how you present yourself, that's going to be a teeny tiny part of what I touch upon at the very end, because none of that matters if you don't have the confidence to get yourself on camera first, and I know that firsthand. So

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we're going to start off with my five days in five minutes challenge and it's super, super easy. You might have heard me talk about this on Periscope and what you're going to do is just five easy steps and the very first step to get on camera is to do a big old brain dump. And what is a brain dump? If you've never heard of that it's a mind-mapping exercise and I'm going to teach you how I do it because it's evolved over the years and that's something I do with my coaching, my private coaching clients and my accountability groups, and it works, and that is why. It's something that I didn't invent; is something that I've learned from all of my mentors and all of the business coaches that I've worked with and they are mentors for me from afar.

So a brain dump just involves allowing yourself the freedom and the space to not write things out with, you know, perfectly grammatical sentences. In fact, it's just words or phrases in the way that I like to do it is to clear a space on my wall or you can use a big poster board if you don't want to do it directly on a wall or if you have a white board, that works great, but I personally love to use Post-its. So I take lots of different colorful Post-it because I love color and it's something that makes me look at. It catches my eye and I always do it on a wall

that I pass by on a daily basis in my home so that I'm constantly reminded of what I'm working on. So what I do is take lots of different colorful Post-its, even different sized Post-its, and I just allow myself to do a brain dump, freethinking, whatever comes out of my mind, and specifically for doing live broadcasts I want you to do a brain dump related to things that people ask you about all the time, topics that come over into conversations with your new coaches or new prospects or just people that you know, that you have conversations with in real life. What are they constantly asking you about? There's something that we all do and it's not recognizing our greatness and it lies within us and we don't recognize that some of those common things that people ask you over and over again, no, you don't have to be the world's leading expert in that topic, but you're an expert because these people know you for that thing and so that thing is what you want to talk about. So it can be things that are related to your family, your personal interests. In fact, it shouldn't just be about Beach Body products. What you want to do is start creating your magazine, your personal brand, and if you think of your personal brand of development like a magazine...say you're Shape Magazine. When you look at the cover, you on the cover, right? But the topics that you cover are not just about fitness and health. Yes, that's an element of what you do, but you're not constantly promoting the products that are a part of your business. That's what makes people not like you, that's what makes people un-follow you, but when they get to know the whole person, all the elements of the amazingness that you are...when you put more of that out into the world, that's when people really get love you, and get to know you better, and it's so much easier and faster to grow that like and trust factor which is what causes people not to get to know you and like you and trust you, but that's who we do business with. Think of your own behaviors. Why are we attracted to the people that we find online? Why do they stick out amongst hundreds or thousands of people that we've run into in the online space? There's something about them and we've got to figure out what that something factor is for you. So this is where the experimenting happens. You're going to do a giant brain dump.

Get those Post-it notes up on your wall so you can see them and look at them and then you're just going to do that for about 10 minutes. In the beginning sometimes it feels clunky and slow, but once you get started it's like an avalanche. It just picks up and builds momentum and the ideas start to flow and the more brain dumps you do, the better you get and it's just like a muscle, you're going to strengthen those brain-dumping muscles, you're going to strengthen your confidence muscles, and you're going to strengthen the muscles that you're going to take to get on video and you're going to get better and better. So the expectation I want you to set for yourself in the beginning, I want you to set realistic expectations. So we're going to start with the brain dump and you're going to look at your brain dump. Take a step back and look at all of the things that poured out of your head and I just want you to pick the five things, the five topics and subjects that jump out at you. What are the things that are related to your family, your likes? Is it fashion? Is it makeup? Is it styling? Is it how you have a system for keeping your house organized? Is it a system for how you get all of your kids out the door in time to get to school?

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Those are the things that you do on a daily basis that you don't recognize your own greatness the people want to know about and that is a possibility. Those are just all big possibilities that you're going to experiment with to figure out what people resonate with and what they don't. So that's the first step is to do the brain dump, then pick out the five things that stick out and we are just going to go with that. If there's no real rhyme or reason, just pick out the five and we're going to experiment to see how they go on your Periscopes for your Facebook live broadcast. So the next thing you're going to do is pick those five and I want you to think about those five things, what are you teaching to people? What are the biggest pain points? What's a pain point? You hear that all the time. Those are the challenges and obstacles you have that you've overcome that your audience has and that's how they are going to relate to you because you're going to give them a solution to those pain points. So whenever you can become a problem solver for somebody else's problem, you're going to have a solution to deliver to them, that is when you're the rock star because you're giving them

value, you're giving them solutions for problems in their life. So figure out what that is and you're going to stick to just one point. Now you're going to do step three which is connect, you're going to commit to me and to a couple of friends and to Jenelle your coach and people you can literally say, "I am going to commit starting today or tomorrow." I don't want you to wait and think about this for the next week.

Were either going to start this today...today's a great day to do it and/or tomorrow at the very latest, but I want to shoot to commit to me and a couple/two other people at least that you're going to do five days, just five days in a row, for no more than five minutes. Okay, hi, hello, so easy right? I'm not asking you to speak for an hour - five minutes, five days. So you guys may have heard me talk about my "Five Days, Five Minutes," or do I call it "Five Minutes for Five Days Challenge"? Well I have a # for you guys and you're going to tag me on it or you're going to post it on Twitter or on my Facebook. So if you want to take a screenshot or write this down, it's #545 video and that is me. You can find me on Twitter and everywhere @coachglitter and so why even do that? Because I like to be of booty-kicking accountability coach and I'm going to make sure that you are doing this and every time you put yourself out there on Periscope or Facebook, you're going to tag me and I'm going to watch you and I'm going to help you. So what is the commitment? Five days in a row, why? Because if you overthink anything, you're not going to do it. You're going to over analyze, you're going to freak yourself out and you're not going to do it, but here's the thing, all you have to do is so simple. I kept it really simple. Your first five, my expectations and my goals for you is to number one, do the five minutes five days in a row. Just plan it out and do it sometime every single day. Then what you're going to do is hello? All you're going to do is, "Hi. My name is so-and-so," do a really quick intro. Your intro doesn't have to be perfect. Your goal is to get onto the live video. Say your name, what you're one point is, one of the five things that you picked from your brain dump, you're just going to share about one point. Keep it really short and concise and then you're going to learn how to turn the dang thing off. Especially on Periscope, it's a little bit tricky. All you have to do is drag down on your screen find the stop button.

On Facebook it's a little bit easier. Trust me, everybody messes it up the first couple of times especially on Periscope, and it's funny and you're going to laugh at yourself and other people are going to laugh with you, because we've all been there too and we're just going to learn how your apps work. I want you to try a few on Facebook. I want you to try a few on Periscope and figure out which ones you like best, but you're not going to make any other decisions for now. All you have to do is get on there, introduce yourself, give your one point, and then get the heck out. That's it. That's all I want you to focus on for your first five. The next step that you're going to do is assess. Now how do we assess our success? We are not going to look at numbers of people who watched us, we're not going to focus on the number of viewers, we're not going to focus on the number of new followers that we get, because if you do that you're setting yourself up for failure, and I don't want you to assess your success based on new followers.

Not yet anyways: for the first five, it's just learning how to do the dang thing. So what you're going to do is measure success by hello? Did you do your first five? If you did, I am going to stand up and applaud you and I'm going to shout you out on social media and I am going to give you a big old hug virtually because that is success: doing the first five, getting out of your own head, removing the fears even though the fears whenever you do something new and creative are always going to be there. If you guys have read the book *Big Magic* by Elizabeth Gilbert, I love that book. She talks a lot about creativity. Any time you do something new and creative and you put yourself out there, it's always going to be accompanied by fear. So don't not expect fear. Don't try to fight the fear and get rid of something that's supposed to be there. Instead, you can overcome it, but don't be freaked out that when you do something new you get those nerves or we're going to start translating those nerves, we're going to flip it, and we're going to now say, "We're not nervous, we're excited, and we're super pumped to reach our ideal avatar, our lifer, our customer, the person that we wish we had 10 more just like that ideal person that you have now on your team, or your down line, or your favorite customer. This is

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how we find more of those people because they get to know you and like you so much faster on video. So that is the goal

for the first week, your first five. Then I'm going to give you permission to take no more than 1 to 2 days off in a row. Just like exercise, you don't want to take too many days off in a row, right? Because you start losing those confidence muscles. So week two we're going to go back to our brain dump board or the wall with all the Post-its and we're going to pick five more new topics. I bet you are going to come up with new topics in between that time and you're going to put them and add them to your board so that you can see them, but now, week two, we're going to pick five more new topics and we're going to add a few more goals, but they are not scary. They're doable and they're reachable and you're going to do them. So in week two we're going to do five more new goals and you're going to do five minutes, again just stick to five minutes. What are our goals in week two? Your goal is to become a little bit smoother and better with your delivery of your introduction. We're going to stick with just five minutes again. So we're going to get in and we're going to get out and we're going to stick with just one point and we're going to keep it short and concise, but now before you sign off, your goal for this week is to add a CTA, and what is a CTA? It's a call to action. Your call to action can be really simple. It could just be to remind people, "Hey, if you are new and one of your friends invited you or share this live broadcast, don't forget to subscribe or follow me so that you'll get notifications when I'm on live the next time so you can catch me," or you can say, "Hey, I have a great opt in. I want to give you a free gift for showing up and sharing this time with me. I value you and your time. So go ahead and go to my website, blah, blah, blah.com and come in to get my free five-day nutrition plan. I want to give it to you for free." So some kind of call to action where they can find you again, come and visit you again, join your group if you have a free Facebook group, but don't sell them anything. Just invite them and give more value. Give something to them that's going to add to their life, where they can find you, where you can give them a free gift, and then get the heck out again. Even now, especially on Periscope, I still messed up every other time how to sign

out and we laugh and we smile and we just giggle and then we get the heck off, and you will eventually get off.

Every single person. Even Marie [unintelligible], I remember on her very first Periscope, it took her about three minutes and it's okay. Just know, even the experts on social media, they stumble on how to get off. That's why I emphasize, that is our goal. Keep it really simple: that's week two. Week three, you're going to continue. So step five of all of these easy, reachable, doable steps (See? I stumble over my words. It's okay.), is to rinse and repeat. The more repetition you have, the more you practice something - this is brand-new to you. You're not supposed to be an expert. There's no expectation of you to be an expert on the first two weeks, three weeks, four weeks, but the beauty is that you can jump in, you can jump out. There's no editing. You're going to get better. You're going to laugh at yourself and be okay with it and be like, "I'm human," and people are going to love that you're not perfect. We don't love perfect and polished people, so you're going to constantly rinse and repeat. You're going to continue the same process. You're going to add more five-day challenges. I started off telling myself and a few friends that we are just going to do - we set a big goal. We like big goals and I cannot lie. I did 30 days straight, I know it's a lot. So I just want you to start with just five days, but we started with 30 days and guess what we did? We all did 60 days straight. We're a little bit nutty, but we all fell in love with it and we're not perfect and we are still not perfect, but wow. When we saw the feedback that we got, when we saw how many people that we we're able to reach and not just any old numbers, but really like true lifers. People that we got to know them and they got to know us at lightning speed compared to all of our other social media platforms. It truly fueled our passion for these new opportunities on live broadcasts and so I couldn't stop myself.

We couldn't stop ourselves and you're going to find it's true for you, for many of you, but at minimum I just want you to do five days for the first week, take a couple days off - no more than two days off in a row - then go back and repeat the process for five days. Add one more little baby step goal along the way and I can tell you - how long have you been thinking about doing video?

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How long have you been thinking about doing live broadcasts, whether it's Periscope, Meerkat, Blab, you can blab with your friends, that's when multiple people are doing live broadcasts, but right now I want you to focus on just doing your individual live broadcasts. Facebook Live, now that it's available to most of the people out there on the app, think about how long you've been thinking about doing this and haven't taken action to do it? In two weeks you can get a minimum of 10 live videos up. It doesn't mean they have to be perfect, it doesn't mean that they are so good that you're going to repurpose them and put them out there, but it's 10 more practice sessions. Just like if you're learning a brand-new language for the first time, you're learning how to play a new sport, learning how to ride a bike for the first time, poor learning how to play an instrument. You're not going to expect from yourself to be great on day one or even week two, right?

So give yourself the grace to suck in the beginning and to know that you are going to get so much better and that's totally okay and that we can improve and we will improve with practice and consistency and time. That's it: it's as simple as that.

So take out whatever it is that's going on in your head that you're making it bigger and scarier than it is because I know that you have that greatness in you and you're going to do this and you're going to find - I know because I've seen it happen to sell many people in the short time that Periscope has been around - you're going to discover hidden talents and you're going to be able to reach so many more people and again, when you take the focus off of yourself and you focus on that person that you are helping and you are changing their life because you have an amazing message whether it's your own story or the ability that you have to get people's health on track and their lives on track and their fitness and it starts with one person and then it trickles everywhere - with their kids, with their family. When the mom and the dad get healthy, you know, the children get healthy and then it spreads to all their family and their friends, you are the vehicle, you are the person that is going to make them do that and you know that social media - you can reach so many more people than you can in real life, because we just don't know that many people. I was on a flight coming home from

QVC the other day and I was looking around and there are so many people on a plane, but do you really get to speak to one other person? We kind of stay in our little seats and our safe little bubble and we don't get to reach out to those people, especially for more of an introvert. I am an introvert, but social media allows me to stay in my little bubble but still reach lots of people, so many more thousands of people than I know in real life. I mean we only know a handful of people in real life, so the opportunity to reach so many more people and do it so much easier and faster just by being ourselves, that's a beautiful thing and I want you to jump in. Just dive in, don't over think it and just do it. So that is my challenge. Again, use this. Look it. Fancy-schmancy. I made this for you guys yesterday. So use this so I can find you and now I'm going to talk about hair and makeup. So where are we on time? Oh, beautiful. So I'm going to touch upon the stuff that maybe you expected: the hair, the makeup, the wardrobe, but you know what? Again, the reason why I don't focus so much time on that is because it's such a little part of the more important picture which is getting yourself out there first, experimenting, allowing yourself to be bad in the beginning and knowing that it's just like learning how to play an instrument, getting better with practice and consistency. So, what about hair and makeup? I'm not going to talk a whole lot about it because you are so amazing the way you are and you're going to...it's just like, you know American Idol? When they first get on, the contestants, they're just themselves and it's their talent, it's their content that's the most important, their singing ability. Everything else is so easy; the rest of it's easy. You learning how to get on video, that takes practice and that's all up to you.

Everything else is like the icing on the cake; it's the cherry on top. So that is how to make yourself look better which does...I know for a fact...when you feel better about how you look...and it's not about eating a beauty queen or model, because trust me, that was one of the things that held me back from being on video. I'm like, "I don't love how I look on video. I don't love how I sound," but I improved on all of that. I've gotten better and so I just realized, "Nope. It's not about being the prettiest. It's not about being a beauty queen. It's okay to stumble over your words like I just did, that makes

you more relatable, but it's putting your best foot forward." It's putting yourself in the best light. So the first thing I want to talk about is lighting. Regardless if you're a makeup girl or not, or guy, I think it's really important just to put your best put forward and don't just stick yourself on camera without doing a once over. So yes, do look at what your hair looks like. Do take conscientious effort to not just roll out of bed and that doesn't mean that you have to put whole lot of makeup on. I'm a makeup girl; I love it, but sometimes I come on with minimal makeup. But the first thing that makes everyone look great regardless of if you're a make-up wearer or not, if you're a guy or if you're a female, it is lighting. If I was sitting here with no lighting and if it was super, super dark and shadowed, I can tell you that I wouldn't be super confident about how I looked, but I have these magical Botox-in-a-bulb devices in front of me and it's a ring light and if you've known me for more than five minutes, you know that I can instantly boost anybody's level of confidence just by putting beauty lighting around them and they're like, "Hey, I feel better about how I look," and when you boost your confidence and that's one less thing for you to worry about, I can guarantee that you're going to be more confident about putting yourself out there.

So again, it's not about being the most beautiful in the room. That is not even the goal ever, ever, ever, but it's enhancing yourself to your fullest potential and lighting does that. Also, it's not distracting because if you have a wonderful message and you're sitting in the dark and I can barely see you or

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it's so shadowed because your lighting's funky, it's a distraction away from your message. And so I've got a ring light in front of me. Okay, I lied. I have two because I'm in a really dark room that shadowed and so I'm going to turn off one of them so you guys can see the difference and it's not going to be cute. So, "Hi, hello. I'm 41 and I've got, you know, lines and wrinkles happening and for me it's more of the under eye shadows," and...let me switch off my other light. We are getting real now. So it's like, "Hi. Under eye bags and shadows and that is bright and sparkly and shiny." We turn the other one on and it's like it instantly diffuses and it's just like a filter on Instagram: our skin looks so much better. And so again, one last thing. I've got a breakout and I'm an adult

and I still get adult hormonal breakouts, I'm not going to be self-conscious about those things, because it's like I put that beautiful filter like I do on my Instagram photos, but you can't do that on video, but you can cheat it a little bit with beauty lighting. So I love the ring light. It's the best single source, when you're looking to invest in professional lighting, you just need to start with one light versus three-point lighting where you have these giant, space-consuming, bulky, as well as heat-producing lights which are those giant soft boxes.

It's like comparing your modern-day flat screen TV to that giant wood box TV that we grew up with and some of our parents still have them in the house for some reason. That's the difference between a soft box and a single source beauty light: a ring light. The reason why it's so wonderful is that because it's a ring, it's a circle, it's lighting you from every angle so it gets rid of the lines and it diffuses all of the shadows under our eyes, around her face, it softens our wrinkles, like what wrinkles and lines? I'm not 41. Yeah, without the lights I am 41. So that is why I love it and I will give you guys a link at the very end that has a resource guide that is private only for you guys who are watching here on Jenelle's training and there's a password involved. It's a super, secret password, so that is one of the things that is key and you can ask Jenelle. I know she owns it, Chalene swears by it, I love the ring light. We've been using it. It made all the difference in Chalene's academy videos because we didn't have a huge set up like they do at QVC. Oh you know I was on set studying their lights. They've got hundreds of lights. They've got it on top, they've got it all over, and HD is not friendly, and a lot of us are using HD quality videos, especially for our recorded videos that were shooting with our iPhone's. Those are shot in HD now or maybe you have a super, high tech TSLR that you're shooting your videos that you're producing for your down line, for your team trainings, all those things that you get asked about all the time repetitively, those are all things you should create videos even if you don't put them out publicly, hello? Instead of training people in doing the same video over and over again, created one time so that you have it ready to go in you can take your precious time that we're also limited on and focus it on doing something else like live video. Hello? Do I video.

Okay, so the next thing that I want to talk about is his makeup and grooming. Grooming is what we call makeup for dudes. Here's the biggest thing - is shine. So what we want to do regardless of how much make up you love or wear, could be a makeup girl are not, I don't force people who were not make the people to become makeup people, because that's just not you and I want you to be you, but your best version of you. The number one tip that I can give you is give yourself a once over, make sure that if anything, you want to emphasize your eyes. So I went full Adele today. You don't have to do that. I mean I love a winged eyeliner especially when my eyes...I mean as we get older our eyelids get heavier and puffier. So I love a little winged eyeliner. I go crazy and sometimes it's because even as a professional, the wings are crooked and they're a little funky so they get bigger and bigger. A little bit of eyeliner or mascara just to emphasize the eye shape which gets lost on video. We're just two-dimensional on video so we want to bring out the features on our face which we also lose as the brightness of our lights that we put. We love the bright lights because it makes your skin look great and it gets rid of the lines and the wrinkles, but it also gets rid of the features. So a little bit of bronzer or blush to bring out the cheekbones, a little bit of mascara. Always pay attention to your brows, if you've got blonde hair especially. A lot of times our brows don't show up. I'm seeing some crazy little flyaways. Is where you want to smooth out the flyaways, you know? Those little things on live video because there's that lowered expectation of having that perfected look, but if you are shooting regular videos and you're shooting them and your editing them those are things that you want to look for.

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But most importantly for men and women it shine. We want to get rid of the shine because a little bit of glow in person is beautiful and we want to strategically place glow just like on the high points of the cheeks but we don't want to have glow in the center of the face, because what does that look like on camera? It translates into grease. We don't want to look greasy because there's a big difference between grease and glow but it's a fine line between the two. So this is one of my favorite products it's called Bye, Bye Pores, but you can use any translucent powder and so this is what

I always have with me before I do video. Before I start, I flip on my video camera and I look at myself and I do a once over. Do I have any funkiness going on and my face? Do I have anything stuck in my teeth? Funny story, Chalene just told me she recorded an entire webinar and she did an entire perfectly executed webinar and she didn't realize she had a giant, not a little but a giant, piece of spinach stuck in her teeth and she recorded this entire webinar that she can't re-use because...and I hope she doesn't mind that I'm sharing this story because it happens to all of us - or it's lipstick on her teeth.

Something that's distracting, so we want to give ourselves a once over. Make sure there's no boogies in the nose. I would stick that back in the cave. These are things I look for when I'm working with my clients on set. So yeah, make sure no eye boogies, no nose boogies, nothing in the teeth. I know because it's devastatingly embarrassing, especially if your recording video, you're like, "I executed that perfectly. I got all my words out, I stepped all my points, I remembered everything," and you're like, "Oh my gosh. There's something hanging out of my nose or I have spinach in my teeth and I've got to redo it," and you know it's hard to replicate perfection a second time. So, I love this, it's just a translucent powder and you want to make sure the forehead, but knows, upper lip and the chin are all shine free because again, a little bit of glow in person will look very greasy with the lights hitting our face on camera. So groom your brows, throw on a little mascara, make sure there's nothing funky on the face that shouldn't be there, and then make sure that you have zero shine down the middle of the face and that's true for both men and for women. Another thing with hair, it's like the flyaways, not so much of the big deal with live video because again, expectations are lots...that's really it. I have a full makeup tutorial series that gets into like the step-by-step of more detailed makeup few guys are interested in learning. Again, and makeup is just like getting on live video or video of any kind, it's practice and practice and practice and getting better. It's a learnable skill. Makeup is a learnable skill that anybody can improve on if you take the time to practice. So I have a free makeup tutorial series which I'll share with you guys at the very end on where to find it that you can

go into if you are wanting to know more specifically about contour highlight and how to do smoky eyes, how to put eyelashes on. I have a full one because I'm a little obsessed with eyebrows. I have very few eyebrows. I have to fill those suckers in just like blondes because they're so sparse. I just wasn't born with much, so, hello? That's why god invented brow powder and brow pencils or invented someone who created that and that is what you use to fill the men. Super easy to learn. The other thing that's really important with video is sound. As much as people focus on lighting, sound is really important too. So, again, on live video not as big of a deal, but if you're getting better and better and better and you're on video number 100, which I know sounds crazy right now. Don't even focus on that, but I can guarantee you because I've seen so many people, hundreds of people that I follow and they follow me on Periscope. They started off with five videos, 5 5-minute videos, and now they're on like number 200, number 300, and so mics are important if you want to repurpose your videos. Maybe now you're like, "Oh my gosh. I have a message. I figured out my brand. I figured out what to talk about outside of just the products that I sell and I no longer sound and come off salesy the on social media and people want to do business with me. I'm building my team because they get to know me and like me and trust me and it's working. I get to get my message out there and I get clarity with action on what it is that I'm all about and I didn't know any of that on day one."

I want that for you and I know it can happen if you put yourself out there, experiment, and figure it out. So sound is something that is especially important if you're going to re-purpose your videos. If you are in a room without carpet or rugs, you're going to find that with hardwood floors or tile, that it's very echoey. So right now I'm probably a little echoey. On videos that I'm recording and producing and editing to re-purpose and use, later, not live video, I always wear a lapel mic. This is one of my favorite ones. It's by Boya and I will have a link for you guys for this. There's lots of different price points. There's a \$50 lap mic that's really great. This one is \$20 bucks and it works with both DSLR's as well as almost every model of mobile devices. So both IOS as well as Android. It's got different adapters and it's around \$20 and you can get it on Amazon. I'll have the

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direct link for that. So sound is really important, but again don't use the excuse of not having a mic for not starting today or tomorrow with your Periscopes because I really use the mic. I don't do a podcast. I don't re-purpose a lot of them or I'm shooting in a room without a lot of echo because there's a rug below me or you can like lay down your yoga mats and that helps absorbed sound, but you can always do a little lapel mic. Just make sure that the mic is always pointing up towards you and super, super important, if you've got jingling necklaces, anything that makes sound, make sure that you don't have that mic touching jewelry, because then that's all you're going to hear and then you lose the whole point of making that video with the great Mike because it's hitting either your hair, if you have really heavy hair or you have noisy jewelry.

Another thing with accessories make sure that you don't have anything distracting, so no loud jingly he earrings and for sure no loud bangles. Bangles are always a no-no. Set design and backdrop: that's the next thing I want to touch upon. So a lot of people they worry about what their set and where their shooting looks like. In the beginning especially with your live videos, what I want you to focus on for your first 5, for your first 10, really for your first 15 or 20, your goal again is to just find your voice, figure out what topics resonate with your audience, figure out what works, what doesn't, and do more of the things that do. Extend your time slowly every single week after the first two initial weeks of just learning the act and how the heck this thing works. Then we get to refine. In week three, week four, week five, and on words we're refining and so the first thing that you wanted do, even on day one, is make sure that you don't have a giant pile of laundry, even if that's your real life. Do we honestly want to convey that message? I don't know, maybe you do. Maybe you think that makes you more authentic. I think that really says when someone doesn't know you that it's more like, "I'm kind of a hot mess and my environment's a mess," and again, everyone has a different school of thought about this, but I think...it's not about being fake. I want you to be authentic, but I also want you to remember that you are an inspirational, and more importantly aspirational, to people and if you can put that message out, even if you are so on the current road to getting to

reach your certain goals, whether it's with your fitness level and your weight or what your home looks like or with your own ability to be on camera and we're in the process of reaching our goals and we're not a "before" ...I meeting were still kind of a "before" and not so much an "after" yet. That's a beautiful thing too, but I think it's less distracting if you don't have a giant pile of dirty laundry behind you or you have an unmade bed. I don't know, those are just things that I notice and a lot of other people notice too and even if you're in the process of getting into the habits of making your bed every day the laundry instead of just wearing the laundry from the dirty or clean laundry pile, you know whatever it is, we want to have a little bit more of a branded look.

That's all a part of your visual branding and that's something that I totally get into more in detail in my upcoming academy that's coming in later this spring, but for now I just want you to think of a clean background, something that doesn't create shadows. I personally cannot stand those paper backdrops, especially the white ones. I kind of like the pink ones, I kind of like the bright, pretty colors, but the white infinity backdrops, they are so difficult to like. You're going to need at least 3 to 5 lights to be able to light that without having crazy shadows behind you and you can't edit even with post-editing skills. If you're creating videos, you have to do a lot of editing to make sure that your background doesn't look like there's a halo around your body, your getting weird shadows, it's green or blue tint, graying you out, all of those things. So I think a natural backdrop like Jenelle has right now in her home is beautiful. It's one of those things that as long as it's not distracting, it's nice and simple and clean. Make sure that there's no weird objects sprouting from your head, especially plants. A lot of us have plants and we put them to close and it's like we're growing plants out of our head. Just make sure that it's non-distracting and that is what I want you to take away for now. We can always improve upon it, we can always make it match your visual branding even better in the future, but for now what is your goal? Just to get started and get familiar and put yourself out there and practice, practice, practice. So that is all I have for you guys today. Let me share with you this little...I created on my

blog...this is a private blog and its required...there's a password for you to get in and the password is "jenelle," all in lowercase, don't capitalize the J, all lowercase. So if you go to my website: coachglitter.com/resourceguide, all one word, it'll take you to that private blog and it will ask you for a password which is "jenelle." So you can screenshot that are right that down and on that page is just a resource guide with the specific links on the exact seller Diva Ring Light that I use, it also has a link to my Amazon page that has the microphone that I use. It also has where you can find my makeup tutorials which those are all free. You just have to opt in. It's my opt in, that's how I built my list. I hope you guys are doing the same. What else is on there? I just put a whole bunch of stuff. It was really late last night and I made that for you guys so that you can find everything in one spot. You can also contact me through Facebook.

By the way, I don't really check my Facebook messages so the best way to get a hold of me used to post it on my Facebook page. I'm Coach Glitter everywhere so on Facebook I am [facebook.com/coachglitter1](https://www.facebook.com/coachglitter1). Everywhere else on social media including my website I am Coach Glitter and you can find me on Periscope. I hope you'll find me there and watch some of my live broadcasts because I do talk a lot about building your courage muscles, strengthening your courage muscles, getting yourself on video, and a lot of tips and tricks on beauty, wardrobe, all of those things, so that you can get on video. So thank you so much for allowing me to share this with your team Jenelle. It's been an honor and a pleasure and one big hurdle for me because again, this was scary, but it's not scary. It was exciting for me and something still that's very brand-new so I appreciate the opportunity so much and thank you guys for watching.

- 00:51:26 Jenelle: Oh my gosh. Tiffany, that was so amazing.
- 00:51:30 Tiffany: I think I'm going to die.
- 00:51:31 Jenelle: You're not going to die. Oh, I said, you're not going to die. A lot of us think this is so scary, but I didn't die, and you're not going to die, and we're going to get better. Every time I do something like lives video, for some reason with training I'm okay, but I haven't done

Periscope and I haven't done Facebook Live yet. I really do. If I can just get through it and not die. I'm like, "I survived." Matt will be like, "How did it go?" All be like, "I just, I survived it, you know?" And that's what I'm happy about. Like with QVC this week, I was like, "I'm just so happy. I survived yet. Like it was..." You know, being live is scary.

- 00:52:08 Tiffany: And I think that's a good goal. Sometimes we set ourselves up with huge expectations thinking our first live video we're going to get hundreds or thousands or even 10 people that watch and that's not even the goal. So really the goal is, "I survived it. I learned something and I'm going to improve." That is the goal and then later on as we get better and we figure out what our brand and our messages are, then we're going to automatically gain so many more new followers who genuinely love us and love what we do and want to be a part of what we do.
- 00:52:37 Jenelle: Exactly. Exactly. I've made so many mistakes on video. It makes for good stories later, it really does. Some really good stories come out of the things I've done on video, but I do have some questions if you don't mind Tiffany. If you guys can hang on, maybe you have some of the same questions. Hold on...I'm getting an air message. Oh no, it's not an error message it just says I'm presenting to everyone and I argue knew that. Number one, oh I just wanted to comment that it was so inspirational to hear your story about just as of two years ago you weren't wanting to be on camera. You were always behind the camera and helping us look good on camera and that you didn't want that and to see how well you do now, I mean hopefully you guys all follow her on Periscope. I certainly do and it's interesting I think for all of us to hear that you have those same feelings. But number two, oh I just wanted to remind everyone, make sure that you commit to someone. I'd love you to connect to me and us on that pinned post on coach success group when you will start your five videos in five days. Save the #1 more time.
- 00:53:42 Tiffany: It's #5four5video. #5four5video.
- 00:53:53 Jenelle: 5four5video. Okay. [unintelligible] the picture...I tried to

screenshot you and then I didn't time that right and then I didn't write it down so...okay, glad we have that. And then, next I wanted to ask when you're doing Facebook Live, because I haven't done Facebook Live yet, can you delete it? If after you do if you're like, "I'm so embarrassed." Can you delete it?

00:54:19 Tiffany: You absolutely can. You can delete anything on the Facebook Live as well as on Periscope, but I highly recommend not the meeting them unless you say something like for some reason a bad word flies out of your mouth or something like that, otherwise I recommend keeping them up because it's proof to yourself that you are improving and it's nice to look back because a lot of times we're so looking to be the perfect "after," or just striving for perfection, and it's a good reminder for your own team members in your down line to show them evidence that, "I sucked too and I survived." So I recommend keeping them up unless it's something really bad like an F bomb flying out of your mouth and that's not normal, that's not part of your brand, then yeah delete it. But otherwise, keep the bad ones up. And I love when I can look back at other people who I respect and I think I kind of hold up on a pedestal and I look back at their stuff in the beginning days and it reminds us that everybody gets better over time and no one starts off being great

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00:55:24 Jenelle: Yeah. That's awesome and I think that, like you said, that, you know, Facebook is getting Facebook Live shows if you want to call them or Facebook Live videos precedents in the newsfeed and I know for sure I get a notification whenever someone has a like page that's going live. I mean whenever Chalene is going live I get a notification so I think that it, like you said, it's just a really good opportunity right now. So for you guys who are listening if for some reason you're newer and you don't have a like a yet, now is the time to start delving into that and of course you can go to my website for trainings on like pages so that you know what you're doing, but it's really not that complicated. It's really just the same thing as your personal page just a little bit more purposeful, I guess you could say, but it has a lot of different functionality features like Facebook Live. So my next question Tiffany was, so if you have the

Facebook Mentions app, okay and you have iOS then you will have the ability to do Facebook Live?

- 00:56:20 Tiffany: Yes, but for the rest of us that aren't like celebrities or I got denied for that. I was like, "Oh man. I got denied when I applied for the Facebook Mentions." As of last weekend, if you updated your app on your phone, then you...and you have an iOS, most likely you already have access to the Facebook Live and you don't have to use the Mentions app. It's just the regular mobile Facebook app that you arty have on your phone or for android users, I heard any second now if not already they're rolling it out.
- 00:56:52 Jenelle: Awesome. Okay. All this is so great.
- 00:56:54 Tiffany: You've got to use your like page. I mean I know a lot of people have their personal pages, but this is a great way to continue to direct traffic to your like page and more importantly to increase your organic reach and your organic reach is your unpaid reach that you're not paying for ads. Don't ever boost posts. You can learn more about all of that later, you know, when you get more into social media and I'm sure you do trainings on why it's so important to use your like page. You can still use your personal page and I heard Mauri Smith say there's a lot of myths around doing business on personal pages. So you can do it if you know what you're doing, just like anything else, we've got to learn more about marketing and business so that we follow the rules, it's their platform it's not ours, but I highly encourage you to use your Facebook page every time someone tunes into your life video or re-watches is the broadcast. It shows up on their newsfeed which means that all of their followers see you regardless if they follow you are not and it gets you new followers as well as, you know, get more eyeballs of the people who follow you on your Facebook page organically. So it's super, super important. I know it's challenging to build your like pages and get people to see what you post. It's challenging, but it's not impossible and it's really important to be able to do that because you get way more stats and info about the people that follow you on a business page
- 00:58:16 Jenelle: Yes, and I actually...you guys have all heard before on

my trainings that everything that I post on my Instagram, I also post on my like page. That way it doesn't take me any extra time, because I really have pretty much the same content on my Instagram that I have on my Facebook like page and that might not be the most ideal situation, but in terms of time management, it's very ideal for me and it's been working. So I just also wanted to reiterate the link you gave us. It was coachglitter.com/resourceguide. Coach Glitter...there she has it, coachglitter.com/resourceguide and the password is "Jenelle," and I know my name is like always spelled wrong, but notice how it says "J" "E"...no you spelled it right. No, I'm just saying like 99.9% [unintelligible] well most people put "Ja..."

- 00:59:59 Tiffany: Oh. Okay, yeah. It's J - E - N - E - L - L - E, all lower caps.
- 00:59:13 Jenelle: Yes. Okay, so perfect. So I just wanted to reiterate that and Tiffany, I just love the five action steps. That so perfect to give us homework. This helped me so much. You do not even know. Matt and I are making a trip to Target today and I'm so excited to pick out a whole bunch of Post-it notes. Like I just think that's fun and do that brain dump...
- 00:59:34 Tiffany: Brain dump for everything. That is how I figure out, you know, what is my strategy for my next project. It allows you to take all of your great ideas, that oftentimes are hidden in our brain, and because sometimes we're too analytical and we overthink things that creativity doesn't come out. So a lot of us haven't been in like a learning environment or school environment for a really long time, and because I've been in this space just transitioning my own business more from the makeup and styling production tag which honestly now it's only 15% of my business. The other 85% has become business coaching which I didn't set out to do, but I discovered and stumbled upon it along the way, and it's just kind of one of those hidden talents and gifts that all of us have, we don't know what it is until we get into new stuff and we learn new things and we uncovered them, and not something that I uncovered. Chalene saw that in me way before I saw it in myself and I know that when we have the right people around us like those
- 01:00:00

mentors that see our greatness before we see it, now it's become 85% of my business, and I never made this, I mean the...I don't want to brag. This is not to brag, is just the potential of what I can make in my own business and the revenue, it's a lot like what business coaches do. You start off and the potential of what you can make is so much bigger than what you could ever make in most traditional corporate jobs and it's way bigger than...I mean I should be a coach, but I'm not. But yeah, for me in this business space I love coaching other people and I didn't realize that I even knew how to do that other than I used to be really bossy to my younger two sisters. But I love giving people challenges, I love breaking down things in the baby steps, I really emphasize being like I call my group of people that I coach, we're all turtles. We're constantly moving forward, but we don't stop, and we are consistent. Whenever you do anything, whether it's Instagram or video, when you do it with consistency, you can't fail and so we embrace doing things, moving forward, even at a slower pace, but we don't stop. And brain dumping is one of the most amazing mind mapping exercises I've learned to get the stuff out of my brain onto paper and it's totally like a snowball, avalanche effect where one IDS bonds so many more better ideas.

01:02:00 Jenelle: That's perfect. Perfect the way you describe that too. And I have to make just one more comic guys and then all close it out, but I was laughing at so many things you said about, you know, doing the once over and making sure that you don't have any eye boogies or nose bookies and checking your eyebrows all that stuff was so funny, but also, you know, talking about your set. Like I had to strategically place this plant and Outland. Like that lamp is about to fall off that table. Like that's not normally where it goes, it's going to fall off, but otherwise it becomes an earring on me. So I, you know, you have to like think about these things. So, just so, so appreciate that and everything that you said and all the ending stuff with lighting, and your set, and the makeup. I've learned so much from you about makeup. Thank you so much Tiffany. I cannot thank you enough and I just really, really appreciate it.

01:02:49 Tiffany: You're so welcome. This was so much fun and it's

another way for me to put myself out there because again, just like you guys, I am still very brand-new to speaking, to doing webinars, and I love it now. I love it and I know you guys will too and look at how many more people I was introduced to and got to teach today because I stepped out of my fear and I put myself out there and I know you guys have it within you too. So the pluses outweigh the minuses so much and I know you guys are going to kill it and crush it. So tag me. I want to see what you guys do and I will be there to support you.

01:03:24
and

Jenelle:

Awesome. Great. We'll be using that hash tag as well

so you guys this is recorded of course instantly and it will be...so on the pinned post and our coach success Facebook group you can ask Tiffany questions there or ask me questions there if you want, but make sure you tag us and pass this along to your whole entire team, please. I know a bunch of people are on the cruise right now and will be watching the recording, so that's awesome. Be sure to pass this along because this is hugely valuable. All right. Thanks you guys. Have a great afternoon. Bye bye.

[End of Recorded Material]