**Opening your Challenge Group**

**The Summary**

Part of what makes coaching a superior Network marketing business is the fact that our job doesn’t stop once we inspire somebody to start. This isn’t a sales gig, we serve a purpose beyond connecting people to the right program for their goals. **We provide what 80% of people state they are lacking in accomplishing their health & fitness goals: Accountability & support.**

In this module, we’ll go over the actual steps for opening a challenge group using our challenge tracker app. Our hope is that it will provide clarity on how to get your customers started right and how to physically open & run your challenge group.

Before diving in to the specifics, I want to touch on two things about challenge groups.

1 – The content you share in your challenge group is limited only by your imagination. You can add as much value as you’d like & be as innovative as you’d like. Of course there are templates everywhere so that this can be a mindless as you’d like it to be so that you can focus on other facets of the business.

2 – A well managed challenge group is VITAL to the sustainability of your business. Challenge groups serve as a tool we leverage to create RAVING fans of our coaching & Beachbody programs. Raving fans turn in to amazing coaches or are happy to provide referrals to support the growth of our efforts.

So let’s talk about opening your group, where to find content to share in the group & how to get people start right through your challenge group!

Assignment #1: Open your group, OPT 1

**Step 1:** Download the challenge tracker App from your App store (Search My Challenge Tracker App).

**Step 2:** go to: <https://www.mychallengetrackerportal.com/> & login using your coach e-mail and password combination.

**Step 3:** click on orange button that reads “+ New group” (top right corner of your screen)

**Step 4:** Fill out the required fields (name, description, start & end date)
\*\* note: for the length of the challenge group, I recommend 30 or 60 days. This way every month or 2 you can open a fresh group to serve as a fresh start for your existing challengers.

**Step 5:** Review your profile & invite the customers that have bought a program from you.

OPT 2:

**Step 1:** Open a group on Facebook (Google how to open group on Facebook for step by step process)

**Step 2:** Name your group & find the appropriate symbol to represent the theme of your group

**Step 3:** Create a header for your group; you can use picmonkey or find something on Google image that might fit your theme.

**Step 4:** Create a description for your group

“Welcome to our Fit BFF group! In here, we are ALL working towards our health & fitness goals together and our success is dependent on ALL of our participation in this group! Let’s do it, ladies!!”

**Step 5:** Add your customers to the group

*\*\* bonus tip: Google how to create a custom link for your Facebook group – it’s in the settings and adds a nice touch when you’re sharing the link to others.*

Bonus tips:

* Theme your challenge group based on the time of year or the general concept of the content you plan on sharing in the group.
* Create a fun & engaging banner to represent your group. For doing so, you can use Pinterest + Picmonkey.com for customizing your banner.
Here’s a great tutorial on how to use pic monkey: https://www.youtube.com/watch?v=KSY2uiV3Pjs

Assignment #2: Identifying your options for content sharing in your challenge group.

***Remember that a challenge group’s sole purpose is to provide your customers with accountability & support. It is our goal as coaches to create an environment in this group where the challengers feel they can turn to if they are feeling discouraged or have any questions along the way of their journey. Do NOT complicate this process. Check in daily, show people you’re working on your own goals, help people when they need it and reach out to people when they disappear.***

 **Option 1:** Custom content.

*\*\* this is when you have a specific direction you’d like to take your challenge group & chose to create your daily content based on no existing template. An example of this is when I launched my “Unlimited Happiness Project”. The daily check in was based on a philosophy I had learnt that ensured I got a daily dose of happy; be it sharing things we are grateful for, or celebrating our daily successes beyond health & fitness.*

**Option 2:** Your back office; Scroll over “Sales & Marketing”; click on “Challenge group tools”. Scroll to bottom & click on “Challenge group guides”.

**Option 3:** Copy/paste from your uplines challenge group. Ensure you are in their challenge group to begin with & you can use the content your upline is using to share in your own challenge group.

**Option 4 (not ideal):** add your customers to your uplines challenge group. If you’re going to take this step, make sure you are checking in with your customers 1 on 1 at least once per week & ensure you are checking in every day in your uplines challenge group.

Assignment #3: Send your customers a welcome e-mail.

Example for getting started right w/new challengers:

**\*\*\* MAKE THIS YOUR OWN, THIS IS SIMPLY AN EXAMPLE.**

“Hi [name], welcome again to our virtual boot camp! I’m so excited to work with you in taking major strides in accomplishing your health & fitness goals. Let’s go over some basics to make sure you get started right.

1 – First & foremost, I’d love to make sure you’re in the challenge group. Did you get your invitation to our challenge tracker app?

2 – Have you picked your program for getting started? If not, please send me your goals, the challenges you’ve faced in accomplishing those goals, your interests and what equipment you have to use for your program & I’d be SO happy to help!

3 – Finally, don’t forget to look through the meal plan & the getting started right guide. I cannot stress the importance of not cutting corners!

[name], again, I’m SO happy to have you in the group, please remember that I am here for you every step of the way! Do you have any questions before we get started? <3”

Assignment #4: Publish your first post for the group to see when they join.

“Welcome to our Virtual boot camp, everybody! Check in below with a quick note on who you are, where you are from and the BIGGEST goal you are working towards with this challenge!

Also, please remember that as your coach, I am here for you every step of the way! I am here to answer your questions, to support you and to hold you accountable as best as I can!

Thank you for being a part of this group & remember … we are ALL responsible for each other’s successes… let’s work!! <3”

Challenge group FAQs:

***What if somebody wants to join my group mid-month?***

Help them get started & add them to your group! Do NOT put a pin in another person’s goals. Meet them where they are. Welcome them to your group with a quick intro and ask them to check in with a quick description of who they are, their goals and their anticipated road blocks for others to relate.

***What if I only have 1 person in my challenge group?***

Open it & keep inviting to it! Continue growing the group. Consider that your 1 challenger might be willing to help build the group as well.

***When should I be inviting to my challenge group?***

All. The. Time. Do not stop inviting to your challenge group because it’s already started or it’s almost ending. Again, meet people where they’re at & when they’re ready to commit. Help them get started & caught up whether your challenge group just started or is a week away from ending.

***How long should my challenge group last?***

I recommend between 30 & 60 days with a fresh start slated for every 15 days or so. What I mean by a fresh start is; have your members re-establish their goals & rally the troops so that the ones that fell off track have an incentive to get back on track. Once the group is “over”, open a new group.

***What do I do when my group is over?***

Identify the people who were active in your challenge group and invite them to coaching.

“Hey girl! You CRUSHED it this challenge group. I’m about to start a fresh one and though you’d be a perfect fit for joining our team as a coach and helping me run the next one! It’s a great opportunity to earn an income & pay forward your experience! Would you be interested?”

Identify the people who enjoyed Shakeology & invite them to upgrade their membership for the discounts.

“Hey girl! I see you logged your Shakeology every single day! Your next bag is about to process and I thought I’d reach out to you & let you know that you can get a discount ton your next bag if you’d like! You can upgrade your coach membership and save about $20/month on it. Can I send you more details?”

Identify the people who went MIA and offer them a fresh start.

# Required Check In:

**24 hours after previous homework handed in, the following is required to hand in to your upline:**

1. Invite your upline to be a part of your challenge group.