

TIPS TO FINISH THE MONTH STRONG

Looking to end the month strong, transform more lives, and achieve your business goals? Here are some strategies that might help. What could happen if you did all of these things over the next three days? Get into action to see!

Before you do anything...revisit your WHY - why did you decide to become an **OPTAVIA** Coach? Checking in with your WHY will help you stay motivated and in action.

MAKE A NEW CANDIDATE LIST TO START CONVERSATIONS

- Create a list of 25/50/100 people (look at your phone or social media contacts for inspiration)
- Friend them all on Facebook (if you aren't already friends)
- Like one or two of their posts, and comment on 1 (only 1)
- Send them a private message to say "hi" (really short, "Hey, I was just thinking of you... what is new?")
- Look for opportunities to bring up any part of the Trilogy of Optimal Health and all we have to offer in your conversations

CONTACT 10 PEOPLE WHO ARE ON YOUR HEART

- Create a list of those 10 people who you know could benefit from learning more about **OPTAVIA**.
- Get out of your comfort zone and call them "Hey, I was just thinking about you and wanted to share something with you..."
- Share the program and/or coaching opportunity to see if they are interested "This may or may not be right for you, but we are friends and I wanted to share this with you because I'm so excited about it!"

POST ON FACEBOOK (& OTHER SOCIAL MEDIA) MULTIPLE TIMES

- Post a different before/after every day for the next 4 days (make sure to use the correct disclaimer: If only weight loss is mentioned use - "In a clinical study, the group on the Optimal Weight 5 & 1 Plan[®] lost 10x more weight than the self-directed group. Average weight loss on the Optimal Weight 5 & 1 Plan is 12 pounds."; if weight loss and a time frame is mentioned use - "Average weight loss on the Optimal Weight 5 & 1 Plan[®] is 12 pounds. Clients are in weight loss, on average, for 12 weeks.")
- Interact with some of your other friends on Facebook that you don't typically see in your newsfeed to build the relationship and look for opportunities to bring up Optimal Health (extend your reach)
- Change your profile image to a before/after (make sure you've added the appropriate disclaimer)
- Post more than just information about health or your business...show other aspects of your life and just be you!
- Be real and authentic when you share your health story and use pictures to help tell it. Even if you don't have a weight loss story, you can still show pictures of how your life has been transformed.
- Brand yourself as an **OPTAVIA** Coach so that when folks are looking for a solution, they will know to come to you.
- Create a sense of urgency..."I'm looking for 5 more folks by the end of October to join me..."
- Thank the folks who "like" your posts. Send them a quick message to simply say "Hey, thanks for liking my post. I really appreciate your support." Or if it is a health related post, "Thanks so much for liking my post! If you know anyone who might be interested in learning more about Optimal Health, would you please send them my way? I would love to help them. Thanks again for your support."

ASK FOR REFERRALS

- Ask Clients to share their stories on their own Facebook pages and tag you as their **OPTAVIA** Coach in them.
- It's a win-win situation; it holds them accountable to their goals and builds your credibility as a Coach. It might also plant that seed of becoming a Coach themselves as they see the responses!
- Ask friends and family for referrals, just as you would if you would with any other business. Say "Hey - if you know of anyone who is looking to begin their journey to Optimal Health, could you please send them my way? Thanks for supporting me in my business."
- Ask friends and family to post your story on Facebook and tag you in the post. (You might want to help them with it.)

CONTACT INACTIVE CLIENTS

- Reach out individually to inactive Clients and let them know that the relationship is still there. You might say "I just wanted to check in with you to see how things are going. I'm your **OPTAVIA** Coach and I'm here to support you. Is there anything I can do for you?"

REACH OUT (VIA PHONE) TO EVERYONE WITH WHOM YOU'VE SHARED THE PROGRAM OR COACHING OPPORTUNITY

- If you haven't already, set up a good system for follow up. It can be on your Candidate List or in a binder that houses all of the information for those who haven't yet said yes to joining us.
- Call those folks to reconnect with them, saying "Hey, I was just thinking about you today. How is your health journey going?" (You can also text if that feels right for the relationship, but the phone is your most powerful tool in following up!)
- Call anyone who may have inquired about the program or was looking for more information. Say something like "I'm just checking in to see if you still have an interest in exploring our program [or the coaching opportunity or both], when would be a good time for us to connect?"

CREATE A ONE MINUTE VIDEO ABOUT WHY YOU CHOSE TO COACH

- Share why you chose to become an **OPTAVIA** Coach and how much you are enjoying helping others and watching them succeed!
- Keep it brief - one minute or less and be authentic - not perfect!
- Post the video to social media or do it as Facebook Live.
- Text or message it to a few people: "Hey, I made this video, thought you might like to check it out. This is what I'm doing now."
- Remember to thank anyone who "likes" your video to start that conversation.

CELEBRATE YOUR CLIENTS' SUCCESSES ON SOCIAL MEDIA

- Get permission to celebrate your Clients on social media. You might say "You're doing awesome! Do you mind if I do a post and celebrate you? You're going to love the encouragement!"
- Once you have permission, create a post that congratulates the Client on their progress and tag them in it (making sure to include the appropriate disclaimer). That way, it will show up on their wall, their friends will see it, and your friends will see it. This creates social proof about you as a Coach and the program as well! Something like "I want to congratulate Joe Smith on losing 19 lbs.* He's really taking control of his health; so honored to be a part of his team as a Coach. Everyone, let's give it up for him. Way to go, Joe!"
*In a clinical study, the group on the Optimal Weight 5 & 1 Plan® lost 10x more weight than the self-directed group. Average weight loss on the Optimal Weight 5 & 1 Plan is 12 pounds.
- Never miss an opportunity to make someone else a star!

GET INTO ACTION NOW

- Don't wait - take action now!
- Do all of them (don't pick and choose - do them all!)
- Action will overcome feelings of fear, disappointment, apathy, uncertainty - you'll feel good about what you will have accomplished and you (and others) will benefit!

Connect with your Business Coach, let them know you are ready to run...make this month your best ever!

We encourage you to work with your Business Coach/Mentor support team throughout this process. Our Community is here to support you every step of the way.
Questions? Check out OPTAVIA Answers, call 1.888.OPTAVIA, or fill out the Contact Us form on your OPTAVIA personalized website!