**Inviting to a Challenge Group Organically**

**The Summary**

**What makes coaching unique is the fact that our job does not end after we inspire somebody to get started, our job STARTS once somebody purchases a program from us.**

Our service is to provide what 80% of people report missing for accomplishing their health & fitness goals: *accountability & support.* Broken down to its simplest explanation, a challenge group is a private group we open using the challenge tracker app (or Facebook) for creating a social setting where people can openly discuss their challenges, their successes and benefit from the accountability of a group working towards a common goal of improved health & fitness. Our purpose in that group is to LEAD IT. Create the environment where people feel comfortable engaging with one another and feel as though they are working on their goals alongside YOU and the rest of the group.

A challenge group is a facet of coaching you can’t neglect; not only from a purpose standpoint, but from a building a sustainable business standpoint. You see, if you’re working for a commission, you’ll never build a residual income base, which means you will always be working to build your business. However, if you build a solid challenge group, you’ll benefit from a system where people will stay engaged in their fitness & health, re-order their Shakeology, re-up their All Access subscription and better yet … refer their friends to you or become coaches themselves. This allows you to tap in to the many bonuses associated with growing a team --- but we’ll get to that later. For now, the focus is on inspiring people to start on their journey with the All Access BOD challenge pack & getting them in to a challenge group so that we can get them hooked on a healthy & fit oriented life!

Please join our challenge group before continuing with this module: <https://www.facebook.com/groups/UpRoarVirtualBootcamp/>

Assignment #1: Making your list of Warm market prospects

**Step 1:** Make a list of 100 people that you know (or more, if you’re feeling ambitious). A good place to start is the people you are friends with on Facebook but don’t forget family members & friends that aren’t on Facebook.

**Step 2:** Highlight based on the following credential

***Yellow****:* People who stand to benefit from your challenge group, Shakeology or a program for reasons you can think of.  
*\*\*I.e. they previously complained to you about their fitness or health stating a specific reason you can overcome through a challenge group for their not being at their ideal health; for example; I don’t have time, or I can’t afford a gym membership.*

***Green****:* People you believe would be open to supporting your new venture (Your dirt list)

***Pink:*** People you believe would make good coaches as well  
*\*\* maybe somebody you know does a Beachbody program? Or is in to fitness? Or good at social media? Or maybe there’s somebody you’d simply love to work with because you admire their work ethic, business acumen or entrepreneurial spirit.*

Assignment #2: Start the invitation process

ONGOING

**Step 1 a):** If you’re posting & documenting your journey on social media, there should be opportunities to invite people organically. Start there… target about 5 people per day.  
  
*\*\*i.e. Through your thank you messages, did anybody ask what you’re doing? What a coach does? What community you joined? Has anybody asked about your program?  
Alternatively, has anybody “wished that they could do what you do, but they don’t have time / confidence / gym nearby, etc…”  
Has anybody liked or commented something supportive on one of your posts; it may be time to thank them.*

Be courageous and bring up your challenge group by telling them why you think it may be a good fit for them! Ask permission to send these people details on your challenge group through a video (Upline may have one). Request feedback and end with a question that will engage them further.

**Example (Make this your OWN!!):**

“Hey [name], acknowledge other parts of the conversation FIRST…

Omg, girl.. I’m so glad you asked! I’ve been working on this online accountability group with my team of virtual fitness coaches. We’re doing an at home fitness program together and helping each other get through it! The girls would LOVE your energy! Can I send you a link to a video so that you can check out the details? If nothing else, I would really LOVE your feedback!!! <3”

OR

Them: “So "what are you doing for your fitness?"

You: "omg girl I ordered this streaming service.. sort of like netflix and started working out from home. Have you heard of "BOD"?"

Them: "No, I haven't".

You: "omg, girl.. you've got to check it out. I'm actually going to be starting a group of girls all doing a workout from a program on BOD ... you should 100% join! Do you want me to send you a video with the details so that you can check it out"?

**Step 1b:** The people on your list that you highlighted in yellow … are there any that you can approach organically referencing a conversation you may have had?

“Hey lady! [connect with them personally]

[Name], I’m sorry if this feels out of the blue … but I was thinking about you earlier today. Remember when we were talking about working out and you said you didn’t have time? I just joined a group of women doing a 25-minute workout together virtually from home. It requires almost no equipment and it’s really reasonable in price. I have a short informational video if you are interested in details? No pressure!! I just thought this might be something you’d consider doing with me!”

**Step 2:** Send them the link to the video alongside a short message.

**Example (Make this your OWN!!):**

“Hey [name], acknowledge other parts of the conversation FIRST…

Yay! I’m so excited to share this with you! First, here’s the video: [insert video link here]! If you can promise me one thing…Again, I’d absolutely LOVE your feedback … even if you think this is totally not for you <3. I’m excited to hear back from you! Also, I am here if you have ANY questions!”

**Step 3:** Answer their questions & send them the link after you’ve asked permission to do so.

**Example (Make this your OWN!!):**

“Hey [name], acknowledge other parts of the conversation FIRST…

That is such amazing news! I know that everybody in our group will LOVE you! Can I send you the link to the All Access Pass? It’s the same bundle me & the others invested in to get started!”

**Step 4:** Keep moving forward. The best way to detach from the outcome of this one touch point is to create others. Keep going through your list, get creative on engaging people and sincerely look to connect people with a solution to their problem.

Refer to the worksheet on how to overcome the most common objections to helping people believe in themselves & get started in our challenge group!

**Bonus tips:**

1 – Do NOT mass message. Think about quality, not quantity.

2 – Make a sincere connection or reconnection with this individual prior to inviting them. Touch on the topics that matter most to them first (Husband, kids, work, passions, studies, etc…)

3 – Be transparent, be real and be sincere

4 – Always lead your invite with WHY you thought of them for this and how you feel it might add value to THEIR life.

5 – Be empathetic; forget about your own goals for the duration of the conversation and focus exclusively on the individual you’re speaking to.

***IMPORTANT NOTE:***

**If you worry about coming off salsey, GET OVER IT!!** **Yes, our goal is to create an audience of cold market prospects through social media … but building momentum means turning to our warm market first. If you truly believe in the value we add as coaches and with our programs, then inviting the people you love the most should NOT be a daunting task. Our purpose reads: “To help as many people as we can live healthier & more fulfilling lives”; not “to help exclusively the people that won’t judge us or that aren’t scary to invite”.**

# Required Check In:

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

1. **A screen shot, photo, or the file itself showing that you’ve compiled your list of people**
2. **A screen shot of 5 invitations executed VIA Facebook or Instagram   
   \*\* this will serve as a means for you & your upline to assess your overall execution.**
3. **A goal for the amount of people you are going to inspire to start in your first challenge group  
   \*\*note, this goal should be no lower than 3 people so that you may at least pay back your investment & qualify for success club & success starter month 1.**