

Ingredients to Successfully Promote Your Challenge Groups

Using Social Media to attract people, and running Challenge Groups to help them achieve results, are key to the growth and success of your Team Beachbody business. So how can you put the two together and use Social Media to attract more people to join your Challenge Groups? The answer is to duplicate what is already working. Learn from Coaches who are making it work and check out the sample post on page two to help you get started.

TIPS FROM TOP COACHES ON HOW TO PROMOTE A CHALLENGE GROUP THAT ATTRACTS MORE PEOPLE

- 1. Have a Theme.**
Get creative and make your theme specific to your audience, or time of year.
For example: Back to School – Back to Fitness, Moms on a Mission, Fall Into Fitness.
- 2. Be Visually Creative.**
Add an image that supports the theme and/or an image of yourself, perhaps a before and after. Get creative and use colorful fonts to make your post stand out.
- 3. Highlight the Benefits.**
In the image add a brief list of what customers can expect out of your group.
For example: easy recipes, 30-minute workouts, motivation, accountability, Shakeology, fitness program to meet their specific needs, etc.
- 4. Brand Your Image.**
Add contact information like a personal website address or your Facebook profile link. This ensures that if your post is shared everyone will know how to contact you to learn more.
- 5. Define the Start Date.**
Add the challenge start date to create a sense of urgency and cut back on “when does it start” questions.
- 6. Personalize Your Message.**
Make sure your message is authentic. Share your own struggles, be real and allow yourself to be vulnerable. This is an opportunity inspire people; share more about the group and your passion for helping others.
- 7. Have a Call to Action.**
Be very clear on how people can get more information or request to join your group. Let them know they can leave a comment or send you a private message for more information.
Or you can create an online application for them to fill out using software like Google Forms.

You can use these same tips to invite people to a free Challenge Group, one that is focused on helping people start with healthy eating. Many Coaches invite people to join a 5 or 7-day group that focuses on nutrition and clean eating. These groups provide the same support, accountability, and motivation as your other Challenge Groups and are a great platform to introduce fitness challenges and gain customers.

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SAMPLE CHALLENGE GROUP POST

Here's an example of how you can take the 7 tips and put them into action. Remember to be creative and customize your post to fit your personality and your business.

The image shows a Facebook post from Sara Marder Brang, dated December 3. The post is for a challenge group titled "GET LEAN IN 2015". The post content includes a festive "2015 New Year, New Life!" graphic, two photos of women taking fitness selfies, a list of benefits (Achieve New Year's Resolution fitness goals in just 30-minutes a day!, Easy recipes, 30-minute workouts, Accountability, Support, Motivation, Shakeology Nutrition Program to fit your needs), the start date (CHALLENGE STARTS: JAN 5TH), and a call to action (Comment or message me for more information on how to join the challenge). The post also includes a URL: <http://Facebook.com/sara.brang>. Seven numbered callouts point to specific elements of the post:

1. Have a Theme (points to the "GET LEAN IN 2015" title)
2. Be Visually Creative (points to the festive "2015 New Year, New Life!" graphic)
3. Highlight the Benefits (points to the list of benefits)
4. Brand Your Image (points to the URL)
5. Define the Start Date (points to the "CHALLENGE STARTS: JAN 5TH" text)
6. Personalize Your Message (points to the text "Comment or message me for more information on how to join the challenge")
7. Have a Call to Action (points to the "Comment or message me" text)

**Remember to ask your sponsor or upline Diamond how they create their posts, and have them review yours to give feedback before you promote your group.*