Coach Aaron:

Ring, ring.

Mrs. Jones:

Hello.

Coach Aaron:

Hi. I'm looking for Mrs. Jones. Is this her?

Mrs. Jones:

Yes, this is she.

Coach Aaron:

Hi, Mrs. Jones. My name is Coach Aaron. I am the owner and facility leader here at FitBody Bootcamp, Chino Hills. And I just want to welcome you to the 28-day At Home Fitness Challenge as I saw you just purchased the program. Is that correct?

Mrs. Jones:

Yes, I did. I'm glad you called. I have a few questions that I'd like to ask you. So thanks for calling.

Coach Aaron:

Fantastic. It'll only take about two minutes to go over the program. If you've got that time now let's rock and roll.

Mrs. Jones:

I do. Despite all the craziness that's going on with the coronavirus and my kids running around, I can find two minutes for you.

Coach Aaron:

That is fantastic. And thank you so much for taking the time for this call. It is certainly crazy times, but the good news is we're in this together. This 28-day program is a great opportunity for you to reinvest in yourself and to make your fitness a priority. So let's go over the program again. It'll only take about two minutes because I know that you're super busy. Looking ahead, the 28-day program is a great jumpstart to get you inside of a fitness program so we can start getting you acclimated to what it's going to be like when we go back to normal life after the quarantine. As you know, our gym is currently closed. The government has our doors shut, but we expect at the end of the 28 days, the doors will be open. So this is a great introductory program.

Coach Aaron:

The best thing about the FitBody Bootcamp At Home Fitness Challenge that this is the same program that we follow inside of our FitBody Bootcamp location. We're going to be providing you support, motivation, engagement, and an online community that can support you during these challenging times. Does this all makes sense?

Mrs. Jones:

Yeah, it does. That was one of my questions because I have seen some of your advertisements before and I see you have equipment and free weights and. I don't have any of that stuff in my home. Is that going to be an issue?

Coach Aaron:

Not an issue at all whatsoever. And I'm so glad you asked that. All of our exercises can be done completely with just body weight. They're easy to use. You don't need a coach. They're simple follow along videos and if you want to make it more challenging, we've got some creative ways you can make the workouts a little bit harder, grabbing soup cans and pillows, but I'll get to all that a bit later into the program.

Mrs. Jones:

Okay. That's helpful. Now that being said, I haven't been going to the gym consistently. Is that going to be an issue as well? Because that was one of my reservations. I'm not in shape. I haven't been to the gym in quite some time. So how are we going to be able to make this work? And I'm not going to be discouraged by being too sore or overwhelmed by the workouts, not having somebody there to help me.

Coach Aaron:

That is a fantastic question and I certainly understand that concern. The best thing about this at home workout is you can go at your own pace and it is meant for anybody at any fitness level. If you're just starting out or if you're advanced, you can scale the difficulty, but anybody, any fitness levels can do all these workouts from the safety of their own home.

Mrs. Jones:

Okay. Cool. Now and I did sign up for the 28 days $28 and right now, despite the unknown and not being sure about my finances and what they look like in a month or not, I'm comfortable with that. When you start saying things like auto-renew and now we're jumping up to 97 bucks a month and potentially even more than that if I would decide to continue on, how much am I really committing to? Because I really just want to commit to the $28 right now.

Coach Aaron:

That's a great question and I know that right now, finances are certainly tight for a lot of people. All that you have to do is right now commit to 28 days. Go all in. Get to know us. And this is a great opportunity for us to earn your trust and for you to see if you even like the program. If at the end of the 28 days you think this is a great fit, you love what we produce, you love the results that you're getting, you love the motivation and the community, after the 28 day trial period, you'll pay just $97 for online coaching until our doors open. This is our introductory offer to invite you into our community. But again, Mrs. Jones, I want to answer the questions you have right now. For just a dollar a day, I want you to see the value we provide, how much we care about our community, and to help get you fit over these troubling times.

Mrs. Jones:

Okay. What happens in a week from now and I've tried it, it's just not working with my schedule? I'm schooling my kids from home right now because all the schools are closed down too. In a week from now, am I going to get my full 28 bucks back? Are you guys going to pro-rate it? Or there is a refund policy? How does that work?

Coach Aaron:

Let me ask you a question, Mrs. Jones. Do you have kids?

Mrs. Jones:

I do. I have two boys.

Coach Aaron:

Awesome. So your two kids are at home right now with you. I imagine you got your hands full. Correct?

Mrs. Jones:

I do.

Coach Aaron:

I imagine that. So the 30 minutes you're going to take throughout the day to invest in yourself, your kids are going to see that as their mom putting discipline and self-care first. Is that a quality that you want your kids to value with themselves?

Mrs. Jones:

100%. yes.

Coach Aaron:

As challenging as this may be with your hands being full, the kids at home, I imagine you've got a lot more on your plate than you typically do, right now more so than ever, boosting your immune system, investing in your healthy habits and being an example for your kids should be top priority. Would you agree with that, Mrs. Jones?

Mrs. Jones:

I do. But sometimes at the end of the day, after I've done breakfast, lunch and dinner and laundry and school and taking care of the kids and making sure things are good with me and my husband, having those conversations when he comes home, the last thing I want to do is work out. Sometimes I just want to sit down on the couch and put my feet up and watch a show on Netflix or whatever it is. And to be honest, thinking about getting up in the morning, before all of the craziness starts, is equally as challenging. So I'm just trying to figure out how all this is going to fit into my day. And I know it comes down to discipline, but let's be honest, sometimes at the end of the day, it's not that easy. So I'm concerned.

Coach Aaron:

I totally hear your concern and I think it is very valid and I appreciate you sharing that with me. Again, Mrs. Jones, you chose the 28-day Fitness Challenge for a reason. I imagine that reason is not only to get in shape, to be the best version of yourself, to be a great example for your kids, but also because there's something else you want on the other end of it. Maybe to lose some weight, to feel better, to come out of this quarantine stronger and fitter than ever, which means you're going to have make a little bit of sacrifice and right now we're all making some sacrifice. That means you got to get up a little bit earlier.

Coach Aaron:

The fantastic thing about our online community is that we are highly engaged. We help hold you accountable. We have other busy moms just like you, so you don't have to be alone at the end of the day. This is a great resource to connect with busy moms just like you and put fitness as a priority, because at the end of the day, right now your immune system, high energy and, of course, a great mode are probably more important than just about anything. Would you agree with that?

Mrs. Jones:

Yes, I do. And I think honestly at the end of the day, I think I can handle the 28 days for 28 bucks. I can't make any promises after that, but I'll give you my word, I'll commit to it. And if things don't go well, I'm sure you'll be hearing from me.

Coach Aaron:

That is fantastic, Mr. Jones. And again, I'm here as your coach for it and that's exactly what I want is the communication and the commitment just for the 28 days. I want to earn your trust and I want you to know how much we care about our FitBody family as a whole, especially during these challenging times. So if you're willing to commit to the daily workouts, check in with the group and show up every single day, not only for yourself and for your kids, but for this community, then let's check in towards the end of the month and we can talk again about that $97 introductory offer.

Mrs. Jones:

Okay. Awesome. So will you be emailing me? Or what's the next step for follow-up?

Mrs. Jones:

Awesome, Mrs. Jones. Great question. Yes. As soon as I hop off this call, I'm going to send you the link with the invitation to our private Facebook group and your next steps is going to have all the resources for the mindset nutrition and, of course, your daily exercises. Again, I just wanted to hop on the call and welcome you to the program.

Coach Aaron:

Awesome. Thank you. Looking forward to it.

Mrs. Jones:

Thanks Mrs. Jones. Talk soon.

Coach Aaron:

Take care.

Mrs. Jones:

All right. FitBody family, that's probably a much more realistic call, so just be prepared for those rebuttals, for those objections. You got to remember that you're here to serve and the 28-day At Home Fitness Program is your opportunity to earn their trust, build value, and show them why FitBody Bootcamp is the best.