

WHAT IS AN OPTAVIST™?

THE BRAND PERSONIFIED



OPTAVIA®

THE ORIGIN OF THE OPTAVIST

Designed to leverage our community and **OPTAVIA** as a brand

OUR CLIENTS

Nurture, activate existing base & identify, engage and convert qualified prospects

OUR EXPERIENCE

A data-informed, connected and personalized experience

OUR COACHES

Elevating your role as brand ambassadors and influencers



**CREATING A SOCIAL MOVEMENT THAT INTERSECTS SCALABILITY & DISRUPTS
GLP-1 WITH OUR #1 DIFFERENTIATOR:**

INDEPENDENT OPTAVIA COACHES

THE STRATEGIC AND BUSINESS VALUE OF OPTAVISTS

Just as **OPTAVIA** is more than products and programs, our Coaches go beyond sales; they cultivate relationships, share knowledge, inspire, and wholeheartedly support their clients. Let's honor YOU with a title that truly reflects the valuable role you play.

THE VALUE PROPOSITION:

Enhances their credibility.

Experienced partners who advocate for their clients' desire for better health (beyond selling)

Carves distinction in the marketplace.

This title, representative of the coach's own health journey and commitment to pay it forward, showcases authenticity in action (louder than words), setting your brand apart

Heroizes our coaches.

Celebrating and recognizing our coaches as the driving force behind our clients' success and the enduring secret sauce allowing us to stand out in an ever-changing and crowded marketplace

It's aspirational, creates admiration – maybe even fandom.

Opens the door to attracting prospective coaches while also celebrating individuals who share similar values, thereby broadening the conversation beyond our existing coaching community

DEFINITION OF AN OPTAVIST [NOUN]

The human personification of the brand **OPTAVIA**.

An ownable term combining “**OPTAVIA**,” “Optimist” and “Activist,” to describe anyone, including an independent **OPTAVIA** coach or client who **actively champions positive transformation**.



THE OPTAVIST MISSION

We see the big picture. Weight loss is a long journey and every small step counts. We are passionate about educating people on living a healthy lifestyle, one habit at a time. Our commitment is to be empathetic in our actions, supporting those whose goal is not just to lose weight but to master it. We cheer them on every step of the way, helping make a healthy lifestyle second nature for all.



OUR VALUES GUIDE OUR ACTIONS

Our values guide us in everything we do.

We are inspired by the profound belief that **every person deserves to live their healthiest, most fulfilled life.**

We are motivated by **the stories of transformation**, the tears of joy and the moments of triumph.

We look to **ignite the spark of change**, to be the guiding light in someone's darkest hour and to celebrate every victory, no matter how small.

We exist to **turn hope into action, dreams into reality and setbacks into comebacks.**

Our unwavering commitment to making a difference is what drives us forward, knowing that with every step, we are **helping to create a better, healthier life for all.**



Meet Jouleen, 47

Atlanta, Georgia

Client, Coach, **OPTAVIST**

7 years, 36 pounds, 21 clients,
countless healthy habits

OPTAVIST COACH PERSONA

What makes her an **OPTAVIST**

In a world where cynicism reigns, she finds inspiration in asking herself, “What can I do?” rather than “What can’t I do?”

She understands that weight loss is not a quick fix, but rather a journey of long-term lifestyle changes.

Empowered by her weight loss success, she is passionate about helping others achieve the same.

She embraces the resources **OPTAVIA** provides, adding her personal touch to bring her unique approach of cheerleading and unwavering support to her clients.

Her real win: being able to slide and swing on the playground with her two sons, ages 6 and 3, while still having energy left over.



Meet Amy, 54

Dallas, Texas

Client, **OPTAVIST**

Goal is to lose 25 pounds

OPTAVIST CLIENT PERSONA

What makes her an **OPTAVIST**

She's shown remarkable resilience. For years, she placed her family's needs ahead of her own, rarely carving out time for herself. In her family, many women have faced challenges with weight, but she's determined to change that pattern. Now that her children are grown, she's eager to reenter the workforce and finally pursue her dream of starting her own business.

Though she's faced setbacks in her weight loss journey, she's not a quitter. She understands that meaningful change takes time. She is determined to embrace the next phase of her life and is eager to find a partner to help her break the cycle and achieve lasting success.

Her real win: living a healthy life and demonstrating to her family and future generations the power of resilience, determination, and the lifelong journey toward well-being.

PERSONALITY TRAITS OF OPTAVISTS

Amid a cynical world, they choose to see possibilities.

They maintain a hopeful and positive attitude, even in challenging situations.

They have confidence in their abilities to overcome difficulties and achieve their goals.

They make people feel empowered to face obstacles with determination and positivity.

They see setbacks as temporary rather than permanent.

Their spark ignites hope and encouragement in those around them.

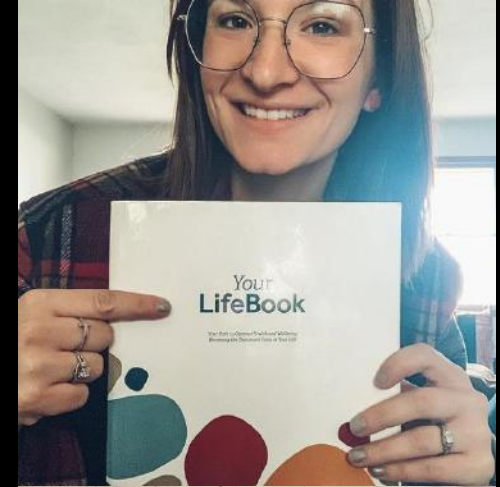
WHAT AN OPTAVIST WOULD SAY

"My **OPTAVIA** journey was challenging, but it transformed my life. Having faced those struggles firsthand, I'm now dedicated to helping others on their own paths to wellness."

"All my life, I have lived in a constant state of 'diet mentality' but never saw lasting success. A friend introduced me to **OPTAVIA**, and it's challenged me and my mind to do all things I never thought I could do."

"I'm thankful for this journey I've been on and for the changes I've made. It's been the most life-changing thing I've ever done for myself."

"I want to be a good example and just to be a part of peoples' health journeys to help them win in an area of their life they may have never had victory, or maybe haven't had it for a really long time."



IF OPTAVISTS WERE BRANDS

Rooted in community, they defy industry norms to discover inventive solutions for unmet consumer needs.



FENTY



patagonia®

aerie

IF OPTAVISTS WERE A CELEBRITY/CHARACTER

Those who persist in being a cheerleader, regardless of what others say or do. They are authentic, confident and real.



WE ARE OPTAVISTS!

WHO WE ARE

- We are human through-and-through, warm, empathetic, accessible.
- We are aspirational but attainable.
- We chase possibilities: inspired, optimistic, energetic, spirited.
- We are savvy, modern, relevant and responsive.
- We are supportive, resilient
- We celebrate the journey: honest, open, authentic.

WHO ARE NOT

- Never Arrogant.
- Never Dull.
- Never Pessimistic.
- Never Disingenuous.

REAL LIFE SCENARIOS

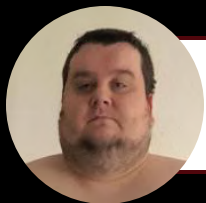
Client/Prospect Concern



I'm not seeing results. I'm ready to quit!!



I've tried so many weight loss plans. I'm scared of failing again.



I'm on GLP-1 but worried about my nutrition

What an **OPTAVIST** would say

Be resourceful and treat each client individually

Hey, I hear your frustration. It's tough when you feel like you're not seeing the results you want. But let's not throw in the towel yet. Let's reassess your approach and make any necessary adjustments together. Remember, persistence pays off, and I am here to support you. Let's keep pushing forward.

Make it personal, prove that you've been there

I get where you are coming from. It's totally normal to feel nervous and I know what that feels like. But instead of worrying, let's focus on using those lessons to move forward and find solutions that work for your lifestyle. Every step forward is progress towards your goals.

Show genuine support

I understand your concern about nutrition, especially while taking GLP. Let's work to make sure you have a plan that supports your medication and gives you the nutrition you need. I really admire your dedication to your health, and I'm here to support and guide you through it all.

PROMOTING OPTAVIST

Pithy expressions of our fun, made-up word can be a great way to educate people about what being an **OPTAVIST** is all about – perfect for signage, apparel, in marketing materials and more.

OPTAVIST [op-tuh-vist]: Celebrator of Small Victories

OPTAVIST [op-tuh-vist]: Marker of Mini Milestones

OPTAVIST [op-tuh-vist]: Crusher of Daily Goals

OPTAVIST [op-tuh-vist]: Mentor of Mastery

OPTAVIST [op-tuh-vist]: Hero of Habits

CASTING OPTAVISTS

THE MAKINGS OF A TRUE OPTAVIST™

- Warm, empathetic, aspirational but accessible, authentic, high energy, growth mindset
- Powerful personal story with **OPTAVIA**
- Clients that are devoted and successful (and have become coaches)
- Exemplifies the values outside of “work”
- Someone whom other coaches go to for guidance and advise



THANK YOU