HOW TO START
A CHALLENGE GROUP

Lead the CHARGE and Inspire CHANGE...

Beachbody® Challenge Groups are rapidly changing the landscape of how you introduce prospects to Beachbody fitness programs, nutrition, and the Team Beachbody® Coach Opportunity. Sales-y? Not at all. In fact, they might just be the most natural conversation starter you’ll ever have! But when opportunity strikes, will you be ready? We’ve put together these small bites of wisdom, so you’ll be primed to talk about The Beachbody Challenge like a pro.
GET TRAINING...

Learn how to follow the 3 Vital Behaviors of a Team Beachbody® Coach: Invite. Invite. Invite. Be Proof the Products Work; and Personal Development. Completing all three Beachbody Challenge™ Group Trainings is vital to increase your success in finding customers, building relationships, building your business through Beachbody Challenge Groups, and staying on track with aligning your goals and activity. Make sure to download the reference materials below before you get started so you can follow along and participate in each training.

GET STARTED:

1) Pick your TYPE of Challenge group and how long: (I suggest nothing longer than 60 days)
   - Clean Eating Challenge
   - 7 day Shakeology Challenge
   - Program Specific Challenge-pick one program and everyone does it together
   - Program of Choice

   ***Is Shakeology required for any of these? If so, make it known.

2) Pick your Start Date: Remember to give yourself plenty of time and Schedule your challenge at least two weeks in advance, Monday’s are typically easier for people to visualize starting (keep in mind days people get paid and holidays).

3) Advertise your challenge in advance: Let your customers, friends, and family know the start date, the last week to join (pre-season week), and the last day to order product.

4) Get People EXCITED: Post on your social media walls about your challenge, share a transformation picture, personal story, as well as what they will get out of the challenge. Ask them to “LIKE, COMMENT or MESSAGE you” on the post so you know who to contact. Don’t be spammy, don’t post links, and don’t copy/paste the same pitch 100 other coaches are using. Be AUTHENTIC…. Also be PRO-ACTIVE and message people you think may be interested in your challenge, don’t wait for people
interested in your challenge, don’t wait for people to come to you, go to them! Remember to FORM them (family, occupation, recreation, and message) before talking about the challenge.

5) Create an EVENT: The Facebook Event application allows individuals, Fan Pages, Charity Pages and Business Pages to create individual event listings and invite their followers to partake. The followers can then invite more people if it is a public event. It’s a great way to get referrals and put all of your challenge details in one place!

6) Open the GROUP page on FB: make it private and only add people ONCE they have met the requirements. Be sure to only add people a WEEK before the challenge starts for pre-season. If you add them too soon, they get antsy and may not start, or start too soon. If you add too late, it’s too confusing and overwhelming. Give them a week before the start date to settle in and learn what’s expected of them.

7) Schedule in ADVANCE: Pre-schedule your daily posts with a 3rd party tool such as sendable or hootsuite. Set it to post in the early morning this way you are ready to go and so are they! You can use our challenge guide or one of the many located in your back office.

8) Be PRESENT: Check in with your group AT LEAST twice a day (at the minimum), to answer questions and check up on people! Once in the morning and once at night. Reach out to those who are doing well and those who are struggling! Don’t let your challengers “slip through the cracks!”

**TIPS**

- Partner up with another coach and share the workload.
- Partner or team up challenge group members so they have someone to check in with.
- Be vulnerable about your own workouts but NEVER be negative, always positive.
- Text or Message your challengers, let them know they are doing a good job and see if they are struggling.
- Do shout outs on your time line and highlight your challengers on a job well done. Don’t forget to TAG THEM.
- Run mini contests in your group and reward them
- Ask for referrals--don’t be shy. Have them bring a friend along for the ride.
- Keep an eye out for leaders and motivational people, these are coaches in the making.
- Don’t be afraid to call people out if they fall off, it’s your job to COACH them, not just be a cheerleader.
- Consistency is KEY. Do NOT leave them hanging, your leadership is what will help them stay on track.
- HAVE FUN! Integrate facebook, instagram, & pinterest into it!
RESOURCES:

- Team Beachbody Challenge Group Guides
- Challenge Pack Guide
- Program Comparison
- 3 vital Behaviors
- How To Share Shakeology
- Expanding your network
- Building Relationships
- 5 Step Invitation Process
- Overcoming Objections
- Customer to coach Guide
- FAQ
- Talking Points

“Great leaders inspire greatness in others”