



REFERRAL LETTER TEMPLATE

The purpose of this learning is to help you, as an **OPTAVIA** Coach, connect with your Clients to obtain referrals for who they want to get healthy. The following pages can be used as a template, but remember to fill in the text fields with the proper information.



CONGRATULATIONS ON YOUR SUCCESS WITH OPTAVIA!

You are having great success and it's a pleasure working with you. My goal is to provide real value as I coach you along your journey to Optimal Health. I am committed to helping with your lifelong transformation, one healthy habit at a time®.

WHO IS NOTICING?

I'm sure the people in your life are starting to notice your success! When someone shows interest in what you've been doing or has noticed that you're looking healthy, would you please do me a favor? Would you tell them about me and how your **OPTAVIA** Coach would be delighted to assist them on their personal journey to Optimal Health and lifelong transformation?

HOW TO SHARE

The next time someone asks you, "Hey, are you losing weight?" or "What are you doing? You look great!", I want to make sure you know what to do.

You can give them my info:

- Ask if you can give their information to me
- Give them my information
- Let them know that I will give them a call to explain how our program works

Talking Points:

- I am working with an **OPTAVIA** Coach
- My **OPTAVIA** Coach would love to help you with your goals
- I eat six times a day and drink lots of water
- Then tell them about your increased energy and/or other benefits you are experiencing.

What NOT to say:

- Please don't go into the details of the Program or how it works. I'll explain more!

YOUR REWARD

I value your referrals and would like to give you something to show my appreciation! When someone you refer decides to become a Client, I will put a \$_____ Credit (called "Cash on Account") on your **OPTAVIA** account. This will automatically be applied to your next order! The people in your life will start to improve their health too... and you will be creating an amazing support system! **Something else to consider:**

- The greatest compliment you could give is to refer your friends and family to me! One thing for you to consider - they will probably reach out to you and ask questions because they'll be curious about your success and you'll end up coaching them. Quick question - would you consider being their coach if I worked with you to show you how fun, easy, & rewarding it is? Most people aren't looking for an expert, they are looking for someone to do this with them! It could really help you stay on track with your own program as well. Think about it!

If you have any questions or need anything, I'm just an email or phone call away! My passion is your Optimal Health and building a Community of like-minded, like-hearted people around you for your continued success on your transformation.

Independent **OPTAVIA** Coach

CONTACT INFORMATION: