

## THE INITIAL MEETING



### When to conduct your meeting

Whether you get 15 or 100 people that signed up for your challenge, you should still offer additional time slots for them to come in to conduct their initial meeting. In the past, when I had smaller groups of 20-30, I still had clients that had to reschedule.

That being said, you should always **STRONGLY** suggest that they all attend 1 specific day and time to meet. Ours is always on Saturday at 9:30 am. An early time during the weekend is the best time to get the most people to show. There are many advantages to why you strongly suggest, that if they can, they attend that specific date and time.

The first being that you don't have to continually repeat yourself. Nothing is worse than having to constantly repeat things over and over again because it loses its power. This allows you to speak to the majority of the clients at the same time while answer all their questions at once. Most clients will have the exact same concerns

that the group as a whole can benefit from. As the quote says, “Kill two birds with one stone.”

There is also, an immediate sense of camaraderie when you have them all in the same place at the same time. People start to get to know each and realize that they are not the only ones who are in a battle for the next couple of weeks.

So, try to get them all there at the same time if possible but let them know you are offering additional times.

*(See Emails Sent PDF to view the email I send out about Additional Time Slots)*

Do not conduct any individual meetings for clients in the initial get together, unless they are the only one who showed up for that specific time slot.

Why shouldn't you do this?

For one it sets the standards for the rest of the challenges that you will run. So, although you may only have 15-20 for your first challenge, you have to think about the bigger picture. Yes, I could easily meet individually with that 15-20 clients but what happens when I get to 90-100 for the very next challenge? They are going to expect the same treatment. Now, there is no way to conduct it that way. So you've basically set your standards at a bar that you can no longer reach.

And if you think that jumping that high from 1 challenge to the next cannot be done, you're wrong because that's exactly what happened with me.

## What is expected from your challengers at the initial meeting?



Ok before I go into specifics of what is expected from our challengers in the initial meeting, I am going to map out the schedule.

First, make sure you attached your waiver form with the welcome email that includes the program guidelines. Be sure to tell them to print it off and fill it out before they come in. Let them know it is greatly appreciated and that this alone will save everyone a lot of time.

Again, this is not something that is extremely important if you have a small group but as you grow, it'll save a ton of time at the 1<sup>st</sup> meeting. If you do not have a manager there to assist you during the initial weigh-ins, see if a trainer, friend or your spouse can help out.

Here is the order in which to conduct your 1<sup>st</sup> meeting:

1. Everyone hands in his or her waiver agreement. If they didn't print one off, have extras ready to give out.
2. Hand them the Evaluation Sheet.  
*(See Evaluation Sheet in the documents section).*
3. Tell them to stand in line for their MANDATORY before pictures. I will go further into why they are mandatory and how to make them feel comfortable about the fact that you took them later.

4. Have them bring their Evaluation Sheet over to the weigh in area. Here is where you'll conduct your starting weight, BMI and body fat tests. If you have a larger group, say 40 or more, I would just have them weigh in and do the BMI & body fat later in the day because it takes some time. We usually do it as I am talking to the entire group at the end by pulling them aside 1 at a time.

If you have help and a lot of people, you can always run numbers 3 & 4 simultaneously (one person taking pictures and the other one doing the weight measurements).

5. Now it's time for the Evaluation. I have provided you with how we run our evaluations but feel free to do your own exercises for this evaluation. I have seen from doing challenges for years that these are the most effective exercises to perform.

You want to make sure to do the Evaluation after the before pictures so that the clients are not all nasty taking a picture.

6. After everyone has completed their evaluation, sit them all down for Q & A.

**Resources:** If you do not own a BMI/Body Fat Tester, I would highly recommend getting one. They are cheap (about \$35) and pretty accurate for what you need.

This is the product I use <http://www.walmart.com/ip/Omron-Portable-Body-Fat-Analyzer-Model-HBF-306/3342463>

## Tackle the questions before they arise.



Before we dive into the Q & A, I like to dismiss any questions that are bound to come up before they even do. So I will conduct the meeting like so:

### 1. The Before Picture

I want to tackle this question before they bring it up. I start off by letting them know that no one's before picture will be made public, unless I receive approval from them. They are not allowed to win any prizes though if they are unwilling to share their picture.

After that, I want to set them up for eventually agreeing to let me use their picture down the road. The best way to do this is ask them if they saw your previous clients before and after pictures on your site. Tell them that the people who took those were not all that thrilled about getting their picture taken either but they did and it helped get you in the door to change your life around. Let them know, they are now paying it forward to someone out there who is nervous about making a life change and sees your picture and it convinces them to jump in. This way of explaining it works almost 100% of the time.

## **2. Nutrition**

I lead with telling them that as soon as they get home they need to purge their cabinets and throw out anything bad that is tempting to eat. I do not care if they just purchased it this week. They have to get it out of the house. We get a lot of client feedback thanking us for telling them to do this.

The nutrition can be the most difficult part of the challenge. Not because people don't want to eat healthier but because they haven't the slightest idea of what is healthy. So, I tell them to keep it as SIMPLE as possible.

How do we keep it simple?

Meal prepping!

Knowing what you are going to eat Monday – Friday during the week. Write it down. I suggest eating the exact same thing for the entire week for breakfast, the exact same thing for lunch and the exact same thing for dinner. Do the same for weeks 2 and 3. After that you can start to mix things up a little.

Again, these are just strategies that have worked for my clients and what I have seen the greatest results from.

No cheat meals for 3 weeks. When I have told people they were allowed 1 cheat meal a week, it turned into 1 cheat feast of appetizers, dinner and dessert. Then it turns into 1 cheat DAY a week. So rather than deal with explaining to them what exactly a cheat meal is, I just tell them to make it 3 weeks without EVER cheating.

## **3. Join Our Facebook Mastermind Group**

By this time you should have set up a closed group Facebook page. Now is the time to remind everyone who hasn't already joined your group that you HIGHLY recommend that they do so.

*(See Facebook Challenge Mastermind Group)*



#### **4. Creating Habits**

This is when I go on a little rant. I make sure that they all have their phones turned off or on silent. I ask if they can give me 5-10 minutes of their undivided attention. I am completely transparent and brutally honest during this entire segment but even more so at this specific time of the Creating Habits.

This is more or less the speech that takes place.

“A habit isn’t something...

It takes 21 days for repeated action to become a habit. That’s only 3 weeks. After 3 weeks it’ll be part of who you are.

This isn’t just a fitness change. This is a life change. In order to change your life you need to create small positive habits. Whether that’s going for a short walk every morning and/ or drinking a nice big glass of water every morning.

Remind yourself DAILY why you are doing this challenge. Whether its for your family, your body, your job or etc... We all have our reasons.

This challenge WILL change your life if you are willing to accept the proven system we have in place. Getting frustrated over not losing 10 pounds isn’t what you need to be focused on.

By changing your life, I don’t just mean nutrition and fitness. I mean you’re going to feel better. You’re going to gain confidence, think clearer, and most importantly be happier.

No more excuses. We understand you may have 8 kids and a full time job. We all lead very busy lives and have the same 24 hours to work with. We have had multiple success stories of people who have huge families and work fulltime jobs. If they can manage it, so can you. Make your health your 1<sup>st</sup> priority.

Being sore is not being injured. I’ll send out an email on how to beat soreness but it’ll pretty much always be there. I have been

doing this almost my entire life and I still get sore from time to time.

You've had your entire life to do all the wrong things when it comes to your health. Give us, more importantly, yourself 8 weeks. Do not expect a miracle to occur by your 1<sup>st</sup> weigh in. You cannot possibly think that after months or even years of doing all the wrong things to your body, that in just 2 short weeks you'll be all peachy. Give it the 8 weeks we ask for.

After this rant there might be a few more questions about the program but most have been answered.

You can now open it up for Q & A's.