

SCRIPTS: inviting to a challenge!

here's a SAMPLE SCRIPT from beginning to end (start of convo to "close" of sale) notice how I ask about HER before I EVEN introduce the challenge pack. This method gives me close to 75% success rate (if i had to guess) with people joining my group:

- **Ashley Howard** Okay I'm back! Thanks so much for your patience. so can you tell me a bit about what your current fitness is? Do you belong to a gym/go running/walk or do something similar on a regular basis?
- 7/21, **Customer:** I do competitive powerlifting , so I am at the gym 5-6 times a weekl mainly do strength but I do some interval training as wellll also have celiacs and thyroid issues and have been looking to lose some fat but not muscle mass
- 7/21, **Ashley Howard:** Wow thats amazing!! I can imagine how much strength it takes to do power lifting and thats incredible! So you're main goal would be to lose some fat/tone up/ but not lose muscle, correct? And can you tell me a bit about your nutrition? Do you cook/drink water/soda/eat sweets? And whats your biggest struggle when it comes to nutrition?
- 7/21, **Customer:** Yes! I want to lose fat, I would like to lose about 25 pounds. I don't really eat many sweets. I am on a strict gluten free diet due to allergies. My biggest vice is soda, I have about 1-2 a day for the caffeine. I drink tons of water. My husband does most the cooking but I can cook. My biggest struggle with nutrition is stress eating and social situations
- 7/21, **Ashley Howard:** Gotcha -- the goal of losing 25 pounds is definitely attainable with a few rounds of this 21 day program. It's realistic and safe to lose 2-3 pounds per week, so if you can stick with me for a few months we can get you there. I also think the nutrition plan will help you cut back on soda. My challenger Janet was drinking diet coke every day before she started, and now- 2 months in.. She might have a coke once a week but said even that gives her a small headache. Anyway - I know I can help you. Before i give you more details.. Is working out at home for 30 minutes in addition to what you already do, realistic for you?

- 7/21, **Customer:** It might be, working out at home is mainly difficult because we have three dogs... But I belong to a big gym and can use one of the functional training rooms to do a workout
- 7/21, **Ashley Howard:** Gotcha, well then that would be perfect! And honestly we can work together to create a schedule that would work best for you. I'd love for you to do the workouts everyday, but if you're already going to the gym, we can create a modified schedule that ensures you're getting the proper cardio/toning/flexibility training. If you're still interested, I can send you details breaking down what all comes with the program, cost, and how my personal coaching & the group accountability can help you reach your goals. What do you think?
- 7/21, **Customer:** That sounds great, I would love all the details
- 7/21, **Ashley Howard:** Cool. So the 21 day fix comes with a DVD workout program - 30 minute total body exercises each day for 21 days (workouts like cardio, cardio with weights, toning, yoga and Pilates).. & a simple, easy meal plan that can be catered to your preferences and goals. The only piece of equipment you'd need is either a resistance band or a set of free weights. It also includes portion-sized containers to measure your food - and breaks down how much of each nutrient you should be eating per day. It also comes with Shakeology to drink for 1 meal a day (a super dense, natural shake.. I've been drinking it for 2 years and it has truly changed my nutrition and helped me curb my sugar and caffeine craving & I know it can help you with your soda craving too). In my opinion, the best part is the accountability. You'd have a spot in my Facebook group that I create for all my participants starting this program and we all connect there daily. I give them daily challenges: fun pictures to post, questions to answer.. it really becomes a fit community of motivated, uplifting women. And you also have my personal coaching check in with your goals, how you're feeling, etc. it is a one-time cost of \$140 for the fitness pack, which comes with the DVD workout program & 2 bonus workouts, meal plan, portion-sized containers, nutrition guide, shaker cup for your shakes & a month's supply of Shakeology. I compare it to the cost of an ongoing monthly gym membership (which is great, but there's not necessarily the accountability to go everyday) and personal training sessions, which can start at \$60/hour. My coaching is free and there's no ongoing cost to have me as your

coach. So I can work with you for as long as you'd like & there's no additional cost. I can promise if you can commit to this & allow me to be your coach, you will see results after 21 days and I'll help you move forward so you can continue to see results. What are your thoughts on all that?

- 7/21, **Customer:** That sounds great, do you have an ingredient list for the shakes? I have celiacs so I have to be very careful with supplements and meal replacement. I have a gym and a coach but the focus is so hardcore on strength and heavy lifting that the nutrition and weight management gets put to the wayside... Is there room in this program for protein supplements and bcaa's
- 7/21, **Ashley Howard:** Yes I do :) So you'll want to go to my website :www.myshakeology.com/ashleyhoward click on "flavors" then choose a flavor and click "nutrition facts" to see all the ingredients. Every flavor is all natural, low on the GI scale, contains around 17 g of protein per serving.. but you can check that all out on the website. If you need more protein, you can certainly supplement shakeology with it. And I have taken BCAAs while drinking shakeology and have felt great.. I just split it up (BCAA in the morning, usually Shakeology for lunch). Do you want to take a look at the ingredients and then let me know if you think those super foods would fit well in your nutrition?
- 7/21, **Customer:** Yes, I will look at it when I get home from the gym and message you! Thanks for all the info I am excited
- 7/21, **Ashley Howard:** Sounds good! I'm excited too- so glad we connected!
- 7/21, **Customer:** The ingredients look good, I notice it is made in a plant with wheat products but it doesn't have wheat, is there any way to return it if it does cause a reaction?
- 7/21, **Ashley Howard** Yes shakeology has a 'bottom of the bag' guarantee so you can even return the empty bag for a full refund. I would however recommend vegan for you personally-- I think that will be better on your digestive system. The vegan flavors come in chocolate or tropical strawberry-- or both. Do either of those sound ok?
- 7/21, **Customer:** Sure, I do a chocolate protein supplement now, tropical strawberry sounds good too
- 7/21, **Ashley Howard** Awesome ! So all this sounds like something you'd be on board with? My next group starts Monday August 3rd and id

love to be your coach through it!

- 7/21, **Customer:** Yes, that sounds great
- 7/21, **Ashley Howard** Awesome I can actually start your order for you and you'd receive an email to complete it. I just need your email and your vegan shakeology preference : do you prefer chocolate, tropical strawberry or a Combo of the 2?
- 7/21, **Customer:** My email is xxxxxx@yahoo.com, what do you recommend?
- 7/21, **Ashley Howard:** Hmm.. Do you love both chocolate and strawBerry? Or given the 2, would you pick one over the other?
- 7/21, **Customer:** I like them both, I have had a hard time finding berry stuff that tastes good... If they are both delicious I would try both
- 7/21, **Ashley Howard** I think both would be good I've got some recipes for both I think you'd really like. Is that ok??
- 7/21, **Customer:** Sure
- 7/21, **Ashley Howard** Good choice I love them both!! so I just started your order so you should now have an email from Team Beachbody. Then click through the link to 'complete my enrollment' fill out the shipping/billing info (you'll also be prompted to create a free account on teambeachbody.com at the bottom right corner) submit & you're all set! Also I put your order under my husbands coach account (I 100% manage his account though) so it will say your coach is Brian Howard but it's still me Will you give me a heads up when you complete the order so I can make sure it all went through okay on my end?We will officially begin with the group on Monday. August 3rd but we can start before then if you'd like & you and I can have daily check ins! I'm flexible for whatever you need
- 7/21, **Customer:** Great! That sounds awesome! I will complete the info in the morning
- 7/21, **Ashley Howard** Sounds great!! I'm so excited to help you!
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Inviting to a challenge if we've already been talking:

"Hey _____. I don't know if this is something you'd be interested in, but I have a fitness & nutrition group beginning on Facebook on _____. We all come together a commit to working out at home & following an easy, healthy meal plan for 21 days. It really begins a fun group of committed women who support each other every day. Would love for you to be a part

of it.

Would you like some more details about my group?"

If someone asks ME about coaching out of the blue, I usually say this: "Thanks so much for asking! It has honestly been the best choice I have made. Basically, I am an online accountability coach and I help people stay committed to their workout programs (programs like Insanity, P90X, Turbo Fire, the 21 Day Fix). I started off very part time but have now built up to a full time income by helping new people anywhere in the country every month and mentoring my own team of motivated coaches. What interests you in particular about what I do?" **get to the reason they were intrigued, and direct the conversation to those topics. Take this very slow, then see how they'd like to get more info: a video? an email? a personal phone call with you?

Hope these scripts help! xo Ash