

GROUP WELLNESS- 6-WEEK CHALLENGE

ALL YOU NEED TO DO



SELECT A START DATE

We do the rest

MARKETING MATERIALS

Marketing emails, flyers
and social media

SIGN UP PORTAL

Online sign-up and
scheduling portal

WELCOME EMAIL

Clear communication
from day 1

THREE 1-ON-1 MEETINGS

Personalized attention

BIOMETRIC SCREENINGS

Scale and non-scale
victory tracking

FOUR SEMINARS

4 x 30 minute seminars for
success and education

DAILY HABITS

Personalized mobile app
for communication and
accountability

WEEKLY POINTS & PRIZES

Group accountability via
communication and
challenges

WEEKLY CHALLENGES

Simple mini challenges
to enhance
accountability

PERSONALIZED SUPPORT

Online sign up portal and
client scheduler provided

ONGOING SUPPORT

Success beyond the
challenge

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12thStateNutrition.com



Client Reviews...

" I completed a 6 week challenge with HSN and it was the best decision that I have ever made!! I am so so grateful for this challenge as it has boosted my energy levels, improved my sleep and stress levels, and it got me to eat more veggies!! I am not much of a veggie eater and I'm finding that I'm eating them more, even for breakfast! The nutritionist, Chris E was very helpful, knowledgeable, and easy to stay in contact with throughout the 6 weeks! Thank you HSN and Chris for providing me with more knowledge about nutrition 🥰 "

" What a great experience working with 12th State Nutrition! A big shout out to Chris Eschbach who is a fantastic coach, and is really engaged with his clients! Chris, and this program, make it easy with common sense tips on how to not only eat healthier, but improve your overall wellbeing to help you achieve living your best life! I would highly recommend!! "

" Chris from 12th State Nutrition was amazing, and the six-week challenge was just as great. He made everything simple and achievable, but what really stood out was how he kept me accountable in the kindest way possible. Being part of a group added another layer of accountability, which has always been my biggest struggle when trying to maintain healthy habits. I highly recommend this to anyone starting their health journey. I feel so much better! "



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Group Program Offerings

- **Group Wellness Challenge (6-weeks)- Build a Foundation**

- All marketing materials and administrative tasks handled by 12th State Nutrition
- Holistic focus: Nutrition, Movement, Sleep, Stress
- Individualized: Initial, midway, final 1:1 meetings (virtual)
 - Biometric analysis (in person): Initial and final
- Group Engagement
 - Four seminars (Kickoff, Week 2, Week 4, final)
 - Points for completing habits in the app
- Daily and weekly engagement
 - Personalized App with goals/tracking daily
 - Weekly personal communication via the app
- Final wrap up seminar

- **Beyond the challenge**

- Ongoing group support (8-week blocks)
 - Ongoing access to the personalized app
 - Group specific focus: Continued Holistic focus
 - Individualized: Monthly 1:1 meetings
 - Group Engagement
 - Monthly seminar/group video conference
 - Points for completing habits in the app
 - Daily and weekly engagement
 - Personalized App with goals/tracking daily
 - Weekly personal and group communication via the app

- **Individual Nutrition Coaching**

- Partnership based approach
- Initial hour-long discussion
- Nutrition app for daily accountability and communication
- 2 x Weekly check ins
- Monthly face to face planning and goal evaluation with body composition analysis
- Education, accountability and support

