

LSG Mission: LOVE-LED Content

Journey for Black Friday

00:05:58 Theresa Roy: So timely! New product launch happens on the 12th so lots of hype around that. Love Led promotion is how I want to respond...

00:06:26 Coach Jess Mitchell: Reacted to "So timely! New prod..." with ❤️

00:06:56 Stephanie Sipek: Workbook:

<https://storage.googleapis.com/msgsndr/KfJjKeKWGSDnvGJhqUqI/media/69036387c3f8ca549e8b30ea.pdf>

00:07:10 Karen Forrister: There is such an urgency in pushing it out

00:07:26 Theresa Torres: Feeling like a pushy sales person

00:07:42 Lindsay Ault: Replying to "[LSG] November Mission Workbook.pdf"

can you share part 1 of the workbook as well please

00:07:42 Joanne Clement: There is so much promo out there....I feel it s annoying and I don t want to be that person....

00:07:42 Laura Andrews: Impersonal sales

00:07:46 Stephanie Whittaker: Going against the grain bringing on longterm clients instead of someone who just cares about the price

00:07:48 Katherine Debs: Hustle energy and being pressured to reach out to everyone even if it doesn't align with your values and how you want to operate. Sounding transactional.

00:07:55 Laura Trimble: NOW

00:08:00 Alicia Raley: Past was urgency

00:08:01 Anne Jenkins: Tempting to use the beautiful graphics and not sure if it is a good or bad thing

00:08:02 Lisa Bruggger: Knowing how to have a cohesive flow and funnel leading into the sales. How to set things up in content in advance.

00:08:02 Kelly: Getting them to keep their attention long enough to let them experience the LSG way

00:08:03 Theresa Roy: I'm new to this.. But I hate to see myself just post visuals someone else created to keep up with the year end push!!!

00:08:06 Mandy & Wayne Hudson: In the past I loved that it potentially opened a door, but I was lacking the language to reach out in a love led way

00:08:22 Stephanie Whittaker: Love this

00:08:23 nikki cummins: yees - tooo much and lose focus on the peopl

00:09:04 Cindy Templeton: There is so much "noise" out there. I was tired of the same old "Pink Weekend" "Pink Friday," etc.

00:09:49 Karen Forrister: Can you give an example of this

00:10:00 Joanne Clement: We already have things out...

00:10:35 Molly Waldrup Johnson: I'm so afraid of being transactional that I hesitate to even post products even though I'm really excited about new products launched 2 days ago.

00:12:31 Team Your Virtual Upline: Replying to "[LSG] November Mission Workbook.pdf"

Part 1 was the October Mission PDF ->

<https://courses.yourvirtualupline.com/topic/october-mission-the-5-laws-of-love-led-promotion/>

00:14:02 Stephanie Whittaker: Good idea!!!

00:14:14 Alicia Raley: Love this and so helpful!

00:15:18 Krista Tavares: Replying to "Megan Weisheipl has ..."

Megan is this were it teaches you m,w,f post?

00:15:20 Laura Trimble: This is exactly how I have set my week up this week

00:15:44 Megan Weisheipl: Reacted to "This is exactly how ..." with ❤️

00:16:14 Coach Jess Mitchell: Replying to "[LSG] November Mission Workbook.pdf"

@Krista Tavares no, that was covered in the RhythmReset trainings. Do you see those in your portal? Should be under trainings.

00:16:35 Krista Tavares: Replying to "Megan Weisheipl has ..."

Ok i will look

00:17:42 Cheryl Mabry: Yes, I don't want to get lost in the shuffle

00:18:32 Anne Jenkins: Thank you Bob! Answered my question on imagery

00:18:53 Krista Tavares: Replying to "Megan Weisheipl has ..."
Is this it?

00:18:59 Cheryl Mabry: So helpful to know! Skip hand me down posts!

00:19:04 Linda Salzwedel: And it is pushed for us to do that, so much!

00:19:11 Laura Trimble: I saw 12 - 15 post yesterday morning that all said the same thing from people in our company. Not all from my team, not my friends

00:20:02 Susana Garcia Betancourt: Even in the stories ... the algorithm way in managing the before and after transformation pics?

00:23:35 Joanne Clement: What would you do in the Monday service post to prepare for the rest of the week?

00:24:42 Stephanie Whittaker: SO good!

00:25:31 Annette Aguiar: Wow!!!!

00:26:55 Theresa Roy: I had to switch to my computer.. can one of you post the workbook again? I lost the chat stream... thanks in advance.

00:27:07 Team Your Virtual Upline: Workbook:
<https://storage.googleapis.com/msgsndr/KfJjKeKWGSDnvGJhqUql/media/69036387c3f8ca549e8b30ea.pdf>

00:27:16 Dr. Alma Medina Fielder: This is so great.

00:27:39 Lisa Brugger: US

00:27:39 Susana Garcia Betancourt: Me

00:27:40 Alicia Raley: Me

00:27:40 Karen Forrister: belief

00:27:42 PaulaAnn NJ:ou/me

00:27:43 Stephanie Whittaker: YOU!!!

00:27:44 Lisa's I-phone: You

00:27:46 Kari Kastner: me

00:27:50 PaulaAnn NJ:you/me

00:27:57 Alisa Masiello Cocchi: me

00:28:05 Joanne Clement: Love it

00:28:28 Stephanie Whittaker: THIS sets us apart this season: we don't de-value our WORTH that we actually change lives!

00:28:44 Cindy Templeton: Reacted to "THIS sets us apart t..." with 🙌🙌

00:29:05 Cheryl Mabry: Reacted to "THIS sets us apart t..." with 🙌🙌

00:29:10 Kari Kastner: Reacted to "THIS sets us apart t..." with ❤️

00:29:19 Terri Temple: Reacted to "THIS sets us apart t..." with ❤️

00:29:34 Kelly: If you have an image made with several product/gift options, will a 2nd pic with me holding 1-2 of them be acceptable, integrating personalized while letting them know more options are available?

00:29:52 Stephanie Whittaker: I jumped on with a deal, but I actually reached out to my coach because of her STORY. The way she was showing up giving me value. I didn't really care about the deal.

00:30:05 Mary Daza: Reacted to "I jumped on with a d..." with 💖

00:32:03 Alicia Raley: Reacted to "I jumped on with a d..." with ❤️

00:32:59 Alicia Raley: I received this message this morning who has not been willing to utilize our program yet Hi Alicia! I thought the call was interesting. I'm interested in pursuing coaching with you specifically. I have some complex issues with health and food so I'm overwhelmed by myself. How much is it to work with you? I'm sure you are worth whatever you charge but have to make sure you are in my budget.

00:33:24 Theresa Roy: Reacted to "Workbook: https://st..." with ❤️

00:33:28 Cheryl Mabry: Reacted to "I received this mess..." with 🌟

00:33:34 Cindy Templeton: Reacted to "I received this mess..." with 🙌

00:33:50 Stephanie Whittaker: Reacted to "I received this mess..." with ❤️

00:34:04 Joanne Clement: I use the pop corn analogy this morning....

00:34:22 Theresa Roy: Repeat that please?

00:34:47 Katherine Debs: That's so powerful

00:36:19 Team Your Virtual Upline: Workbook Link:
<https://storage.googleapis.com/msgsndr/KfJjKeKWGSDnvGJhqUql/media/69036387c3f8ca549e8b30ea.pdf>

00:41:08 Theresa Roy: Reacted to "I received this mess..." with ❤️

00:42:10 Karen Forrister: Does "today only" create urgency though?

00:42:16 Lisa's I-phone: If curiosity is so important why do we name our products in transformation post ?

00:42:24 Katherine Debs: What if it's not today only. Does it matter?

00:42:43 PaulaAnn NJ:makes a lot of sense

00:44:12 Katherine Debs: I've always hated those posts

00:44:29 Theresa Roy: I'm so excited to unpack all of this GOLD and implement this in a real way... Wish I had this last November!!!!

00:44:30 Emily Titov: This is great! Thanks. 🙏

00:45:46 Lisa Brugger: We could use this for any product post whether sale or not moving forward, yes?

00:46:44 Lisa Brugger: Replying to "We could use this fo..."

Thank you, I thought so! 😊

00:46:47 Katherine Debs: This is awesome!

00:47:43 Linda Salzwedel: AND special deals the last two days of the month. So easy to see through that.

00:47:59 Stephanie Whittaker: I feel this already! Just gonna continue following my rhythm having fun leading with my service content and connecting with people

00:48:13 Dr. Alma Medina Fielder: Replying to "We could use this fo..."

Hi Lisa!

00:48:26 Susie Wolford: How would you tweak the prompt if there's no promotion but you're introducing a new product?

00:48:38 Theresa Roy: Is anyone here from Make Wellness? I would love to collaborate for our new product launch!

00:48:46 Coach Kristy Wharton: My sense is this is more about belief building and leading than fear based urgency. Be aware of what you are making "urgency" mean... I DO want to help and lead someone make a decision who has a problem and wants support/program/product as quickly as possible to solve their problem Not simply to make sale. @Karen Forrister

00:49:31 Karen Forrister: Replying to "Does "today only" cr..."

@Coach Kristy Wharton I understand, but Bob Said "today only"

00:49:39 Cindy Templeton: We do our own promotions. Do you have suggestions regarding timing? How not to "overpromote". Creating a promotion that doesn't discount the product's integrity.

00:53:13 Joanne Clement: Love the structure ...have to make sure that everything is in line with the problem that my dream costumer is dealing with.....so I believe that can be apply on any products related to the problem right?

00:53:59 Kelly: Replying to "Does "today only" cr..."

@Coach Kristy Wharton If we word it this way, is this in alignment with Bob's training?, "it's important to chat today and see if it's a good fit for you, especially with the promotion, so you don't miss! When is good for you, at noon or after work?"

00:56:03 Kiersten Vavrina: Ooooo that's good!!!

00:56:52 Alicia Raley: It is like Hobby Lobby I never buy full price. My mindset on this shifted last year working in LSG

00:56:57 Kiersten Vavrina: I'm MK too and when they are conditioned we can go back and forth as we weed this fear led out thanks Bob and Cindy

00:57:39 Cindy Templeton: Reacted to "I'm MK too and when ..." with ❤️

00:57:55 Susana Garcia Betancourt: Even in the stories ... the algorithm way in managing the before and after transformation pics?

00:57:55 Cindy Templeton: Reacted to "Ooooo that's good!!!" with ❤️

00:59:02 Coach Kristy Wharton: @Karen Forrister @Kelly urgency says "hurry or you'll miss out" love led says "I wouldn't want you to miss an opportunity that could genuinely serve you." Make sense?

00:59:15 Karen Forrister: Replying to "Does "today only" cr..."

@Coach Kristy Wharton it does, thank you

00:59:39 Molly Waldrup Johnson: So our promotion right now is limited edition FLAVORS not price... and when it's gone it's gone. Truly sells out fast.

What to do now?

@Coach Kristy Wharton

01:00:27 Molly Waldrup Johnson: Replying to "Does "today only" cr..."

That is subtle but impactful shift!

01:00:52 Coach Kristy Wharton: Reacted to "That is subtle but i..." with 🤗

01:01:21 Team Your Virtual Upline: <https://reviveyourdownline.com/>

01:03:08 Coach Kristy Wharton: Replying to "Does "today only" cr..."

@Molly Waldrup Johnson @Karen Forrister @Kelly yep... another idea "Here is what changes after tonight, so you can decide what feels right for you."

01:03:24 Linda Schymik: Hello Friends

01:03:36 Karen Forrister: Replying to "Does "today only" cr..."

I like that better, @Coach Kristy Wharton

01:04:20 Coach Kristy Wharton: Reacted to "I like that better, ..." with 🍷

01:06:43 Katherine Debs: What about adding them to the highlights and so people can go through them when they go to your page

01:07:12 Linda Schymik: I stopped that and take and ask chat to make it sound like my rhythm

01:08:26 Katherine Debs: Mic drop. That's huge

01:09:09 Linda Schymik: My blue print has helped me so much for my post

01:10:39 Joanne Clement: I go with my feeling of the day with my flex...is that okay...I don't always follow service on Monday....etc

01:10:43 Cheryl Mabry: I have a few testimonials from non Optavia clients about what they did based on me pouring belief into them...how can I best utilize their feedback ?

01:10:46 Lisa Olsen: Heck it is still stressful for a not new person

01:12:36 Amy Reeves: Replying to "Heck it is still str..."

You can say that again! LOL

01:12:40 Amy Reeves: Reacted to "Heck it is still str..." with ❤️

01:14:10 Linda Schymik: I used this product for 3 days and so glad you are talking about this

01:14:27 Coach Kristy Wharton: Reacted to "Heck it is still str..." with 🤗

01:15:54 Coach Jess Mitchell: Great job @Theresa Roy !!! You're really getting this and living it out!

01:17:02 Theresa Roy: Replying to "I used this product ..."

I would love to collaborate with you.. please reach out if that works for you...

985-413-1558

01:17:31 Dr. Alma Medina Fielder: Thank you for this on-time training, Bob!

01:18:08 Theresa Roy: Replying to "Great job @Theresa R..."

yes.. clicking into place just in time for me to have a great holiday season in peace and excitement rather than fear and pressure....

01:18:15 Katherine Debs: Yes yes!

01:18:52 Coach Kristy Wharton: Our product is a "tool" for our bigger mission.

01:18:56 Coach Kristy Wharton: Reacted to "Yes yes!" with 🍷
01:19:11 Coach Kristy Wharton: Reacted to "Thank you for this o..." with 🍷
01:20:11 Theresa Roy: Reacted to "Our product is a "to..." with ❤️
01:20:47 Theresa Roy: Can't wait for Revive your Downline!!!!
01:22:28 Linda Schymik: Amen
01:23:49 Jennifer Cumbie: Replying to "Can't wait for Reviv..."

If it's anything like the first one... it will be amazing!!!! 😊

01:26:29 Molly Waldrup Johnson: Our promotion right now is not price but limited edition flavors that will sell out fast.

How to promote without FOMO?

01:27:50 PaulaAnn NJ: Thank You Bob...
01:27:55 Theresa Roy: Replying to "Our promotion right ..."

Great question... We had one of those that ended at midnight on Halloween and I just didn't mention it at all.. It felt like I was slipping back into fear and urgency and pressure... But then again, did I let down my customers that may have really liked the flavor???

01:28:16 Theresa Roy: Reacted to "If it's anything lik..." with ❤️
01:28:41 Molly Waldrup Johnson: Replying to "Our promotion right ..."

Exactly!

01:29:07 Linda Schymik: Love that
01:29:41 Linda Salzwedel: I love that way of gifting!
01:29:55 Cheryl Mabry: I sent a personalized knife to 4 of my long term clients
01:30:36 Coach Jess Mitchell: Replying to "Our promotion right ..."

I think everything Bob has taught today fits exactly with this flavor opportunity. You can use the prompt for promotional times and just adjust it to your context.

01:31:29 Linda Schymik: Yeah
01:31:31 Alicia Raley: CONGRATS
01:31:32 Coach Jess Mitchell: @Karen Forrister !!!!! way to go!!!!
01:31:34 Coach Kristy Wharton: Congrats @Karen Forrister proud FOR you...
01:31:41 Megan Weisheipl: YAY @Karen Forrister!!!

01:31:41 Joanne Clement: Congratulations Karen

01:32:06 Molly Waldrup Johnson: Yay!!! 🎉🎉🎉🎉🎉

Congratulations, Karen!!!!

01:32:43 Cheryl Mabry: Powerful learn

01:32:51 Kelly: Congratulations Karen! Thank you for sharing!

01:33:32 Katherine Debs: That's huge Karen!!! So amazing.

01:33:34 Julie Jacky: Congratulations, Karen!!!! That is so awesome! Way to LEAD

01:34:03 Coach Kristy Wharton: And that feeling of continuing to help them while allowing them to help you is beautiful — receive that @Karen Forrister beautiful. "Commitment to"—instead of "Promotion of"

01:34:35 Molly Waldrup Johnson: Replying to "Our promotion right ..."
Thank you!

01:34:35 Cheryl Mabry: Yes, I dropped Rank & the mask 10/31, and learned I can work with more passion

01:34:41 Katherine Debs: It's inspired action and creates momentum on it's own

01:35:20 Marjorie Kauffman: Karen — 🎉 I am SO happy for you. Thank you for sharing it with us.

01:35:29 Linda Schymik: Amen friend

01:35:37 Theresa Roy: Replying to "Our promotion right ..."

So @Coach Jess Mitchell – If I did get that post in about that LTO.... is it ok to tag a current customer who you know uses the product or has liked the flavor ??? Like in the comments? Or do that thru DM's individually???

01:35:46 Megan Weisheipl: Yup, on it!

01:35:51 Megan Weisheipl: I will reach out to you Karen!

01:36:15 Katherine Debs: That was so powerful Bob. Thank you so much.

01:36:16 Cheryl Mabry: Can you share that calendar image 1 more time ?

01:36:37 Coach Kristy Wharton: Reacted to "I will reach out to ..." with 🥰