



**Here's a list of the things you'll need to do and be aware of as you get started. Be sure to ask your Training Coach about ordering your Business Kit.**

Print out:

A copy of [Sharing the 4 Components](#) (pages 2 - 5)

A copy of the [Contact List](#) (page 6 of this checklist)

Several copies of the [Health Assessment Form](#) (pages 7 - 10)

## **Connect**

Make a short list of people to invite to a Health Assessment training call with your Training Coach

## **Share**

Schedule Health Assessment training calls with your Client Candidate and Training Coach

Take part in the Health Assessment training calls with your Training Coach and Candidates

Debrief with your Training Coach right after your Health Assessment training calls

As needed, schedule follow-up calls with Client Candidates to see if they're ready - and then organize your tracking system as needed

## **Coach**

Set up your OPTAVIA website and your W9/OPTAVIA Pay

Help your Client place their first order and send them the Welcome Message with links to resources and reference information

Confirm the arrival of your Client's fuelings and your Client's first day

Check in with your Client daily on Days 1-4

Check in with your Client as needed on Days 5-6

Check in with your Client on Day 7 and schedule time for their Week 1 Celebration Call

Encourage your Client to open their Lifebook, write their name in it, and begin to explore



# Sharing the 4 Components

**OPTAVIA** is a full program that's different from anything your Client has seen before. Introducing the **4 Components** of the program will help them to understand how changing their habits can lead to optimal health and lifelong transformation.

Here's how you might introduce each of them:

"Our program is designed to offer you lifelong transformation by developing one healthy habit at a time. It isn't about reaching a specific goal, it's about developing the mindset and skills you need to optimize your health. There are 4 components that work together to create a successful plan."

## 1. Your OPTAVIA Coach

"I'll check in with you every day during your first week. Then we'll move to a weekly 5 minute call, but you can reach me as needed."

## 2. Habits of Health Transformational System

"One of **OPTAVIA's** co-founders is Dr. Wayne Andersen. He designed the Habits of Health system to keep your health moving forward. And if you keep track of your health journey in your Lifebook, you'll learn which habits to let go of - and which ones to keep."

### 3. The OPTAVIA Community

"It's important to surround yourself with others who are also moving their health forward. Our community and weekly community calls will help you stay motivated."

"Over time, one of my goals is for you to develop your own local community."

"Trust me, friends and family will notice the changes in you and they'll want to be involved. You can choose to introduce them to me - or partner with me to coach them yourself!"

### 4. Fuelings and programs backed by science

"**OPTAVIA** meals are called Fuelings. They're scientifically formulated with the right balance of carbohydrates, protein and fat, which helps promote a gentle, but efficient fat burning state when on Plan. Other benefits of a fat burning state may include naturally reducing your appetite and hunger while still allowing you to feel sufficient levels of energy all while losing weight."

If your Client is on the 5 & 1 Plan:

"You'll be eating 6 times a day - or every 2 to 3 hours - on your program. And the great news is - you won't need to prepare 5 of your 6 meals! They'll be provided by **OPTAVIA**. The other meal is the 'Lean & Green' meal. You make this meal yourself with 5-7 oz. of cooked lean protein, 3 non-starchy vegetable servings and 0-2 servings of healthy fat, depending on your lean protein choice. You'll also be drinking 64 oz. of water each day.\*"

"I'll be with you for every step of your journey. And when you reach your desired goals, I'll help you transition to a plan that keeps you on track going forward."

If your Client is on a different plan or has specific needs, refer to these guides.  
<https://answers.optavia.com/help/program-guides>

\***OPTAVIA** recommends drinking 64 ounces of plain water each day. Talk with your healthcare provider prior to changing the amount of water you drink as it can affect certain health conditions and medications.

## The Invitation

Once you've explained why the program is so great and how it works, you need to demonstrate the value of **OPTAVIA** in ways that your Client Candidate can relate to.

"Think about how much you spend on food per day. \$15? \$20? \$25? For many people, switching to the program costs about the same - or potentially less - than what they already spend on groceries for themselves. If you think about it, it's really just like swapping grocery stores."

"The approximate cost of the program is ONLY \$3 a meal, and includes your Fuelings, coaching, education and access to our community, all for around \$414 for your first month. And as you continue on the program, it's about \$15 a day. When you start, we encourage you to start with our variety kit to try out our Fuelings. And when you join **OPTAVIA Premier**, you can customize your orders each month and they will be automatically shipped to your door to ensure you don't run out of Fuelings and that you stay in fat burn. You may be eligible for rewards and shipping discounts as you continue on the premier program. So, the only other thing you'll need to buy is the ingredients for your Lean and Green meal."

"I hear what you want to accomplish and am confident that we can help you reach your goals. Are you ready to get started? If you're ready, I'm ready!"

## The Wrap Up

Whatever the outcome of the call is, it's tempting to stay chatting if you know your candidate well. Successful coaches find it's much better to finish strong (along with your Coach if you're on a training call). Make sure you wrap up the call by:

- Showing your appreciation for their time.
- If they're ready to get started: head over to the Coach section for resources on how to help place their order.
- If they're not ready to get started (yet): set up time to reconnect and finish the call.

## Reflective questions

After each Health Assessment, ask yourself:

- "What went especially well?"
- "What could I improve on?"
- "How did I deal with objections or questions?"
- "What did I learn for future Health Assessments?"
- "Am I gaining confidence?"
- "On a scale of 1-5, how ready am I to lead my own Health Assessments?"

## Common questions

During your Health Assessments, your Client Candidate will likely have questions or require further clarification on elements of the program. Stay on track and be ready for the most common ones with these answers:

"It's too expensive."

This is a very common one. Successful answers include:

"It's ok. Some people feel like it's more than what they typically spend per day. But what we've found is that it's worth the investment and you might actually find the overall impact is cost neutral. You may not in fact be spending any more than you were before."

This approach can often reveal the real reason for their reluctance. If cost is still a problem, try asking:

"If money wasn't an issue, would you be ready to get started now?"

"I need more information to make a decision."

"No problem! What extra information can I provide or clarify?"

Just like cost-related objections, this will reveal the gap that you'll need to try and close.

"I need to talk to my spouse."

"Can you think of anything else that would be helpful to share with them?"

This will often reveal the real reason for their reluctance, which will almost certainly be cost or information related - see above.

**For almost any objection:**

"You know, I had another Client that said the same thing. They felt that (restate the objection), but what they found was (state the favorable outcome)."

## Contact List

Please take some time to make a list of the individuals that you would like to introduce to **OPTAVIA®**. These may be people you already know well, or those you would like to get to know a little better. They may be in need of a healthy Community, ready to embark on their road to optimal health or simply looking to create their best life!

NAME	PHONE #	EMAIL	CONTACT DATE	NOTES

Reach out, connect, and update this list daily. Your transformation is an inspiration to others!

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

CLIENT ID NUMBER: \_\_\_\_\_

PREFERRED METHOD OF CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_

*"It's great speaking with you today and I'm excited to see if I can assist you with your goals. Before we can determine if one of our Programs is right for you, I'd like to ask you a few questions to learn about you and your health goals. Does that sound good?"*

**STEP 01: AWAKEN**

**1** *I would love to hear what you would like to accomplish with your health. (Weight loss, improved sleep, better response to stress, etc.)*

**2** *What is your main motivation for wanting to make changes to your health? (Relationships, activities, how you will feel, etc.)*

**3** *Can you tell me about a time in your life when you were healthier? What has changed between then and now?*

**4** *Tell me about your health: Do you have any allergies or medical conditions that could influence which Program we choose?\**

\*Reminder: We recommend that Clients contact their healthcare provider before starting and throughout their weight loss journey.

**5** *Are you Pregnant?*  YES  NO *Are you nursing?*  YES  NO *If yes, how old is your baby?* \_\_\_\_\_

**6** *Are you taking any medications for:*

- Diabetes
- High Blood Pressure
- Lithium\*
- Thyroid<sup>†</sup>
- Coumadin (Warfarin)<sup>‡</sup>
- Other medications:

**7** *Do you have the following:*

- High Blood Pressure
- Diabetes Type I
- Diabetes Type II
- Gout
- Gluten Intolerance or Sensitivity
- Soy Allergy or Intolerance
- Food Allergies
- Other

**8** *Now that you've shared some of your current health goals, I want to give you a quick idea of what is possible.*

**Share YOUR story (or someone else's).  
Take 90 seconds or less to share the pieces of your story or a Client's story that will connect with this person.**

\*Lithium: The healthcare provider may wish to adjust frequency of lab work for the Client and monitor.

<sup>†</sup>Thyroid Medications: The healthcare provider may wish to monitor thyroid hormone levels while the Client is on the Program and adjust medication.

<sup>‡</sup>Coumadin (Warfarin): The healthcare provider may wish to review food choices, conduct lab work and/or adjust medication.

**Remember:** If a Client answers affirmatively to any of the questions to the left, consult the **'Health Assessment Guidelines: OPTAVIA Program Considerations'** page before suggesting a Program.

## STEP 02: DAILY ROUTINE & HABITS

### SLEEP & ENERGY

How many hours of sleep do you get in a typical night? \_\_\_\_\_

How would you describe the quality of your sleep? \_\_\_\_\_

On a scale of 1-10, what is your energy level throughout the day? \_\_\_\_\_

### MOTION

How would you describe the quantity & quality of the activity you do each week? \_\_\_\_\_

How many hours a day do you sit? \_\_\_\_\_

How many days a week do you exercise? (0 - 7 days) \_\_\_\_\_

What types of physical activity do you enjoy? \_\_\_\_\_

### MIND

On a scale of 1-10, how fulfilled are you? \_\_\_\_\_

On a scale of 1-10, how much do you worry? \_\_\_\_\_

What area of your life tends to be the biggest stress for you? \_\_\_\_\_

What do you do for work? \_\_\_\_\_

On a scale of 1-10, how much do you enjoy what you do? \_\_\_\_\_

### FOOD & HYDRATION

How many meals and snacks do you eat per day? \_\_\_\_\_

When do you eat your first meal of the day? \_\_\_\_\_

How many times a week do you eat out? And where? \_\_\_\_\_

How many ounces of water do you drink per day? \_\_\_\_\_

Do you drink other beverages? Coffee, soda, alcohol, tea, etc. \_\_\_\_\_

If so, how often and how much? \_\_\_\_\_

### WEIGHT MANAGEMENT

Are you comfortable sharing your age? \_\_\_\_\_

How tall are you? \_\_\_\_\_

How much do you currently weigh? \_\_\_\_\_

What would you consider to be a healthy weight for you? \_\_\_\_\_

Have you tried to lose weight in the past? \_\_\_\_\_

What has been difficult for you about losing and maintaining weight? \_\_\_\_\_

### SURROUNDINGS

On a scale of 1-10, how healthy would you rate your surroundings? \_\_\_\_\_

(Does this person have healthy and active friends, supportive family, keep junk food in the house, etc.) \_\_\_\_\_

Is there anyone in your life who would like to get healthy with you?

Is there anything else you think I should know about your health?



Thank you for sharing, now I'd like to tell you how our Program could help you achieve your goals.

**NEXT STEP:** Refer to the 'Health Assessment Guidelines: Sharing Script'

## CLIENT TRACKING INFORMATION:

HOW DID WE MEET?	
LEAD	REFERRAL OF:

### STARTING WEIGHT:

GENDER:		AGE:	
CURRENT WEIGHT:		CURRENT BMI:	
DESIRED WEIGHT:		DESIRED BMI:	
HEALTHY WEIGHT RANGE:			
HEALTH ASSESSMENT DATE:			
ORDER DATE:		START DATE:	

ADDRESS:	
CITY/STATE/ZIP:	
TIME ZONE:	

### COACH CHECKLIST:

- RECOMMEND CLIENT CONSULT THEIR HEALTHCARE PROVIDER BEFORE STARTING A PROGRAM
- CONFIRM RECEIPT OF CLIENT'S WELCOME EMAIL (BEFORE & AFTER, MEASUREMENTS, AND GUIDE)
- SEND FRIEND REQUEST VIA FACEBOOK, ADD TO FACEBOOK SUPPORT GROUP, AND WELCOME THEM
- SEND JOURNEY KICK-OFF VIDEO, & CONFIRM VIDEO WAS VIEWED BEFORE YOU HAVE A BRIEF NIGHT BEFORE CONVERSATION
- ADD CLIENT TO YOUR NEWSLETTER
- SET UP DAILY SUPPORT MESSAGES (VIRTUAL OR TEXT)
- INVITE TO WEEKLY SUPPORT CALLS
- TEACH CLIENT ON HOW TO REFER OTHERS
- SEND OPTAVIA PREMIER ORDER VIDEO WHEN 7 DAY REMINDER EMAIL COMES

### COACH TIPS:

As your Client begins their journey to optimal wellbeing, they may feel hungry, tired, or irritable as their body adjusts to a new way of eating. While adjusting to intake of a lower-calorie level and diet changes, some people may experience temporary lightheadedness, dizziness or gastrointestinal disturbances.

When speaking to your Clients, here are a few additional tips to make the adjustment period easier into fat burning for your Clients.

#### You can remind them to:

- Download and use the Habits of Health® App to track their Fuelings and water intake.
- Stay hydrated with water.\*
- Consider choosing a start date when you don't expect any social food-centered events.
- Stay busy.
- Approach their health journey, one day at a time.
- Open up *Your LifeBook*, put your name in it & read the introduction, once in a fat burning state.
- Avoid temptations, and stay focused on your health goals.
- Sip on 1 cup of broth or eat 2 dill pickle spears (as needed in the first few days). **\*If Client has no sodium restrictions.**
- Wait to start exercising for 2 - 3 weeks on the Optimal Weight 5 & 1 Plan®.

\*We recommend drinking 64 ounces of water each day. Talk with your healthcare provider prior to changing the amount of water you drink as it can affect certain health conditions and medications.





# HEALTH ASSESSMENT: CLIENT CHECK-IN TRACKER

Make sure to call your Client during the first week per the schedule below!

## REMEMBER TO CONTINUE TO CHECK-IN WITH YOUR CLIENT FROM DAY 7 ONWARD \_\_\_\_\_

Please use the following pages to continue your check-ins. Confirm a weekly check-in day. S M T W T F S

Ask them: "Have you shared your success with anyone? Are people asking you about your transformation?"  
 When that happens, you can refer those people to me and receive "X" (if you choose to do a referral program on your own to thank people for referrals, please discuss with your Business Coach). Or, because people often prefer to be coached by their friends and family, you may want to consider Coaching them yourself. A significant percentage of our Coaches were Clients first who became healthy and then decided to "pay it forward."

	DATE	NOTES:
JOURNEY KICK-OFF CHECK-IN		
DAY ONE CHECK-IN		
DAY TWO CHECK-IN		
DAY THREE CHECK-IN		
DAY FOUR CHECK-IN		
DAY SEVEN CHECK-IN		

### TIPS FOR WORKING WITH NEW CLIENTS:

- 1 Place their completed Health Assessment in **Section 2 - 'New Clients'** folder.
- 2 Make sure you have your weekly check-ins with your New Clients, discuss their Health Assessment with them and make a note of their progress.
- 3 Set a Client Support day during the week and graduate all Week 1 - Clients to that day's schedule moving forward.
- 4 Once a Client has been on their Program for one month, move them to **Section 3 - 'Active Clients'** folder.

WEEK 2 CHECK-IN		
CHECK-IN		
WEEK 3 CHECK-IN		
CHECK-IN		
WEEK 4 CHECK-IN		
CHECK-IN		

	DATE	NOTES:
WEEK 5 CHECK-IN		
CHECK-IN		
WEEK 6 CHECK-IN		
CHECK-IN		
WEEK 7 CHECK-IN		
CHECK-IN		
WEEK 8 CHECK-IN		
CHECK-IN		
WEEK 9 CHECK-IN		
CHECK-IN		
WEEK 10 CHECK-IN		
CHECK-IN		
WEEK 11 CHECK-IN		
CHECK-IN		
WEEK 12 CHECK-IN		
CHECK-IN		

**CONTINUE CHECK-INS WITH YOUR ACTIVE CLIENTS TO ASSIST THEM ON THEIR JOURNEY THROUGH OUR HABITS OF HEALTH® TRANSFORMATIONAL SYSTEM.**

**Blank 'Client Check-In Trackers' are available for download on [COACHANSWERS.OPTAVIA.COM](http://COACHANSWERS.OPTAVIA.COM)**