

# HOW TO BUILD YOUR BUSINESS USING THE 21 DAY HEALTHY FIT CHALLENGE

# WHAT IS THE CHALLENGE?

- ▶ The 21 Day Healthy Fit Challenge is a easy to follow program created to not only help people get amazing results with Herbalife Nutrition, but it is also a daily method of operation (DMO) we use to get, develop, and keep clients.
- ▶ The challenge is intended to teach you and your clients how to properly use Herbalife Nutrition products while helping to build a strong community of support, motivation, and growth.
- ▶ In the challenge, participants receive personal one on one coaching, 24/7 group chat support, a meal prep and snack list guide, shake recipes, and workout recommendations (all of which are easily downloadable on a phone, tablet, or laptop).
- ▶ Additionally, we offer cash prizes and giveaways to the top winners of the challenge every month, which is a great incentive to join.

# WHERE IS THE CHALLENGE?

- ▶ This is an entirely ONLINE challenge that can be done from anywhere in the world that Herbalife Nutrition products are legal to sell.
- ▶ Most activity and communication takes place on specific social media apps that you will need to download and create a profile (see below):
  - ▶ Facebook
  - ▶ Facebook Messenger
  - ▶ Telegram Chat App

# WHEN IS THE CHALLENGE?

- ▶ The 21 Day Healthy Fit Challenge is hosted once a month at the beginning of each month.
- ▶ Registration opens approximately 2 weeks in advance before the start date of the challenge and close 5 days before the start date.
  - ▶ EXAMPLE: If a challenge starts April 6<sup>th</sup>, registration would open March 22<sup>nd</sup> and close on April 1<sup>st</sup>.



# WHO CAN JOIN THIS CHALLENGE?

- ▶ Anyone that you can think of who is looking to get into shape, get healthy, eat better, lose weight, or just get amazing results.
- ▶ Your circle of influence (family, friends, coworkers, classmates, etc.) is a great place to start inviting people to join

*\*\* Please Note \*\**

Any and all potential customers/leads must not be an Herbalife distributor or preferred member already, nor can they be buying products from another distributor outside of the Peterson organization.

# HOW DO CUSTOMERS SIGN UP?

- ▶ In order to be entered into the challenge and be eligible for the cash prizes/giveaways, a customer **MUST PURCHASE** one of the recommended product packages (BASIC,ADVANCED, or ULTIMATE) from your GoHerbalife website.
- ▶ When you receive confirmation of their order, you will then send them a registration form link that will give them instructions on how to submit their contact information as well as before and after pictures for the challenge.
- ▶ Once submission photos have been received, you will finally send your customers the Invite link to join our Private Facebook Group and/or Telegram Group before Day 1 of the challenge.

# HOW TO MESSAGE POTENTIAL CLIENTS:

## STEP 1 – INVITE PEOPLE

Below is a template script to utilize when messaging the contacts on your list (minimum 100 people) about getting started. Please note that these are not set in stone and you can make edits to match your personality/style.

### (ALREADY EXISTING CONTACT – Warm Lead)

#### ► Your Message:

Hey there (name of person)! How are you? I hope all is well. I just joined a great online health and fitness community that is fun, inspiring and has helped me get amazing results. I thought you might enjoy it too! They have an upcoming 21 Day Challenge that includes: Personal 1 on 1 Coaching, Meal Plan Tips, Healthy Recipes, Customized Workouts and Motivation Support Chat!! Message me back if you are interested and I will send you the info. I hope you will join me, and we can do this together!

### (NEW/RECENTLY ADDED CONTACT – Cold Lead)

#### ► Your Message:

Hey there (name of person)! How are you? Thank you so much for following/adding me, I hope you're doing well. I just joined a great online health and fitness community that is fun, inspiring and has helped me get amazing results. I thought you might enjoy it too! They have an upcoming 21 Day Challenge that includes: Personal 1 on 1 Coaching, Meal Plan Tips, Healthy Recipes, Customized Workouts and Motivation Support Chat!! Message me back if you are interested and I will send you the info. I hope you will join me, and we can do this together

# MESSAGING POTENTIAL CLIENTS:

## STEP 2 – SEND VIDEO

- ▶ **If the lead says YES they are interested >>>**

Ok awesome! To help you get a better idea of how the challenge works, I'm going to send you a quick awesome video that describes the program. I'll text you in a few minutes to see what you think. (THEN SEND VIDEO LINK AND WAIT 3-4 MIN TO TEXT BACK)

- ▶ **If the lead says NO they are NOT interested >>>**

Ok no problem. I really appreciate you taking the time out to read my message and thank you again for responding (OR adding/following me). Let me know if you ever change your mind and I'd be happy to help you when you're ready.

# MESSAGING POTENTIAL CLIENTS:

## STEP 3 – ASK IF READY TO JOIN

### ► **Your Message:**

What did you think of the video? (wait for response)

THEN SAY...

Great! So our next challenge starts on (INSERT START DATE). Now that you know a little bit more about it, are you in or are you out?

- **If the lead says IN (YES) >>>**
- Ok perfect! Signing up is super easy and you can do it right from your phone or computer. All you have to do is head to my online website, create a FREE profile, and then order one of the AMAZING **Lean & Fit** programs (Basic, Advanced, or Ultimate) I have created. These programs are what I personally use and I just know they are going to help you get amazing results too! They also come complete with a 30 DAY Money Back Guarantee. Once you order the program and I get an email confirmation, you'll be entered into the challenge and be eligible to win cash prizes and giveaways. Can I send you the link to order your program?
- **If the lead says OUT (NO) >>>**
- Ok I totally understand. Just a heads up, if you're unsure about the price or time commitment, I also offer a 3 Day Healthy Lifestyle Challenge for UNDER \$20 that gives you the chance to try the full program and get fast results in just three days! It comes with six meals and you get to experience the challenge first hand to see what it's like. Does that sound like something you'd want to do instead?



# MESSAGING POTENTIAL CLIENTS:

## STEP 4 – CUSTOMER CHOOSES PROGRAM OPTION

This is for after the lead has decided which challenge they want to do.

### ► If the lead says **YES** to the 21-Day Challenge >>>

#### **Your Message:**

Ok great! Here is the link to get your program, (insert YOUR GoHerbalife website link here).

Once you create a profile and login, go to the Product Combos section under the menu options and select one of the three **Lean & Fit** (Basic, Advanced, or Ultimate) Programs, then select check out. If you have questions about any of the products/programs before you order, just message me and I will get back to you right away.

### ► If the lead says **YES** to the 3-Day Challenge >>>

#### **Your Message:**

Ok great! Here is the link to get your 3 Day Trial, (insert YOUR GoHerbalife website link here).

After you create a profile and login, type in “3 Day Trial” in the search bar and the product will come up. Then all you have to do is add it to your cart and check out like normal. Super easy! After that I’ll be in contact with you to help you get ready to start the trial. And please let me know if you have any questions at all I’m here to help.

### ► If the lead says **NO** to **BOTH** challenges >>>

#### **Your Message:**

All right no worries. Thank you so much for taking the time to chat with me and I hope the rest of your day goes well. Let me know if anything changes ok? Talk soon!

# NEVER MENTION THE 3-DAY TRIAL UNLESS IT'S A NO

- ▶ Quick reference, in sales you never mention the back up go to plan. The back up go to plan is to get them on a 3-day trial if they reject the normal program fast, faster or fastest.
- ▶ If they go the route of the 3-day trial your goal is to make sure they succeed so that when they finish, they want to get the full program and join into the next 21 day challenge!



# WHAT IS YOUR JOB WHEN PEOPLE JOIN THE 21 DAY CHALLENGE OR THE 3-DAY CHALLENGE??

- ▶ Praise praise praise recognition recognition recognition energy energy energy.
- ▶ Once people are put into the Facebook 21 day challenge group or the telegram group chat for the 3-day trial your job is to make it excited along with all the other coaches. We work as a team. When other coaches post informative content you need to be engaging and like it and comment. Same goes where if you post results of your client on day 21 of the challenge all the other coaches will post by congratulating them and liking the post. What makes people come back is the energy of the group and seeing results of other people! Everyone loves a challenge!

# FOLLOW UP DURING THE CHALLENGE:

During the challenge, you will use our “How to Follow Up” Guide to help you with engaging with your customers throughout the challenge on specific days (Please refer to your Steps to Success Training Guide for this).

**THE MOST IMPORTANT FOLLOW UP IS DAY 21 >>> THIS IS WHEN YOU WANT THE CUSTOMER TO REORDER!!!**

- ▶ You give them the opportunity to upgrade their program
- ▶ You invite them to re-enroll into the next 21 Day Challenge because they are doing so great.
- ▶ You can also offer them the opportunity to become a discounted customer by becoming a Preferred Member under you (but this is only recommended for Supervisors and above, please reach out to your sponsor for more guidance on this).

# HOW DO I GET STARTED?

- ▶ Join the challenge yourself first! Buy your program, join the group chats, and become familiar with how the challenge works as a customer.
- ▶ Create a list of your contacts starting with your phone and then friends list on social media (minimum of 100).
- ▶ Add at least 50 new people to your social media daily so that your cold market grows bigger
- ▶ Talk to people at work, at the grocery store, at the gas station, wherever you are; be creative!
- ▶ Use the scripts template from slides 7 and 8 and the Challenge Video to invite as many people as possible to join the challenge with you.

# REFERENCE LINKS

- ▶ Challenge info video for you to send out
- ▶ [www.pitchchallengevideo.com](http://www.pitchchallengevideo.com)
- ▶ 21 Day Healthy Fit Challenge registration form link:
- ▶ Invite link to join 3 Day Challenge Telegram Group:
- ▶ Invite link to join 21 Day Challenge Private Facebook Group:

**\*\*Please Note\*\***

THE LINKS TO THE REGISTRATION FORM AND INVITES TO PRIVATE GROUPS MAY NOT BE SHARED WITH ANYONE UNTIL THEY HAVE ORDERED THE BASIC, ADVANCED, OR ULTIMATE PROGRAM FROM YOUR GOHERBALIFE WEBSITE