

Amber Scott: Believer in the Packs



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Coach Amber Scott

Only 18 months ago, Amber Scott was hardly a picture of self-confidence.

"I was never known as a people person," she says reflectively. "But I realized it all stemmed from my insecurity and what was going on in my life."

Newly divorced, financially strapped, and at her heaviest weight of 246 pounds, she was spiraling out of control. "I was in a pretty bad place and worried about the future," she recalls. "I had digestion problems, my cholesterol and blood pressure were terrible, and I'd also filed for bankruptcy. I was very depressed."

That's when a chance meeting shifted everything.

"I walked into a Turbo class and met my Coach," she remembers. "She suggested I try Shakeology and the rest is history." Amber signed up to be a Coach, but knew it was going to take something big to make her a believer in the business.

"My goal was to be a full-time Coach, but my Beachbody check was only about a quarter of my regular pay," says Amber. "Quitting my day job as a Digital Marketing Consultant seemed like a long shot."

Little did she know: help was on the way.

Her rescue pack

Amber's business received a face lift in the form of Challenge Packs. "As soon as we got Challenge Packs, my Beachbody income quadrupled," she says with enthusiasm. "I became a believer. In fact, I sold 18 packs within a month and found out I was the #1 Challenge Pack seller!"

Exactly how did Challenge Packs make it easier for Amber?

"Challenge Packs really, really helped me connect with people," she says. "The best part is you don't have to SELL anything. You just get to know people, recommend the program that fits them best—and they're in!"

And for Coaches who aren't sure how to get more people excited about Challenge Packs, Amber shares one of her secrets. "I post motivational quotes on Facebook and they seem to make people curious."

Another secret from this Challenge Pack ambassador? Start a Beachbody® Challenge Group.

Accountability leads to action

Amber swears by the accountability that Challenge Groups bring. "It's a community of people who accept that you're going to mess up sometimes, but are there to help you stay focused."

And she finds the ideal program for each person in the group with a short list of questions. "I want to know their physical limitations and fitness goals," she says. "I also want to know their favorite activities, as well as their eating habits."

Amber has even found a way to accommodate those who want in, but object to the price. "I know from experience that if someone shows interest, these workouts can really benefit them. So I remind them it's a complete package, with discounts."

Group therapy

Amber believes that support means everything. "The people in my groups know I'm there for them—but I make sure they also have partners to reach out to," she says. "A big part of our success is in matching up like-minded people so they can help each other and be a solid support system."

She adds, "The bottom line is you've got people in your group who really care. You can't help but succeed when that many people want it for you. And they want it as bad as you want it. They'll even cry with you because they know what it feels like to hit a huge goal. That human connection is what drives the whole thing!"

Success reigns supreme

What has Amber's first year as a Coach looked like? How about making Success Club 10 times in the last 11 months, earning a free trip to the Bahamas, and running 15 effective Challenges!

Not bad for the girl who was once too shy to approach people.

But all her success still didn't prepare her for the surprise she received in mid-December. "As soon as it happened, I posted: OMG. Carl Daikeler is on my phone. He seriously just called while I was making dinner!"

Carl wanted the #1 Challenge Pack seller to join him for Super Saturday events in Dallas, Tampa, and L.A. "Flying on a private jet was absolutely exhilarating," she beams. "But what really moved me was the enthusiastic reception I got."

Pack to the future

There's simply no denying that because of Challenge Packs, the future of Amber's business looks brighter than ever. "I don't even have words for how inspired and grateful I am," she says.

And being a Coach has had myriad benefits on her personally. "I've improved my health and have become a better leader and more caring person," she says. "Becoming a Coach positively impacts your life in *every* way!"

Amber goes on, "If I had never been introduced to Beachbody, I'd probably be dead," she says. "It completely changed my life, and I don't think I'll ever be able to pay it forward to enough people to make up for what it did for me."

Coach's Playbook

- **Be ready to talk to strangers about fitness. Watch for cues and go for it—the more you push out of your comfort zone, the easier it gets.**
- **Recommend the programs that best fit people's goals and obstacles.** Get written answers and get to know people before making suggestions.
- **Help people create savings schedules if they can't afford it.** If you believe this can truly improve their life, work with them to find a way to get there!
- **Set up Accountability Partners** where each pair is accountable to each other. They'll have much more reason to rise to the Challenge!
- **Require Challenge Group members to post as much as you do.** Posts can be about positive changes, common challenges, questions, anything—my groups have really gotten a lot out of this!