

“Consult not your fears but your hopes and your dreams. Think not about your frustrations, but about your unfulfilled potential. Concern yourself not with what you tried and failed in, but with what it is still possible for you to do.” -Pope John XXIII

# 7 Day Challenge Group Launch Formula

If this is your first time through the 7 Day Challenge Group Launch, you now have the basics to continually grow your Beachbody business.

If you have not begun to do so, begin to incorporate the Business Activity Tracker into your day to day business. Keeping track of what you're doing will help you identify areas where you could be doing a better job.

This guide was aimed at launching your first Challenge Group, it can also be used as template for every time you announce a new group. The beauty of this layout is the build-up to the launch, people see what you are doing and want to be a part of it.

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The next 7-days will be all about "hustle". Hustle is relentlessly pursuing what needs to be done to launch your business. Each day we will focus on a series of tasks that you must do. These include Facebook posts and direct messaging.

We are not going to sweat the small stuff here, because we don't have to do everything perfect. You may not feel quite ready to launch your business, but the difference between being an entrepreneur and a wantrepreneur is doing.

**The goal: To start advertising for a free or paid Challenge Group.**

Prerequisite: If you don't have a **Facebook profile**, set one up according to our Facebook profile training(email me if you need it: [thefitnessfocus@gmail.com](mailto:thefitnessfocus@gmail.com)). You may also use an **active Facebook page**.

## 7-Day Challenge Group Launch Facebook Profile Posting & Direct Messaging Schedule for Facebook Profile

### Monday or Day 1

#### Monday or Day 1: Facebook profile updates:

- Post a picture of a motivational quote or saying. In the text area, reflect on what the quote or the saying means to you. Be yourself!
- Post a picture post workout or during your workout. In the text area, explain what workout you did, what day of the program you are on, and how you have improved or what you are hoping to achieve with the program.

#### Monday or Day 1: Facebook direct messaging:

- Reach out to anyone who likes or comments on either of your two photos and say "Hi, how have you been? or how are you doing?". Use [FORM](#) to build or rebuild your relationship.

- FORM a minimum of five people.

## **Tuesday or Day 2**

### **Tuesday or Day 2: Facebook profile updates:**

- Post a picture of a healthy meal, snack, or of you drinking Shakeology. In the text, explain how eating better is already making you feel.
- Post a pre-, post-, or during workout picture. In the text, explain how you or your body are changing. Examples: clothes fitting better, needing new clothes, increased stamina during an activity, etc.

### **Tuesday or Day 2: Facebook direct messaging:**

- Reach out to anyone who likes or comments on either of your two photos and say “Hi, how have you been?; thanks for connecting!; how are you doing?” or following up with those who have gotten back to you. Use FORM to build or rebuild your relationship.
- FORM a minimum of five new people.

## **Wednesday or Day 3**

### **Wednesday or Day 3: Facebook profile updates**

- Post a photo of something inspirational with your own words of wisdom about hard work paying off: Explain how working out it is transforming your life in some positive way, and how you want to share that amazing feeling with others.
- Post a pre-, post- or during workout picture. In the text portion, include why you decided to become a Beachbody coach and help others.

### **Wednesday or Day 3: Facebook Direct Messaging**

- Anyone who likes or comments on either of your two photos, reach out to and say “Hi, how have you been?; how are you doing?; just thanking for connecting” or following up with those who have gotten back to you. Use FORM to build or rebuild your relationship.
- FORM a minimum of five new people.

## **Thursday or Day 4**

### **Thursday or Day 4: Facebook Profile Updates**

- Post a picture of yourself drinking your own homemade, flavored water or your own Shakeology recipe. In the text portion, explain how water or Shakeology is making you feel better than ever.
- Post a pre-, post- or during workout picture. In the text portion, include a fitness tip that you have learned during your fitness journey that could benefit other people.
- Challenge group post: Announce your challenge group to your friends and family with an eye-catching photo - share this wonderful opportunity with them...don't be pushy. See our team's examples and guidelines for details.

### **Thursday or Day 4: Facebook Direct Messaging**

- ❑ Anyone who likes or comments on either of your photos, reach out to and say “Hi, how have you been?; how are you doing?; thanking for liking! or following up with those who have gotten back to you. Use FORM to build or rebuild your relationship.
- ❑ FORM a minimum of five new people.
- ❑ Begin to talk to people about joining a challenge group via direct messaging. Use the invitation process already in place to make sure a challenge group is right for them. Begin using a notebook or online file to track your conversations with people. Find out their goals, since this will help you throughout the challenge group if they’re having issues.

## **Friday or Day 5**

### **Friday or Day 5: Facebook Profile Updates**

- ❑ Post a picture enjoying a meal or a food that you’ve made a healthy version of. In the text, be real, and share how you are not always perfect.
- ❑ Post a pre-, post- or during workout picture. In the text portion, include that you did not feel like doing your workout today but you did anyways, because that is what commitment to your program is about. Explain how an online challenge group has kept you accountable.

### **Friday or Day 5: Facebook Direct Messaging**

- ❑ Anyone who likes or comments on either of your two photos reach out to and say “Hi, how have you been?; how are you doing?; thanking for connecting; or following up with those who have gotten back to you. Use FORM to build or rebuild your relationship.
- ❑ FORM a minimum of five new people.
- ❑ Follow up with people who have shown interest in the challenge group. Continue to work from your notes, invite to take part in the group, or view a video.

## **Saturday or Day 6**

### **Saturday or Day 6: Facebook Profile Updates**

- ❑ Post a picture of yourself, or your family having fun for the day.
- ❑ Post a pre-, post- or during workout picture. In the text portion, explain how you got your workout in quick and are now ready or have enjoyed the rest of your day.

### **Saturday or Day 6: Facebook Direct Messaging**

- ❑ Anyone who likes or comments on either of your two photos reach out to and say “Hi, how have you been?, how are you doing?, or following up with those who have gotten back to you. Use FORM to build or rebuild your relationship.
- ❑ FORM a minimum of five new people.
- ❑ Continue to follow up, working from your list, continuing to invite. Remember our three vital behaviors, because that is what is going to make your business thrive.

## **Sunday or Day 7**

### **Sunday or Day 7: Facebook Profile Updates**

- ❑ Post a picture of yourself, or your family having fun for the day.

- ❑ Post a pre-, post- or during workout picture. In the text portion, explain how you got your workout in quick and what your plans are for the day. You don't need to go into too much detail here - people just like you to be real.

### **Sunday or Day 7: Facebook Direct Messaging**

- ❑ Anyone who likes or comments on either of your photos, reach out to and say "Hi, how have you been?, how are you doing?, or following up with those who have gotten back to you. Use FORM to build or rebuild your relationship.
- ❑ FORM a minimum of five new people.
- ❑ Continue to follow up, working from your list, continuing to invite.

Find what works for you. Rinse and repeat. If something is not working, figure out why and improve it.