## Weekly LOVE-LED™ Breakthrough Coaching & Strategy Session

00:01:35 Fireflies.ai Notetaker Bob: Talk to Fireflies:

• Say: Hey Fireflies how can you help?

• Type: /ff help to get started.

View real-time notes and transcription for this meeting here:

https://app.fireflies.ai/live/01JTKRHAKXYY43XQT69MH4R8P1?ref=live\_chat

00:01:42 Krissy Vick: Hey from Los Angeles! 00:02:16 Coach Tammy Asmus: Reacted to "Hey from Los Angeles..." with 🤎 00:02:32 Nicole Sapriken (she/her): Good afternoon all!!! 00:02:32 Susan Waterbury: Hi from Thomasville, GA! 00:02:35 Coach Tammy Asmus: Reacted to "Good afternoon all!!..." with 🤎 00:02:39 Coach Tammy Asmus: Reacted to "Hi from Thomasville,..." with 🤎 00:02:56 Ging Everson: Hello! 00:03:23 Coach Tammy Asmus: Reacted to "Hello!" with 🤎 00:05:30 Jennifer's iPhone: I've been making genuine connections and helped 2

new customers

00:05:38 Michelle Baker-Herring: 2 health assessments this week and another this afternoon

00:05:39 Susan Restad: I'm getting a lot more engagement.

00:05:40 lauren cormier: I had two people message me about getting help

on their problems!

00:05:41 Krissy Vick: Super stoked, used ChtGTP to walk myself, one step at a time through helping someone out and signing them up as a new preferred client. It felt so good!!

00:05:44 Sherry Wasserstein: My win is that I am here right now..... I've let things slide and so didn't want to be here.... but coming is my first step back

00:05:46 Leigh Ulrich: One new client Diana Henry: Signed new client!! 00:05:47

00:05:53 Stephanie Whittaker: Win: being able to actually connect in messenger with every person who liked my connection posts!!

00:05:56 Gina Everson: Pushing through a red light story, I messaged 4 people i did not know with amazing responses from each person. They like my, speaks to them.

00:05:56 Hilleri Dickey: Did an email to customers To better serve them and asked if I could help with life or experiences, and got a sale out of it

00:05:57 Stacey Reeves Owens: Had 3 people reach out to me to learn more about products through value content from a core challenge I'm hosting

00:05:58 Kelly's iPhone: Signed up for Love Serve Grow for another year

00:05:59 Sue Paige: new clients- more conversations

00:06:00 Nicole Sapriken (she/her): I did an event last weekend and 30% more in sakes than I have done in the last 2 years at the same event

00:06:04 Coach Kristy Wharton: Reacted to "Win: being able to a..." with 600:06:11 Cristain Harris: My WIN this week is actually being EXCITED about coming to my business every day. Posting wasn't my issue, but being vulnerable and connecting is amazing. So many conversations this week!

00:06:13 Anita White: More engagement

00:06:14 Coach Tammy Asmus: Reacted to "Pushing through a re..." with 💝

00:06:17 Coach Kristy Wharton: Reacted to "Signed new client!!" with 🔥

00:06:17 Cheryl M's iPhone: 🤎

00:06:17 Marjorie Kauffman: I needed the message on the Level 3 part of the ladder. The idea that it is ok to repel!

00:06:18 Linda Schymik: Yes

00:06:23 Lesley & Ryan Bogash: I don't feel as stuck or frustrated as I had been feeling.

00:06:23 Kelly's iPhone: Yes 🙌

00:06:27 Coach Kristy Wharton: Replying to "Signed new client!!"

## Woot woot!! Congrats

00:06:30 Alicia Raley: Working my posts and connecting.

00:06:51 Coach Kristy Wharton: Reacted to "Signed up for Love S..." with

00:07:04 Jennifer Cumbie: More authentic connections and 1 new client and 2

roll-up reactivated clients.

00:07:15 Coach Tammy Asmus: Reacted to "More authentic conne..." with 🧡

00:07:18 Susan Stearns: I've been sharing about myself but the Connection

lesson helped me to go deeper. Overcoming my RLS on this topic.

00:07:26 Stephanie Whittaker: Connected with 60 people on those

connection posts!

00:07:34 Coach Tammy Asmus: Reacted to "Connected with 60 pe..." with 🧡

00:07:36 Coach Kristy Wharton: Reacted to "Connected with 60 pe..." with 🔥

00:07:57 Cristain Harris:

https://www.facebook.com/photo/?fbid=10162703038220535&set=a.445413105534&n

otif\_id=1746803169167434&notif\_t=feedback\_reaction\_generic&ref=notif

00:08:02 Nicole Sapriken (she/her): Reacted to "Connected with 60 pe..." with 🥳

00:08:03 Kathy Loewen, #CM, #Certified Health Coach: My WIN is I did some

connection content.

00:08:05 Linda Schymik: Iam having trouble understanding how to do the

connection post

00:09:14 Alicia Raley: Congrats on that!

00:09:30 Stephanie Whittaker: Link for simple connection post (my kids):

https://www.facebook.com/share/p/1DwKCjy9qF/

Link for deeper connection post (encouragement/faith):

https://www.facebook.com/share/p/1YGZAuuCPF/

00:09:36 Coach Tammy Asmus: Love this @Cristain Harris 🧡

00:09:39 Coach Kristy Wharton: Replying to "lam having trouble u..."

Have you watched the training yet?

00:09:46 Coach Kristy Wharton: Reacted to "My WIN is I did some..." with 🔥

00:09:54 Michelle Baker-Herring:

https://www.facebook.com/share/p/1BVgbck7H5/?

00:10:24 Coach Kristy Wharton: Reacted to "Love this @Cristain ..." with 6

00:11:16 Stephanie Whittaker: Question: how many posts is too much?

I am a firm believer in QUALITY, Love-Led posts (ive been doing 1/day). Now we are doing a challenge in Optavia of 3/day and it doesn't feel authentic to me/ive been getting less story viewers than my normal 300 (now down to 100). Im thinking I should

just stick to my 1 quality post per day again? I'm not sure!

00:12:01	Coach Kristy Wharton: dgreat job, @Cristain Harris so proud FOR
you!!!	
00:12:06	Alicia Raley: https://www.facebook.com/share/p/1Ffwj1x41B/ link for a
simple conn	ection and I used the warm lead AO and ended with Happy Early
Mother's Day. Any fun plans to celebrate this weekend. Lots of messages today	
00:12:39	Kelly's iPhone: Yes 🙌
00:12:46	Krista Tavares: Yes love that
00:12:50	Krissy Vick: Totally agree
00:12:53	Nicole Sapriken (she/her): It is amazing for when I have brain lock
00:13:01	Alicia Raley: I love Chat. I haven't officially named her yet but I refer to
her as my pe	ersonal assistant. It has saved me so much time and absolutely helping
me communicate what I have been trying to say!	
00:13:06	Coach Tammy Asmus: Reacted to "I love Chat. I have" with 🧡
00:13:14	Stephanie Whittaker: Reacted to "I love Chat. I have" with 🧡
00:13:16	Lauren Tudor: https://www.facebook.com/share/p/16cVADZMr8/
00:14:04	Coach Tammy Asmus: Reacted to "It is amazing for wh" with 🧡
00:14:08	Susan Restad: Way to go!
00:14:44	Marjorie Kauffman: My mother's day post has 43 likes already.
https://www.facebook.com/photo/?fbid=10238211559892787&set=a.102137542503953	
35	
00:15:09	Cristain Harris: Replying to "Love this @Cristain"
THANK YOU both for your push yesterday! @Coach Kristy Wharton	
00:15:19	Coach Kristy Wharton: Reacted to "THANK YOU both for y" with 🔥
00:15:28	Coach Tammy Asmus: Reacted to "THANK YOU both for y" with 🧡
00:15:43	Cristain Harris: Reacted to "My mother's day post" with 🥳
00:15:57	Stephanie Whittaker: LOL
00:16:06	Cristain Harris: Reacted to "🔥 great job, @Crista" with 🧡
00:16:25	Allisen Levin: Reacted to "My mother's day post" with 🧡
00:16:43	karen: so they take their next stes
00:16:53	Cheryl M's iPhone: Builds the new neuro pathway!
00:17:41	Celeste: Sharing connection content hasn't been an challenge for
me for the past 7+ years I have been open with my cancer story, I share deep about	

feelings and what the Lord has shown me through it. I also share my life, adventures

in the kitchen with my daughter, food.. I get a tone of interaction on this. I get anywhere from 100 likes to 65 comments. How do I keep up on messaging this many people. How often do I share the diffent levels of connection contact. Here is a post that got a lot of feed back on. This is often how I share my story.

https://www.facebook.com/share/p/16UrLppAoK/

00:17:52 Coach Kristy Wharton: Reacted to "Question: how many p..." with 👍

00:18:00 Krissy Vick: This is the post from my live walk this morning. I go on walks like this everyday where I just share something that is going on in my world and ask others what they do or how they do things?

https://www.facebook.com/100000250521598/videos/969725915233954/

00:20:28 Julia Brown: I am just now fully committed and getting into the rhythm of working through all my Core 4 Activities each day. Making a lot of progress, and feeling good, and excited about them. Now, with my connection posts (Wednesday's has 48 likes/loves and a couple dozen comments I've replied to already.) I'm feeling a little overwhelmed (even though I'm excited) to do AO with all of those people too! Do you have any tips or strategies to help me stay on top of those??

00:20:47 Julia Brown:

 $https://www.facebook.com/juliadbrown/posts/pfbid02TndoWZp9vNXTKfa8DFwxAEAoZ3kUcnrpzUE8SmFngqC6RqiPdQGaKPN2RKyd847hl?\__cft\__[0]=AZWNEXudZaF5avPwsStMyn8F-4JqmOLVJEZaa7Mxc9bxXV97UYiZA8m0ik_ZUgaauQJYkW4PuTuvCSjHXv4iChGnlZymQTPoLvqwMvUbJ_fNRB6TvehWvCnS3Mg50n67rnGlS3ujQ7rRUPOzefSPR_XzmDfA-LvXixnodkGWK7iRCw&__tn__=%2CO%2CP-R$ 

00:22:04 Coach Kristy Wharton: Quality over quantity—if you work a quality post, it keeps gaining momentum and may compete with your other posts. Breaking up posting over say one on profile, and one or two in groups you are in—I could get on board for that, more than 3 a day on your profile—though if you choose to do that, do it a minimum of four hours apart and watch the momentum, and stop if you have a high engagement performing post... also does that include stories? @Stephanie Whittaker

00:22:15 Liza Johnson:I'm curious: Do you feel either of these are engaging?

https://www.facebook.com/share/r/19cFp9zxxJ/

Or https://www.facebook.com/share/p/IBgKWQ3qyd/

00:22:34 Coach Kristy Wharton: Replying to "Question: how many p..."

He may address too and see what he has to say specifically about this...

00:26:50 Sherry Wasserstein: That's so true

00:27:16 Mary Daza: I posted a level 2/3 post and didn't get much engagement which I found odd.

00:28:06 Mary Daza: Great question Steph

00:28:22 Krissy Vick: I feel the same Stephanie, I was so worried about not being good at closing instead of focusing on the next step and how I can help. Changing focus to growing those relationships

00:28:24 Sandy Job-Rivera: Thanks for asking Stephanie

00:28:31 Mary Daza: I'm feeling the same way, not even doing it anymore.

Focusing on LSG

00:28:32 Kathy Loewen, #CM, #Certified Health Coach: thanks for asking that question Stephanie

00:28:33 Lesley & Ryan Bogash: Stephanie- Post is very loose, it can be a FB story or something on Instagram also

00:29:25 Annie Burdett: amen!

00:29:37 Charlotte Akinkugbe: Thank you!

00:30:10 Susan Waterbury: Is there a general rule of thumb to help me decide when to do a Call to Action and when not to do it?

00:30:54 Cristain Harris: You're so right! The thought is the more you post, the more opportunities to make conversations to rank up. Thank you for this permission @Bob Heilig

00:31:05 Anita White: Thanks Stephanie I needed this. I have been battling this 3x a day.

00:31:10 Mary Daza: Reacted to "You're so right! The..." with

00:31:11Michael Giannini: New to 30 Day to 1K program in Wk 4 now. Confused, should we be mixing up different types of content posts or just stick to 1 type? I've been doing Value Content posts the past couple of weeks.

00:31:13 Coach Kristy Wharton: Replying to "Is there a general r..."

All value posts need a CTA but not in a way of drop "link" but more like comment "rhythm" if this resonates...

00:31:36 Leigh Ulrich: Thanks Stephanie. I have been struggling with posting 3 times a day as well.

00:31:37 Coach Kristy Wharton: Replying to "Is there a general r..."

This is what wed call "me too" or "raise your hand" for continuing the conversations 00:31:41 Cheryl M's iPhone: Felt that yesterday as I had energy & intention for 11 police officers in person...ans didn't post

00:31:50 Julia Brown: Reacted to "Thanks Stephanie. I ..." with 👍

00:32:21 Cristain Harris: Reacted to "Felt that yesterday ..." with 🤎

00:33:05 Nicole Sapriken (she/her): Replying to "New to 30 Day to 1K ..."

I would stick to where the course is right now. These calls are people in 30 days, as well as those of us that are in LSG which is the next steps.

00:33:21 Coach Kristy Wharton: Replying to "New to 30 Day to 1K ..."

You are in 30 days @Michael Giannini or LSG?

00:33:47 Chanel Crowley: Reacted to "Thanks Stephanie. I ..." with 👍

00:35:22 Stephanie Whittaker: Yaaaaas go Michelle!

00:37:12 Babette Seals: Youre finding your tribe

00:37:34 Cheryl M's iPhone: More connected

00:37:36 Krissy Vick: growing connections

00:37:40 Michael Giannini: Replying to "New to 30 Day to 1K ..."

I've been a member of LSG for a couple years. Currently working through the 30 day program.

00:39:11 Coach Kristy Wharton: @Michael Giannini oh gotcha—if you are in the program, focus on the steps you are being led in that 30days program, specifically would be my recommendation.

00:40:28 Michael Giannini: Replying to "New to 30 Day to 1K ..."

Thank you, Kristy!

00:40:36 Coach Kristy Wharton: Reacted to "Thank you, Kristy!" with 🔥

00:40:45 Coach Kristy Wharton: Reacted to "I would stick to whe..." with 🔥

00:42:54 Rivane: What was the question bob said you shouldn't ask?

00:43:04 Marjorie Kauffman: Reacted to "Question: how many p..." with 👍

00:44:17 Mary Daza: Great clarification for us, thank you Michelle for sharing!

00:44:27 Stephanie Whittaker: This is so helpful!!

00:44:48 Marjorie Kauffman: Reacted to "This is so helpful!!" with 👍

00:45:22 Marjorie Kauffman: Replying to "What was the questio..."

I wanted to hear it again too

00:46:00 karen: Replying to "New to 30 Day to 1K ..."

So just go to the 30days to 1K and just do that? Finish it and then come here?

00:46:47 Rivane: Love that concept. Thanks Bob.

00:47:22 Mary Daza: Replying to "What was the questio..."

He said not to ask, 'how/where are you on your health journey?' as we've been trained to do with Optavia at one point in connection posts.

00:47:27 Michael Giannini: Replying to "New to 30 Day to 1K ..."

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00:48:15 Rivane: Replying to "What was the questio..."

Ooo thank you.

00:49:06 karen: Replying to "New to 30 Day to 1K ..."

@Coach Kristy Wharton could you clarify for me my question?

00:49:45 Susan Waterbury: Thank you! That makes sense

00:49:56 Coach Kristy Wharton: Replying to "New to 30 Day to 1K ..."

@karen if youve invested in 30 days, yes I would. This module of connection content might be something you could add it— typically we see people already doing it in 30 days but without intention. Everything else id encourage you to stay in the lane of 30days, specifically.

00:50:50 Stephanie Whittaker: Lol housewives

00:50:53 lauren cormier: just got inspired to do a connection post about our puppy and how bold we are to have gotten a puppy 1 month before delivering my second baby!

00:51:02 Mary Daza: Reacted to "Ooo thank you." with 🧡

00:51:19 karen: Replying to "New to 30 Day to 1K ..."

So should I stay out of this \$97 a month training?

00:51:31 karen: Replying to "New to 30 Day to 1K ..."

@Coach Kristy Wharton \

00:51:52 Linda Schymik: lam excited to get my post out!!! I

00:52:14 Lauren Tudor: https://www.facebook.com/share/p/16cVADZMr8/

funny mothers day post

00:52:43 Stephanie Whittaker: 3x3x3 doesn't work anymore I believe. Quality

over quantity

00:53:07 Mary Daza: Reacted to "3x3x3 doesn't work a..." with 👏

00:54:08 Coach Kristy Wharton: Replying to "New to 30 Day to 1K ..."

@karen without clarity on your individual journey I wouldn't want to answer this specifically. Are you currently ACTIVE in 30days program with the group support? Or did you come from 30days into this program just this week?

00:54:46 karen: Replying to "New to 30 Day to 1K ..."

I am part of the 30day that started the first of this year

00:55:00 Susan Restad: Same for me, and I'm having trouble getting deeper.

00:55:16 karen: Replying to "New to 30 Day to 1K ..."

I am still working past week one of the training in the 30day

00:55:19 Danette McOmber: I feel that too, Marjorie. I've been doing the

connection posts and it can be hard to keep up with all the likes and comments.

Would love a little more direction on how to filter these. Respond to some? All? Who?

00:55:32 Gundula: Replying to "What was the questio..."

What was the reason not to ask that?

00:55:49 Jennifer Cumbie: Reacted to "3x3x3 doesn't work a..." with 💯

00:56:16 Michelle Baker-Herring: Replying to "New to 30 Day to 1K ..."

Could it be struggles with tracking? My tracking is many many lists...

00:56:23 Julia Brown: Replying to "What was the questio..."

He said not to ask that on connection post outreach

00:56:44 Stephanie Whittaker: THIS!!!!!!!

00:56:53 Julia Brown: Reacted to "THIS!!!!!!" with 🔥

00:57:22 Susan Restad: Are we supposed to be posting publicly vs just

friends?

00:57:38 Mary Daza: Replying to "What was the questio..."

Comes off manipulative and disingenuous to redirect a personal connection post to our health business.

00:57:39 Coach Kristy Wharton: Replying to "Are we supposed to b..."

**Public** 

00:58:09 Mary Daza: Replying to "What was the questio..."

\*engagement

00:58:16 Stephanie Whittaker: I just decided im going down to 1. Period! This

is so freeing!

00:58:17 Alicia Raley: So good to hear

00:58:24 Alicia Raley: Reacted to "I just decided im go..." with 🤎

00:58:24 Susan Restad: Eeek! RLS!!!

00:58:26 Gundula: Replying to "What was the questio..."

Thank you!

00:58:29 Stephanie Whittaker: Reacted to "So good to hear" with 🧡

00:58:32 Michelle Baker-Herring: @Marjorie Kauffman Could it be struggles

with tracking? My tracking is many many lists...

00:58:34 Mary Daza: Reacted to "I just decided im go..." with 🧡

00:58:51 Leigh Ulrich: Replying to "I just decided im go..."

What about EDGE? I am such a rule follower - LOL

00:59:08 Diana Henry: Was an absolute turn off!

00:59:13 Leigh Ulrich: Replying to "I just decided im go..."

I think you are right - BTW

00:59:20 Mary Daza: Preach Bob2

00:59:22 Mary Daza: !

00:59:31 Stephanie Whittaker: Me too but this is too important — but quality wins. Stories count as posts Im big into stories

00:59:33 Diana Henry: Reacted to "Preach Bob2" with 👍

00:59:41 Sandy Job-Rivera: Reacted to "What about EDGE? I a..." with 🤎

01:00:03 lauren cormier: do live challenges fall in the same category as

putting a number on content?

01:00:09 Leigh Ulrich: Replying to "I just decided im go..."

Great idea! Post one really great post and a few stories. 😀

01:00:17 Stephanie Whittaker: Reacted to "Great idea! Post one..." with 🤎

01:00:18 karen: Replying to "New to 30 Day to 1K ..."

## @Coach Kristy Wharton

01:00:32 Mary Daza: Replying to "I just decided im go..."

Same - rule follower, FOMO - we have permission to do our business our way!

01:00:37 Linda Schymik: So do I take the 3 different pictures form the Disney post I want to do ... do I post 3 different pictures 3 different days all talking about the Disney trip? Do I spread this out over the week?

01:00:42 Leigh Ulrich: Reacted to "Same - rule follower..." with 🧡

01:00:43 Stephanie Whittaker: Reacted to "Same - rule follower..." with 🔥

01:00:53 Nicole Sapriken (she/her): Reacted to "I just decided im go..." with 🧡

00:02:44 Nicole Sapriken (she/her): Thank you for that laugh

00:02:53 Susan Restad: Excellent I NEED THIS!!!!

00:03:41 Danette McOmber: Loving this convo with Marjorie. I am struggling to keep up and prioritize what to do with all the engagement on my connection posts.

00:05:18 Krissy Vick: I was doing the same thing! Once I started incorporating all of them and working on the next step I am seeing a difference! Thanks Bob!

00:05:23 Stephanie Whittaker: This is a good word. The perfect mix!

00:06:25 Annette Aguiar: I'm in the exact same boat

00:06:40 Mandy & Wayne Hudson: I fee this!

00:06:43 Mandy & Wayne Hudson: Feel this!

00:06:49 Cheryl M's iPhone: Replying to "I'm in the exact sam..."

Connected

00:07:02 Liza Johnson:I'm wondering if I need to do more product post

00:07:06 Laura Trimble:

00:07:18 Coach Kristy Wharton: Reacted to "I'm wondering if I n..." with 🔥

00:07:23 Annette Aguiar: How do you ease back into sharing the products

and business after taking a 2 year break

00:07:27 Sherry Wasserstein: OH MY GOSH!!!

This just clicked!!!! Thank you!

00:08:08 Coach Kristy Wharton: Replying to "How do you ease back..."

You dont need to ease into it—red light story, just do it. When do you use your products? Document that ...

00:08:08 Stephanie Whittaker: Trust funnel love that!!

00:09:24 Kathy Loewen, #CM, #Certified Health Coach: yes

00:09:25 Susan Restad: yes!

00:09:28 Annette Aguiar: boom

00:09:32 Ingrid: Yes

00:09:40 Nicole Sapriken (she/her): It reminded me to do my product post today

LOL

00:10:07 Leigh Ulrich: Are transformation posts considered product posts/Proof

Content? (Optavia coach)

00:10:15 Stephanie Whittaker: Reacted to "Are transformation p..." with 🤎

00:10:31 Nicole Sapriken (she/her): Replying to "Are transformation p..."

Product posts are proof posts so yes

00:10:32 Danette McOmber: Level 3...what she's afraid of

00:11:03 Coach Kristy Wharton: Reacted to "It reminded me to do..." with 🔥

00:11:12Leigh Ulrich: Reacted to "Product posts are pr..." with 👍

00:11:22 Nicole Sapriken (she/her): Replying to "Are transformation p..."

Transformation is proof

00:11:31Leigh Ulrich: Reacted to "Transformation is pr..." with 👍

00:12:51 Annette Aguiar: THANK YOU BOB

00:12:57 Susan Restad: THat's me! We are hidden.

00:13:04 Celeste: Bob, I struggle with this too...

00:13:08 Leigh Ulrich: Replying to "Are transformation p..."

Other Optavia coaches - how many transformation posts are you posting each week? I have been doing this 14 day challenge and I have been posting one a day. I am getting a lot less views on these posts - I have noticed.

00:13:19 Susan Restad: We are working hard, but missing this link!

00:13:32 Stephanie Whittaker: What a cool mix of design you have, Bob! I

can see this flowing so well together with consistency. A trust funnel!

00:13:41 Julia Brown: I was taught NOT to lead with products, so this is so hard to

make myself do, but the Chat GPT prompts make it so much easier!!

00:13:54 Susan Restad: OMG! I needed this!!!

00:13:57 Danette McOmber: What were the 2 reasons he said people say the

products are too expensive?

00:14:12 Lauren Tudor: talking to wrong person or took the wrong approach

00:14:18 Lindsay Ault: Replying to "Are transformation p..."

@Leigh Ulrich I post them every day in my stories. and prob 2 x a week on my feed

00:14:18 Danette McOmber: Reacted to "talking to wrong per..." with 🧡

00:14:25 Jennifer's iPhone: Thank you so much

00:14:27 Leigh Ulrich: Reacted to "@Leigh Ulrich I post..." with 😀