

5 DAY

CLEAN EATING *challenge*

TEAM REVIVE & THRIVE



REVIVE & THRIVE

COACHES

MANUAL

HOW TO LAUNCH/MANAGE YOUR GROUP! Watch/Read first!

Here are the basic FAQs to review to help you get started and manage your 5-Day Challenge Group successfully.

(Q:) HOW DO I USE THIS DOCUMENT GROUP TO

LAUNCH/MANAGE MY OWN 5-DAY CHALLENGE GROUP?:

This Coach Docs is a resource for you to find what you need to launch your own "5-Day Clean Eating Challenge Groups". Feel free to share with your coaches so they can start running their 5-Day Challenges, too! The 5 Day Clean Eating Challenge Ebook made in conjunction with this manual will include group rules, a full grocery list, daily meal plans and recipes. You will post that ebook document in the files section of the group once you have created it.

(instructions on how to create a group are in this ebook, no worries.)

Your job will be to engage challengers on levels BEYOND food and water. Can ya do that? Add the value of YOU to their lives this week? :)

(Q:) WHY DO I WANT TO LAUNCH A 5-DAY CHALLENGE GROUP?

These 5-Day Challenge Groups are to just gain some interest and buzz. People will commit to these because they are short in time, and sound simple enough for them to commit to. Then, once they are in the group, you have to engage with them! That's the KEY! Engage, engage, engage. Build relationship, make friends and have fun! You need to learn about these people, their goals, their desired results, their commitment level, their biggest motivators, etc. This is how you can further help them; the more you know about them, the more you can help them and the more you know what would be BEST for them. Think of these small, short, fun challenge groups as a GATEWAY DRUG to everything else we have to offer. This is a way to get them to dip their toes into the water, and realize how great they will feel committing to a healthier way of life! Then before they know it, the challenge is OVER and they are craving MORE and MORE and MORE!

(Q:) HOW DO I ADVERTISE MY 5-DAY CHALLENGE?

After you create your private group for your challenge, it's time to advertise your upcoming 5-Day Clean Eating Challenge! Here is a great example of a Facebook Status Update to post to build some interest and excitement (post this with a bright, fun photo to catch the eyes of your followers):

"If you had access to a 5-Day Clean Eating Meal Plan and Grocery List to help you lose 5-10lbs, would you commit to it? I am thinking about putting one together and committing to it myself this week!

Comment or message me if you want to do it with me!"

(Q:) WHAT SHOULD I SEND PEOPLE WHO ARE INTERESTED?

Once you start getting people to LIKE or COMMENT on your Facebook Status Update, start reaching out to them! Here is an example of a great opening message to those interested:

"Hey (NAME)! I saw you (LIKED or COMMENTED) on my status about our 5-Day Clean Eating Challenge Group! Would this be something that you are interested in doing with me? Let me know as soon as you can so I can send you the details and add you to the group so we can start prepping for it! Thanks!"

RESPONSE #1) AFTER THEY REPLY

(*only send if they are not your customer yet):

"I'm glad you are interested in the challenge, and it'll be a lot of fun! First, I'm really trying to keep the group exclusive, so it's only open to those I coach. Could you like to make me your free coach real quick; its free and literally takes 2 seconds to do? Here is how to do so, (INSERT YOUR LINK). Once you do that, let me know asap so I can add you to the group and get you rockin! I'm excited for this!"

RESPONSE #2) AFTER THEY REPLY

(*only send if they are already your customer):

"I'm glad you are interested in the challenge, and it'll be a lot of fun! I'm going to add you into the group now so you can check out the basics of the group and print off the grocery list for a head start. How's that sound?"

(Q:) WHAT DO I DO AFTER I ADD THEM TO THE GROUP?

First, after you add your 5-Day Clean Eating Challenge Takers to the group, be sure to post a nice welcome message for the whole group to see and welcome them! Build excitement and make your challengers feel supported and valued! This is how you will create a relationship with them!

Second, post a Daily Challenge for your challenge takers to do. This will help promote engagement within the group, and allows them to have a little fun. More importantly, this is a great way to hold your challengers accountable! An example for a Daily Challenge could be, “Post a photo of your breakfast today!” or “Post a photo of your lunch today!” or “Post a photo of all your groceries when you get back from the store!” The more fun you can make it, the more your challengers will engage and enjoy the experience.

Third, you need to post your daily check-in's and post photos of all your meals, too! It's important you commit to eating healthy with your challengers, too! The more you can commit to your 5-Day Challenge, the more you can engage with your challengers and lead by example.

If they see you committing 100%, they will too!

(Q:) WHAT DO YOU DO ON DAY FIVE?:

On the last day of your 5-Day Challenge Group, it's time to recognize your challengers' commitment, efforts and results! I would recommend private messaging your challengers, one-by-one, and sharing with them a personal congratulations for completing the challenge! Discuss their results, breakdown their accomplishments, and recap their goals.

After you discuss their accomplishments and experience, find out what they plan on doing now that the challenge is over! Introduce them to some Beachbody workout programs/Shakeology to help them better their results the next time around! This could be a great way to invite them to your next challenge; but tell them to not come alone.

See if they can find some friends or family to join them to your next challenge! This is a great way to create a ripple effect and build your challenge groups! Having them share the challenge groups and inviting some of their friends and family is a great natural transition into becoming a Coach themselves, and helping you co-run your next challenge group! They've seen how it's done and how effective it is first-hand, and chances are they will want to continue with future challenges, so why not help others commit to it, too! This is a great way to introduce them to becoming a Coach and helping you run future challenge groups!

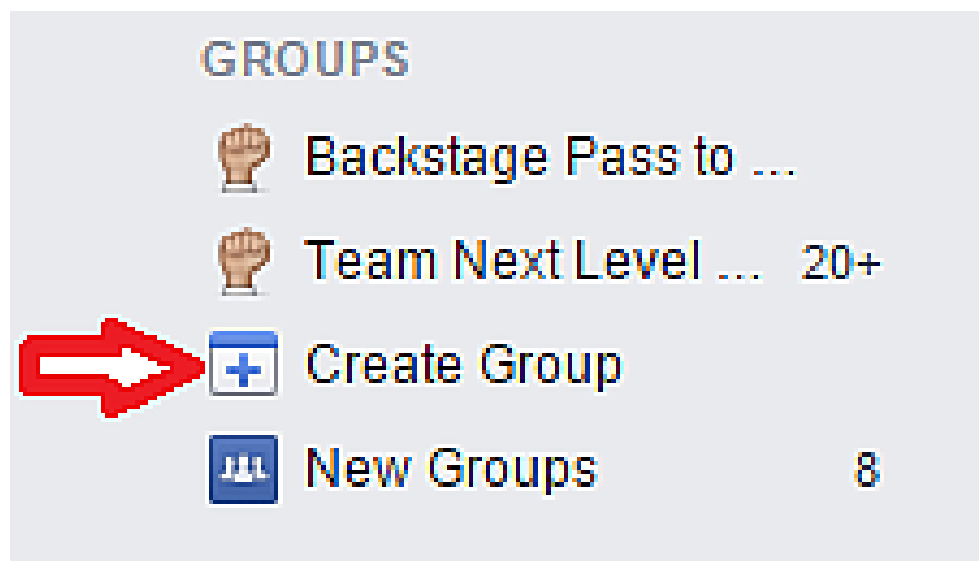
WEBCAST: How to launch and manage your first 5-Day Clean Eating Group! Check out this webcast to help;

<http://www.youtube.com/watch?v=vhSgRaMPYxI> (if the link doesn't work, copy and paste it into web browser).

LITERALLY: how to create a fb group

go to: Facebook Home Page

Left Hand Column. look for the list of Groups you're in, click CREATE GROUP



Enter a name (ex: Free 5 Day Clean Eating Challenge)

You need 1 person to open the group; i personally like to get the group set up, with a cover photo and files posted before adding challengers, so I usually use my spouse/mom/or fellow coach as my second person in order to create the group so I can get things set up

To make your own awesome Group Banner/header photo, (THIS IS GREAT PRACTICE AND YOU NEED TO LEARN THIS) , go to www.picmonkey.com, make a FREE account and play around with making a banner (they already have a fb banner option that's properly sized (see "design" at top of picmonkey options) .



Edit



Touch Up



Design



Collage

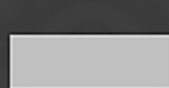


Choose a canvas for your design

Design your own picture from scratch. Invites? Banners? Cards? All yours, baby, with a cherry on top.



Square



Facebook cover



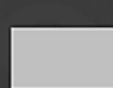
4x6



5x7



8x10



Custom