



# 24 Fit Camp

**What:** 24 Fit Camp is Daily Method of Operation combining fitness, nutrition education, and promotion of the Herbalife products. The objective of the Fit Camp is to retail, recruit, and retain.

**When:** Monday, Wednesday, and Friday at 6:30am and 6pm for 4 weeks

**How Much:** Free!!!

**Where:** An area that is safe and permissible to workout. This could be the parking lot of your nutrition club or a local park. Check with your leasing and city guidelines to establish a safe place to hold your workout.

**Who:** Anyone and Everyone that has been cleared by their doctor to workout!! The workouts are designed for all levels.

## **Pre-Event Marketing**

Marketing efforts for the Fit Camp should begin 2-3 weeks prior to camp. Successful sample marketing methods include:

- **Flyers/Invitations:** Mass Flyers (100 flyers per day). The flyer copy is available to you
- **Center of Influence:** Contacting all of the people that you know- friends, family, co-workers, current/past customers, daily shake customers, and Herbalife members through telephone calls, emails, etc and inviting them to camp.
  - **Referrals;** Once you establish a few campers, ALWAYS ask for referrals and friends that they may want to bring with them!!
- **Social Media and the Internet:** Facebook invitations and messages, Instagram photos, Craigslist Ad, and Meetup.com are all ways to advertise your free fit camp.

Once campers have enrolled in FitCamp (*See Registration Sheet*) simply by committing and enrolling with their name, email, and phone number, you will want to follow up with your campers and confirm their enrollment. Your confirmation email should simply encourage and let them know what the next steps are, most importantly dates and times for orientation, what they will need for camp, and when and where camp meets.

**Sample confirmation email:**

*Congratulations!! This email is to confirm your registration for the 24FIT Camp. The 24FIT Camp is a 4 week program with 12 classes, plus an Orientation Day and a Celebration Dinner. The cost of the program is free but we require serious commitment to the 4 weeks.*

*What you will need:*

- **Mat**

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- Water Bottle
- Light Dumbbells (3-8lbs)

## Orientation Day

Orientation Day is **Sunday April 7** and is a drop-in time. Drop in times are **from 1pm-5pm**. Orientation is required for participation and should take about 15-20 minutes. Orientation and all camp meetings are held at (location name and address)

*This is going to be our best program yet! Fun and Results like you've never seen before. Remember, spaces are limited but there is still time to invite a friend! Can't wait to meet you! You're going to be amazing!*

*In Health,  
Your Coach*

## **Orientation Day**

Orientation Day is held the weekend before camp. Orientation Day should be filled with PASSION and EXCITEMENT. A team meeting prior to orientation day to establish jobs, reflect on goals and personal ambition, and to drink TEA and LIFTOFF is extremely helpful to build the energy and teamwork that campers will feel the moment they walk in the door!! For many campers, this will be their first time ever experiencing Herbalife, a nutrition club, and YOU. You want that experience to be so incredible that they call 5 friends to hurry up and join them!

## What you will need:

- 6 Stations
  - Station 1: Greeter and Registration- This station is to be very warm and friendly and simply make sure that each camper is registered under their coach.
  - Station 2: Wellness Surveys- This station has the wellness surveys for each camper to fill out. Station 2 is there to answer any questions about the surveys and make sure that they are completed before moving on. Station 2 collects the waiver.
  - Station 3: Measurements- 5 measurements are taken of each participant. See wellness questionnaire form.
  - Station 4: Photographer- Before Picture Station. Photographer is very important to be kind and supportive given that many people might not want a photo taken.
  - Station 5: Weight: This person takes the weight of each participant and collects their measurement and wellness survey sheets. All numbers are kept a secret until presentation night!! A Tanita scale or equivalent is ideal but not necessary. A scale and your protein estimator will always do the trick.
  - Station 6: Exit: If you have a goal board available, this is a great time to have each camper write their goals on the chalk wall or board. Station 6 is also responsible for letting the campers know logistics for the first camp- where to park, reminders of what to bring and wear, give them a calendar of events, cheer that it is going to be AMAZING and they will LOVE IT, remind them that Monday and Wednesday are mandatory, notify them of Facebook pages or social media to follow, and congratulate them for coming!!

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- Handouts: You will need several handouts for each camper
  - Wellness Survey and Measurement sheet (back to back)
  - Calendar of Events
  - Release of Liability
  - You will also need
    - One master registration sheet
    - Daily log in sheets
- “All hands on deck”: Camp is very much a team approach and needs all hands on deck. If your camp is starting with one coach, CONGRATULATIONS!! You will be amazing and this is a great time to look for a team!!! If your camp is starting with a team in place, then this is a great way to learn and build the teamwork. Each coach that has a camper is strongly encouraged to participate in orientation as well as all of camp! Each of us needs all of us and all of us needs each of us!!

## **CAMP!**

### Camp Positions

Can be shared or spread out among the team. Suggested camp positions include:

- Head Coach: This person is in charge of leading most/all camps
- Assistant Coach(es): These coaches are responsible for leading camp in the event that the head coach is unable to lead. The assistant coaches are also responsible for leading modifications and assisting individual campers. Coach and assistant coach positions should be limited (you don't want too many cooks in the kitchen)
- Photographer: Pictures are a HUGE part in building camps up and having fun. One person can be the designated photographer
- Party starters: This person is in charge of making sure that the energy is LEVEL 10!! Music before, during, and after camp, samples (tea, liftoff or prepare shots), high fives, and tons of excitement
- Greeters/ Sign-ins, Shake makers: Get campers to sign in, encourage Prepare before, pre-order their shakes for after, and make the best WOW smoothie!!
- Nutrition Spotlight: This person is in charge of making sure that the nutrition education and product spotlight are completed in a fun way that is very helpful and educational, and most importantly is presented in a way that encourages campers to purchase the product!
- Personal Development: This person is in charge of the quote of the day, cheer, and affirmation.
- Announcements/Promotion Team: Announcements at the end of camp are a great way to invite campers to HOM or HL events, promote the next camp or other events, recognize new coaches and campers with incredible results, and keep everyone updated with basic information
- Megaphones: EVERYONE!! As coaches ask questions or give instruction, you give feedback. You answer, cheer, motivate, WOOHOO, Grunt, push, and bring the LEVEL 10 energy to the workout!

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Tips to running a successful camp:

- As a coach, SHOW UP!! We encourage campers to not miss and know it is better for them to be there. It is the same for coaches. Don't miss. This is your face time to build relationships and check on your campers. You will get out what you put in.
- LEVEL 10 energy!!! Keep the energy LEVEL 10 before and after each camp and throughout camp.
- Heart and Passion: Give your heart and passion to what you do. Build relationships with the campers. Get to know them and show that you care about them and their results. Follow up with them. Care more about their results than the money that you make.
- FUN WORKOUTS!! Keep the workouts fun, by keeping campers moving, engaged with each other, engaged with their workouts, and having great music!
- PROMOTE! Do not be afraid to promote! Promote the products throughout camp, not just as a spotlight. Promote your events. Promote each other. Promote campers. Promote the next camp. Promote the training that you just got back from. Promote your love for your life as a coach.
- Retail, Recruit, Retain, and Invite everyone to come check out the Herbalife Opportunity.

## Pre-Camp

As campers begin to arrive for their workout, you want the energy to be ON! Greetings, high-fives, and enthusiasm from the second they walk in the door. Great Music! Hype for a GREAT Workout! You may want to set a group intention or begin a few group warmups in the club or at your meeting spot to build the energy and excitement. Give samples!!! PROMOTE tea, Lift-Off, and Prepare!! Take pictures!

## Camp

Camp is a 50-60 minute workout. Keep it FUN! The best workouts are the ones that keep campers moving and engaged- engaged in themselves and their goals, engaged in each other, engaged in a team, engaged in the activity, engaged in results. Camp should be for anyone at any level. You may divide your camp into two groups or keep one group with plenty of modifications. We want people to push themselves, but more importantly we want them to come back and be injury-free! During camp we workout, educate on nutrition, and inspire for greatness! And always PROMOTE- "Have you had your shake today,?" "Who's earned their Rebuild?" "Lift-off Lunges and Tea Squats."

## Post-Camp

Post-Camp can be the most critical part of what we do. This is the time to follow-up with campers over a delicious post-workout smoothie or Rebuild!!! Keep the party fun so campers will want to hang out. Create the excitement so they are afraid to miss out! Blend shakes, find out results, get people started, and retail!!! Network with other campers and promote the other coaches and the Herbalife products!!

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## THE WORKOUTS!

### Pre and Post Assessment:

Workouts 1 and 12 are the Pre and Post Fitness Assessment. The workout includes:

- ENCOURAGEMENT
- Demonstrating care and commitment to your campers
- Warm-up
- 1 mile timed run
- 1 minute push-ups
- 1 minute sit-ups
- Nutrition and Product Spotlight
- Cool Down and personal development

### Workouts 3-11

Workouts 3-11 should follow the same guidelines listed above. Keep them fun, uplifting, and supportive for all campers. Keep the workouts about the campers, NOT about YOU and your ability. Each workout should contain a product spotlight and nutrition topic. End with a cheer and personal development. Always PROMOTE!

Some ways to structure the workouts could be relay races, schoolyard games, dodge ball, circuit stations, or group exercises (see exercises below).

Whenever possible, encourage teams, partners, and meeting and getting to know other campers.

Keep the workouts interesting! Switch them up! Consider a theme day, like Bright and Tight or Jane Fonda Day (Complete with 70s music!)

### ***Low Impact Exercises***

Walking

Marching

Crunches

Reverse Crunches

Curls

Tricep Extentions

Wall Pushups

Bicycle crunches (hands under low back)

Plank

Marching

Boxing

Shoulder press

Bridge

Rows

Assisted Partner Squats

Lots of stretching, Downward dog, child's pose, etc

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## ***High Impact Exercises***

Burpees  
Jump Squats  
Squats (Multiple variations)  
Lunges (Multiple variations)  
Speed skaters  
Boxing  
Kick-boxing  
Plank  
Mountain climbers  
High Knees  
Sprints  
Jump Rope  
Bear Crawl  
Crab Walk  
Frog Jump  
Push-ups  
Curls  
Rows  
Tricep Extensions

## “Workout 2”: Presentation Day

Presentation can be the most successful day of camp!! This is the day that we work on the mind! The objective of presentation day is to keep it FUN, EDUCATIONAL, SUPPORTIVE, and INSPIRING!

### Executing Presentation Day:

When working in a club, you want to create excitement and anticipation! Keep the doors locked, lights off, and a sign out front, letting campers know that you will be with them shortly. Occasionally send a coach out to check on them and build the hype. When it's time to begin, flicker the lights (strobe lights if you have them), turn up the music, cheer loudly, open the doors and create a gauntlet! Cheer, high-five and let them know that this is the BEST DAY EVER! Sample tea for every camper. This is great to share that the tea burns 80 CALORIES PER SERVING so they're still burning while they're learning! WOO!

Ask every camper to take a seat and pass out their initial assessment forms. This day is a secret, so some campers may be caught off guard, anticipating a workout. Let them know that we are working the most important muscle, THE MIND!

Begin the presentation (*see presentation in ppt form*). A successful presentation will be heartfelt and passionate, while educational. The presentation should end with explaining the three nutrition programs.

After the presentation, immediately follow up with your customers and begin to retail nutrition programs!!!

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Important Note: For clients that are unable to follow up with immediately following the presentation, set up a time to meet with them for 15 minutes within the next three camps. There should be minimal explanation because it was all presented to them and they have your recommendations. For clients that are not ready to get started, let them know, "Great! Let's follow up on your results after each weigh in!" Continue to support and inspire each camper throughout camp! Those that don't start in the first round are only telling you, "Not right now."

## Suggested Product Spotlight and Nutrition Topics

Refer to the WLC Manual and HBN Video Library for training tools and education on each topic.

Make sure that each Nutrition Topic and Product Spotlight is filled with general nutrition information, not just the product spotlight.

Day 1: Topic- **Hydration**. Discuss the importance of hydration and encourage ALWAYS carrying their water bottles with them, especially to camp. If they need a water bottle, you can order one for them! **Product Spotlight: Hydrate.**

Day 2: Presentation Day

Day 3: **Meal Planning**. "Has everyone gotten with their coach and started their meal plan?" Continue to share tips and tricks for meal planning and prepping food. Get the participants to share their favorite tips and tricks for preparing healthy meals. Prompt people to share their tips and tricks for getting two shakes in on the go. Don't forget snacks!! Share lots of snack options. **Product Spotlight: Snacks- Bars, nuts, Soup, and Beverage Mix!**

Day 4: **Protein and Formula 1!!** Many people may not know that our number 1 selling product comes in so many different varieties- flavors, proteins, GF and Dairy Free. Suggested workout: set up teams and play a scavenger hunt or relay race. Have them answer a couple of questions about Formula 1 and protein.

1. How many flavors of Formula 1 are there?
2. What are the 3 different protein options in Formula 1?
3. Which flavors are Certified Gluten Free?
4. What is your favorite flavor?
5. What are 3 benefits of protein
6. Why would a liquid source of protein be better after a workout
5. What makes Formula 1 more than a protein shake?

Day 5: **Muscle Soreness**. At this point many participants may be feeling some muscle soreness if they haven't worked out in a while. Ask who's sore from their workouts. Have one of the coaches talk about why they are NOT sore and share product spotlight: **Rebuild, Restore, and Joint Support**

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Day 6: **DINING OUT!** “What’s everyone doing tonight? Friday is the #1 most popular night for dining out. It’s understandable after a long week. These are a couple of my favorite tricks before dining out...” Reiterate hydration from earlier in the week, drinking a glass of water before your meals. Share other tips from the WLC manual **Product Spotlight: Beverage Mix and Thermobond!!**

Day 7: **Heart Health.** Share some stats on heart disease in America and cheerlead that everyone is participating in the ways to prevent it! (Diet and exercise!!) **Product Spotlight: Herbalifeline and Core Complex (and any others you may want to mention).**

Day 8: **Fiber and Carbs:** “We talk a lot about protein but one nutrient that is just as important is FIBER.” Discuss fiber sources and how much fiber each person should get plus stats on how much fiber the average American gets. Talk good carbs vs. bad carbs. Product Spotlight: Active Fiber (suggest adding it to their post workout shake).

Day 9: **Sleep:** “How’s everyone sleeping? Exercise and good nutrition should be helping with sleep!!” Share some stats about poor sleep in America and how sleep impacts their weight and overall health. **Product Spotlight: Sleep Now, Relax now, and Niteworks.**

Day 10: **Sugar:** Recall your talk on good carbs vs. bad carbs. Share that Formula 1 is naturally sweetened! Normalize sugar cravings and talk about how your body will start to crave more of what you put into it. **Product Spotlight: Snack Defense**

Day 11: **Enhancing your Results.** Cheerlead, support, and praise the work that they have done. Share product testimonies. Share how sometimes you like to enhance your results. **Product Spotlight: Aminogen, Cell-u-loss, and Prolessa**

Day 12: **Personal Development.** It’s the final day and final assessment. Share the importance of growing. Talk about Jim Rohn and Mark Hughes and how they’ve impacted your life. Share your journey as a coach and how it has made you better. Show gratitude for your life and your lifestyle as an Herbalife Health Coach. Paint the picture of the dream. Invite them to join the team.

## **Recognition Night and Pot Luck**

Recognition night should be held very soon after the final camp. This could be immediately following the last camp, the weekend after, or the Wednesday following. Recognition night is a fun team bonding experience and a time to recognize the work that each camper has done. Celebrate their results, commitment, and achievement.

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A Pot Luck “Feed the Coaches” is a great way for the campers to feel a contribution to the team. Have fun. Enjoy. And get campers signed up for the next round!!

## Personal Development

Ending each camp with Personal Development provides inspiration and depth to each camp. This can be a quote, a reading, or a group affirmation (or a combination)! Make this your own! Be authentic. If you are ever stuck, always, ALWAYS use Jim Rohn or Mark Hughes!

### Possible Quotes:

“Happiness is not something you postpone for the future; it is something you design for the present.” ~Jim Rohn

“We must all suffer one of two things: the pain of discipline or the pain of regret or disappointment.” ~Jim Rohn

“Take care of your body. It’s the only place that you have to live.” ~Jim Rohn

“If you don’t design your own life plan, chances are you’ll fall into someone else’s plan. And guess what they have planned for you. Not much.”

“A good objective of leadership is to help those that are doing poorly do well and to help those that are doing well to do even better.” ~Jim Rohn

“Let others lead small lives but not you. Let others argue over small things but not you. Let others cry over small hurts but not you. Let others leave their future in someone else’s hands but not you.” ~Jim Rohn

“If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work on you. Whatever good things we build end up building us.” ~Jim Rohn

“Your success is only limited by your own imagination and your own hard work.” ~Mark Hughes

“I’m not telling you that it’s going to be easy. I’m telling you that it’s going to be worth it.” ~Mark Hughes

“A leader is one who knows the way, goes the way, and shows the way.” ~Mark Hughes

“So let me tell you something friends, if you want to make it a better world, it starts with us.” ~Mark Hughes

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“Faith is taking the first step even when you don’t see the whole staircase.” ~Martin Luther King Jr.

“Happiness cannot be traveled to, earned, worn or consumed. Happiness is the spiritual experience of living every minute with love, grace, and gratitude.” ~Denis Waitley

“Nothing is impossible. The word itself say’s, ‘I’m Possible’” ~Audrey Hepburn

“Health is the greatest gift, contentment the greatest wealth, faithfulness, the best relationship.” ~Buddha

“Believe that you can and you’re halfway there.” ~Theodore Roosevelt

“Your present circumstances don’t determine where you can go; they merely determine where you start.” ~Nido Qubein

“If you accept the expectations of others, especially negative ones then you never will change the outcome.” ~Michael Jordan

“Develop an attitude of gratitude, and give thanks for everything that happens to you, knowing that every step forward is a step toward achieving something bigger and better than your current situation.” ~Brian Tracy

“Don’t worry about failures, worry about the chances you miss when you don’t even try.” ~Jack Canfield

“Failure will never overtake me if my determination to succeed is strong enough.” ~Og Mandino

“Lean to say ‘no’ to the good so you can say ‘yes’ to the best.” ~John C. Maxwell

“Stop being afraid of what could go wrong and start being positive about what could go right.”

“Stop competing with others and start competing with yourself.”

“There a difference between interest and commitment. When you’re interest in doing something, you do it only when it’s convenient. When you’re committed to something, you accept no excuses; only results.” ~Kenneth Blanchard

“There is no passion to be found in settling for a life that is less than the one you are capable of living.” ~Nelson Mandela

“It’s a shame that we spend years of our lives doing activities that we are supposed to do and we spend only 5 minutes figuring out what we really want.”