

## The Total Training Experience Launch – 2015

The TTE launch this year was a huge success. I used the 8-day Launch Formula, plus I launched only to alumni for 3 days beforehand, so the entire launch period lasted 11 days! Plus, I launched it at Day 21 of 30 days of the #20x20Challenge. So, for those asking, I launched DURING the free IG challenge, but far enough in to ensure people had gotten some wins. I didn't wait until the end of the challenge to launch to product.

The #20x20Challenge was a huge success as a free program that acted as the Anticipation Phase for the launch. It was a tangential free program (both are workout programs) and it was a sticky concept that many people shared with friends and family ("Let's do this together!") so it was a huge email builder as well. I collected over 4k emails, many of which were new eyes, which was great.

So for the prelaunch, I had 2 Aweber lists I was using:

- #20x20Challenge list
- TTE Wait List list (which I promoted on FB via a cover photo posted about 10 days before the public launch—and ended up getting about 400 people in this list – these people may or may not have been in the #20x20):



For info on how to run a successful free Instagram challenge, please check the portal, as there is an entire tutorial there for you.

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**Launched to alumni Tues Aug 18<sup>th</sup> to Thur Aug 21<sup>th</sup> (3 days) at 50% OFF - \$97**

In one of the TTE program emails in early August, I told the gals I would be opening up to them on Tuesday August 18<sup>th</sup> at 50%. So I was being transparent up front instead of blindsiding them with a sale, and I also wanted them to know and get excited about potentially being in the program again.

Also, remember, the prelaunch is not public, so you ONLY sell via email to specific lists, you do not post anything on social.

I sent this email on Tuesday August 18<sup>th</sup> to announce the BUY button was live for them only:

**Subject:** [TTE] Enroll in the TTE for next year (50% discount link enclosed)

Hey Jill,

As promised, I wanted to give you an opportunity to grab your spot for next year's Total Training Experience at a 50% discount, before I open it up to the #20x20Challenge ladies and the public next week!

You can enroll here.

Be sure to register by THIS THURSDAY AUG 20th at midnight PST to get the deal!

The TTE for next year runs September 1, 2015 to August 31, 2016. And as I shared, you will be getting the same email education again (which many of you said would be great to serve as a weekly reminder of the many things you have already implemented!) and of course, a new workout calendar and new videos ongoing, as well as any webinars, podcasts and additional video content I might add to the site throughout the year.

You gals are my inner circle, so please let me know if you have questions and what else I can do for you!

It's been an amazing year, and I can't believe it's almost over! I love hearing from you, so please feel free to drop me a line anytime :)

Grab your spot here anytime BEFORE midnight Thursday August 20th to get it at a 50% discount!

Xo,  
Jill

**Then, I did not email on Wednesday for the launch. BUT, I did email my entire list as my weekly newsletter, mentioning TTE and also CTA-ing them to sign up for my WEBINAR TRAINING that was going to be held the following Tuesday (August 25<sup>th</sup> – first day of public launch). Here's that email:**

**Subject:** should you say yes to stuff?

Real quick, I am holding a free training next week, sharing all my favorite tools on consistency and accountability – details on how to enroll are at the bottom of this email.

And now, today, I want to talk about the pros and cons of saying yes to things.

One of my favorite things to discuss is productivity. I love talking focus, #GSD (or getting shit done) and working hard to create a life you love.

But it wasn't always that way.

For a long time, I was a hamster on a wheel. I was working three jobs (aka The Fitness Hustle), saying yes to anyone and everything, at the gym the earliest, staying the latest, working out a million hours a week and bending over backwards for my clients.

And it wasn't until about 7 years ago, when I read the book, 'The Power of Full Engagement' by Tony Schwartz, that for the first time I felt permission to build downtime into my schedule, take time to relax and allow for my brain to recharge. Tony explained the actual *science* behind building in mental reset time and not going-going-going; the outcome of which was MORE productivity, not less.

See, this is all about focus.

You have heard it before: should worth be awarded based on time put in or based on outcomes achieved? Does someone who sits at a desk at an office every day (or in my case, live at the gym 16 hours a day) actually get more accomplished than someone who maybe works less *total hours* but is more focused when they sit down to their work?

I am wholeheartedly on the camp of less time, more focused work. I have seen it—seemingly miraculously—work in my own life. But the problem was that my self-worth was wrapped up in ... being BUSY. If I was busy, I had usefulness. If I was busy, I was important and people needed me. If I stayed busy doing things people asked of me, I could guarantee that they'd continue to like me and approve of me.

If I started saying no, well then, I'd have to have some tough conversations and people might not understand. Or they might think less of me. Or they might think I'm not so important after all.

The unfortunate thing for me back then was that "the busy" was actually keeping me from being more productive. The two are not the same.

The small things I felt obligated to do day in and day out, took up all the time—and more importantly—*mental effort* I needed to make strides on larger projects I said I wanted, like starting my online business, writing blogs or reaching out to people for networking purposes, attending conferences, etc.

It was easier to maintain the status quo of "busy" than it was to completely change my schedule and PUT MYSELF ON THE HOOK to do the bigger, harder stuff.

It wasn't until 2008 that I started changing my schedule and protecting my time, and saying no that I was able to allot the time to doing those bigger things. I was also able to harness the mental energy to do them. Because more often than not, we have the time, but not the mental space to do something, right?

Which is why I love the concept of rest-based living. Like Tony Schwartz said, it's strategically taking down time and turning your brain off for a bit, so that when you come back to work, you are focused and productive. Instead of living at 50% charge 24/7, you have times at 100% where you're killing it, and times at 0% where you're off duty. Over time, the second scenario produces more, better and bigger outcomes.

Chances are, you have heard me talk all of this at some point. I am a huge proponent of work hard, rest hard (like Metabolic Effect says) in my life. My friends can attest. I need built-in restorative time throughout the day in order to, ironically, get all my shit done!

But something that I want to point out real quick ... those first 6 years of my career when I was saying yes like crazy? I needed that. I needed it to earn my right to discernment and boundaries and downtime *later*.

Let me explain.

I could never have started out my career being discerning. I could never have started as a brand new personal trainer at the gym and turned down clients. I could never have arranged my schedule to meet *my* every need when I had no experience or credibility!

**I had to earn the right to say no.**

And the way I did that was saying yes ... a whole lot.

So while I agree that strategically using down time and “me” time and building in quiet recharge time is so super important for focus and achievement, I don’t think you can skip steps. You have to put in the grind time at the beginning. You have to earn your stripes. You need to be consistent and all-in for a while.

We see this in the exercise space too, right? We see beginners training for 3 months and then losing any muscle they built after taking a single month off. That doesn’t happen to those who have been lifting for years. They have more muscle, more muscle maturity and a lifestyle that can sustain a little time off from the gym.

If you building an online business, you can’t blog for 3 months and then go on vacation for 4 weeks and assume that people will still care when you come back. No one knows you yet! You haven’t built all that much trust with people yet. You can’t afford to go on break. You have to grind, say yes to a shitload of things, have a ton of conversations with whoever is interested and ultimately earn the right to say no later.

**If you are just getting started in any endeavor, say yes more! Say yes to everything right now. Overload your plate, do as much stuff as possible, take everything on.**

Why? Because there will be plenty of time to be discerning later. There will be plenty of time for boundaries later. There will be plenty of time to say no later.

So jump right in. Follow the momentum, have the full experience, whatever that looks like. You can always scale back. You can always change things on the fly. You can always make adjustments. But right now, stay open, say yes and navigate what shows up.

Last, one quick thing – I am holding a live training THIS TUESDAY August 25<sup>th</sup> at 12pm EST and 8pm EST (same content): “4 Ways to Increase Your Consistency and Stay Accountable to the Things You Say You Want.”

Gonna be a little kick in the ass, but I will be sharing my favorite strategies and techniques to be more compliant with your nutrition, training and mindset.

REGISTER FOR THE FREE TRAINING HERE.

Hope to see you on the call, let’s have a great week!

Xo,  
Jill

**Then, on the last day of the TTE alum launch, Thursday August 20<sup>th</sup>, I sent this email:**

**Subject:** [TTE] Last chance to get the TTE for next year at 50% off

I want to share one incredible thing I learned this year in the TTE. Yes, I was learning as I was teaching! Of course that's how it always works ... the more you immerse yourself in something, the more practiced you get at thinking and implementing it. That's why I loved the full year with you – because the journey doesn't end after 12 weeks of competition prep, or 21 days of no sugar or 30 days of paleo.

The journey never ends.

Some might find this depressing. I find it liberating. Because it means I have all the time in the world to learn, improve and get better.

I will never “be there” because the destination is really the journey itself, isn't it? It's always changing. We are always being challenged with new situations, people, circumstances, and life doesn't wait for us to have it all figured out. Life keeps throwing stuff at you and challenging you to figure it out. And me? I love that.

But first, I want to remind you that TODAY is your last chance to grab a spot in next year's TTE at 50% off the regular investment price. Grab it here. And of course, let me know if you have any questions!

Now ...

The thing I learned this past year was simple: “I wonder if I can do that.”

My friend Jen Sinkler wrote a blog post last year about that phrase as it applies to exercise, and as a way to attempt lifts you might shy away from. For me, it encompasses everything.

- I wonder if I can travel and find myself in weird food situations and still navigate it okay.
- I wonder if I can take 2 months off from weights and still maintain my physique.
- I wonder if I can not prep my food this week and see what happens.
- I wonder if I can go to the Minneapolis State Fair and make decent nutrition choices.
- I wonder if I can go to Italy and eat bread every day without overdoing it.
- I wonder if I can learn how to snatch and not drop the weight on my head.
- I wonder if I can film my TTE videos from some random place in the middle of Portugal with spotty wifi and still get it loaded up! Ha!

For me, this is all about stepping into discomfort. And relying on ... MYSELF to figure it out. That's the ultimate in self-trust! And I don't get those opportunities to trust myself more unless I play to my edges, as my friend Liz DiAlto says.

Playing to your edges is about pushing your own personal boundaries so that when life throws the unexpected at you, you got it. It's preparedness. Not planning for the worst, but knowing that whatever transpires, you can navigate it.

At first it feels like a very scary, disorienting way to do things. Because well, it's the opposite of control. But when you start asking, “I wonder if I could do that?” you feel permission to at least try, which is actually all you need.

Trying is scary. Because ... there's a chance we might suck. But it's also all you need to start getting some wins and affirmations under your belt.

The key is knowing that "try" does not equal succeed, but instead "engaged." My aim is engagement. Positive, life-changing engagement that helps me build stronger resiliency, self-love and self-compassion and brings greater joy to my life. I don't need a guaranteed win, I just need a guaranteed and courageous try.

And so, as our year is coming to a close in 11 days, I wanted to leave you with my #1 lesson from this past year.

I would love to know yours! It can be related to nutrition or fitness, or it can be a mindset shift you made or a struggle you have overcome. Maybe it's more self-trust, like me.

Reply and let me know! I'd love to hear from you!

And in the meantime, grab your spot in next year's TTE at 50% off, by midnight tonight!

I'm loving you!

Xo,  
Jill

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**Pre-launch to TTE wait list and #20x20Challenge participants at 25% off (\$147) – Friday August 21<sup>st</sup> to Monday August 24<sup>th</sup> (4 days)**

**On Friday August 21<sup>st</sup>, I launched ONLY VIA EMAIL to the #20x20Challenge people and the TTE wait listers at a 25% off rate (\$147). The two lists received the same email, but written/sent separately because I referenced the #20x20 in one, and the TTE wait list in the other.**

**Here's that FIRST PRELAUNCH EMAIL:**

**Subject:** [20x20] Workouts for the next 12 months

Today is the day – as promised, I am opening up enrollment for the 52-week Total Training Experience for you, a member of the #20x20Challenge tribe, to get first dibs at 25% off before open it up to the public next week.

The program includes a monthly workout schedule, full-length downloadable workouts (new ones each month) plus weekly coaching emails and videos from yours truly on all things nutrition and mindset.

GET DETAILS AND REGISTER HERE (25% off link)

In related news, I hate programs that tout fast results with little effort.

I think things like 7-day jump starts and 30-day detoxes and 21-day cleanses are Band-Aids. They're shiny new objects that distract us from having to put in the real work that sustainable transformation requires. Which is

the reason I created the TTE – for those who are ready to stop program jumping and finally FINALLY commit to the long haul.

There's no such thing as getting something for nothing, and those who understand that and strap in for the long haul—staying consistent (not perfect!)—are the ones who make it look easy.

But easy is earned.

You might have a friend who exercises daily, eats fairly well most of the time and maintains their weight seemingly effortlessly. You might look at them and think, “Gee, must be nice for them!”

I know I have! Lucky ducks!

And here's the thing: it is nice for them ... now. It's nice for them now because they have put in the time and energy to create habits and yes, things have since become easier.

In a sense, losing weight or changing the shape of your body is one big injustice. Because it's at the beginning that things are the toughest. You work out hard for two weeks and your body looks the same. You eat well for 5 days and you're all, “Where are my results??!”

I get you. And that's true, because your body is defending the status quo. It's defending the “normal” that it's been in for a long time. And so when, to you, it feels like you are working your ass off, and nothing is changing ... gah! It's so easy to give up.

But here's the most important thing. It's in those moments when you are ready to give up because holy crap this is hard and NOTHING IS HAPPENING!!—that you double-down. THAT'S the point at which you need to put your head down and grind. That you need to stop looking for the results and start engaging in the process.

And like I said, it feels unfair. The point at which change is the hardest (the beginning) is also the time at which it's the most important to show up. Every day. Show up. Do work. Clock out. And repeat. And repeat. Aaaaaand repeat until all of a sudden, things are getting easier.

Because they do. Things get easier, I can attest to that.

That friend of yours who makes it look easy? They're already there. They got on the consistency train months ago, years ago. They went through their really tough phase too.

None of us gets to make sustainable change without going through the pain of newness. We don't get away with not going through the pain of discomfort.

You have to go through step #1 to get to step #2. And there's something so awesomely rewarding about that—knowing that your grind has paid off. Anyone can do a diet for 12 weeks. But what about instead of focusing on when you will “get there,” you simply focus on finding ways to enjoy the process so that the results are just a cherry on top?

So many of you have been so consistent with this challenge. It truly warms my heart. Thank you and more importantly, THANK YOURSELF. This is about you. It's about what you said you wanted for yourself. And you are doing it!

But what happens in September?

I hope you'll join me in the TTE – it starts September 1<sup>st</sup> and goes through August 31<sup>st</sup>, 2016. All the details are here. Your 25% off deal lasts ONLY until Monday August 24<sup>th</sup> at midnight PST.

Grab your spot by Monday.

Let me know if you have any questions and let's go! Back to the grind ;)

Xo,  
Jill

**Then, on Saturday August 22<sup>nd</sup>, I did not email.**

**Then, on Sunday August 23<sup>rd</sup>, I sent out an email with great value/content and reminded them that TOMORROW was the last day to get the 25% off price. Same exact email went to both the TTE Wait List list and the #20x20Challenge list.**

**Here's the second-to-last day email:**

**Subject:** a new tool for you: "Failure expectation"

I learned this tool from Ramit Sethi, who is actually an author in the financial realm, but I thought this tool was perfectly applicable to the weight loss journey and when we want to make changes with our bodies.

In general, there are two ways to view the change process:

- 1) You see the journey as linear and predictable and get side-tracked the second things don't go as planned or there's the tiniest bit of resistance in your way.
- 2) You see the journey as inherently tough, in which you will encounter numerous obstacles to navigate, but you understand that that's just the price you pay to attain something bigger and harder to achieve.

When it comes to body change, you might think you are person #2 ("Of course Jill, duh!"), but what do your actions say? Are you acting like person #1?

How do you know? You know based on what you *do* when you encounter challenges. How do you respond to them?

Here's an example.

The #20x20Challenge started 3 weeks ago, and I had over 3000 women enroll. It's been an amazing experience, and one for which I am so grateful and humbled. So many women have stuck it out, refusing to let perfect be the enemy of good and challenging themselves to go way outside their comfort zone. Many have struggled with a perfectionist mindset, BUT, they have mentally turned it around to "every little bit counts"



(ELBC), which is amazing. They have changed how they *view* the process and as a result have been consistent, even when it's not perfect or ideal or easy.

And it's precisely because of that resiliency and consistency that they will eventually be successful at making this a habit that becomes effortless over time.

The beginning is the toughest.

But one thing I found really interesting and a prime example of expecting things to be easy and effortless was this: the initial email went out 3k+ women with the introduction info and the #20x20Challenge workouts.

As sometimes happens with tech stuff, a few gals didn't receive their emails. They got lost in email land or whatever. So, as much as I hate it, they ended up having to email in to my assistant Sara to get things squared away and access the workouts.

THAT is an obstacle. One that is normal (albeit unfortunate) but for a few, it was a required step in their betterment process. And many did email Sara—i.e. they went to my website, looked up the contact info, opened their email browser, wrote an email to my support staff and followed up to make sure they receive their workouts for #20x20. I love that. It shows initiative and also the expectation that sometimes, hey, things don't go as planned.

BUT.

There were a few gals who did not follow up but instead reached out to me directly on social media and just said, "Hey, I really wanted to do this but I never got my email ☹"

Can you see the difference here?

I don't say this to pick on this small group of gals—I get it, it's easy to let one single thing deter you, especially when ... and this is the kicker ... YOU ARE SUPPOSED TO GET AN EMAIL, RIGHT?! I hear you—but leaving it at, "No one got back to me," or "I didn't get it, I guess I'm not doing the challenge," is not how change works.

Change works when obstacles pop up and you dive into them. You follow up, you navigate, you persist even when it's hard, you figure it out and don't wait on anyone else.

In fact, you even *expect* that it's going to be hard and that not everything is going to go to plan (even though it *should*)!

EXPECT to encounter some obstacles.

EXPECT that you are going to have bad days.

EXPECT that you aren't going to kill it every time.

EXPECT that sometimes it's going to suck.

EXPECT that you might have to jump through some unforeseen hoops.

EXPECT to fail at times.

**And then ... EXPECT FROM YOURSELF that you have the courage, strength and resiliency needed to KEEP GOING ANYWAY.**

This is “failure expectation”—the people who are ultimately successful know ahead of time that the journey will be tough, and that they will have to navigate the tough stuff.

Like Ramit says, “If you want to ACTUALLY achieve something great, treat rejection as a normal step in the process. Expect it. Manage it. Take action and the next time you get shot down, remember that means you’re just getting started.”

THIS is a success mindset.

THIS is the mindset of someone who is in this healthy lifestyle thing for the long haul.

THIS is how people who are consistent and stay accountable to their goals operate, day in and day out, regardless of what life throws at them (because hello, it always will).

THIS is what it takes to be successful at something difficult.

Giving up is easy. Most people do it. And at times, giving up is justified. But not when you say it’s what you want, and the alternative is blaming and complaining.

And so. That’s my little tough love note for you today (surprise, surprise! ;)). Take it how you will. I will forever be convinced that you can create anything you want for yourself so long as you take the long view.

Change doesn’t happen overnight. And change does not happen without bumps along the way. And for those who allow one single challenge to stop them, well, they’re not quite ready, which is also fine.

So which mindset are you adopting? How do you think about the process? Do you get tripped up with any sign of struggle, or do you take it all in stride? Can you adjust? Do you stay flexible?

Are you ready to take the step to commit for 52 weeks? The JillFit Total Training Experience is at a 25% discount for you only, UNTIL TOMORROW (MONDAY) AT MIDNIGHT PST ONLY.

Grab your spot in next year’s Total Training Experience—a 12-month nutrition, exercise and mindset solution—here.

And of course, let me know if you have any questions, I always love hearing from you!

Also know that I am always in your corner, and I am always rooting for you. This is your journey alone. And with a couple small mindset shifts, you can turn a 30-day challenge into a healthy-forever lifestyle, no problem!

Xo,  
Jill

**Then, on the last day of the prelaunch (Monday August 24<sup>th</sup>), it was the last day #20x20Challenge members or TTE wait listers could get 25% off. Here’s the last call email that went out:**

**Subject:** should you stick stuff out?

Today I want to talk about the difference between martyrdom and grit.

But first ...

A quick reminder that today is the LAST CHANCE to get your discount on enrollment for the Total Training Experience (TTE) for next year. [GET YOUR SPOT HERE.](#)

Remember, the TTE is a 12-month program featuring monthly workout calendar, full-length 20-min video workouts for download, weekly email coaching and video tutorials on nutrition and mindset. It's the ultimate solution for the woman who is ready to take the long view. That's not everyone, but if you are fed up—like I am—with the fast fixes and unsustainable diets, then it's time to strap in.

Let me know if you have any questions!

Next ...

I want to talk about stick-to-it-ness.

I think this is a confusing topic: should you or shouldn't you see something through to the end? Should you "finish what you started?" Should you not be a "quitter?"

Sounds great in theory, right? Like, OF COURSE we should see things through and that's what results are all about!

And I agree, but I think there's more nuance than that. I think there's a discernment that needs to happen, and I want to share my thoughts with you.

Obviously a challenge like the #20x20Challenge is about doing something that is, ahem, an actual challenge and doing your best to see it through to the end. Besides, it's only helping you along to that thing you say you want anyway, which is consistency with your training and short exercise solutions that work. Who doesn't have 20 minutes?

And so, in this case, or in the case of getting healthy or losing body fat, most of us want that outcome. We want those results: health and leanness. And so, in this case, yes, you absolutely should endure the struggles of attaining it. It's worth the blood, sweat and tears. It's worth the obstacles, it's worth those days when fuuuuuuuck, I don't want to train today, it's worth all the effort.

Why?

Because when you are sticking it out, you are in your integrity. You are doing something you actually want.

It's funny, I was walking in Santa Monica a couple weeks ago, and I saw this street vendor selling t-shirts. One caught my eye, it was black with white writing, and in the same font as Nike's signature logo, it said, "JUST QUIT."

At first I thought, *well that's depressing.*

But then I asked myself, *is there a time when quitting is justified?* And I think there is.

I think you are justified in quitting something that is not in line with the person you want to become or the outcomes you care to attain. In other words, quit shit that is not serving your goals and desires. Quit things that are outside your integrity. Or that you are doing simply out of guilt, obligation or because you are terrified of the alternative.

Knowing when to quit something versus sticking it out is simple. Ask yourself, is this thing I am doing in line with who I want to be and what I want to create? In other words, are your actions congruent with the outcomes you want to attain?

For me, there are several things I won't ever quit:

I will endure the tough stuff in the name of health and fitness because it's in line with who I am and want to be at my core.

I will channel my inner warrior when it comes to creating a business I love and helping others, even when I am tired, terrified out of my mind and doubting myself.

I will dive into self-help and personal development pursuits even knowing it's going to uncover some scary stuff and I'm going to have to take a hard look at my own BS.

You don't quit things that are part of your purpose and provide meaning to you.

**You don't quit things that are tough, you quit things that make you miserable. There's a difference there.**

Working on my business is hard at times, but it's not miserable. Exercising to achieve the body and health that I want is tough, and sometimes I DON'T WANNA, but it's not miserable.

So what should you give up?

Ask yourself, what am I doing that is:

- a) Not in line with creating the person I want to be or in line with the outcomes I want to achieve?
- b) Things that don't relate to my purpose and bring zero meaning to my life?
- c) Strictly out of obligation, guilt, because someone else said I should do it, or out of some misplaced sense of duty?

Those are no's.

Bye!

Where are you with your health and fitness pursuit? Are you begrudgingly making it through your workouts and miserable? Well then, might not be the right time for you to double-down on fitness. Maybe channel your energy somewhere else, some where that feeds your soul a bit more.

Or, are you hitting the gym daily—even when it's hard—but focusing on how you feel after, your sense of accomplishment and are you noticing and naming the things you're grateful for. Because believe it or not, it's

possible to be grateful for the challenge of a new pursuit! You can work hard, have challenges pop up and yet still love the process.

Check in with yourself. Where are you out of your integrity? Where are you saying, “yes” only to feel resentful and miserable later? Start moving away from those pursuits. Or, you know what, JUST QUIT ;)

Okay ladies, I will be sending you one more coaching email next Monday (August 31<sup>st</sup>) but this is your last email before the TTE discount closes. If you are ready to #levelup and withstand the tough stuff for the sake of the things you say you want, and dive into the adventure that is your unique health & fitness journey, then let's go.

ENROLL IN THE TTE HERE.

Know that I'm loving you! Let's finish this challenge strong, baby!!

Xo,  
Jill

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**Public launch – Tues August 25<sup>th</sup> to Friday August 28<sup>th</sup> (4 days) at full price - \$197**

The public launch started on Tuesday August 25<sup>th</sup>. I also did a webinar that day (two time slots – 12pm EST and 8pm EST) which I promoted on social media Sunday and Monday, and emailed my list about the Wednesday before (email above).


***Webinar details: 4 Tools to Become More Consistent and Accountable to the Things You Say You Want – [watch the replay here](#) (the sell is included at the end)***

For those attended live, I gave them a special BUY button link (full price - \$197, so no discount) and told them that if they purchased by the end of the day (Tuesday) that they would get access to 4 live bonus group coaching calls with me throughout the month of September. People who were on the call but already purchased the TTE were able to email me and get the calls too. I had a good amount of people take me up on that. The calls will be on Mondays at 12pm EST during the month of September (recordings sent out).

I did record this call and send it out to all who signed up for the webinar. I didn't tell them ahead of time because I wanted to get as many people on live as possible to hear the sell and bonus offer. The attendance was way better than when I promise the recording up front.

I also announced the opening of the TTE (at the full price - \$197) on Tuesday via social media.

## Facebook announcement (at midnight):

**Jill Coleman**  
August 25 at 3:15am · Edited · 🌐

{ANNOUNCEMENT} Aaaaah! I've been talking about it all month and **FINALLY** the 52-week Total Training Experience is now open for enrollment through this Friday only--> <http://jillfitlifestyle.com/train>

This year-long program is my complete training, nutrition and mindset solution.


I poured my heart and soul into this curriculum because I hate short-term solutions and fast fixes. They're band-aids that keep us struggling.

The TTE is about strapping in for the long haul and finally getting serious about sustainability and consistency. It begins September 1st.

The program a complete education in YOU, your body and your psychology, drip fed over the course of 12 months so that you can finally create a way to eat and exercise that will work for you forever.

Get all the details here--> <http://jillfitlifestyle.com/train>

Let me know if you have any questions! Registration ends Friday!




**JillFit Total Training Experience Program 2015**  
A complete nutrition, exercise and mindset solutions for women who are ready to take the long view.  
[JILLFITLIFESTYLE.COM](http://JILLFITLIFESTYLE.COM)

3,376 people reached

Boost Post

**3,376** People Reached**48** Likes, Comments & Shares**275** Post Clicks**NEGATIVE FEEDBACK**

## Tuesday August 25<sup>th</sup> Facebook posts (Day 1 public launch) - New blog:

**Jill Coleman**  
August 25 at 4:16am · Edited · 🌐

{New post} I was walking in Santa Monica a couple weeks ago, and I saw this street vendor selling t-shirts. One caught my eye, it was black with white writing, and in the same font as Nike's signature logo, it said, "JUST QUIT."

At first I thought, well that's depressing.

But then I asked myself, is there a time when quitting is justified?


And I think there is.

You don't quit stuff that's hard. You quit stuff that makes you miserable. There's a huge difference there.

This is the difference between martyrdom and grit.

In this new article, I outline how to get discerning, filter things into must-do's and must-not's and finally get focused enough to create the results you say you want.

[#consistency](http://jillfit.com/2015/08/24/quit/)  
<http://jillfit.com/2015/08/24/quit/>



**4,560** People Reached**65** Likes, Comments & Shares**639** Post Clicks**NEGATIVE FEEDBACK**

**Tuesday August 25<sup>th</sup> (Day 1)** – This video below started taking off organically so I boosted it for \$30 over 2 days:

**Jill Coleman** with **Tara Ballard**  
August 25 at 4:48pm · Edited ·

Up to evil things here in Cali today!


Filmed a new [#TotalTrainingExperience](#) workout with my little T, and got to do her favorite movement: new jacks with weights!

This is an advanced movement so please be careful when trying it! Start with no weight and work your way up to using dumbbells if you'd like.

Of course, Rest-Based Training style (a la @Metabolic Effect) is the only way you get through an entire minute of them - rest as much and for as long as you need you (Tara does).

Try them and see what you think - I love the way I feel nice and sore in the inner thighs the next day! Muahahaha! ❤️

<http://jillfitlifestyle.com/train>



41,544 people reached

**41,544** People Reached

**482** Likes, Comments & Shares

<b>350</b> Likes	<b>276</b> On Post	<b>74</b> On Shares
<b>91</b> Comments	<b>52</b> On Post	<b>39</b> On Shares
<b>41</b> Shares	<b>41</b> On Post	<b>0</b> On Shares

**4,510** Post Clicks

<b>865</b> Clicks to Play ⓘ	<b>26</b> Link Clicks	<b>3,619</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>6</b> Hide Post	<b>5</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

**Tuesday August 25<sup>th</sup> Instagram post (Day 1 public launch)** – used social proof “Who already signed up??”:

Verizon 8:39 AM

← PHOTO ↻

 **jillfit** 1w

♡ 💬 ➦ ...

❤️ 140 likes

**jillfit** WHO IS ALREADY SIGNED UP? 🙌🙌🙌🙌🙌  
Almost 150 of you! Let me know below in the comments section if you're already enrolled!

Aaaaaah! I've been talking about it all month and FINALLY the 52-week Total Training Experience is now open for enrollment to the public - link in my @jillfit profile!

This year-long program is my complete training, nutrition and mindset solution.

I poured my heart and soul into this curriculum because I hate short-term solutions and fast fixes. They're band-aids that keep us struggling 🙌 #bye!

The TTE is about strapping in for the long haul and finally getting serious about sustainability and consistency 🙌🙌🙌 It begins September 1st.

The program a complete education in YOU, drip fed over the course of 12 months so that you can finally create a way to eat and exercise that will work forever.

Get all the details at the link in my profile. Closes Friday, and not open again until August 2016! Let me know if you have any questions! [#20x20Challenge](#)

**Tuesday August 25<sup>th</sup> – Day 1 public launch – Email #1:**

**Subject:** a really awesome insight from yesterday's Periscope

Real quick ...

I've been talking about it all month, and I am excited to FINALLY announce that the 52-week Total Training Experience is now open for enrollment for next year! It's a complete 12-month workout, nutrition and mindset solution from JillFit, and it starts September 1<sup>st</sup>.

**GET DETAILS AND REGISTER HERE.**

Now ...

I want to share with you something that happened yesterday on my scope of the day (on Periscope). I was doing what's called a "reverse Q&A" where I ask YOU the questions and you share your answers live. It was super fun and also super instructional for me to get into your brain and hear about your hopes, desires, struggles, challenges and preferences. I loved it, and I'll be doing it again soon!

One thing I asked was this: "What blogs or people do you follow online? Give me your best resources."

I got a slew of answers, from crowd favorites Jen Sinkler, Neghar Fonooni and Jade Teta, to other people I had never heard of, like style bloggers, YouTube celebrities and authors. It was awesome.

THEN ... I asked, "Tell me WHY you connect with those people? What about them draws you?"

And the most given answer was: "They are real. They're grounded, balanced and relatable."

Not that it was shocking, but I was expecting to get a few things like, "They're beautiful," or "They're smart," or "They have the best information," or "They're an expert at what they do." And NOPE. None of that stuff. A few people mentioned they liked so-and-so's philosophy but the majority of the answers came down to one thing: relatability.

**WE ALL WANT SOMEONE TO "GET" US.**

Don't we? We want to be understood. We want to know that we are okay and good and normal and human. And so following people who are similar to us and are "real"—though maybe slightly further along—is useful in doing something very amazing: *helping us feel like we can do it too.*

I want the people I follow to be accessible and vulnerable and authentic. And I will always do my best to show up that way, because honestly, no one has it all together and perpetuating the idea that we do, or that perfection even exists is doing everyone a disservice. And frankly that's BS. No thanks!

Transformation isn't inspired by the leanest bodies. Sustainable change isn't inspired by magazine covers. It's not inspired by eating chicken and broccoli every meal.



Transformation is inspired when someone says, “I get you, and I have felt that way. Let me tell you my story and how I moved past that struggle. If I can do it, you can too.”

We feel most inspired when we see someone who is *just like us* overcome something that we are struggling with.

Luckily, this has also been shown in research. And it’s actually a tool we can use to change our own story of struggle to one of motivation and stick-to-it-ness.

### **The tool is called “story editing.”**

It’s a concept featured in the book ‘Redirect’ by Timothy D. Wilson. Wilson says that we can change our outcomes based on the story we tell about our capabilities. How are we talking to ourselves about what we can and can’t achieve?

One experiment included asking college freshmen who were having trouble in class and getting poor grades, to watch interviews by upper classmen talking about how things got easier and how they ended doing much better in their classes as the years went on. This intervention (the control group got no coaching about the future) shows significant changes in how those college freshmen started performing in school.

It took someone saying, “Hey, I was there too, and I feel you. But trust me when I tell you, you’ll get through it just like I did.”

This is such an important concept for consistency and sustainability when it comes to building anything: a new body or fitness regimen, a business, a relationship, whatever. I’m much more likely to keep going *even in the face of struggle* if I see that it’s possible, and I have someone with a leeeeeetle bit more experience than me reminding me of that fact. I need to feel like I can do it, too.

The #20x20Challenge is finishing in a week, and already I see so many women changing their mindset from, “Let’s see if I can do this for 20 days!” to “Huh, this isn’t so bad, in fact, it’s kind of fun, I bet I could keep going!”

And keep going many of them are, as over 100 women have already signed up the Total Training Experience early. Super pumped for them!

### **But the key takeaway is this: what story are you telling yourself about your future capabilities?**

Do you see yourself with possibilities and the chance to create whatever you want (body, business, relationship) or do you see yourself as limited and weak?

Like my Australian CrossFit coach used to say, “It’s aall in ya miiind, Jeel!” (say it out loud with a strong Ozzy accent). And indeed it is.

Your mindset determines your outcomes.

What story do you have on repeat? And if it's not one that's getting you super pumped and excited about your possibilities, then CHANGE THAT SHIT. Life is too short. NEXT! #bye

Remember, the TTE is only open now until THIS FRIDAY August 28<sup>th</sup> for enrollment. It's a year-long journey with me, I hope you will join. All the details are here, and of course, reply if you have any questions!

ENROLL IN THE TOTAL TRAINING EXPERIENCE HERE.

Talk soon, and have a great week!

Xo,  
Jill


\*\*\*\*\*

## Wednesday August 26<sup>th</sup> – Day 2 Public launch


No email. But I did email out the recording for those who signed up via Aweber for the webinar.

Facebook posts for Day 2 public launch:

### Wednesday AM re-edited old blog post:

**Jill Coleman**  
August 26 at 3:45am · Edited · 🌐

There's a massive gap between knowing and doing.  
Going around and collecting "to-dos" is all fine and well, but how much of that information can you actually "implement"?  
Information overload leads to action paralysis.  
Sometimes we have SO MUCH in our heads that we're terrified to do anything for fear we'll mess it all up! Not great for results.  
"How-to's," on the other hand, are much more important for creating a sustainable healthy way of eating and exercising that you love. It's about implementation, not strictly information.  
My top 5 implementation strategies----> BECAUSE YOU ACTUALLY ALREADY KNOW WHAT TO DO. #duh  
<http://jillfit.com/2014/08/27/exercise-implementation/>



5 Tools to Ensure You Actually \*Do\* the Exercise You

**18,406** People Reached**159** Likes, Comments & Shares**1,502** Post Clicks

NEGATIVE FEEDBACK

Wednesday early afternoon FB post:



**Jill Coleman**  
August 26 at 2:30pm · Edited · 🌐

WHAT IS THE HURRY.

One thing that I think the fitness and nutrition industry does poorly is perpetuate the need for ALL THE RESULTS RIGHT NOW. So many of the marketing and quick-fix approaches tout fast results with very little effort.

That message is doing all of us a disservice.

Because the idea that you can achieve \*sustainable\* results using unsustainable means is absurd. But that's what we want. We want something for nothing, and we want it right now.

Ugh. No.

How it actually works is time, patience, resiliency, and whole education in YOU--your metabolism, your likes and dislikes, honing your mindset and the way you interact with food and exercise, trial and error and dusting yourself off when things don't go perfectly.

There is no shortcut to something that inherently takes time.

Like changing habits and learning about yourself, you don't learn everything in 2 seconds and then are good to go. That's a fantasy.

Sure, there are strategies and tools that can get us there faster, but for sustainable body change, health outcomes and consistency with your fit lifestyle, you have to be ready to strap in for the long haul.

[#TotalTrainingExperience](#) [#GimmeAYear](#)

4,399 people reached

Boost Post

141 Likes 10 Comments 26 Shares

4,399 People Reached

230 Likes, Comments & Shares

171 Likes	141 On Post	30 On Shares
31 Comments	21 On Post	10 On Shares
28 Shares	26 On Post	2 On Shares

439 Post Clicks

0 Photo Views	1 Link Clicks	438 Other Clicks ⓘ
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NEGATIVE FEEDBACK


0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Wednesday evening FB post:




**Jill Coleman**  
August 26 at 7:15pm · Edited [?] · 🌐

At the end of the day, you have to actually enjoy the process.

You have to LIKE how you move.

You have to enjoy what you're eating.... [See More](#)



3,488 People Reached

99 Likes, Comments & Shares

87 Likes	81 On Post	6 On Shares
7 Comments	2 On Post	5 On Shares
5 Shares	0 On Post	5 On Shares

303 Post Clicks

46 Photo Views	1 Link Clicks	256 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post

2 Hide All Posts

0 Report as Spam

0 Unlike Page


Wednesday August 26<sup>th</sup> – Day 2 public launch – IG post:



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Thursday August 27<sup>th</sup> – Day 3 public launch (2<sup>nd</sup> to last day):

Thursday AM Facebook post – re-edited old blog positioned differently. This post took off organically so I boosted for \$30 for 2 days:



**Jill Coleman**  
August 27 at 4:00am · Edited [?] · 🌐

I'm not going to lie—up until a few years ago, I kind of sort of hated the term “healthy.” It felt so ... blah. Like, vague and boring and like something your grandmother would care about.

For me, throughout my 20’s, it was very simple: Lean = good, worthy. Not lean = fat, worthless, insignificant and weak. “Healthy” didn’t even enter into the equation.

Years and a bazillion mental shifts later, everything is different.


Now I think about things more holistically. It’s not so much about looking good, as it is about feeling good. Sure, I will always want to work on my physique but the neuroses is gone.

Now, I want to wake up excited to exercise and I want to love how I eat. I don’t want to dread my meals and feel obligated to do marathon workouts. I want to be able to drink a glass of wine and not berate myself for the next 24 hours.

Life is too short to sweat the small stuff. And being healthy IN ALL AREAS of my life is paramount.

So, I want to define “my healthy” for you (and I want you to do the same!) - I use 3 parameters: physical, mental and spiritual. And here they are:

<http://jillfit.com/2014/08/19/define-your-healthy/>



**44,597** People Reached

**519** Likes, Comments & Shares

<b>433</b> Likes	<b>361</b> On Post	<b>72</b> On Shares
<b>55</b> Comments	<b>44</b> On Post	<b>11</b> On Shares
<b>31</b> Shares	<b>29</b> On Post	<b>2</b> On Shares


**7,104** Post Clicks

<b>0</b> Photo Views	<b>1,972</b> Link Clicks	<b>5,132</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>29</b> Hide Post	<b>11</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

**Thursday mid-day FB post** – My affiliate post on jensinkler.com – it helps me the more she sells, and this was a good opportunity for my readers to get some more insight into me, via an interview format:

**Jill Coleman**  
August 27 at 9:15am · 🌐

"We go around gathering information about the best fat-loss foods and the most effective exercises, and for a long time, as a figure competitor and fitness model, those were the only things I cared about. Anything to help me get leaner, add more muscle, lose inches. I never once stopped to ask, 'Do I actually enjoy this? Is this way of eating sustainable? Or am I slave to the rules?'"


So excited I got to talk a little about my journey in the fitness world in this latest interview with fav Jen Sinkler, of [Thrive as the Fittest!](#)

We also discuss:

- How to quit the all-or-nothing dieting cycle and start actually getting results that last
- How I started changing my mindset from attain to maintain
- Honing your "growth mindset" (versus a fixed one)
- [#RadicalResponsibility](#) because is there anything else?
- How to know which nutrition and exercise information to put your focus toward, and which ones to not give a shit about
- A sample short-duration, high-intensity workout that I love ❤️

Check it and let me know what you think! Xo


<https://www.jensinkler.com/jill-coleman-radical/>



**Jill Coleman's Radically Responsible Makeover**  
How it works: You take 100 percent ownership of everything that happens in and around you. That means EVERYTHING, even if it's not your "fault."  
JENSINKLER.COM

**5,763** People Reached**46** Likes, Comments & Shares**521** Post Clicks**NEGATIVE FEEDBACK**

**Thursday evening FB post** – A screenflow video of an educational video from the TTE (this is a direct sell and a showcase of value from the backend of the site):

**Jill Coleman**  
August 27 at 4:13pm · 🌐

Not all nutritional choices are worth your mental energy. I use the Personal Nutrition Hierarchy (PNH) to decide what deserves my attention and what isn't important.


Watch this quick video to figure out how to discern your nutritional choices and make things a ton easier for you. It doesn't have to be super complex and confusing.

This is an example coaching video from the Total Training Experience (week 32). In the TTE, the most robust part of the program is the weekly educational curriculum on nutrition and mindset, delivered via videos and emails, like this one.

The information is extremely specific, directed and tool-oriented, not all insights and vague "tips."

The goal is for you to go through the program and CREATE the perfect way of eating for yourself. This takes introspection and guidance. The education takes you through that process.

Enrollment closes tomorrow---> <http://jillfitlifestyle.com/train>



**3,230** People Reached**31** Likes, Comments & Shares**327** Post Clicks**NEGATIVE FEEDBACK**

**Thursday August 27<sup>th</sup> – Day 3 public launch Instagram post (combo TTE and #20x20Challenge post):**



**Thursday August 27<sup>th</sup> – Day 3 public launch email that went out to whole list:**

**Subject:** that time my feet were BLEEDING in my 6-inch plastic heels

On last Tuesday's live training on consistency and accountability, one of the 4 tools was patience.

Zzzzzzzzzzz.

I can picture you falling asleep at your computer reading this right now. "Yeah, yeah, Jill, patience. Got it, thanks! But there's also this cleanse detox starting on Monday that I want to do!"

We don't really get it. I didn't for a long time. I used to live for programs. I have old journals with my notes about my "diet start date" and old homemade calendars I created in MICROSOFT EXCEL with literally—I kid you not—15 minute chunks blocked out for things like "wash dishes" and "write grocery list." I had to schedule time to write a food list!

Control freak, much?

But that's the whole point. I said this on the call too: we often use our bodies to control our lives. If we can juuuuuust control how we look, then we are okay. We'll be accepted and worthy and adequate, right? RIGHT? If we can just control what goes in our mouths enough, then that means we are good.



It's not that thinking about your physique or about your nutrition is bad – it's an amazing pursuit – but you have to ask, what's the intention behind it?

And I believe this is where all the urgency comes from. The need to control.

**We want to be able to hurry up and have it all together and be in control so that we can be okay.**

And control is not only an illusion, but it's the opposite of trust. Which is what patience and sustainability is founded on.

Years ago, I had a woman email me and write, "Can you help me get down to 10% body fat over the next 3 months and then just help me maintain that?"

Well, we can have a discussion all day about the physiological healthiness of maintaining 10% body fat as a woman, but what about this mindset?

I think we have all, on some level, felt the pull to fast results. Of course we have. If someone has something that promises quick and easy, we want it, it's irresistible. And I am certainly guilty of the IT'S NOT HAPPENING FAST ENOUGH mentality, in whatever outcome.

But I feel like in this way, the fitness and health industry does us all a disservice by perpetuating the idea that we can achieve sustainable results using unsustainable means to get there.

I remember one of my competitions, the day of the show, my feet were literally BLEEDING in my plastic 6 inch heels because of the amount of running and cardio I had been doing during prep. I got down to my leanest ever, loved the way I looked, and then was devastated when I couldn't maintain it. BUT HOW COULD I?

I was following some random meal plan, doing a ton of cardio, cutting calories like crazy all because I needed to attain a specific look for one day. Yes, competing can be amazing, but not when you use unsustainable approaches to achieve it, and then think that somehow it will be a sustainable outcome.

It's a huge mindfuck actually. And is the reason I started working smarter, not harder and moved to more mindset education and personal development.

Because if I say I want to be 10% body fat, what I really mean is that I want to feel confident and happy in my body. Perfect. But can you see a scenario where you get to be happy and confident right this second? Is controlling how lean and fit we are really going to be the answer to that if we don't do any of the internal work on our perception of the process and how we view ourselves?

Which brings me to patience.

If the goal is sustainable health, fitness and fat loss, one of the most important tools is learning to stick things out when others quit (or when you would normally quit). That's it. Stick shit out longer, but only the things you say you want, like a healthy, fit body.

Patience requires you expect the ups and downs.

Patience requires you expect that life is going to get in the way.

Patience requires you not try to be perfect, because being a little less perfect helps you be a little more consistent.

Patience requires resiliency, and practicing self-compassion because baby, you are not going to get it right every time.

Patience is one of the hardest virtues to hone.

So I have to ask: WHAT IS THE HURRY.

Think about it. You and I have been yo-yo dieting and program-hopping for 5, 10, 20 years! What's a single year in the grand scheme of things if you dedicate that time to understanding yourself.

Patience requires you do the tough stuff. The things people who are going from meal plan to coach to meal plan won't do, which is educating yourself IN YOU--your metabolism, your likes and dislikes, honing your mindset and the way you interact with food and exercise, trial and error and dusting yourself off when things doing go perfectly.

**There is no shortcut to something that inherently takes time.**

Things like changing your habits and learning about yourself—these things don't happen overnight. You don't learn everything about yourself and the process in 2 seconds and then are good to go. That's a fantasy.

Sure, there are strategies and tools that can get us there faster, but for sustainable body change, health outcomes and consistency with your fit lifestyle, you have to be ready to strap in for the long haul.

Gimme a year.

Do the work.

Get to know you.

Commit to the process.

Let me see your resiliency.

Because at the end of the day, sustainability comes down to actually enjoying how you do things.

**You can't create sustainable results using unsustainable tactics.**

The 12-month Total Training Experience is now open for enrollment. The year-long program begins September 1<sup>st</sup> and is a complete exercise, nutrition and mindset solution.

Registration closes tomorrow so be sure to grab your spot now. Doesn't open again until August 2016!

Let me know if you have any questions!




Xo,  
Jill


\*\*\*\*\*

Friday August 28<sup>th</sup> – Day 4 public launch (last day)

Friday AM FB post was a new blog on a sticky subject (comparison):

**Jill Coleman**  
August 28 at 3:30am · Edited · 🌐

{New post} 6 Ways to Stop Comparing Yourself to Other Women  
Results are not a zero-sum game.  
  
I remember years back when I was yo-yo dieting up and down 15-20 pounds each year. Competing, "leaning out" and then gaining it all back during my "off season." I'd feel terrible when I was, what I considered to be "fat"—even though it was actually normal and fit and lean. Doh.  
  
I'd feel like I was weak and lazy and WHY COULDN'T I JUST EAT CLEAN? AND STAY LEAN, LIKE ALL THESE OTHER COMPETITORS AND MODELS?  
  
I'd look around and see people prepping for their shows or friends losing weight, and I'd ... get jealous. Envious. Insecure.  
  
It felt like life was a zero sum game. Like, if someone else was getting lean, it meant I was getting fatter? Or it at the very least magnified the fact that I "felt" "out of shape."  
  
Comparison, as an operating system, is misery. And it's not useful, even though for so many of us it's often automatic.  
  
In this post, I share my favorite tools for overcoming the compulsion to compare, and 6 things to do instead:  
  
<http://jillfit.com/2015/08/27/comparison/>



19,841 People Reached

235 Likes, Comments & Shares

171 Likes	127 On Post	44 On Shares
30 Comments	16 On Post	14 On Shares
34 Shares	33 On Post	1 On Shares


1,828 Post Clicks

0 Photo Views	750 Link Clicks	1,078 Other Clicks ⓘ
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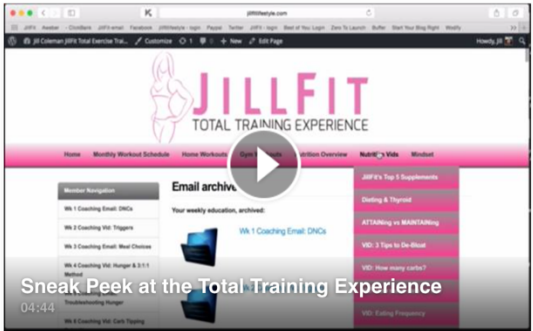
NEGATIVE FEEDBACK

5 Hide Post	5 Hide All Posts
0 Report as Spam	0 Unlike Page

Friday mid-day FB post was a screenflow of the backend of the TTE (uploaded directly onto FB versus on YouTube) – showing the immense value (had several people even say that) and going through the modules and content slowly and in detail:

**Jill Coleman**  
August 28 at 10:52am · 🌐

Been getting a ton of questions about the Total Training Experience -- is it right for me? what's included? who's it for? what can I expect?, etc.  
All that is right here--> <http://jillfitlifestyle.com/train>  
But I also thought I would throw together a short vid to take you into the back end of the online portal to check out all the modules (cravings alone is 6 weeks, ha!) and whatnot.  
Hopefully this is helpful!  
The TTE closes tonight at midnight PST. Starts September 1st.  
You can sign up here - <http://jillfitlifestyle.com/train> ❤️



2,884 People Reached

24 Likes, Comments & Shares

12 Likes	11 On Post	1 On Shares
8 Comments	3 On Post	5 On Shares
4 Shares	0 On Post	4 On Shares

192 Post Clicks

30 Clicks to Play ⓘ	23 Link Clicks	139 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

I post one final LAST CHANCE post on Friday around 4:30pm EST on FB, but I don't have that because I deleted it after the launch. It was pretty much the same thing as Friday's Instagram post (same image & copy):



Friday I actually sent 2 emails! One at 5am EST and the other at 4:30pm EST.

The first Last Day email was a sample email from the TTE, plus an image with some of the educational modules listed (like cravings, hunger, nighttime eating—things I know people are struggling with). Here's email #1:

**Subject:** how to stop trying to control everything every second

Been getting a lot of questions about the Total Training Experience (closes tonight – register here), and one thing that keeps coming up is, “How much nutrition and mindset coaching is there?”

You already know that you get monthly workouts, a calendar of what to do when, plus downloadable full-length videos with me training you. You know that you get access to an online portal with a shitload of video tutorials on everything from “How to manage nighttime eating” to “Carbs or fat?” and “Cravings 101.” Plus, tons more.

But the MOST ROBUST portion of the program is the weekly educational curriculum that gets delivered to your inbox on Saturdays.

I write coaching emails and deliver coaching videos every week during the program, and THIS is what takes you through an entire course in nutrition and mindset. It's specific. It's tool-oriented. It's nuts and bolts, not just theory. It teaches YOU how to do it yourself so that you never feel the pull to hire another coach ever again.

**Here's a quick peek at some of the weekly email topics and what's covered (there's obviously 52 emails but here's a few):**

**{VIDEO image – clickable to YouTube}**

And though I wasn't planning on doing this, I actually want you to see what one example email from the course looks like, so I copied it below for you. It's about trusting yourself and trusting the process. Because that's ultimately what your journey into health, fitness and weight loss is.

And so, without further ado, here is your sample TTE educational email (week #17 of the course), enjoy!

\*\*\*\*\*

Today I want to talk about trust.

I spent many years trusting other people, "experts," diet books, coaches who were "well-known" and fitness magazines that touted the same clichéd advice month after month. All of this left me feeling not only super overwhelmed with information, but actually paralyzed.

I looked out there and said, "Oh, that person has a six-pack, they must have the answer," or "this magazine is obviously a trusted source, they must know best!" or "look at how many people are getting results with Atkins! I will definitely work for me!"

And you know what, it did for a time. I would harness my willpower, get together my plan, cook the food, have the schedule, count, weight, measure and get some fast results. But then something would happen, around week 2 or 3. My results slowed down, some of my old habits and cheats crept in and by week 4, I was completely "off plan" feeling defeated, weak and totally discouraged. Every day I vowed to "start fresh" and "not do what I did last night!" and then it became a week cycle.

**Trusting other resources with what was best for my body was a mistake.**

But of course I could never have known that. It's easier to look elsewhere. It feels good to put your results in the hands of someone who seemingly knows more than you. It felt almost like a relief: "Finally! Someone who can take this burden from me! Someone who can take care of me!" And it worked for a little bit, until it didn't anymore.

Because how could an expert or a book or a coach ever know my body better than me?

This was a really tough realization because it meant I was out of people to hand over the reigns to. Shirking "the rules" and working to learn what works for me was a scary thing. Because it meant having to look inward and get to know myself – my metabolism, my tendencies, my sensitivities, my preferences and it required I take on some self-imposed guidelines.

Over 3 years I went from someone who followed the “rules” given to me by someone else (and constantly breaking those rules because inevitably I couldn’t stay on plan because ... wait for it ... it wasn’t the right “plan” for me!) to someone who created my own guidelines and fit the plan *to me*.

This transition takes trust.

It takes courage to assume ownership of your own process and put in the hard work to figure it out.

We learn from messing up, so I can never regret my experiences. In fact, I am grateful for them because without them, I would never have turned my focus inward. I am sure you have similar experiences with coaches, and experts and diet books.

**Trusting yourself comes down to assuming the responsibility of your own results and outcomes.**

No one can do any of this for you. And that’s a sobering concept on one hand, and scary. But I think over time, you will come to see it like I do now – completely liberating.

Think about it. You never have to read another diet book again, or hire a coach, or get a “new meal plan” or “start on Monday.” You know why? Because you have you.

Trusting yourself is knowing yourself. And you get to know yourself by a) practicing mindfulness, and b) watching how you respond to certain foods, situations, circumstances, stresses, patterns, events, etc.

The ultimate in trusting yourself is knowing that regardless of where you are, you know you can and will make the best choice available to you in that place. I end up at McDonalds? Fine, I can handle it. I’ll get a grilled chicken sandwich, extra lettuce and tomato and take off the bun, or I’ll get a salad with chicken. At a gas station? No problem, I’ll grab some jerky, nuts and a Vitamin Water Zero. Someone’s house for dinner? I’ll load up on whatever proteins are available (even if they are of the fattier variety) and whatever veggies I can get my hands on. A glass of red, and I’m fine. NBD.

I don’t let perfect be the enemy of good, and I never feel deprived, so I don’t ever feel the need to overindulge. Things like fries at McDonalds or candy as a gas station or dessert at a friend’s house don’t even enter my mind. Sure, I might have a single bite if someone else gets some, but those things aren’t options for me. Not because I have to harness every ounce of willpower of abstain, but because I walk around feeling satisfied all day every day. I preempt my hunger and cravings with things that I know take the edge off, I practice moderate choices. And I do that over, and over, and over, and over again until it’s a 365-day operating system.

How do you begin to trust yourself?

You stop trying to control your environment every second. Because you have to leave your house at some point. Life happens whether you want it to or not. Circumstances change, stress comes in, people invite you places, there will never be a time where you can always control every single bit of food that is placed in front of you, so why not start learning how to deal with those scenarios right now?

Don’t wait until you’re at someone’s house for dinner after eating out of Tupperwares straight for 6 months to practice mindfulness and moderation. Start now. Put yourself in those challenging circumstances now.

The more you expose yourself to places and spaces and people who are uncontrollable, the more opportunities you give yourself to practice mindfulness and moderation. And as those instances accrue, over time, you see that, wow, you can do it! You're doing it! You did it!

**And all those small wins lead to a big ol' prize: self-trust!**

Next week, I want to talk about trust again, but about how to trust *this process*.

Until then! Have a great week!

\*\*\*\*\*

Enrollment in next year's Total Training Experience closes tonight at midnight. Not opening it again until August 2016.

Here's where you can join the program.

I'm super excited to get started with all the ladies who are already on board, going to be an amazing year!

Let me know if you have any questions!

Xo,  
Jill

**Email #2 on the last day was a link to the YouTube version of the backend of the TTE (same one I uploaded to FB) plus FAQs. Subject was a direct sell. Last Day Email #2:**

**Subject:** TTE closes in a few hours (+ sneak peek at the Total Training Experience portal)

A quick reminder that the 12-month Total Training Experience program closes for the year tonight at midnight, so if you've been putting it off until the last minute, be sure to head over there and grab your spot.

Here's where you sign up.

I also want to show you exactly what the online portal system looks like and some of the modules covered (cravings alone is 6 weeks, ha!). So click on the video below for a quick highlight of what's included. Or go [here](#).

**{Video image – clickable link to YouTube video}**

I've also been getting some questions about the program that I want to answer for you:

**Who is this program for?**

This program is for someone who is ready to take the long view as it pertains to their health, fitness and weight loss. It's a robust education in everything fitness, nutrition and mindset. It's not for someone who is looking for a meal plan, food lists and rules.

Please do not enroll if you are looking for lots of customized nutrition coaching. To me, meal plans and strict programs keep us struggling and mentally lazy. This program gives you a directed education on how to CREATE YOUR OWN program based on introspection, awareness and doing the work that it requires to put together a forever-solution.

The solution for you is not another meal plan, expert, coach, diet book or latest Dr. Oz gimmick. The solution for you is YOU.

This program teaches YOU how to do it all.

**What you get:**

- 34 Video workouts: Upon purchase, instant access to 12 full-length video workouts downloadable (+ 2 new videos each month ongoing) – *workouts for both at-home and the gym*
- 50 Cardio workouts – *downloadable PDFs for treadmill, elliptical, bike, stepmill, sprints for the track and hills*
- Monthly workout schedule – *exact schedule to follow to stay on track, programmed monthly*
- Weekly nutritional and mindset coaching – *via a weekly email from Jill*
  - Bi-weekly educational coaching video
  - Bi-weekly educational coaching email
- Access to any/all content ongoing, as available:
- Webinars
- New workouts (video or PDFs)
- New podcasts/interviews

**What's not included:**

I wanted to create an affordable DIY option for those who need the accountability and direction but might not be able to pay for customization and one-on-one access. So, this program is completely DIY, meaning you get all the information and education drip-fed over the year to help you stay on track, via email and the online portal. There is no individual coaching or online support groups associated with this particular program.

The program isn't opening again until August 2016.

Begins September 1<sup>st</sup>.

ENROLL HERE.

Let me know if you have any questions!

Xo,  
Jill

## Launch notes:

The product was a higher price point than what you normally see in the fitness space (\$37-57) and so building the value was key. In general, people don't buy higher priced DIY fitness programs, so the marketing was key. The marketing of the product centered around these concepts:

- Fast fixes and detoxes and cleanses are bullshit, and they keep people struggling (contrast)
- You know what to do, but you are not doing it because you are impatient – this program allows for you to relax into the process and take the long view (52 weeks)
- It takes a minimum of 1 year to create a way of eating and exercising that will work FOR YOU forever (took me 3 years!) – what's one year in the grand scheme, considering the # of years you've been yo-yo dieting?
- I used a lot of self-righteousness around taking the long view: "this is only for people who ready to commit to the long haul" and "if you are not ready to be patient, this program is not for you," etc, hitting people's status buttons.
- I also made sure to explicitly state many times and in different ways that it was a DIY product, zero coaching or access or group support or ability to ask questions BEFORE they purchased. I would rather people not purchase up front, but know what the deal is, than them purchase and be disappointed when they didn't get coaching or access (and then want a refund).
- Had to make "52 weeks" into a sexy concept

Use of urgency – deadlines + use of tiered discounts for the prelaunch

Use of scarcity – "It won't open again until August 2016!"

Use of exclusivity – 4 bonus calls with Jill, for the webinar

I did not cap how many people I took into the program(which would have also worked), but I did use social proof often to show how many people had already purchased. The numbers were not a lie. But in some cases, I'd qualify, like this: "Almost 200 women have already signed up, it's going to be such a great year!" or "I am so excited to get started with the over 150 women who have already committed!"

Also, important to showcase the nuts & bolts:

- The workouts – monthly calendar so you know exactly what to do when
- The yearly education – the most robust part of the program, weekly emails on nutrition & mindset (taking people through the actual modules and what exact topics were going to be covered)
- Showing people the backend of the membership and how much was included

The #20x20Challenge was a huge success, which played a huge part in making the launch of TTE successful. But, make no mistake, the challenge was basically a for-pay program. There were valuable deliverables involved (weekly coaching emails and bi-weekly workout calendar) and also the community on Instagram was priceless. BUT, I literally "Liked" every single photo and commented on at least half. This took me, on average, 2 hours a day! But it was worth it!

During the month of August, I built my list by 5k. Open rates remained 35-40% throughout the launch, which was awesome, but I did have a lot of unsubscribes during the launch (70 alone on the 2<sup>nd</sup> to last day!). It was fine though! I am always happy for unsubscribes. They're not my tribe, not my buyers and I never want someone to stay on my list when they are not finding value in it. Of course I don't!

I had a couple people affiliating, but they did not push hard and I didn't do a full-on affiliate launch. They approached me about it and I said, sure, here's the affiliate link. I only sold 12 programs via affiliates. In the future, I will consider doing a full affiliate launch, especially because the program is DIY. Harder to sell a higher price point via affiliates though.

I sold about half of the programs during the prelaunch phase, and then out of the last 50%, I sold around 35% on the final day of the public launch. About 15% of alums took me up on the offer to do the exact same program again, which I thought was awesome.

I finished with 275 programs sold over the course of 11 days.