

HOW TO SUPPORT YOUR CLIENT IN THEIR FIRST WEEK

Checking in with your new Clients the day before they start for their Journey Kick-Off call and then on Days 1 - 4 is simple and sets them up for success on their journey to Optimal Health. These check-ins build strong relationships and show them how valuable you are as their **OPTAVIA** Coach! An important reminder: many of our Coaches were Clients first, so these calls give an example of what it means to be a Coach. Keep it fun, simple, and brief!

GENERAL TIPS

- Touching base via the phone or web conferencing is the best method; but if you have to leave a message, provide your coaching and then ask them to call you with any questions.
- Be available to reassure and celebrate your Client along their journey.
- Set them up for success by asking curious questions that keep them connected to their why. Something like:
 - » *“So, you shared that the reason you wanted to get healthy was to play with your kids. What are you excited to play with them as you begin to experience success?”*
- Be empathetic - put yourself in their shoes and help steer them towards success.
- If they share with you there are meals they don't care for, remind them that their taste preferences will likely change while on program. Ask them to wait a week and try again. If after trying it for the second time, and they still don't care for it, let them know that they can call 1.888.OPTAVIA to facilitate their refund and try something else instead!

THE DAY BEFORE THEY START (JOURNEY KICK-OFF CALL)

- Call your new Client the day before for their Journey Kick-Off call, so that you can be sure they understand how to start.
- Remind them to:
 - » Read the **OPTAVIA** Guide cover to cover and keep with them as a reference.
 - » Choose their 5 Fuelings the night before.
 - » Plan their lean and green meal (the **OPTAVIA** Pinterest page has some great ideas!).
 - » Weigh/measure their lean and green portions to learn proper portion sizes.
 - » Eat within 1 hour of waking up.
 - » Drink plenty of water (~64 oz.).
 - » Eat every 2 - 3 hours.
 - » Answer any questions they may have.
 - » Confirm time to call them on Day 1.

DAY 1

- Congratulate them on Day 1.
 - » Ask for their starting weight (“Do you mind sharing how much weight you would like to lose? And, if you don’t mind, could you share how much you currently weigh?”) OR
 - » Note: some Clients may not be comfortable sharing their weight. If so, just let them know that it’s fine. The focus will be on their progress and being mindful of their goals.
 - » Alternatively: Use the t to find their current BMI and establish their goal.
 - » Remind them to take their measurements: waist circumference and others if desired.
- If they haven’t taken their “before” photo, remind them to so they can track progress visually.
- Ask them to take you through Day 1: Fuelings, times, and lean and green meal. Advise accordingly.
- Ask how they are feeling. If they have concerns, refer to the **OPTAVIA** Guide.
- Ask if they have any questions.
- Confirm time to call them on Day 2.

DAY 2

- Congratulate them on Day 2.
- Ask them to take you through Day 2: Fuelings, times, and Lean & Green meal. Advise accordingly.
- Ask how they are feeling.
- Ask if they have any questions.
- Confirm time to call them on Day 3.

DAY 3

- Congratulate them on Day 3.
- If following the Optimal Weight 5 & 1 Plan® exactly, tell them they should be in fat burn soon, if not already.
- Ask them to take you through Day 3: Fuelings, times, and Lean & Green meal. Advise accordingly.
- Ask how they are feeling.
- Ask if they have any questions.
- Confirm time to call them on Day 4.

DAY 4

- Congratulate them on Day 4.
- Review signs of fat burning: more energy, decreased hunger, improved sleep, feeling better overall.
- Ask them to take you through Day 4: Fuelings, times, and Lean & Green meal. Advise accordingly.
- Ask how they are feeling.
- Ask if they have any questions.
- If everything is going well (in fat burn on the 5 & 1 Plan®), then set up your next Check-in.
- If they are struggling, review their program again and provide additional tips for success.
- Encourage them to contact you if they have any questions before your next Check-in.
- If they haven't already read it, email them the PDF of Dr. A's eBook, Stop.Challenge.Choose® and let them know this may be helpful and motivating, and ask them to read it.

WHAT'S NEXT? (SEE "CONDUCTING CHECK INS" FOR MORE DETAIL)

- Day 7 - Celebrate your Client on their first week! Remind them that when they know what healthy nutrition looks like, healthy eating is second nature!
- Week 2 - Check in via telephone 2 times this week, continue to celebrate the little victories that add up to the big ones, answer questions, and provide encouragement and guidance.
- Week 3 - Check in via telephone 2 times this week, continue to celebrate them and their bigger life, answer questions, ask about referrals and/or plant the seeds for coaching and provide encouragement and guidance.
- Week 4 - Check in via telephone 2 times this week, continue to celebrate them, answer questions, ask about referrals and/or plant the seeds for coaching and provide encouragement and guidance.
- Week 5 - onward - Check in via telephone 1 time this week in the same way you have been!