



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 by the office coffee maker, 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 | A Promise

Dear **<First Name>**,

What if I told you that in 6 weeks you could participate in something that could change you? Actually transform the way you live and feel.

For 6 weeks, you'll make the choice to invest in yourself - whether it be sleeping better, eating "cleaner", or simply drinking more water. Yes, it will be a challenge, but also an exploration and for those who make it to the end - an accomplishment.

Whole Life Challenge is a program designed to improve one or all of the following 7 Daily Habits: Nutrition, Exercise, Mobility, Hydration, Sleep, Well-Being, Reflection. By participating in the Challenge you will break through your comfort zone and do something you might not currently think is possible.

Our goal is to create a culture of wellness and inclusiveness around this Challenge!

<YOUR COMPANY NAME> is sponsoring the cost of your Whole Life Challenge registration.

Read the following instructions carefully:

1. Register for our team by clicking this **<LICENSE LINK>**.
2. Create a Whole Life Challenge account (it asks for an email address and password)
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 set up your WLC game settings. This includes: (Note: All this information is private.)
 - Location, height and weight
 - Selecting a WLC Nutrition Level, sleep and water prescription
 - Answering 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.

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

We are excited to announce that we have a Whole Life Challenge Team.

Whole Life Challenge is a program designed to improve one or all of the following 7 Daily Habits: Nutrition, Exercise, Mobility, Hydration, Sleep, Well-Being, Reflection. By participating in the Challenge you will break through your comfort zone and do something you might not currently think is possible.

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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 yourself for this Challenge:

- Print your Nutrition List out and stick it to your refrigerator.*
- Clean out your fridge and cabinets. Remove tempting non-compliant foods.*
- Go to the grocery store and stock up on compliant foods.*
- Read the ingredients of everything you purchase and eat. They sneak sugar and artificial ingredients into everything these days.*
- Keep your favorite water bottle close - this will ensure you get your daily Hydration points.*
- Do your phase 2 preliminary assessment. Not only will you get an indulgence token to start the game, but you'll also have a baseline to compare your success at the end of the Challenge to.*

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 the reflection feed.
- 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 | A Promise

Dear <First Name>,

We are 30 days out from the start of the Whole Life Challenge. [Watch this video](#) to see what the Challenge is all about.

The Whole Life Challenge is a 6-week online and in-your-life game you will play with the <YOUR COMPANY NAME> Team that will train you to have exactly what you want in your health and fitness. You will learn to create it where you are and with what you have right now. Want to play?

<YOUR COMPANY NAME> is sponsoring the cost of your Whole Life Challenge registration.

Read the following instructions carefully:

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3. You will then be sent to the registration page to complete the process.
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Key Date: 30 Days Out

SOCIAL MEDIA POST

Target: Facebook, Instagram

We are 30 days out from the start of the Whole Life Challenge. [Watch this video](#) to see what the Challenge is all about.

The Whole Life Challenge is a 6-week online and in-your-life game you will play with the **<YOUR COMPANY NAME>** that will train you to have exactly what you want in your health and fitness. You will learn to create it where you are and with what you have right now. Want to play?

Click this link **<LICENSE LINK>** to get signed up.



Key Date: Early Reg Ends in 3 Days

EMAIL

Subject Line: Whole Life Challenge | What are you waiting for?

Dear <First Name>,

A few weeks back I asked you to take part in the Whole Life Challenge, a 6-week event designed to change habits with the hope that we'll change some lives along the way.

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

If something held you back from registering, I want to ask you one question...
What are you waiting for?

Do it. Right this second.

Take the steps you need.

To get the right blood work.

And the right pant size.

To feel fired up, with energy throughout your day.

To hydrate and stretch and be active and strong and lean.

To connect better with yourself and your world.

Spend six weeks with the 7 Daily Habits to guide your lifestyle and see what happens.

Your colleagues will be there to support you. We're in this together.

Click here to register <LICENSE LINK>.



Key Date: Early Reg Ends in 3 Days

SOCIAL MEDIA POST

Target: Facebook and Instagram

If you already registered for the Whole Life Challenge, congrats. We can't wait to see all you accomplish.

If you haven't, I have one question for you... What are you waiting for?

Why would you wait for the right time to get the right blood work and the right pant size?

Don't you want to feel fired up, with energy throughout your day.

To hydrate and stretch and be active and strong and lean.

To connect better with yourself and your world.

Isn't the right time, now?



Key Date: Pre-Game Huddle

HOSTING INFO

Bring your community together for a “Pre-Game Huddle” to energize and educate your community on the Whole Life Challenge.

Motivate and Educate

This should be a fun event where everyone can get together to discuss their excitement about starting the Challenge.

“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 where they can play.

They will first need to register for the game via game.wholelifechallenge.com (via the Team link you will supply), but 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 to conquer. For this reason, we have developed a library of WLC-Compliant recipes on our blog.

Please direct your players to:

<https://www.wholelifechallenge.com/category/nutrition-cooking-and-recipes/>

Q&A Session

Allot enough time for a question and answer session. You may want to ask a member of the WLC team to be on standby for any questions that don’t have the answers to. Preparing your players sets them up for a successful Challenge.



Key Date: Challenge Starts in 3 Days

EMAIL

Subject Line: Whole Life Challenge | Your future starts now!

Dear <First Name>,

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

We hope you'll join us.

By Saturday, you'll be focused on your nutrition, your exercise, your sleep.

And on Sunday, you'll stretch and hydrate (and try out the new well-being practice) instead of eating a bunch of sugar.

And a few days after that, you'll begin to feel the effects.

More energy.

More living in the present.

And a sense of strength and vibrancy and EMPOWERMENT that you can absolutely own your health.

And in two weeks you'll feel the second-order effects.

More productive at work.

More loving at home.

And sleeping like a teenager on the weekend, every night of the week.

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

That there is something magical about overcoming your hesitations with nutrition and exercise and sleep.

Something true and right about owning your responsibility for your health, happiness, and connection.

And you'll know that you haven't found "just another Challenge".

You found the thing that changed your life.

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

Register for our team by clicking this <LICENSE LINK>.



Key Date: Challenge Starts in 3 Days

SOCIAL MEDIA POST

Target: Facebook and Instagram

That there is something magical about overcoming your hesitations with nutrition and exercise and sleep.

Something true and right about owning your responsibility for your health, happiness, and connection.

And you'll know that you haven't found "just another Challenge".

You found the thing that changed your life.

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

Last call to Join our team. Link in bio.



Captain's Post: Week 2

EXERCISE & MOBILITY

Hey Team!

Welcome to Day 8 of the Challenge. I'm proud of you guys for sticking with it this far, and hope you're learning a ton about yourselves (and what's truly good for you).

Today, I wanted to share one of the simplest things I do to make sure that I get in my Exercise and Mobility Points every day, and I hope that it helps you. If you're having any trouble getting those points, check this out:

- I plan the coming week's exercise and mobility in advance (and in writing)
- I dedicate a specific time and day to each session
- I put it in my Google Calendar
- I do mobility immediately after working out

The benefits of pre-planning:

- 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 (which can be a huge obstacle).
- I put it in my schedule, so it becomes an "appointment with myself" rather than something I have to do "when I have time".
- 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:

- It has the most enduring effect, when your muscles are warm and pliable
- You never "forget" to do mobility. "Exercise, then mobilize" becomes a pattern – which then 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!

I took some "liberties" with Nutrition this past week. Seriously. I scored a couple of zeroes (and a bunch of 2s and 3s). (Oreos might have had something to do with it.) And it got me thinking that things could go one of two ways – I could say "forget it" and go back to how I was eating pre-Challenge (think wine and chicken wings and ice cream), or I could get back on track. And I really want to get back on track. Because I felt awesome when all was going according to plan. (And I was getting very close to my goal.) So I wanted to share the ways that I get back on the straight and narrow after missing a day or two (or five) of one of the Habits.

Method 1: One Perfect Day

This is simple. Wake up in the morning with the objective of nailing EVERYTHING for 24 hours. Drink your water, do your workout, stretch, eat perfectly, sleep, do the Lifestyle Practice, and write your reflection. I find this works for a couple of reasons. First, I've nipped my off-plan behavior in the bud. I'm on track. Second, I'm doing everything well, which kicks off a virtuous cycle of wanting to do everything well again tomorrow. Third, I'm just focused on today (rather than the 35 some-odd days remaining in 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 specific reason. Recalling that reason (and putting it in writing), can help you re-dedicate yourself to the Challenge. My goal for this Challenge was a **<Insert Your Goal>**. Of course, achieving this goal is important to me – and way more important than the joy of eating a bunch of cookies. So this morning, I wrote my goal on a post-it note and stuck it on my computer monitor. Now, I've got an instant reminder as to why I'm sticking with this for 8 weeks – and a daily poke to keep things on track.

Method 3: Make it Public

Here's my goal, made public: I want to score a 5 in Nutrition at least 5 days this week, and no less than a 4 on the other 2 days. It's not perfection (but it's close) and it represents a strong gain over last week's behavior. By making this public, I'm more likely to stick with it, and I'll plan to back up my words by posting a screenshot of my scores each day. Of course, I'll start by showing you how off-track I got (see the "rainbow chart" above). If you're into this idea, just make your goal public, and tell us how it's going in your Daily Reflection.

I hope that these methods help you guys – and if you have one 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 of the Challenge.

We're over halfway there (yay!) and I wanted to celebrate by letting you in on some of the most important information behind the Whole Life Challenge.

Specifically, I want to introduce you to a collection of articles you NEED to read.

This is the good stuff, five articles the WLC published over the last two years, each with a single aim – dispelling the myths that surround food, health, and weight loss.

Check them out (especially the ones about wheat and dairy, along with the “calorie is not a calorie” section of 3 Lies of Fitness), and definitely hit me up if you have any questions.

These are the things you need to know about nutrition (even long after the Challenge is over):
3 Lies of Fitness

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

The Problem With Wheat and the Power You Have to Fix It

<https://www.wholelifechallenge.com/the-problem-with-wheat-and-the-power-you-have-to-fix-it/>

The Truth About Dairy: What to Avoid, What's Okay, and Why

<https://www.wholelifechallenge.com/the-truth-about-dairy/>

The “Why” of the Whole Life Challenge Food Rules

<https://www.wholelifechallenge.com/whole-life-challenge-food-rules/>

The Hard Truth About Happy Hour and Your Health

<https://www.wholelifechallenge.com/the-hard-truth-about-happy-hour-and-your-health/>



Captain's Post: Week 5

3 QUESTIONS

Hey Team,

Welcome to Week 5 of the Challenge. (We're almost there!)

With only 14 days left, you might want to take a few minutes and ask yourself these questions:

- How am I going to bring the 7 Habits into my "normal" life after the Challenge ends?
- Which ones are most important to me to continue (and which ones am I willing to let go)?
- How can I make livable choices (that aren't quite as strict as the Challenge) but still keep me progressing forward?

I want to help.

So here are some examples of things that Whole Life Challenge suggests for between challenges to keep the healthy vibe going:

- Worry less about exact adherence to the Nutrition List, but there are certain rules that you could benefit from keeping most days – no candy, no soda, no dairy, no added sugar, limited booze. You'll feel way better without this stuff.
- Hydration should stay, too. You'll no doubt feel so much better when you concentrate on water intake. Keep your water bottle handy, and have a glass with every meal.
- I love the idea that exercise happens every day, even if for just 10 minutes. Continue to workout everyday, even just for 10 minute thresholds for some other activities like – walking the dog, hiking, and running. Keeping up with mobility on the days you work out hard can be super great for recovery.
- Sleep can be a bit more flexible, but I'm going try to hit 90 minute cycles – sleeping 6 or 7.5 hours every night, no matter what.
- Try choosing one Well Being Practice to integrate into your life, maybe your favorite from the Challenge.

Which Habits are you going to keep after the Challenge ends?



Captain's Post: Week 6

FINAL REFLECTION

Team,

Please take a moment to read, respond (and if you would, take a bit of personal action).

First, 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 to play well. Thanks for being on the team.

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

Now that we find ourselves at the end of the Challenge, there are just a few more things to do. These are things that will help you recognize what you've achieved and make a plan for the future. They'll definitely keep you motivated in the break before the next Challenge should you choose to play, and I'd encourage all of you to spend some time on the following:

Find a quiet space and spend 10 minutes with a notebook and pen. Write down your four most important lessons from the Challenge. 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, and what is the most important habit for you to continue during the break?

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 body and performance changes can be awesome to see, definitely focus on the self-assessment. It will show you how far your attitudes have come and what you've achieved – personally, I found my results surprising and motivating (even though my daily Challenge scores were anything but perfect).

Thanks so much for playing. I'm proud of you guys.