

TIPS TO FOLLOW UP!

Follow up is key to building your healthy **OPTAVIA** business! When you take the time to consistently check in and connect with those on your Contact list, they will know how much you care and then be interested in what you have to share. Keep in mind, the world is searching for quick-fix solutions, while our collective health is at an all-time low. When they are ready to begin their journey to Optimal Health, you will be there to help them. You can help them live their best life!

As an **OPTAVIA** Coaching best practice, we encourage you to take the time to follow up with:

- People you have met out and about
- Facebook Friends who have liked or commented on something you've shared
- People who have expressed interest but said "not now"
- People who attended an event
- People who were unable to attend an event but expressed interest
- People you invited to an event but didn't respond
- People you have been meaning to connect with but haven't had time
- Anyone and everyone who could benefit from Optimal Health - it's always a GREAT time to Follow Up!

Here's a simple checklist to help you host a great event!

Did you know: Optimal number of follow up call attempts is six; 93% of all converted leads are reached by the sixth call attempt.*

WAYS TO FOLLOW UP

- Begin with a phone call
- Leave a positive, upbeat message if necessary and follow up with a text
- Use a variety of communication methods
- Comment on social media posts
- Schedule time to follow up consistently

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Let them know that you are following up because you are interested in what's happening in their lives right now. When you take the time to do this, they will feel important and know that you really care.

You can start the conversation by saying something like... "Hey, Mary, it was so great to see you at the game/cookout/party on Saturday! I wanted to touch base with you this week to learn more about your personal journey to Optimal Health and your current health goals?"

Or "Hey, David, I'm sorry you weren't able to join us for our Healthy Happy Hour last weekend! We missed you! I wanted to touch base with you to learn more about your personal journey to Optimal Health and your health goals for the coming year."

Then ask curious open-ended questions to learn more:

- Where are you on your Optimal Health Journey?
- What does Optimal Health mean to you?
- How can I support you on your journey?
- What is currently preventing you from beginning your journey/achieving Optimal Health?
- If you could change one thing about your health right now, what would it be?
- Are you ready to move forward on your journey to Optimal Health?

Most importantly, just take time to follow up to build relationships. This purposeful action will not only positively impact the lives of those around you, but it will positively impact your business as well. Enjoy the follow up and make it a habit - every simple new habit, every healthy decision, every positive change leads to more - think about how this new habit of follow up could grow your business and the **OPTAVIA** Community!

*Ultimate Contact Strategy <http://pages.velocify.com/rs/leads360/images/Ultimate-Contact-Strategy.pdf>