



Build Your Team Toolkit





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We're beyond excited you've partnered with us for the Whole Life Challenge - and we're committed to getting your community excited and prepared for Day 1 of the Challenge.

Toward that end, we built this toolkit. It contains everything you need to share the WLC message with your team - professionally, quickly, and with a minimum of hassle.

Here are the contents:

- **Promotional Calendar:** What needs to go out and when, with a precise plan for communicating with your team - email, social media, and in-box announcements - all pre-written and ready to go.
- **Email Templates:** All the copy you need, a header image for every email, and subject lines already written. All you have to do is plug it into your favorite email system, and you're ready to send.
- **Social Media Posts:** Post copy and images for your company's Facebook or Instagram account, ready to use.
- **Captain's Posts:** 6 sample Captain's Posts available for the Challenge.
- **Poster:** An easy-to-print Whole Life Challenge poster (8.5" x 11") to put up in your gym, or wherever you think is best.

We're sure you'll find the toolkit useful, and we recommend using it as written. At the same time, no one knows your community like you do, so feel free to alter copy and timing (or add your own elements) if you believe it will create additional excitement around the Challenge.

If you have any questions (or would like some additional support in bringing WLC to your community), just let us know. You can reach us anytime at jenna@wholelifechallenge.com.

Yours in Health,
The Whole Life Challenge Team



Promotional Calendar

STEP 1	Announcement You've registered for the Challenge, and are ready to start building your team.	<ul style="list-style-type: none">• Hang up your WLC poster• Send an email to your community• Post on Social Media
STEP 2	Team Captain Duties	<ul style="list-style-type: none">• Write a Captain's Post• Develop Engagement Raffle Plan
STEP 3	30 Days Out	<ul style="list-style-type: none">• Send an email to your community• Post on Social Media
STEP 4	Early Reg Ends in 3 Days	<ul style="list-style-type: none">• Send an email to your community• Post on Social Media
STEP 5	Pre-Game Huddle	<ul style="list-style-type: none">• Motivate and Educate• "How to Play" Break Down• Q&A Session
STEP 6	Challenge Starts in 3 Days Last Call	<ul style="list-style-type: none">• Send an email to your community• Post on social media

For best results -

Use the materials in this kit and follow the schedule as closely as makes sense. Post to social media and email your community on the same day.



Key Date: Announcement

EMAIL

Subject Line: Whole Life Challenge | An Official Invitation to You!

What if I told you that in 6 weeks you could participate in something that could change you? Actually transform the way you feel on a daily basis, have you achieve a long-sought performance goal, or make that shift in body composition?

That's what we're inviting you to do.

<YOUR GYM NAME> is hosting a Whole Life Challenge team and we want you to play with us.

This isn't just any "challenge." Whole Life Challenge is a program that focuses on 7 Daily Habits: Nutrition, Exercise, Mobility, Hydration, Sleep, Well-Being, and Reflection.

By participating in the Challenge, you will take on practices that might not be part of your current routine. You'll open your mind to new concepts of health, wellness, and fitness. You'll experience the "big picture" when it comes to how you feel and perform.

It will be a challenge, but also an exploration and (for those who make it to the end) an accomplishment.

We know you're up to the Challenge, because we see you getting after it every day in the gym. So, who's in?

How to join our WLC Team:

1. Register for our team by clicking this **<TEAM LINK>**.
2. Create a Whole Life Challenge account.
3. You will then be sent to the registration page to complete the process.
4. Once your registration is complete, you'll be asked to choose your WLC game settings (note: all this information is private). This includes:
 - Location, height, and weight
 - Selecting a WLC Nutrition Level, sleep amount, and water prescription
 - Answering the Quality of Life questions

Once you complete registration, Whole Life Challenge will send you everything you need to hit the ground running. We couldn't be more excited to be hosting this event and can't wait to see all you accomplish over the 6 weeks of the Whole Life Challenge!



Key Date: Announcement

SOCIAL MEDIA POST

Target: Facebook and Instagram

<YOUR GYM NAME> is hosting a Whole Life Challenge team and we want you to play with us!

This isn't just any "challenge." Whole Life Challenge focuses on 7 Daily Habits: Nutrition, Exercise, Mobility, Hydration, Sleep, Well-Being, and Reflection.

It will be a challenge, but also an exploration and (for those who make it to the end) an accomplishment. We know you're up to it, because we see you getting after it every day in the gym! So, who's in?

How to join our WLC Team:

1. Register for our team by clicking <the link below / our profile linkj>.
2. Create a Whole Life Challenge account.
3. You will then be sent to the registration page to complete the process.
4. Once your registration is complete, you'll be asked to choose your WLC game settings.

Once you complete registration, Whole Life Challenge will send you everything you need to hit the ground running.

We couldn't be more excited to be hosting this event and can't wait to see all you accomplish over the 6 weeks of the Whole Life Challenge!

Note to Captains: Make sure to include the hyperlink when you post on Facebook and change your profile link when you post on Instagram.



Key Date: Captain Duties

PRE-CHALLENGE CAPTAIN'S POST

Welcome!

First, give yourself a pat on the back. You're here. You are showing up for yourself in a way that speaks volumes about your character.

A few action items to prepare for this Challenge:

- 1. Print your Nutrition List and stick it to your refrigerator.*
- 2. Clean out your fridge and cabinets. Remove tempting non-compliant foods.*
- 3. Go to the grocery store and stock up on compliant foods.*
- 4. Purchase a water bottle or keep your favorite bottle nearby. This will help you get your daily Hydration points.*
- 5. Do your Phase 2 Self Assessment measurements. Not only will you earn an Indulgence Token, but you'll also create a set of baseline numbers for comparison at the end of the Challenge.*

Preparation is key to success during the Challenge. Good luck to everyone!

RAFFLE PLAN

Keep your players engaged throughout the Challenge with a weekly raffle.

Choose the rules of entry for each raffle. These can be aligned with any of the 7 Daily Habits. The Well-Being Practices are exceptionally well-suited for this. Here are some examples:

- Earn an entry by recording a score for exercise each day this week.
- The Well-Being Practice of the week is "Gratitude for People." Earn an entry by sharing who you are grateful for and why in your daily Reflection.
- Earn an entry for participating in a 10-minute mobilization session at your work or gym a certain number of times a week.

At the end of the week, pull a name and give away a prize.



Key Date: 30 Days Out

EMAIL

Subject Line: Whole Life Challenge | 30 Days Until We Change Our Lives

We are 30 days out from the start of the Whole Life Challenge.

Wait, what's the Whole Life Challenge?

It's a 6-week online and in-your-life game that you will play with the **<YOUR GYM NAME>** Team. This game is designed to help you achieve your body composition, performance, and well-being goals. (That means you can go faster, lift harder, and recover better.)

[Watch this video](#) to see what the Challenge is all about.

Ready to join us? Here's how you do it:

1. Register for our team by clicking this **<TEAM LINK>**.
2. Create a Whole Life Challenge account.
3. You will then be sent to the registration page to complete the process.
4. Once your registration is complete, you'll be asked to choose your WLC game settings (note: all this information is private). This includes:
 - Location, height, and weight
 - Selecting a WLC Nutrition Level, sleep amount, and water prescription
 - Answering the Quality of Life questions

Once you complete registration, Whole Life Challenge will send you everything you need to hit the ground running, including a deep dive into the game rules.



Key Date: 30 Days Out

SOCIAL MEDIA POST

Target: Facebook

We are 30 days out from the start of the Whole Life Challenge. Wait, what's the WLC?

It's a 6-week online and in-your-life game that you will play with the **<YOUR GYM NAME>** Team.

This game is designed to help you achieve your body composition, performance, and well-being goals. (That means you can go faster, lift harder, and recover better.)

Click the link to get signed up: **<TEAM LINK>**

Target: Instagram

We are 30 days out from the start of the Whole Life Challenge. Wait, what's the WLC?

It's a 6-week online and in-your-life game that you will play with the **<YOUR GYM NAME>** Team.

This game is designed to help you achieve your body composition, performance, and well-being goals. (That means you can go faster, lift harder, and recover better.)

Click our profile link to get signed up!

Note to Captains: *Make sure to change your profile link when you post on Instagram.*



Key Date: Early Reg Ends in 3 Days

EMAIL

Subject Line: Whole Life Challenge | What do you have to lose?

A few weeks back, I asked you to take part in the Whole Life Challenge, a 6-week program designed to optimize your health and performance in a way you've never taken on before.

If you've already registered: Congrats. I can't wait to see all you achieve.

If you haven't registered: I want to ask you a question.

What do you have to lose?

Stop for a moment to consider the things you don't have right now that you'd really like to have:

A performance goal.

A weight-loss goal.

A less-stress-on-a-daily-basis goal.

Achieving even one of those would be well worth 6 weeks of your life.

So, I invite you to consider that participating in the Whole Life Challenge could help you progress toward any and all of these things.

Plus, your teammates will be there to support you. We're in this together.

Click here to register: [<TEAM LINK>](#).



Key Date: Early Reg Ends in 3 Days

SOCIAL MEDIA POST

Target: Facebook and Instagram

If you've already registered for the Whole Life Challenge, we can't wait to see all you achieve.

If you haven't registered, we want to ask you a question:

What do you have to lose?

Consider the things you don't have right now that you'd really like to have:

A performance goal.

A weight-loss goal.

A less-stress-on-a-daily-basis goal.

Achieving even *one* of those would be well worth 6 weeks of your life. Participating the Whole Life Challenge could help you progress toward any and all of these things.

Plus, your teammates will be there to support you. We're in this together.

[Click the link below / Click our profile link] to register!



Key Date: Pre-Game Huddle

HOSTING INFO

Bring your community together for a "Pre-Game Huddle" to energize and educate your team on the Whole Life Challenge. A successful Pre-Game Huddle will have these three elements:

1. Motivate and Educate

This should be a fun event where everyone can get together to discuss their excitement about starting the Challenge. The time for community and team-building starts now!

2. "How to Play" Break Down

- Walk through the "Quick Start Player Guide" together. It's a short document that will get everyone up to speed on game rules.
- Make sure everyone knows how to access the game. They will first need to register for the game on play.wholelifechallenge.com (via the Team link you will supply). Once registered, they can play from an iOS App, Android App, mobile browser, or desktop browser.
- It's our experience that new players find Nutrition to be the most overwhelming habit. For this reason, we developed a library of WLC-Compliant recipes on our blog and a series of free eBooks. For tons of easy and compliant recipes, direct your players to:

<https://www.wholelifechallenge.com/e-books/>

3. Q&A Session

Allot enough time for a question and answer session. Feel free to reach out to us directly for any questions you may not know the answer to yourself. Preparing your players sets them up for a successful Challenge.

Want to Level Up?

Consider hosting a Kick-Off Event where your team members complete their preliminary assessment together. This could include a station for the taking of body measurements, one for completing the fitness measurement, and a final one for taking the "before" photo.

After the assessments are complete, turn the event into a party that includes compliant hors d'oeuvres. This will bring your group together and get them excited for the start of the Challenge.



Key Date: Challenge Starts in 3 Days

EMAIL

Subject Line: Whole Life Challenge | 3, 2, 1, Go!

In just a few short days, we begin the Whole Life Challenge.

And we hope you'll join us.

By Saturday, you'll be focused on your nutrition, exercise, and sleep. You'll stretch, hydrate, and try the week's Well-Being Practice.

A few days after that, you'll begin to feel the effects:

More energy.

More living in the present.

And a sense of that you can absolutely own your health.

And in two weeks you'll feel the secondary effects:

More productivity at work.

More loving at home.

And sleeping like a teenager every night of the week.

And in six weeks, you'll know what we knew all along:

That you can take control of your health, performance, and happiness.

(And you'll never go back to the way things were.)

Register for our team by clicking here: [<TEAM LINK>](#).



Key Date: Challenge Starts in 3 Days

SOCIAL MEDIA POST

Target: Facebook and Instagram

In six weeks, you'll know what we knew all along:

That you can take control of your health, performance, and happiness.

(And you'll never go back to the way things were.)

Register for our team by clicking [the link below / our bio link].



Captain's Post: Week 2

EXERCISE & MOBILITY

Hey Team!

Welcome to Day 8 of the Challenge. I'm proud of you for sticking with it and hope you're learning a ton about yourself.

Today, I am sharing one of the simplest things I do to make sure I get my Exercise and Mobility Points, and I hope it helps you, too.

1. I plan the coming week's exercise in advance (and in writing). I dedicate a specific time to each session.
2. I put my exercise "appointments" in my Google Calendar.
3. I do mobility immediately after working out.

The benefits of planning:

1. I always know what I'm going to do and when I'm going to do it, so there's no thinking required on the day of execution.
2. It becomes an "appointment" rather than something I have to do "when I have time."
3. I can be disciplined about consistency in my training, which is the number one thing it takes to get actual results.

The benefits of doing mobility right after exercise:

1. It has a bigger effect when your muscles are warm.
2. You never "forget" to do mobility. "Exercise, then mobilize" becomes a habit.

Give it a shot, and let me know if you have any questions.



Captain's Post: Week 3

GET BACK ON TRACK

Hi Team! The goal of the WLC is "progress, not perfection." Which means we all inevitably have some off days. So, today, I'm sharing the ways I get back on the straight and narrow after missing a day or two (or five) of the Habits.

Method 1: One Perfect Day

Wake up in the morning with the objective of nailing EVERYTHING for 24 hours. Drink your water, exercise, stretch, eat perfectly, sleep, do the Well-Being Practice, and write your Reflection. This works for a few reasons. First, I've ceased my non-compliant behavior. Second, doing everything well will kick off a virtuous cycle of wanting to do everything well again tomorrow. Third, I'm focused on today (rather than all the remaining days of the Challenge), making it easier to see my success.

Method 2: Remember Why (in Writing)

When you started the Challenge, you did so for a reason. Recalling that reason can help you rededicate yourself. This morning, I wrote my goal on a sticky note and put it on my computer monitor. Now, I've got a reminder as to why I'm sticking with this for 6 weeks – and a daily poke to keep things on track.

Method 3: Make it Public

Here's my goal: **<INSERT GOAL HERE>** By making this public, I'm more likely to stick with it. I'm also going to share about my progress every day in my Reflection. This way I create accountability and get support from all of you. If you're into this idea, make your goal public and then update us on how it's going in your daily Reflection.

I hope these methods help you – and if you have a strategy you'd like to share, I'm sure the team would love to hear it!



Captain's Post: Week 4

MUST-READ ARTICLES

Hey Team! Welcome to Week 4 – we're over halfway there!

I want to celebrate by sharing some of the most important information published by the Whole Life Challenge. Each of these five articles has a single aim – dispelling the myths that surround food, health, and weight loss. Check them out and let me know if you have any questions. Or just start a discussion here in the Communications Feed!

6 Nutrition Myths the Fitness Industry Has Sold You

<https://www.wholelifechallenge.com/6-nutrition-myths-the-fitness-industry-has-sold-you/>

The Myth of Weight-Loss Shows (And How to Actually Succeed)

<https://www.wholelifechallenge.com/the-myth-of-weight-loss-shows-and-how-to-actually-succeed/>

3 Lies of Fitness

<https://www.wholelifechallenge.com/the-3-lies-of-fitness>

Strength Training for Women: 9 Things That Bust the Myths

<https://www.wholelifechallenge.com/strength-training-for-women-9-things-that-bust-the-myths/>

Why Cutting Calories is One of the Worst Things You Can Do for Weight Loss

<https://www.wholelifechallenge.com/why-cutting-calories-is-one-of-the-worst-things-you-can-do-for-weight-loss/>



Captain's Post: Week 5

3 QUESTIONS

Hey Team! Welcome to Week 5 – We're almost there!

With only 14 days left, it's not too late to start envisioning "Life After the WLC." Begin by asking yourself these questions:

1. How am I going to bring the 7 Daily Habits into my "normal" life after the Challenge ends?
2. Which Habits are most important for me to continue and which am I okay with letting go?
3. How can I make choices that aren't as strict as the Challenge but still keep me progressing?

Here are some practices the Whole Life Challenge suggests to keep your healthy vibe going:

1. Worry less about exact adherence to the Nutrition guidelines, but establish some core rules for yourself. For example: no candy, no soda, no dairy, no added sugar, limited booze, etc.
2. Stick with Hydration. Keep that water bottle handy!
3. Continue to work out everyday, even just for 10 minutes. Keep it fun: walk the dog or hike with a friend. Do your best to follow your workouts with some mobility.
4. Make a sleep commitment, even if it's more flexible than in-Challenge times.
5. Choose one Well Being Practice to integrate into your life.

Which Habits are you going to keep after the Challenge? Reply and let everybody know!



Captain's Post: Week 6

FINAL REFLECTION

Hey Team! I want you to know how proud I am of what you've achieved over the last six weeks. The Whole Life Challenge is not easy, and I know you've worked hard. Thanks for being part of our team!

If your experience was anything like mine, you've seen some great weeks (and some not so great). You built solid habits and felt what true health can be like on a day-to-day basis. Hopefully, you even learned something about yourself and your relationships.

As we reach the end of the Challenge, there will be just a few more things to do. These will help you recognize what you've achieved and make a plan for the future. And they'll definitely keep you motivated in the break between Challenges.

Find a quiet space and spend 10 minutes with a notebook and pen. Journal about the following questions:

- Which habits did you have the most success in changing?
- Which Well-Being Practices made you feel the best?
- What did you learn about your own behavior?
- What is the most important Habit for you to continue during the break?

When you're done journaling, visit your Whole Life Challenge Profile and enter your "after" measurements (if you took preliminary ones), take an "after" photo, and complete the Self Assessment.

While the physical changes can be awesome to see, the Self-Assessment will show you how far your attitudes have come and what you've achieved. I found my results surprising and motivating (even though my daily Challenge scores weren't perfect).

Feel free to reply and share what you learned from playing the Challenge!