



DAILY MESSAGES FOR NEW CLIENTS

Independent **OPTAVIA** Coaches make sure their Clients never do it alone, which is especially important as a New Client starts on their journey. In addition to the daily support calls, you will be doing with your Client on Days 1 - 4, these messages can help get your Client started well and steer him or her to success.

Connecting with the Client via Zoom or phone will build a lasting relationship if they choose to engage and these messages are a great addition to those efforts.

OVERVIEW

- Send these messages to New Clients via Facebook Messenger or via text message.
- Send the first message when the New Client places their **OPTAVIA** Premier order.
- New Coaches: it's a good idea to include your Business Coach or someone from your mentorship team on the thread so they can help if needed.
- Add an inspirational photo to one or more of these to continue to awaken Clients to what is possible for their healthier life.

SCHEDULE & CONTENT

MESSAGE 1

When: Day a New Client places their **OPTAVIA** Premier order

What:

Congratulations, <<Insert Client Name>>!

Your program is ordered and on its way! To start your journey on the right foot, follow these 3 steps:

1. Assess your current reality: take this brief [Wellbeing Evaluation](#) and please message me your results.
2. Learn by reading Dr. A's very short, yet powerful, ebook, *Stop. Challenge. Choose*. This will be a powerful tool you utilize now and in the future. Download [here](#).
3. Pick up some essential tools if you don't already have them:
 - » Food scale (make sure you are getting the right amount of your lean protein)
 - » Bathroom scale (digital is best)
 - » Measuring tape (measure your W.A.T.C.H. = Waist, Arm, Thigh, Chest, Hips)



MESSAGE 2

When: While they are waiting for their order

What:

Here's some food for thought: did you know that people tend to become like the 5 people they spend the most time with?

When you are part of **OPTAVIA**, you are part of a Community of like-minded, like-hearted people who support each other through and through. Building a healthy Community around you is an important part of creating lasting success. By transforming your health with friends and family, your success can increase tremendously. It's incredibly rewarding to be a part of someone else's transformation and witness their life change right before your eyes! As you begin this journey and experience the **OPTAVIA** Community, who would you love to have transform with you? How will you pay it forward?

MESSAGE 3

When: Day before their order arrives

What:

Great news! Your program arrives on _____!

It's time to pick your start day and contact me to schedule a quick Journey Kick-off call the day or evening before you begin. We will cover important program components, answer any questions you have and set you up for success. When your box arrives, locate the [OPTAVIA Guide](#). If you are on the Optimal Weight 5 & 1 Plan®, please follow the guide during your first 30 days.

*Tip: Save the [OPTAVIA Guide](#) to your phone's home screen, in your files, or choose "open in iBooks" and it will save in your library.

Remember, **OPTAVIA** works because it is simple and easy to follow.

What day do you plan to start?



MESSAGE 4

When: Journey Kick-Off (night before they start)

What:

Tomorrow begins your journey to optimal health and wellbeing! It starts with achieving a healthy weight. Here are 3 things to do in preparation:

1. Write down your "WHYS" and keep them where you can see them on a daily basis. Your bathroom mirror is a great place!
2. Take "before" pictures (front, back, side) in tight clothing. Just keep these as a benchmark for now. Wear the same clothes and stand in the same positions for progress pictures. Trust me, you will want these later!
3. Weigh yourself first thing in the morning. Every time you weigh, make sure it's at the same time of day and in the same clothes (or lack of clothes).

TIP: If you're willing, share your starting weight and pictures with me. And know they will stay private. Looking forward to connecting tomorrow!

MESSAGE 5

When: Day 1

What:

Today is your 1st day! [The Optimal Weight 5 & 1 Plan®](#) works beautifully when followed precisely. Just take it one day at a time and implement the 5 simple tips (below) each day. By doing this, you will rock your program too!

1. Pick out 5 Fuelings each day and keep extras in your desk, purse, car, etc. Decide on your [Lean & Green](#).
2. Drink plenty of water (at least 64 oz.)* and strive for at least 7 hours of sleep.
3. Eat within 30 minutes of waking up & then every 2 - 3 hours after. You may want to set an alarm until you have learned to fuel your body this frequently.
4. Follow the [Optimal Weight 5 & 1 Plan®](#) exactly (no deviations). A good rule of thumb for fat burn is this: if it's not in the [OPTAVIA Guide](#), don't eat it. Eat all 5 Fuelings along with your entire weighed and measured Lean & Green meal. Share a picture of your Lean & Green meal in this support message anytime!
5. Journaling leads to success! Use the journal in the [OPTAVIA Guide](#).

When is a good time for us to connect and talk today?

*We recommend drinking 64 ounces of water each day. Talk with your healthcare provider prior to changing the amount of water you drink as it can affect certain health conditions and medications.



MESSAGE 6

When: Day 2

What:

Welcome to Day 2! You are on your way. As you begin your journey to optimal wellbeing, you may feel hungry, tired, or irritable as your body adjusts to a new way of eating. This is temporary, but if it should happen, here are a few tips: have an optional snack (like 2 dill pickle spears, 3 stalks celery or an **OPTAVIA** Snack) or a couple additional ounces of lean protein (e.g., 1 hardboiled egg, 1 - 1.5 ounce reduced-fat cheese stick, etc.). You may also try drinking a cup of chicken broth or a calorie-free electrolyte beverage, such as Powerade Zero.

Within a few days, these symptoms will disappear, leaving you feeling energized and confident. Remember, the support of your **OPTAVIA** Coach will be so important as you begin your journey, so don't hesitate to reach out to me if you have questions or need additional support.

TIP: Stock up on fresh and/or dried herbs and spices to add flavor to your [Lean & Green meals](#). Refer to our [Condiment List](#) for a complete list of condiments, healthy fats, and portion size recommendations.

Remember your Why for starting your journey. We'll talk later to connect and answer questions.

MESSAGE 7

When: Day 3

What:

Welcome to Day 3! You are so close to that gentle fat burning state! You are going to feel incredible, or maybe you already do? To help you on your journey, here are some [Lean & Green](#) recipes. Be sure you are following your [OPTAVIA Guide](#) for the approved [Lean & Green](#) options. Don't forget to weigh and measure them!

Lean & Green recipes: pinterest.com/OPTAVIA

I look forward to celebrating a successful Day 3 with you! When can we chat today?

MESSAGE 8

When: Day 4

What:

Welcome to Day 4! You are doing this! You should be entering that gentle fat burning state. You will know you are there when you start feeling more energy and less hunger. If you do happen to feel hungry, try drinking 1 - 2 glasses of water and then wait 15 minutes. Most of the time the hunger goes away! Staying on your program has so many extraordinary benefits, like:

1. More energy
2. Improved sleep
3. No or reduced hunger or cravings
4. Progress on your Optimal Health journey

You've got this! As always, I'm available any time if you need me and look forward to our conversation today. I am excited for your 1 week celebration which is just around the corner! What are you learning about the way you fuel your body?

MESSAGE 9

When: Day 5

What:

Welcome to Day 5! Stay connected to learn more about upcoming local, Community-led events, in addition to future **OPTAVIA** Webinars designed specifically for **OPTAVIA** Clients!

TIP: If you miss any of these events live, you can always watch them [here](#) or you can listen to the recordings on podcast.

Have a great day! Are you feeling good, sleeping well, and learning new habits?

MESSAGE 10

When: Day 6

What:

Can you believe you are almost 1 week into your Health Journey? Today would be a great time to jump in and start exploring the Habits of Health Transformational System, *Dr. A's Habits of Health, Second Edition* book, and the workbook *Your LifeBook*. You can read them through or feel free to skip around. If you want a recommendation, give me a call.

OR let's schedule your 1 Week Celebration call tomorrow! What time works for you?



MESSAGE 11

When: Day 7

What:

Day 7 is here! You are doing great! Here are a few tools that you can save on your phone for greater variety and flexibility:

1. Remember, on program you get 3 condiments per day. [The Condiment Guide](#) will add variety to your Fuelings.
2. If you are eating out, you may find the [Dining Out Guide](#) helpful.

Of course, you can call/text/message me with questions, too.

Have you gone out to eat yet? What are your favorite condiments?

MESSAGE 12

When: Day 8

What:

Congratulations! It's Day 8, which means you have officially completed your first week of incorporating healthy habits. That's a big deal! Today is a great day to celebrate and do these things:

1. What are a few of your Wins of the Week (WOWs) that you are ecstatic about?
2. Would you share your Week 1 weight-loss with me so that we can celebrate together? Weighing in bi-weekly is a good idea from this point forward so you can focus on the new healthy habits you are learning.
3. Take a Week 1 progress picture. You may be pleasantly surprised when you see the side-by-side comparison.

We'll continue to chat 2 times for the next 3 weeks, so if we haven't selected those days and times, let's do that on our next call. The more connected you are to our Community, the better your experience will be.



OPTIONAL MESSAGES

REFERRAL PROGRAM: SEND WHEN APPROPRIATE

Don't be surprised if people ask what you are doing as you experience success. They'll have questions and want to know more. The best way to give them that info is to connect them with me. When they ask, you could respond with:

"Yes! I am getting healthy and it's so easy. Let me connect you with my **OPTAVIA** Coach so they can answer your questions and see if this is a good fit for you too."

Best ways to do this:

1. Group text with all 3 of us in it
2. Facebook private message with all of us in it

They trust you so if you connect us, they will feel more comfortable. If you can connect them with me, rather than just give them my number, the chances of being able to speak with them is greater. We want to awaken people to what is possible & really help them with a lifelong transformation. We always start with why they want to get healthy before we share how.

So let's do this together and truly help others.

OR maybe they would like to be coached by you since they have the relationship with you? Would you like to explore coaching and see what that would be like?

HOW TO RETURN FUELINGS: SEND WHEN APPROPRIATE

If you have any items that you would like to return, it is a simple process. Here's how:

1. Call 1.888.**OPTAVIA** to initiate the return. (Save this number in your phone.)
2. Returns must be within 30 days of receiving the item.
3. Returns: You may only return a full box for a refund.

Let me know if you have any questions and congratulations on your progress so far on your optimal health journey!



DETAILS FOR OPTAVIA PREMIER:

For Clients who are unsure or if they need more information:

When we placed your first order, you enrolled in the **OPTAVIA** Premier which gives you many benefits including free shipping and 10% in rewards off your next order. It also automatically refills your Fuelings so that you don't run out on your journey.

You have complete control and flexibility over your auto-ship and can change or cancel at any time. You will receive reminder emails 7 and 4 days before your order processes. These reminders will prompt you to make any changes.

If you have any questions, let me know. I'm happy to assist!