



# “GETTING THE WORD OUT” OUTLINE

## OVERVIEW

One method for acquiring more Clients and Health Coaches is simply to “*get the word out*” about what you are doing. This approach is simple, conversational, and follows a natural flow where you ask your candidate if they would be interested in learning more about what you are doing, sending them information, and then following up.

## CALL FLOW

- Opening and introduction
- Your story
- Call purpose and requests
- Close

## OPENING AND INTRODUCTION

“Hi Susie...This is \_\_\_\_\_. How are you?”

“I have a quick question...do you have a minute?” (YES)

“Do you want to hear something exciting?” (YES)

(YES)

## YOUR STORY (TELL BRIEFLY WITH AUTHENTIC EMOTION)

EXAMPLE: [Creating Your Story](#)

SAMPLE SCRIPT 1: “I struggled with weight/health issues my entire life and had gotten hopeless. I felt like nothing I did helped, until I found this program. I am being transformed from the inside out and this is like nothing I’ve ever experienced. I have lost (X ) ...and have more energy than I can remember having!”



**SAMPLE SCRIPT 2:** “I can’t believe it! I have found a program that helped me lose (X) but more importantly it is fun and I have the support of a personal Health Coach. It’s an amazing group of people committed to learning and getting healthier together ....so I want to do it. I am becoming a different person from the inside out...and not just physically.”

#### CALL PURPOSE AND REQUESTS

“I am now helping other people to be healthy as well. I want to get the word out about this program. It has made such a difference for me. You know people I don’t...and I am so passionate about wanting to help as many people as I can...Here’s what I am asking...”

“May I send you some info about what I do?” [YES]

“While you’re looking at the info, if you think of someone who (is struggling with their weight, is diabetic, would like to be healthier, wants to have better eating habits, struggles with low energy, etc. )....**if appropriate**...would you be willing to forward the link to them as well?” [YES]

“Great! Thank you. Can I give you a quick call tomorrow to make sure you got the info and to see if you have any questions? “

*[Set the follow up time, and put it in your calendar.]*

“Thanks so much. That’s all I need. What’s the best email address for you? *[Get email address]* Would it be okay if I kept you updated on how things are going with my program?” [YES]

“And hey...are you on Facebook? Let's connect there, too. “

#### CLOSE

“Thanks for your help!”

#### FOLLOW UP WITH A “THANK YOU” EMAIL

- Send them an email with either your before/now picture OR someone you know. Include the short story with it.
- Make sure to include your contact information (phone number link to your “I Choose Optimal Health” website)



- You could also send them an email that briefly explains the 4 components of our system and share what you offer them as a Health Coach.
- You could also send a short video of you sharing your own success story and share what the plan has done for you.
- You could also send the Video with Dr JC Dornick that shares more of the details of the Optavia System - <http://ExploreOptimalHealth.com>
- Check with your business coach on what they might recommend you share with your friends and family to awaken them to wanting to Explore how Optavia can benefit them and others they care about

### SAMPLE "THANK YOU" EMAIL

**Thank you so much for helping me spread the word about what I am doing!**

{Your story here...}

Our program is based on learning **daily habits** that help shape our health. Every person has a free, personal Health Coach who guides them through the program. We also have healthy eating plans, including a kick-start weight loss plan that is safe, proven, and effective.

If you know anyone who needs help with health, please pass along my information!



I would love to connect on Facebook, please friend me here:

{insert your Facebook link here}

Sincerely,

{Name}

{Phone}

{Email}

\*Average weight loss on the Optimal Weight 5 & 1 Plan® is 12 pounds. Clients are in weight loss, on average, for 12 weeks.

*[Note: Include 1 or 2 Before/After photos if available (be sure to include the above disclaimer.)*

**For the most current disclaimers, visit:**

<https://coachanswers.optavia.com/help/program-claims-disclaimers>