

OPTAVIA gets your body healthy. With the Optimal Weight 5 & 1 Plan®, your body enters a gentle but efficient fat-burning state, which is essential for helping you achieve a healthy weight.

You'll enjoy six small meals a day, five of them are delicious, scientifically-designed **OPTAVIA** Fuelings and the sixth meal consists of cooked lean meats and veggies, it's what we call the lean and green meal. It's a healthy amount of lean protein and three servings of non-starchy vegetables. You will also drink about 64 oz. of water a day.

It's a proven system and it's easy to follow. All **OPTAVIA** Fuelings are nutritionally interchangeable so you can grab whatever you enjoy at each meal. We'll also give you guides to follow and lots of different, easy, tasty recipe ideas that you and your whole family will enjoy.

Study after study shows that support and guidance increase your chances for success in reaching your optimal weight.* That's why one of the biggest differences we offer is your very own **OPTAVIA** Coach™ and I'm here to support you!

I'll be there to guide you and help you develop healthy new habits and make healthy decisions that lead to lifelong transformation. I will support and motivate you and I will also keep you accountable. We'll celebrate all your successes together, the little ones and the big ones.

I'll contact you every week to talk about all the progress you've made; knowing that call is coming helps keep you on track!

ANSWER QUESTIONS & CONCERNS

I'm conscious that might have seemed like a lot to take in when hearing it for the first time, and of course I can send all of this information over to you. However, while we are talking, I'd like to answer any questions you may have about what I've shared and what's important to you as you consider joining the **OPTAVIA** community.

NOTE TO COACH:

Questions are normal and show someone is interested! The skill of an **OPTAVIA** Coach is to simply listen, acknowledge the question or concern and respond accordingly. See list of common objections for more detail by visiting **OPTAVIA** ANSWERS.

1 INTRODUCTION & SETTING EXPECTATIONS

Thank you for taking the time to chat with me. I remember when I reached out to my Coach; it can be a bit intimidating, so I'm glad we are connecting now.

The purpose of this conversation is to take you through a few questions. The reason for those questions is to assess where you are now and appreciate where you'd like to be so that your program can be personalized to you. Share with me in any way you feel comfortable so we can design something that meets your needs and goals. Sound good?

2 CURRENT STATE

Let's begin by understanding where you are in your overall health. The reason for this is just to appreciate how you are thinking and feeling about your own health right now.

WHERE ARE YOU WITH YOUR HEALTH? _____

ANY ILLNESSES OR MEDICATIONS (DIABETES, HIGH BLOOD PRESSURE, OR LITHIUM) AND/OR FOOD ALLERGIES? ** _____

IS THERE ANYTHING ELSE THAT IS IMPORTANT FOR ME TO KNOW ABOUT YOUR HEALTH? _____

I recommend that you contact your healthcare provider before starting and throughout your **OPTAVIA journey. Refer to the full medical disclaimer in the **OPTAVIA** guide.

3 DESIRED FUTURE

Now let's consider your future and where you want to be with your health and wellbeing.

WHAT IS THE FIRST HEALTH GOAL YOU'D LIKE TO ACHIEVE? _____

CAN YOU TELL ME ABOUT A TIME IN YOUR LIFE WHEN YOU HAVE BEEN HEALTHIER? _____

AND, IF YOU FEEL COMFORTABLE TO SHARE, WHAT HAS CHANGED BETWEEN THEN AND NOW?

I just want to understand how life has changed and what might be involved in achieving your healthy weight again. _____

THANK YOU FOR SHARING.

JUST ONE MORE QUESTION THAT'S ALSO IMPORTANT. WHAT WOULD IT MEAN TO YOU IN YOUR LIFE TO BE AT THAT HEALTHY WEIGHT AGAIN? _____

I'd just like to check my understanding of what I've heard so far. When it comes to your overall health [SUMMARIZE from above], your weight [SUMMARIZE], and what it would mean to you to achieve your healthy weight again [SUMMARIZE].

4 SHARE YOUR STORY

Could I take 90 seconds to share a little bit about my story as your potential guide on your transformation journey?

[SHARE YOUR STORY BRIEFLY IN A WAY THAT IS RELEVANT TO THE CLIENT]

Once you're part of our **OPTAVIA** Community, there are so many like-minded, like-hearted people you can connect with who have been through the journey you are about to embark on. There are many inspirational stories of lifelong transformation by simply adopting one healthy habit at a time.

5 DAILY ROUTINE/HABITS

Speaking of habits, I'd like to ask a few more questions to appreciate a little bit more about your daily routine.

Talk me through a typical week day from first thing in the morning to the last thing at night.

WHAT TIME DO YOU TYPICALLY WAKE UP? _____

HOW DO YOU FEEL UPON WAKING? _____

WHEN DO YOU HAVE YOUR FIRST MEAL? _____

WHEN AND WHAT DO YOU EAT THROUGHOUT THE DAY, INCLUDING DIETARY PREFERENCES AND RESTRICTIONS? _____

HOW MUCH WATER WOULD YOU SAY YOU DRINK? _____

WHAT OTHER BEVERAGES DO YOU DRINK? _____

AND WHAT ABOUT THE WEEKENDS? _____

WHAT DOES A TYPICAL WEEKEND LOOK LIKE? _____

HOW OFTEN WOULD YOU SAY YOU EAT OUT? COOK AT HOME? _____

AT WHAT TYPE OF RESTAURANTS? _____

TYPICALLY, AMERICANS SPEND BETWEEN \$15 - 20 PER DAY ON FOOD. HOW MUCH DO YOU BELIEVE YOU SPEND? _____

HOW WOULD YOU DESCRIBE THE QUANTITY AND QUALITY OF SLEEP EACH WEEK? _____

AND HOW WOULD YOU DESCRIBE THE QUALITY AND QUANTITY OF ANY EXERCISE YOU DO EACH WEEK? _____

WHAT DO YOU DO FOR WORK? _____

HOW WOULD YOU DESCRIBE YOUR STRESS LEVEL ON A SCALE OF 1 - 10? (1 IS LOW AND 10 EXTREMELY HIGH) _____

HOW WOULD YOU DESCRIBE YOUR ENERGY LEVEL ON A SCALE OF 1 - 10? (1 IS LOW AND 10 EXTREMELY HIGH) _____

ONE FINAL QUESTION, ON A SCALE OF 1 - 10, HOW READY ARE YOU TO DO WHAT IT TAKES TO IMPROVE YOUR HEALTH AND REACH YOUR HEALTHY WEIGHT AND OTHER GOALS? _____

Let me share what I now understand about your daily routine. When it comes to your typical... [SUMMARIZE], when it comes to your sleep and exercise... [SUMMARIZE], when it comes to your work... [SUMMARIZE], when it comes to your stress and energy... [SUMMARIZE].

7 WELCOME & NEXT STEPS

Now you've had a chance to talk that through a little bit, I believe this program could be a great fit for you. I would personally love to welcome you to **OPTAVIA™**. In just a few days from now, you could be enjoying your **OPTAVIA** program.

There are two ways we can get started. On the phone right now or I can send you an email with a digital brochure and video that recaps what we talked about. It's up to you where we go from here.

8

IF NOT YET - I appreciate that you may need to think about this a little bit, so my email and brochure with further information may help. Experiencing our community first hand is also an option and I'd love to include you in that.

Thank you for your time and interest, and it would be my pleasure to welcome you to **OPTAVIA** at some point soon.

Date to Follow-Up:

IF YES - right now - Fantastic! Welcome to **OPTAVIA!**
Let's get on the phone or go to my website - you'll just need your mailing address and a credit card number. [Get them started with their first order.
9 Anyone in your life that you want to get healthy with? More fun with a friend!]

Type of Kit Selected: _____ Date Kit Ordered: _____

10 THEN - PAY IT FORWARD
Your transformation towards achieving your healthy weight will happen pretty fast and people will be curious. You can refer those people to me and receive a \$25 referral bonus towards your Fuelings for every person you refer. However, many people prefer to be coached by friends and family, so you can learn more about the **OPTAVIA** coaching opportunity yourself and pay your transformation forward.

11 IF INTERESTED IN HELPING OTHERS. JOIN OUR MISSION!
Achieving a healthy weight is a catalyst for other, bigger changes that people want to make in their lives. Living a bigger life, and what that means to you, will be even easier when you are free of financial stress and have the freedom to do what really matters to you. Our **OPTAVIA** coaching business gives people the opportunity to achieve optimal wellbeing through the combination of a healthy body, a healthy mind and healthy finances.

12	DATE	DESCRIPTION	NOTES
Journey Kick-Off Call			
Day One Check-In Call			
Day Two Check-In Call			
Day Three Check-In Call			
Day Four Check-In Call			
Day 7 Check-In Call			
Week 2 Check-In Call #1			
Week 2 Check-In Call #2			
Week 3 Check-In Call			
Week 3 Check-In Call #2			
Week 4 Check-In Call			
Week 4 Check-In Call #2			
Weekly Check-In Call			
Weekly Check-In Call			