

Six Week ONLINE Challenge

The 6-week ONLINE challenge is a great way to have local and long-distance customers participate in a challenge, get results, build relationships, and grow your business. It consists of a weekly zoom for just 15-20 minutes as well as communication in a private FaceBook group. This guide serves as the steps to launching and executing a successful challenge.

Pre-Event – set up for a successful challenge

1. **Advertise your event** - post a generic graphic with simple text two weeks out, again 10 days out and four days out. Post to your story daily, first thing in the morning around 6am (before people go to work). If you own/operate a Nutrition Club - the post and story are for your PERSONAL social media pages – NOT THE CLUB social media.

Examples:



Points to include on flyer/post: "Registration is now OPEN! Six week virtual challenge for people near and far looking for accountability, meal plans, home workouts and much more."

2. What to say when people message for details?

"Hi! So this is a six week challenge that we do exclusively from a "secret" FB group. We pay out first, second and third placewinners based on body weight percentage lost (if youstart

at 150lbs and lose 15lbs during the challenge = 10%). We will have a different topic that we feature each week (meal planning/prepping, grocery shopping, digestive health, exercise, etc.) and we will have mini weekly challenges for different prizes as well. I am sending you the participation agreement to look over as well as the health survey that all participants complete. If you have any questions, let me know."

**** Keep this typed in a note so you can easily copy/paste. We recommend Wordboard or similar app.****

3. Sending personal messages to invite someone to join

"Hi (name)! We are starting a six week challenge on (date) and it's all ONLINE!! I thought of you because this works really well for people with a busy schedule. The entry fee is \$30 and cash will be paid out to 1st, 2nd and 3rd place winners by body weight percentage lost (start at 150lbs, lose 15lbs during the challenge = 10%). There is also a penalty pot where you pay \$1 per pound if you gain which keeps people motivated. All participants are added to a "secret" FB group where you'll receive daily tips, weekly videos on nutritional topics as well as group support. We are even adding in home workouts that are completely optional. It's going to be a lot of fun and I know so many people will benefit from the challenge. All participants are required to order a minimum of Herbalife shake and Protein Drink Mix (base) before the start date as we recommend two shakes a day in place of a meal for weight loss. Lastly, weigh-ins are submitted by a video every (day of the week) or with me at (club name). Registration is open through (date). Let me know if you have any questions!"

**** This is a longer message to send to someone you think might be interested, it answers many questions and you will send the participation agreement and health survey via FB messenger as well. This is also saved as a note or in Wordboard (or similar app).**

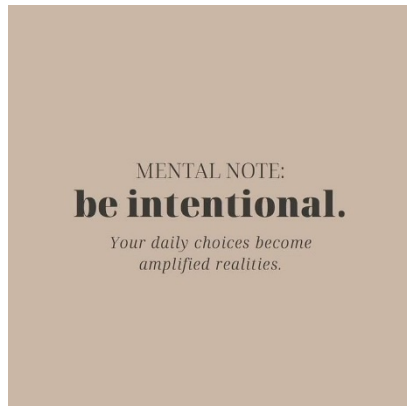
4. Checklist for each participant

- a. Participation Agreement signed** (receive from documents) Participants are able to print, sign and send you a picture OR fill out the PDF version and send back.
- b. Entry fee paid via Venmo/PayPal/Cash at club (or in person)**
- c. Health Survey complete** (receive from documents)
- d. Minimum of Formula 1 and Large Protein Drink Mix (SKU 1426) ordered and receipt submitted**
- e. Start a binder with sheet protector for each participant alphabetically and include weight chart** (receive from documents)

5. THREE days before start date

a. Create FB group, do not add ANYONE yet.

- Go to “Groups,” then “create,” and follow the appropriate steps. Make sure that you choose “private,” and “hidden,” so that only participants can add people, the group cannot be searched.
- Make the cover photo either the graphic for the challenge OR inspirational quote picture from Pinterest/Google.



Work on you, for you.

b. Post initial weigh-in video (attached video from Vimeo) with instructions

<https://vimeo.com/456609333> video password = weigh

“How to do a video weigh-in! All weigh-ins need to be in by 11am every (day of the week).

**ALL weigh-ins must be done on video with the following: 1) Show your face 2) Show date/time on a separate device 3) Zero out the scale 4) Step on, show the weight clearly 5) Say the weight out loud.*

** Videos will be sent directly to (host) via FB messenger. If you would like to weigh in person, please comment below with your desired time and I will put a schedule together and send it out on (day before challenge starts).”*

***Make this post an “Announcement.” Again, this is three days out from start and you (the host) are the only person in the group, no Distributors or participants have been added yet.**

c. Make a “Welcome” post that you pin to the top

“Welcome to our (challenge name) VIRTUAL Transformation Challenge. Whether you joined to lose weight, gain more energy, learn how to make healthy eating a

lifestyle or make new friends, you are going to LOVE what we have in store for the next six weeks. Feel free to add any friends who you think might be interested in joining you in this challenge. We won't be closing off the group until Wednesday morning. Here are your next steps:

1. *Complete the Participation Agreement and send back to (host name) via FB messenger OR text a picture to (host cell #).*
2. *Fill out the Health Survey. The sooner you complete all steps, the sooner you will receive your meal guide and snacking list.*
3. *Be sure to get your order placed with your coach! (Coaches please send screenshot of receipt).*
4. *Check for pinned FaceBook post oh how to do your virtual weigh in 😊*

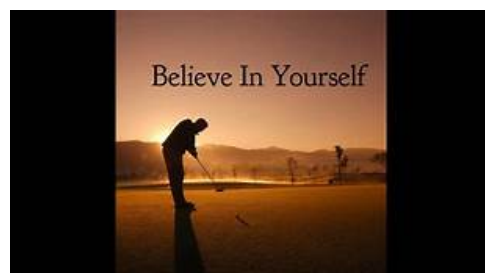
In the meantime, feel free to ask any questions that you might have that were not answered in the agreement!"

ONCE THESE POSTS ARE DONE, ADD ANY AND ALL COACHES THAT ARE PARTICIPATING OR THAT MIGHT BE INTERESTED TO THE GROUP. THE PURPOSE OF THIS IS TO HAVE AT LEAST 10 PARTICIPANTS IN THE GROUP BEFORE INVITING CUSTOMERS/PMs.

** After you have a good base of distributors in the group, mass invite all of your customers (near and far) along with any prospective participants. This does not "add" them, they need to "Join Group," and only those who are interested will do that. Have any coaches in the challenge do the same. DO NOT invite your entire friends list. Be selective as you will need to "Remove Invite," to anyone who hasn't joined at the close of registration.

6. TWO days before the start date:

Once you have more participants in the challenge, create the introductory event by going to "Events > Create Event > Virtual Event." Set the date and start/end time. Set the first zoom for a 30 minute "event," although it might not take that long. Under promise - over deliver. Put a photo for the event for more attraction. Invite participants so they get the notification.



7. ONE day before start date. Reminder post...

“Good morning, just a reminder that tomorrow is the start of the challenge and the first day for weigh-ins! We will kick off the challenge at (time) via Zoom. Be sure to download the Zoom app and join in a few minutes early. We are so excited to start this transformation journey with you all. Please reach out to your coach with any questions you might have.”

8. WLC Start Date: Happy Weigh Day post

“Happy weigh day!!! Cheers to YOU!”



Event – hosting a successful challenge

The online WLC is housed in a private FaceBook group with weekly zooms for recognition and product info. You will host a 15-20 minute zoom on the same day and time each week. (i.e. Wednesday at 7:30pm). The zooms will consist of just 3 things: recognition of previous week's weight loss, product feature, and the upcoming weekly challenge. The Intro Week Zoom will take a little longer as you will go through the WLC details.

Within in the 6 week challenge – there will be a weekly challenge each week. \$22 of the \$30 participant entry goes into the Payout Pot. The remaining \$8 per entry is used to pay for prizes for the weekly challenges. The weekly challenge consists of one additional post per day per participant as defined by the Weekly Challenge graphic at the end of each zoom. Prizes can include shaker cups (use those when you only have a couple winners), C&C F1 On-The-Go Packets, a Liftoff paired with a Protein Bar, etc...

Kickoff Challenge Zoom/Intro Week

Tips for successful Kickoff Zoom – have LOTS of energy around the scheduled Zoom. Do not have a lot of posts before the Zoom because the mission is to give the goods during the Zoom, not overwhelm then potential participants.

- The first zoom of the very first challenge is simply an introduction explaining the format of the challenge. After your first challenge, the week 6 payout zoom will be combined with the Intro zoom for the next challenge. See “Intro Week Zoom” for the initial challenge and “Combined Intro/Week 6 Zoom” for future challenges.
- Explain the four things needed to participate in the challenge as outlined in Step 4 of the Pre-Event section above.
- Explain how to take pictures and measurements.
- Review that the first week will be about focusing on hitting calories/protein goal while having your breakfast shake when you wake up.
- First homework assignment: PARTICIPANT INTRO POST WITH SELFIE – this is a pic of just the participant (no other people in the picture). It should include where they live, family (kids, single, etc.) and occupation so that others will be able to relate during the challenge. As they post their intro selfies, be sure save their photos in a folder (labeled w/challenge name) on your computer to use for weekly weight loss recognition.
- After each participant has submitted their required documents, send them their meal plan A-B-C-D and snack list. (Receive from documents)

Intro Week Posts – Schedule these on the first night of the challenge or before so you have them done in advance

- **Day 1** after Zoom – YOUR INTRO POST including all required parts as explained above. This will help others to start posting.
- **Day 2-** Breakfast. Post a picture of your shake, or you and your shake with a link to Susan Bowerman’s video on “4 reasons why you should eat breakfast,” and say “*One of our goals for this introductory week is BREAKFAST. Sometimes we need to know why we should do something before we jump on board...here you go!*” <https://youtu.be/esze4bNbOZY>
- **Day 3-** Grocery shopping. Go to the grocery store for a “field trip,” start in the produce section, work your way around the store to show various fruits, veggies, greek yogurt, tuna, alternate bread/tortilla options, meat/fish/vegetarian protein options. Record yourself on free “Hyperlapse” app and be sure to count to three when showing items so when you speed up to 4x to save the video, people will see it. This video should be about 3 ½ - 4 minutes on hyperlapse. Add the video to iMovie (or app of your choice) to do a voiceover and explain your field trip. See sample video to create your own.
- **Day 4-** WATER. Record a quick one minute video or less about the importance of drinking water. The goal is to drink half of your body weight in ounces of water per day. However, if they are starting with little to no water consumption coming into the challenge, make the goal for the first week to consume 64oz/day and work up from there. Encourage drinking 8oz when they wake up, with or before every meal/snack and before bed.
- **Day 5-** Snacking. Post a picture of your High Protein Iced Coffee and later a picture of your protein bar and/or Protein Beverage Mix. Give the nutritional information as well as a quick sentence about why you love it (taste, convenience, etc.). Do a second post with Protein video at a different time of the day <https://youtu.be/Q2FwLSSXZFY>
- **Day 6-** Post your own picture with your shake/tea/tabs. Be sure to have a big smile and an attractive photo (clean background, sharp photo, etc.).
- **Day 7-** Ask for people to comment their biggest success of the week. Post in the morning. Do a second post around 6pm reminding everyone that “tomorrow is weigh day.”

Week 1

Day 1- Happy Weigh Day post. Create the event and zoom for “Week 1 Celebration,” and have a corresponding event photo. Set the event time for 20 minutes and aim to end in 15.



****Dedicate 30 minutes in the afternoon to watch videos, update weight charts in your binder and add photos with weight loss to the powerpoint. See “Week 1 ppt.” Be sure to start alphabetically so nobody is missed.**

During the Zoom- start by congratulating everyone on a great first week, do the weekly weight loss recognition followed by featuring Quickstart, Advanced, & Ultimate Programs, Protein Drink Mix and Personalized Protein Powder. Close with announcing the first Weekly Challenge. Use Week 1 Weekly Challenge graphic in the ppt to promote it.

Be sure to RECORD the Zoom and assign someone to be your co-host so that they can help mute as well as remember to push record.

POST ZOOM – post the recorded Zoom in the group. Do a separate post with the graphic for Week 1 Weekly Challenge. Repeat these steps every week.

Videos for the week – schedule the posts spread out in the day from your weekly points challenge post.

“Tips to Make Balanced Nutrition Easy” <https://youtu.be/guLKy8eCzpw>

“Can you gain weight eating too much of a healthy food,” Portion control - <https://youtu.be/WEnSyrRoiDs>

“How to read food labels properly,” Nutrition labels
<https://youtu.be/Ydj9QHifohQ>

Samantha Clayton – Total Body Conditioning (quick & no equipment)
<https://youtu.be/ATA5Wpi8-Ik>

Bell Pepper Nacho Boats- <https://youtu.be/J9E4FjST3lo>

Week 2

Happy Weigh Day post. Create the event and zoom for “Week 2 Celebration,” and have a corresponding event photo. Set the event time for 20 minutes and aim to end in 15.



****Follow the same steps as Week 1 for the Zoom. This week you will add in those who won the weekly challenge as well as announce the next challenge. The product feature is Herbalife Protein Snacks.**

Weekly Challenge Winners – Each week you will figure out the winners of the prior week’s weekly challenge. They need to have posted all 7 days AND lost weight that week. You only need to look at the challengers who lost weight to make sure they posted. Take your weight loss sheet and go to the FB group page and search the person’s first name as it appears on FB, change to “Most recent” and “Posted by” (select that person’s name). Look at each day for the seven day challenge. If they skipped a day of posting, move to the next person and work your way down the weight loss list. Be sure to only give credit for those who posted all seven days with the picture of whatever the assigned topic was. Let the winners know what their prize is for the week!

Videos for the week – schedule the posts spread out in the day from your weekly points challenge post.

“How to order takeout guilt free,” <https://youtu.be/Ep6Eb6qfi6E>

“How to choose a healthy salad eating out,”
<https://youtu.be/WDZYqvNHpiA>

“Are vitamin supplements necessary?” https://youtu.be/b9O1sr_Va5I

“Spicy citrus shrimp,” <https://youtu.be/b-8KmNycGW8>

“Easy beginner stretches,” <https://youtu.be/67rhtdJAOjA>

Lead from the front and participate in the Weekly Challenges as well. At the minimum posting shake/tea/tabs with consistency.

Week 3

Happy Weigh Day post. Create the event and zoom for “Week 3 Celebration,” and have a corresponding event photo. Set the event time for 20 minutes and aim to end in 15.



****Follow the same steps as before for the Zoom. This week you will add in those who won the weekly challenge as well as announce the next challenge. The topic is about incorporating Herbalife digestive health products.**

Videos for the week – schedule the posts spread out in the day from your weekly challenge post.

“Components of digestive health,” <https://youtu.be/48OrcX2ZoJ8>

“Beginner warmup workout,” <https://youtu.be/VGNgZSPj3Kc>

“Know your fiber,” <https://youtu.be/MggnT0OVZwo>

“How to combat peer pressure to overeat,”
https://youtu.be/ax_7G4K51uA

“Spicy chicken with cous cous,” <https://youtu.be/VrJO9U2LK4Q>

Week 4

Happy Weigh Day post. Create the event and zoom for “Week 4 Celebration,” and have a corresponding event photo. Set the event time for 20 minutes and aim to end in 15.



****Follow the same steps as before for the Zoom. This week you will add in those who won the weekly challenge as well as announce the next challenge. The topic for the week is heart health and exercise – and the product feature is the Heart Health Line and Herbalife24 products. Promote the next challenge.**

Videos for the week – schedule the posts spread out in the day from your weekly challenge post.

“What supports heart health?” <https://youtu.be/NNGuuOTPiKQ>

“What are healthy fats?” https://youtu.be/EEN5aS_z_ru0

“How do nutritional needs change?” <https://youtu.be/MAtYiVt7-gU>

“What happens if you eat too quickly?” <https://youtu.be/ZSS-H7uGVs0>

“Low impact exercises,” <https://youtu.be/s1WFePXXQOQ>

Week 5

Happy Weigh Day post. Create the event and zoom for “Week 5 Celebration,” and have a corresponding event photo. Set the event time for 20 minutes and aim to end in 15.



****Follow the same steps as before for the Zoom. This week you will add in those who won the weekly challenge as well as announce the next challenge. The topic is about skin care products. Promote the next challenge.**

Videos for the week – schedule the posts spread out in the day from your weekly points challenge post.

“Best foods for your skin,” <https://youtu.be/YrJtzOS5FwI>

“Shake to make your skin glow,” https://youtu.be/-oBVHp_R4_M

“Shrimp & brown rice,” <https://youtu.be/iJUvnlzzzgg>

“Tea and Collagen,” <https://youtu.be/xvi11saSipM>

“Aerobic exercise,” <https://youtu.be/rVGVnAvJ29Q>

Week 6 – PAYOUT PARTY

Happy Weigh Day post. Create the event and zoom for “Payout Celebration & Intro to (name of next challenge),” and have a corresponding event photo. Set the event time for **30 minutes** and aim to end in 20.



Zoom- Start the Zoom with recognizing weekly weight loss. Introduce the next challenge, dates, what is required (see Pre-Event steps) and what the participants will receive during the challenge. Celebrate weekly prize winners, top 10 winners in the challenge (top five for smaller challenges) and then top four. 1st place = 50% of the pot, 2nd place = 30% of the pot, 3rd place = 20% and 4th place takes the penalty pot.

It is very important to be consistent in your challenges. You will want to start a new challenge on the day of the payout of the previous challenge – which means you will start advertising for the challenge 2 weeks before the end of the current challenge. Example calendar:

Aug 7 – Intro/Kickoff of first challenge (End of Summer Slimdown)

Aug 14 – Week 1 – End of Summer Slimdown

Aug 21 – Week 2 – End of Summer Slimdown

Aug 28 – Week 3 – End of Summer Slimdown

Sept 4 – Week 4 – End of Summer Slimdown

Sept 11 – Week 5 – End of Summer Slimdown

Sept 18 – Week 6 Payout Party for End of Summer Slimdown & Intro Week for new challenge (Fit For Fall Challenge)

Sept 25 – Week 1 – Fit for Fall Challenge

Oct 2 – Week 2 – Fit for Fall Challenge

Etc....