

NUTRITION

CHALLENGE



GUIDE

Nutrition Challenges are a good way to kickstart good eating habits. They give the gym family a way to collaborate, commiserate and succeed together. When used most effectively, they're simple--and everyone can win. They can even bring in new members!

1. RULES AND POINTS

First, success should be measurable. Since scale weight, bodyfat measurement and "inches" are all subjective measures with a high degree of variance, we'll need a way to crown a winner that's clear and objective.

Our goal is to give people a "bright spot": let them see success. In the attached two samples ("**No Grain, No Pain**" and "**Sweet Spot**,") you'll see a points system. Clients are told to record their points in the Nutrition Tracking Logs each day. They'll also record their mood, workouts and stress level. Ideally, this is the start of their "tracking" habit.

2. REGISTRATION FOR THE CHALLENGE

Prepare a blog post outlining the benefits of the challenge:

- "You'll be motivated and supported."
- "We're all in this together."
- "It's fun, and you can win something!"
- etc.

At the end of the post, offer a registration link. Nonmembers are welcome, of course; they'll enter their information in your booking/billing software, and be added to your newsletter list later.

On their email "receipt," clients should see a link guiding them to the official rules. Upload your Nutrition Tracking Guide to this page. Link to the secret facebook group for participants on the email "receipt" too.

Catalyst's page with official rules and downloads is [here](#). This link isn't given out except via email receipt; that way, we know EVERY registrant is in our mail system.

We don't charge for the challenge, but you can. Paying for a service helps with accountability; so does social pressure, and that's our preference in this case.

3. CHALLENGE KICKOFF

Prepare a 30-minute seminar detailing clearly:

1. WHY you chose this strategy (benefit to the client);
2. Stories of your own experience with the strategy (makes the message sticky)
3. Clear breakdown of the rules

4. Invitation to the secret facebook group to discuss recipes, high and low points, challenges.
5. Answer questions. 30 minutes max.

4. WITHIN THE 30 DAYS

Daily: post recipes (1/day) and ask questions (“How many people were able to stay away from the candy canes last night?”)

Weekly: ask for a points update from everyone (public)

5. AFTER 30 DAYS

Award a prize. Ours is free OnRamp for the winner (\$199 value.)

Name the winner in a newsletter sent ONLY to challenge participants.

Offer other participants an incentive to join, add services or upgrade. For example: “You finished, and we’re proud of you! Just for doing the full 30 days, you’re eligible for our Bring-A-Buddy Personal Training Package. Get 3 sessions, and bring a buddy for free! You can even split the cost!”

Optional: Offer to keep the group live. Allow participants to try the challenge on their own for another 30 days. After a month, revisit the group and ask, “Who’s ready to get some help with their eating/exercise/fitness?” The facebook group is a valuable community tool, and newcomers can interact with your brand before actually joining your gym.

Final note: nutrition challenges aren’t the best answer to dietary challenges, but they can be a great gateway. Choose a prize that clients might be interested in purchasing later (for example, the best way to sell PT is to have clients try PT sessions.) Use personal training, nutrition packages, Open Gym or any other service of value. No prize is ever just a prize.