



“24 DAY CHALLENGE” KICKOFF EVENT SUGGESTIONS FOR FITNESS PROFESSIONALS

KICK-OFF EVENT/MIXER SUGGESTIONS:

- Initially, "think small to get big"... if there are too many people, there is no room for error, some folks can get lost in the shuffle and slip out without proper attention, and follow up can be a challenge if you've got too many customers.
- A starter event with 8-15 guests would be ideal. This is a manageable size and will allow you to work out the kinks for the next event.
- As more trainers and clients join the opportunity, the event can grow and you'll have the help on hand with a vested interest in their guests... there really is no limit to size in the future as long as there is at least 1 qualified distributor for every 6-10 new guests.
- Do not expect events and mixers to build your business for you.
- In addition to the initial event, practice meeting with some people before and after the event on a 1-on-1 level, especially if they're unable or unwilling to attend an event. This will give you 1-on-1 practice and will not put all your eggs in events.
- Nutritional events are not ideal for talking too much opportunity. Opportunity should be introduced on a more personal level in a gym environment. Top builders in fitness environments have highly utilized 1-on-1 and 2-on-1 meetings.

SOME WORD CHOICES FOR INVITING AND INTRODUCING TO CLIENTS:

- "Sue we've been workin' on your fitness for some time now and I've got something I KNOW is going to help you break through the plateau / drop the last 10 lbs / get you back on track..."
- "I'd like you to be there, we're only inviting a handful of people..."
- "This is gonna be big... and we want to share it with our most loyal and trusted clients first..."
- "You know me, I'm pretty skeptical and haven't had a nutrition line in here because I'm picky... I've found the right line and I want you to trust me and give it a shot..."
- "Sam you're someone Suzie and I have always respected, you're a person of influence and integrity, and we want you to come to our event and keep an open mind about both the products and the business... there is an opportunity to "partner" with Suzie and me, and you're the type of person we want to extend this opportunity to first..."
- "Any products we discuss are not to replace good nutrition or your workouts, they will ENHANCE your nutrition and workouts... they will complete the puzzle and allow you to reach your goals more easily, more quickly, and will even allow you to exceed your goals. Your experience here will be maximized..."

MORE INVITING TIPS:

- A personal (verbal) invitation in person or by phone is ALWAYS best
- Emails, signs, and handouts are secondary to verbal invitations, and should simply serve to verify or back up the verbal invite

- Have a sign up list with name, phone #, and email to help with attendance and follow up
- IMPORTANT: ALWAYS call the day before and/or of the event to confirm attendance

THE EVENT:

- For set up tips, visit www.buildthechampion.com ... go to "mixers" and click on "mixer format" document
- Have music playing before and after the event
- Have Spark and water bottles for sampling before the event... be diligent in Sparking people "This is what you came for! You'll love it... grape or mandarin orange?"
- Pre-event consists of Sparking people and getting to know them (you want to present to friends, not strangers)
- The ONLY product display should be the 24 Day Challenge, in chronological order... 10 day cleanse program followed by 14 day mns/shakes/spark...
- If you'd like a side table to feature some other products (performance, etc) for the sake of conversation with the right people, that would be wise...
- Hold ALL handouts till after the event... let them focus on your message during the event

APPROXIMATE EVENT TIMELINE AND FLOW:

Opening: 5-10 min

- Philosophy of utilizing FOOD, FITNESS, AND SUPPLEMENTS for maximum results
- Supplements, like food, are "information" that will program a result
- Omega 3 capsules are more of a "food" than cereal is... the idea is to get the right "information" across your lips to deliver the desired results
- "You learn and do fitness here throughout the week, the purpose of today is to add in 2 key components (food and appropriate supplements) that WILL ALLOW YOU TO MAXIMIZE AND REAP THE REWARDS FROM YOUR HARD WORK IN THE GYM..."
- You are skeptical and picky when it comes to supplements, let them know that... let them know the people, science, stories, and your personal product results that got you to the point of putting your name beside Advocare

10 Day Cleanse: 15-20 min

- Discuss the food and drink principles of the cleanse
- Hammer to concept and benefits of reducing inflammation
- Eliminating wheat, dairy, alcohol, coffee, soda will allow for reduced inflammation and water retention
- The Advocare cleanse products provide a "lube, oil, and filter" for your body
- Show and tell each product and it's purpose/benefit to this program
- The food and product plan work in conjunction and deliver a powerful result
- "You can do anything for 10 days... this program when followed delivers amazing and noticeable results"... 5-12 lbs weight loss, elimination of pain, reduced acid reflux, skin issues clearing up... are all common
- The cleanse "cleanse your slate" and allows you a fresh start, breaks food cravings and addictions "you crave what is in the blood"
- Proper digestion and regularity are major cleanse programs benefits, "if it's not comin' out, it's not comin' off"... this benefit helps with slimming and weight loss
- Hold up the cleanse instructions page and assure them that specific food and supplement guidelines will make it simple for them
- Anytime you can have a live client testimonial, give them 1-2 minutes to share their story – this is HUGE!!! "FACTS TELL, STORIES SELL"

14 Day Max Pack: 15-20 min

- This is the “high octane fuel” after the “lube, oil, and filter”
- “Feed the muscle, starve the fat” phase
- However you best can, educate them on carbs and relation to insulin, and that this program is designed to control and minimize their insulin levels (if you need ideas or have questions about this, email matt.warren@bresnan.net)
- Show and tell each product and it’s purpose/benefit to this program
- Paint a picture of an ideal morning, and how by 8am they’re 90% done with their regimen for the day, assuming (wake up: Spark and first MNS pack, 30 minutes later do MNS packs 3 and 4 along with Meal Replacement Shake)
- Hold up the max pack instructions page and assure them that specific food and supplement guidelines will make it simple for them

Ending the Presentation, and Helping them Get Started: 5 min

- Hand out Order Forms: get from www.buildthechampion.com at the “24 Day Challenge” section
- Explain the order form and that they can purchase the program in separate components
- YOU MAY WANT TO RUN A KICKOFF SPECIAL of 10% off for those who purchase the COMPLETE 24 Day Challenge that day
- End your presentation by encouraging people to trust your recommendation, to accept the challenge, and emphasize the money back guarantee.
- “If you’re not EXACTLY where you want to be right now physically, then why not give this a try? I was skeptical, and I’m glad I did it... now we use the products every day...”
- People can cut you a check or pay you cash and walk out with their products right there
- People can fill out the order form and pay retail with their credit card.
- Also, people can choose the 20% / 25% discount level and enroll as a distributor with their credit card on the order form.
- Families of 2 or more typically start at the \$500+ (25% off) level, as 3 programs at \$170 each = \$510 retail
- Let people know up front that deeper discounts and income opportunity await them if they choose, and that their good results may indeed lead to an opportunity.
- Regarding prizes or incentives – KEEP IT SIMPLE – don’t develop an elaborate system that will burden you and confuse your clients.

FOLLOW UP:

- Make a note on the sign up / attendance sheet which day each person intends to start
- Ideal follow up might be days 1, 3, 7, and as they’re transitioning from the 10 day cleanse program to the 14 day max pack
- Rely on your upline/sponsor support for trouble shooting and questions that come up
- When a client sees results of 5 lbs, they’re typically ready to share the program, purchase the next step, enroll as a distributor, look at the business, etc
- Schedule a 1-on-1 appointment... “Sally can you show up 30 minutes before (or meet me after) our next scheduled training session? I want to show you how we can save you some \$ on your Advocare products...”
- If they’ve got the potential and you’d like them on your team, present the DVD and Impact Magazine and follow the “1-on-1 or 2-on-1 Business Appointment Flow” from the “Business Meetings” section of www.buildthechampion.com
- That meeting will identify which of the 4 Advocare relationships is a fit for them
- At that point, you follow the Success System as normal