

BODY WEIGHT
WORKOUTS,
NUTRITION
GUIDANCE &
MUCH MORE
INCLUDED

Project

Coach's Guide!

Road To Fitness & Health

BY LIVING AMPED

HI LEADER!

Leading challenges of any sort can be a little overwhelming at times. Don't worry, I have created a (suggested) checklist of actions for you to take and when you should take when leading a Project X, 28 Day Journey. This way you can focus on building your relationship with your athletes and stop trying to figure out the best time to send an email or make a post.

Below is a detailed guideline of when to do what but with room to add **YOUR** personality. The participants did sign up to work with you. You can always do more and the more personal you get with your participants, the better relationship you will have with them. As always, I would love to hear your feedback and if you did something else that benefited your participants. Enjoy!

Karen

4-6 Weeks Prior To Day 1

Start marketing for your challenge. Use newsletters, social media, personal emails, etc. A fun idea would be to create a #Hashtag for your challenge & encourage your athletes to use it as well.

Your message can read “registration opening coming soon” or something to that effect. But quickly figure out what you are going to charge, how are going to handle registration and collect payments. I would suggest a link to sign up versus only in person.

I don't have a degree in marketing so strategy is up to you, but some things that I have found to be helpful include:

Videos. Create videos of you talking about the challenge and why you did it. Videos of your participants talking about why they signed up.

Testimonials. Of your experience during the challenge, or of previous clients you have worked with. These can be written or in video.

Social Media. Use social media (facebook, twitter, instagram, etc.) to promote your challenge with videos, links to information about the challenge and ways to sign up and get more info.

4 Weeks Prior To Day 1

Market. Continue to market your program. Decide if you want to close registration or keep it up until Day 1 or if you want to put a cap on the number of people.

Open Registration. This means you make your sign up link available/public and continue to market using that link.

Contacts. Make sure you keep track of people's contact information. I like to set up a PRIVATE sheet on the google food logging doc specifically for this. On this sheet I have the participants name, email, phone number and what track they are following. You can also keep track of the contact info of those that said they were interested but didn't officially sign up.

Facebook. Go ahead and set up a Private Facebook Group set up so that when people officially register you can add them to the page. Make sure to stay super active on this page during the challenge. I also like to pin a post at the top of the feed with my contact information. You can use my template below.

Google Doc. Set up google docs for food logs (highly recommend it). If you don't have a gmail account create one, it will be a lifesaver. Also, download the sheets application just incase you want to read food logs using your iphone. For the food log, create a master page then just duplicate it per participant, making the sheet name be their name. I also use the first sheet in there as the sign up for body comps, etc. I like to put down times I'm available and have participants add their name next to the slot. If they cannot meet any of your times, THEN try to figure out a time that works best.

Welcome Letter. As soon as someone signs up send them a welcome letter. Feel free to use my template below.

Full circle, as soon as someone signs up:

Send Welcome Email

Add participant's contact to Google doc page

Add them to private FB Page

Add them to Google Docs page, share the document with them, & make a personalized sheet for them.

Initial Welcome Email

Dear _____,

Thank you for signing up for my Project X Nutritional Challenge. I look forward to working with you and helping you reach your goals! I already have a private Facebook page setup and a google doc set up that I will be added you to (don't worry we will go over these in your initial body comp meeting). As we get closer to Day 1, I will be sending out a reminder to set up your initial body comp. Should you have any questions please feel free to reach out to me. [insert your Name, EMail, Phone Number].

In Health,
YOUR NAME

.
YOUR EMAIL SIGNATURE (if you have one)

Pinned Facebook Post

Welcome To Your Project X Journey! Please use this feed as place to ask questions, brag, post selfies, or when you need some extra motivation! We are all in this together! If posting on social media please use our hashtag #HASHTAG! Please save my contact info in your phone should you need it:

YOUR NAME
XXX-XXX-XXXX
YOUR EMAIL
Challenge #Hashtag

1 Week Prior To Day 1

Notify. Setup times you are available for body comps, then notify your participants that you have set your availability for the initial body comps on the google doc either via email or facebook (I like the FB group). I would suggest reminding them via email AND a post in the FB Group to sign up for your initial body comps.

Initial Body Comp Meeting. Bring with you:

- (1) Your copy of the program
- (2) Your Computer
- (3) Body Comp Tools (scale + tape measure).

During this week complete all initial one on ones with participants. I recommend scheduling a 45min to hour time block per athlete for the initial meeting. During this meeting you should complete the following. Hint: Take the time to really talk to the person and get to know them.

Body Comp. I personally like to do this at the beginning that way they don't leave your 1:1 meeting thinking about their measurements. Have them bring their printed Project X Body Composition Worksheet from their guide to this meeting and you can use it to record their measurements. You can choose to keep up with this for them or help them remember to bring it to the halfway point and final check in. If you are not going to hold it for them I would recommend taking a picture of it in case it gets lost. Also do not store in a plain site. Respect this person's privacy. I would also take pictures. Front, Side, Back, Side

Goals. Have them bring their printed goal setting worksheet to this meeting. It will serve as a great guide for your discussion with them. You can lead the discussion, but have THEM write the goals. I would take a picture of this sheet but send it home with them encouraging them to place it where they can see it on the daily.

1 Week Prior To Day 1 Cont.

Food Logging. If they are using Track B and will be submitting food logs to you, make sure you come to an agreement on how that will be executed. If you are using the recommended google docs method, log in with them and make sure they understand how to input their foods. Here you can also talk about different “things” you want to keep track of such as energy levels, sleep, etc. Explain to them that everyone will see their logs which is a good thing because it just increases their amount of accountability partners. It’s also a way for you to get meal combo ideas.

Facebook. Log into your private facebook page and make sure they are in the group.

Confirm. Go ahead and confirm and or schedule their halfway and final check in times. It is good to get these on each of your schedules so it doesn’t get overlooked or missed.

Food. Decide if they are a small, medium or large male/female. Go over the menu for the first two weeks. Talk about the workouts and make sure they understand the movements. Add a little bit of body text

Bonus Actions

Collect as much data as possible during your body comps. This will be used as advertisement for the next challenge.

Pick one person and have them document their journey through either a blog, vlog, etc.

AAR. Day 29 make an After Action Report (AAR) with lots of details.

Sit down and write out all the pros and cons of the challenge.

What you would have done different.

What went well and what didn't.

How you execute for the next challenge.

Survey. Create a simple survey through a program like Survey Monkey (what I use) where they can submit answer anonymously. This can be sent out on the last day.

Each Week Should Include the following:

FB Page - (All Tracks) post 3/wk on there, 2x during the week and 1x on the weekend but like a post each time a member post to let them know you are pay attention to them.

Food Logs - (Track B) Comment 3-4/wk PER PERSON on their foods.

E-Mail - (All Tracks) Send out a mass email (remember to BCC everyone to respect privacy) on Monday mornings as encouragement. (It is only 4 Mondays).

Text - (Track B) 1-2x/wk. I would recommend personal text of something...doesn't have to be profound just a connection.

Call - (Track B) 1-2x/wk. Just call to check in with them. There is a good chance you are going to talk to a voicemail, but ALWAYS leave a message.

Weeks 1-2 Actions

Day 1: Post a Day 1 Message in FB group to engage members. Ask for them to post selfies in the comments of them and their meals etc.

Day 4: Post an encouraging message on FB. Remember people are still trying to adjust to all the new habits (meal prep, exercising, food amounts, etc). Remind them that each meal/snack is a chance for them to start over.

Day 7: Post a simple funny ,motivating message about finishing/surviving Week 1

Day 8: Send an email about the start of Week 2. Remind them of the upcoming 2 week check in appointments.

Day 11: Post a general, motivating message (or funny meme) in the FB group checking on everyone.

Day 12-14: Complete all your 2 week Challenge Check Ins. Focus on the following:

Time. This takes no longer than 30 mins.

Body Comp. Do this at the beginning. I like to take 3 measurements. WEIGHT. WAIST. BUTT. Update body comp sheet and retake picture of sheet. Also take pictures of participant.

Conversation. This is the most important part. Ask them (not limited to):

How are things going?

Review their goals that they set. Ask them about their action items.

On a scale of 1-5 how committed have you been to the program? 1 being low.

What is the biggest challenge so far?

What has been the most rewarding?

What do you want to accomplish in the next 2 weeks.

Day 14: Make a post about being half way done and encourage them to stay committed. Remind them of the changes that happen at the halfway mark.

Weeks 2-4 Actions

Day 15: Send an email about the start of week 3. Brag on those those that had results whether it be body comp results OR just habit shifts.

Day 21: Send an email about the start of week 4, the final week. Remind them of their final body comp. You want to get these done before Day 28, the last day. Also post your times for final body comps and encourage them to sign up if they haven't done so.

Day 24: Contact athletes that haven't sign up for final body comps.

Day 25 - 28: Complete all your Final Body Comps

Time. I like to schedule 45-1hr for this.

Body Comp. Do this at the beginning. Retake all measurements and final pictures of participants.

Conversation. This is the most important part. Ask them (not limited to):

How did things go?

Ask about their goals.

On a scale of 1-5 how committed have you been to the program?

What is the biggest challenge over all?

What has been the most rewarding?

What is something that they would have done different?

Let them know about the upcoming survey you will send out.

Day 28: Send encouraging "Last Day" email telling them to hold off on their "cheat" till tomorrow.

Day 29 + Bonus

Day 29: Send final thank you email and link to survey. Including a way to contact you and what services you offer. If you want to up your customer service level, I would send a personal thank you email to each athlete with notes from their experience highlighting their successes as well as their before, 2 week, after pictures (go ahead and make the side by side ones of each angle) and a final total of inches and pounds lost.

Extra: Spend the next week bragging on your participants and what they accomplished. This can be actions such as habit changes, mind shifts, weight loss, body fat loss, etc. This just helps set you up for your next challenge.