Sample Text Message Challenge Invitation and Follow Up System

Step #1 (send this txt to everyone you want to connect with):

“Got 5 min. to chat now or (insert dates/times you’re available). I got some exciting news to share w/ u but need to chat before (date/time)!” (Insert your first last name if applicable)

(Confirm appointment before giving lots details. Keep them in suspense and curious until appt. is confirmed)

Step #2 (send follow up txt after they confirm):

“Running short on time. I’ll explain more when we talk. Super excited! Looking FWD to your feedback.”

Step #3 (During appt.):

“Thanks for taking the time to chat! How have you been? How is your family (or have you talked to <insert mutual friend’s name> lately)? How’s work (or your business going)? What are you (the kids) doing for fun nowadays?”

SHARE YOUR 1-2 MIN. STORY... (Be brief and try to cover the basics listed below in under 2 min.)

- Past problems/symptoms/feelings you experienced
- Program process (simple nutritional plan, structured lifestyle coaching system, safe program with lots of support from a personal health coach and a host of others inside a virtual support clinic)
- Present progress (lbs./inches lost, habits/health gained, be specific on what you’re excited about)

“I am now helping other people to be healthy as well as a Certified Health Coach. I want to get the word out about an upcoming 6 Week Health Challenge and our Personal Health Coaching Program. Getting healthier has made such a difference for me and I know you know people I don’t so what I am asking is this... May I send you some info about our upcoming challenge and what I do as a health coach?”

If connection says “YES!” and shows an interest in what you’re doing by asking a question respond with...

“I’d love to share more about our program and upcoming challenge. Are you interested in getting healthier?”

Proceed with Client Profile questions i.e. “On a scale of 1 to 10 with 10 being optimal, how healthy would you say you are today? Why did you give yourself a “number”? Find out what they want, why and the barriers they face and then present the program and challenge as the solution!

If connection says “YES!” and DOES NOT ask any questions continue on by saying...

“While you’re looking at the info, if you think of someone who is struggling with their health and may be interested in getting healthier.....would you be willing to forward the link to them as well?”

(Connection says “YES!”)

“Ok...Thanks so much. That’s all I need. What’s the best email address for you? And hey...are you on Facebook? Let’s connect there...I love having friends on FB. (If not...then say...would it be ok if I kept you updated on how things are going with my coaching business?). Thanks for your help!”
Step # 4 (SEND THANK YOU EMAIL SCRIPT)

Hey Kim!

It was so good to talk to you! Thank you so much for helping me spread the word about what I am doing! Attached is my before and after photo showing my health transformation after I accepted the challenge to get healthier and did the coaching program for X months.

“6 Week Health Challenge” details are at (link) It starts (date) but participants can register as early as (date) to get a jumpstart on their healthy lifestyle goals! Participants can do the group challenge for only $(amount) in addition to our personal health coaching program (and the healthy meal plans it provides) or they can do their own eating plan.

Our personal health coaching program is based on learning daily habits that help shape our health for life and every client receives a personal health coach (me) who guides them through the program. See more details on the coaching program at www.yoursitename.ichooseoptimalhealth.com.

P.S. Results are more predictable with the personal health coaching program due to the medical design of the meal plans, accountability and personal support it provides, but individuals can choose what’s right for them (6 Wk. Challenge, Personal Coaching Program or both. I’ll follow up with you shortly to confirm you got this email and to answer your questions.

(Health Coach’s First and Last Name)
Independent Health Coach #(INSERT YOUR COACH ID HERE)
Phone: (INSERT YOUR PHONE NUMBER)
Email: (INSERT YOUR EMAIL HERE)
Website: www.YOURSITENAME.ichooseoptimalHealth.com

(NOTE: If you don’t have a weight loss story, use a before and after photo from www.optimalhealthphotos.com and tell others they are a successful client of your coaching program).

Step #5 Follow Up –

Text #1: “R u (or anyone u know) interested in joining me in the 6 Wk. Health Challenge and/or our Coaching Program? Got a minute to catch up? I need to confirm my team roster by (date/time).”

Text #2: (Send email with more details) “Did you get my email with the invite to a 6 wk. health challenge and coaching program details? There’s a (Enter amount) team prize and (enter amount) in the Challenge pool for winnings. Let’s WIN it! Starts on (enter date) and goes for 6 wks. You can do your own nutrition plan or follow ours for more predictable results. Got a minute to catch up?

Call: “Hey (name)! Got 2 minutes? Did you get my email with the invite to a 6 wk. health challenge and coaching program details? Are you interested (or do you know of anyone interested)? I need to complete my team roster before (enter date) and I wanted to confirm with you first.”

Facebook msg Email Subject line: Last chance to jump in -“Hey (name)! Are you still interested in joining the upcoming 6 week challenge and/or learning more about my health coaching program? I need to complete my Challenge team roster before (enter date) and I wanted to confirm with you first. (List names of team members) are all onboard! I’ve reached out a couple of times but haven’t heard back so I’m assuming you’re not interested. I won’t bug you again! Wish you the best and let me know how I can support you best in the future.”