

# BEST BODY™ C

# OUNTDOWN

## What is the Best Body Countdown?

The Best Body Countdown is a guided 52-day journey of self-discovery resulting in total wellness - both inside and out.

The Countdown provides support and expert insight to lead participants to their personal best over 8 weeks through:

- **attentive eating**
  - plate planning
  - strong snacks
  - strategic splurges
- **make-it-count movement**
- **self-assessment**
- **smart goal setting**
- **accountability & support**

If you aren't moving toward **your** best, which way are you heading?

real people  
real bodies  
real food  
real change

**be the best version of you**



#bestbodyin52  
bestbodyin52.com

Are you **uncomfortable** with your **body weight** or **body fat**?

"I had an amazing journey through this challenge. Not only did I get results, but I got my confidence back."  
*- Sandra (read full story)*

Do you feel **out of control** when it comes to eating?

"This program helped me realize my real problem was sugar. I did the Countdown with a group of 7 friends, including my husband. After 52 days, my husband and I lost 30 pounds combined."  
*- Jill (read full story)*

Do you want to know what your **body** would be like at its **BEST**?

"I've lost 18 pounds and just ran my easiest 4 miles."  
*Heath*

Do you want to be more **agile, fit, and strong**?

"The 52-day Countdown had me try new exercises and use heavier weights. Just having to check off the "5,4,3,2,1" was a challenge that motivated me to do my best every day."  
*- Natasha (read full story)*

Are you are heading down the path of increasing **medications, doctors' visits, and bills**?

"Each year my annual health screening numbers go up, but this year my blood pressure, cholesterol, and BMI are down below where they were 5 years ago! I feel 10 years younger!"  
*- Cori*

Do you want **accountability** and support to reach your Best Body **goals**?

"Best. Lifestyle. Plan. Ever! I love that it's not a diet - there is no going "off" of it. The Countdown is self-perpetuating, self-policing, and lasting, and the group support makes it fun!"  
*- Kelly*

**tools**

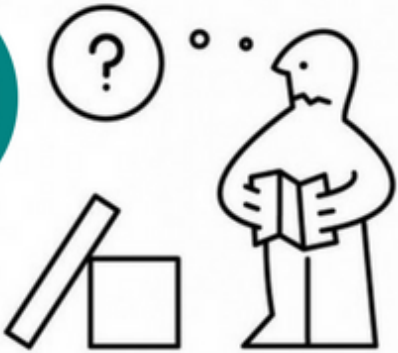


**in-person support**



local facilitators team up with those along the 52-day journey

**program support**



Best Body Club FB, "Don't Quit Chats," daily emails/texts, incentives

# To whom is it targeted?

## Anyone wanting his/her BEST BODY:

- confidence
- weight control
- gain/maintain muscle
- blood sugar control
- peace with food
- reduce disease risk

Resources for ongoing success are in simple terms and with daily check-points.

## Fitness pros & leaders:

- personal trainers
- registered dietitian nutritionists
- corporate wellness
- bootcamp instructors
- fitness centers
- rehab clinics
- coaches
- those wanting to help their clients in a systematic, research-based, user-friendly way



# Lifestyle Change to reach one's personal BEST

- The Countdown principles replace the need for “diets” which tend to be:
  - temporary
  - often frustratingly unreasonable
  - expensive
  - imbalanced
  - potentially damaging to one's metabolism
- Everyone should aim to reach their personal Best, regardless of starting weight, fitness level or age.
- Every entity needs synergy and better health!

We Reached our BEST



DAYS

Essentials

# BEST BODY™



C  
O  
U  
N  
T  
D  
O  
W  
N

- **“The Countdown 5:”** five foundational principles for throughout the 52 days and beyond.
- **Fill every line and check every box:** Brief self-assessments, to-the-point journal questions, and do-able additional daily challenges to check off.
- **Accountability:** Everyone should have a partner and/or a group to “Count down” with to their Best Bodies!
- **“Best Body Tickets”** are 10 check-point challenges called that bring self-awareness & motivation.
  - keep facilitators involved: use these 10 as talking points for follow-up
  - keep participants engaged and offer momentum
  - optional: take up the “tickets” and have a raffle with incentives that promote good health & your services

# Daily COUNTDOWN

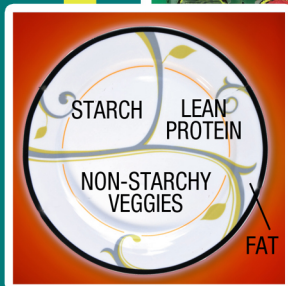
5



**5** grams of added sugar to start



**4** bottles of REAL water



**3** meals + a "Strong Snack"



**2** veggies at 2 meals today



**1** hour of make-it-count movement



# COOKBOOK COUNTDOWN

5

**5** vegetable and fruit servings  
or more daily

**4** cook-at-home meals  
weekly+

**3** "Strategic Splurges"  
per week

**2** meals from 1  
(double recipes)

**1** hour of pre-prep and  
planning time weekly





# They need ongoing support!

## What has been your favorite aspect of the Countdown to Your Best Body?

Answered: 38 Skipped: 1

Responses (38)

Text Analysis

My Categories

Categorize as...

Filter by Category

Search responses

Showing 38 responses

Daily motivational email reminders.

9/22/2014 10:38 PM [View respondent's answers](#)

Helping to focus on sugar grams

9/22/2014 10:18 PM [View respondent's answers](#)

The book

9/22/2014 8:18 PM [View respondent's answers](#)

Accountability to my partner

9/22/2014 8:16 PM [View respondent's answers](#)

Good manageable goals

9/22/2014 7:44 PM [View respondent's answers](#)

The daily emails and reminders

9/22/2014 7:36 PM [View respondent's answers](#)

Focus, and the drawing help to make you do your homework

9/22/2014 7:08 PM [View respondent's answers](#)

Fall 2014 data:

77 participants, 39 mid-survey responses, 23 final survey responses. 65% reported losing 1-4 inches in the waist, with 35% of participants reporting success in achieving a goal other than weight loss. See poster on website for weight loss data.

## What has been your favorite aspect of the Countdown to Your Best Body?

Answered: 38 Skipped: 1

Responses (38)

Text Analysis

My Categories

Categorize as...

Filter by Category

Search responses

Showing 38 responses

The constant reminders... Daily motivation

9/22/2014 6:18 PM [View respondent's answers](#)

Tips, information, and recipes

9/22/2014 4:56 PM [View respondent's answers](#)

Restructuring your pantry and incorporating healthier items into your kitchen

9/22/2014 4:47 PM [View respondent's answers](#)

Support. The daily reminders are the most valuable part of the program for me.

9/22/2014 4:41 PM [View respondent's answers](#)

Support and direct instructions in the book

9/22/2014 4:23 PM [View respondent's answers](#)

The step by step processes like drink this much water, eat only this much sugar. The 5, 4, 3, 2, 1 steps!

9/22/2014 4:12 PM [View respondent's answers](#)

New healthy recipes!! And life long tools to stay healthy!

9/22/2014 4:09 PM [View respondent's answers](#)

100% of all Fall 2014 research survey respondents stated they would do the program over if given the opportunity and would recommend to others in the future.

Support  
Tools

# BEST BODY™



C  
O  
U  
N  
T  
D  
O  
W  
N

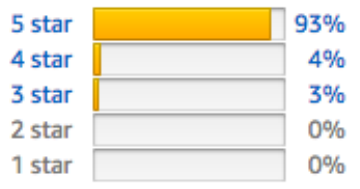
- **Best Body Countdown Cookbook & Menu Plan**
  - Best Body Breakfast suggestions and recipes
  - Daily dinner menu with recipes and grocery lists and an icon to indicate which are ideal for lunch or leftovers
  - “Strong Snack” recipes and suggestions
- **Success Journal** has designated pages for:
  - before and after photos (beginning/half-way/end)
  - assessments (beginning and end)
  - food and hunger tracking
  - menu and grocery planning
  - exercise tracker and weight trend tracker (trackers are available online as interactive E-docs as well)

# amazon.com reviews

Click here to read more

## Customer Reviews

★★★★★ 74  
4.9 out of 5 stars



This program is practical, nutritionally sound, not impossible to follow and gets results!

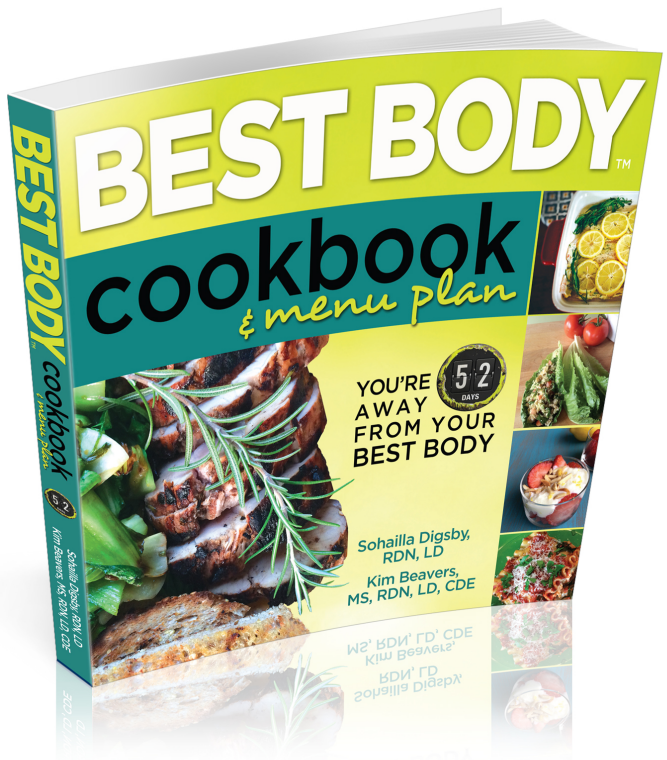
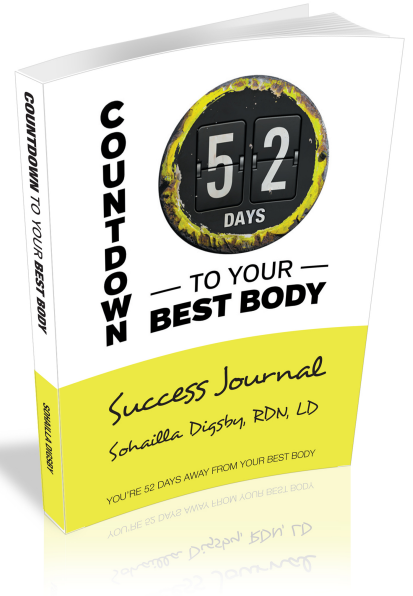
Morgan Lee

Awesome, awesome, awesome. This is the first program - I will not call it a diet - I have ever used that covers EVERYTHING.

Scarlet

if you're ready to permanently change your life for the better and feel your best, this is a great book. As a fellow nutritionist, I give this two thumbs up!

Jeremy T. Ponds



## Customer Reviews

★★★★★ 66  
4.9 out of 5 stars



## Best Body Cookbook & Menu Plan

by Sohailla Digsby RD LD

Format: Paperback | [Change](#)

Rate this item  
☆☆☆☆☆

[Write a review](#)

### Top positive review

[See all 37 positive reviews](#)

2 people found this helpful

★★★★★ **Healthy, delicious recipes for busy families**

By K Kerby on February 6, 2016

I have been cooking from this cookbook for over two weeks now. Every recipe has been delicious! My whole family has been trying and enjoying new healthy meals that they never thought they would like. I like how easy the recipes are and am surprised at how quickly I can prepare a healthy dinner after work. The cookbook makes it easy to plan for grocery shopping the week before and to decide what's for dinner. I feel good about what I'm feeding my family and myself.

# What makes it work?

- Systematic, simple and positive
- Strategic: “major on the majors”
- Realistic, clear, timed goals for focus and progress tracking
- Include self-assessments and tracking: elicit an epiphany and keystone habits
- Research-based and experience-tested
- Administrative support and personal support
- Health-promoting incentives for completion (not only for pounds or inches lost)
- Emphasize accountability & camaraderie (FUN)



# Accountability tools

- Urge each person to have an accountability partner
- Facebook “Private” Group: “Best Body Club”
- Best Body Ticket prize drawings
- Journaling in Success Journal or electronically
- Meal Measure tool and infuser water bottle
- Free support chats every 2 weeks with author
- Food photo fun
- “Sweat T-shirt contest”
- Polls/surveys



# Facilitator & Team Support

- 4 virtual trainings
- Facebook group forum for Facilitators only
- Social Media graphics and promotional posts
- Poster templates, kick-off talking points and flow checklist, assessment forms
- Website Success Stories, overview and FAQs
- “Register now” 5x7 cards with the 52-day program calendar on the reverse (for participants refrigerators)
- Best Body Ticket prizes shipped to winners directly: 10 prizes at \$20 value
- Group support chats every 2 weeks (led by author)
- Reminders and motivational emails/texts if opt in
- Half-way point and end-point survey data



# How will I get the word out?

- Social media graphics are provided each week for promotion
- customizable poster download
- 5×7 postcard for distribution once registration is open
- direct everyone to [bestbodyin52.com](http://bestbodyin52.com) for info and FAQs
- expect MOST of the participants to register at the last minute



# Benchmarks for Success

- leadership support
- wellness teams
- data collection (felt needs assessment)
- structured operating plan
- relevant interventions
- supportive environment
- evaluation of outcomes

January						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
14	15 Pre-Countdown Day	Day 52 16 <b>Let the Countdown begin!</b>	Day 51 17	Day 50 18 Post a picture of one of your meals today!	Day 49 19 TAKE TENS today!	Day 48 20 Log food today
Day 47 21 Log food today	Day 46 22 <b>BB Ticket 1:</b> Post completed 3-day food log	Day 45 23 Whew! Hardest week done!	Day 44 24 Barrier Buster!	Day 43 25 Don't Quit Chat 12:30 pm EST	Day 42 26 <b>BB Ticket 2:</b> post pages 70-73	Day 41 27
Day 40 28	Day 39 29 Pantry and Fridge Check: Post photos so we can applaud you!	Day 38 30	Day 37 31 Post: By how many seconds has your plank time improved?			
February						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				Day 36 1	Day 35 2 What is your most tempting food & your plan to not let it beat you?	Day 34 3 <b>BB Ticket 3:</b> Log food today and post
Day 33 4	Day 32 5 Serve your lunch and supper into the Meal Measure today and post pics.	Day 31 6 TAKE TENS today!	Day 30 7 Let's see your picture of page 100!	Day 29 8 Don't Quit Chat 12:30 pm EST	Day 28 9 <b>BB Ticket 4:</b> Post your Hunger Log	Day 27 10
Day 26 11 YOU'RE HALFWAY THERE! Post your halfway photos & do survey	Day 25 12 <b>Sweat T-shirt contest!</b> By Friday, post your work-out photo.	Day 24 13	Day 23 14 <b>BB Ticket 5:</b> Post answers to the questions on pages 115-116	Day 22 15	Day 21 16 Did you post your Sweaty Photo? Winner gets a new Countdown tee!	Day 20 17
Day 19 18 <b>BB Ticket 6:</b> Post questions answered about a "new you."	Day 18 19 Which is your favorite recipe from the Countdown so far?	Day 17 20	Day 16 21 Post: By how many seconds has your plank time improved?	Day 15 22 TAKE TENS today! Don't Quit Chat 12:30 pm EST	Day 14 23 <b>BB Ticket 7:</b> Post your Meal Plan	Day 13 24
Day 12 25	Day 11 26 Let's see a photo of one of your meals. Impress us with your post!	Day 10 27 What's your favorite workout song?	Day 9 28	<b>Just 52 days away from Your BEST BODY!</b>		
March						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				Day 8 1 Join RESOLVE for post Countdown support!	Day 7 2 <b>BB Ticket 8:</b> Post your Food Log	Day 6 3
Day 5 4 How did you do on your quiz? (page 155)	Day 4 5	Day 3 6 <b>BB Ticket 9:</b> Post your list from page 158. TAKE TENS today!	Day 2 7	Day 1 8 You Made it! <b>BB Ticket 10:</b> Post your Exercise Log from page 175.	9	10 Post your success story & before/after pics!



"The response and results have been amazing!"



About a hundred of my outdoor Bootcamp members took on the 52-day Best Body Countdown. The program was exactly what was needed to bridge the gap between exercise and nutrition, and it's perfect to provide the needed accountability. Husbands and wives, sisters, friends, and coworkers have made permanent changes, and their families are benefiting from it as well. It's been an amazing time of self discovery and lifestyle changes. The overall message I kept getting from the group is that they didn't feel like they were on a diet. In addition to weight loss, they are feeling better, moving more and sleeping better. The response and results have been amazing! We just started our Bootcamp's second round of the 52-day Countdown.

*Jeremy Gruver, CPT Owner and Operator of Gruver Fitness Dover, PA*



**Best Body Countdown**



**Register Now!**



**bestbodyin52.com**

# BEST BODY™ Countdown

Add your services to any option(s) below  
& determine your own price.  
Keep it simple.

Hosted  
nationally  
every January &  
September

## Basic \$52

Success Journal, Meal Measure,  
Best Body Club (private Facebook group support,  
daily email and "Don't Quit Chats"),

Best Body Club Virtual Support for Repeaters:  
\$38 per participant

## Plus \$85

Success Journal, Meal Measure  
Best Body Club (private Facebook group support,  
daily email and "Don't Quit Chats"),  
Best Body Cookbook & Menu Plan, and  
premium infuser water bottle

## Power \$158

Success Journal, Meal Measure  
Best Body Club (private Facebook group support,  
daily email and "Don't Quit Chats"),  
Best Body Cookbook & Menu Plan,  
premium infuser water bottle and Core Flytes



## Shipping Cost Estimates

Basic: \$2-3 per participant  
Plus: \$3-4 each  
Power \$5-6 each

The 52-day Countdowns are hosted by Sohailla Digsby & the Best Body Team 2x annually beginning the day after MLK Day in January & the day after Labor Day in Sept. Facilitator Trainings are held virtually the 3 months prior to the Countdowns and participant registration officially opens a month before the Countdown start date.

# Basic \$52

Success Journal, Meal Measure, Best Body Club (private Facebook group daily email and "Don't Quit Chats").

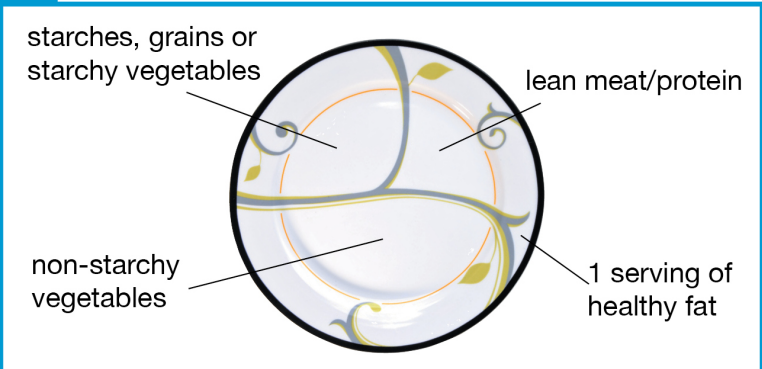
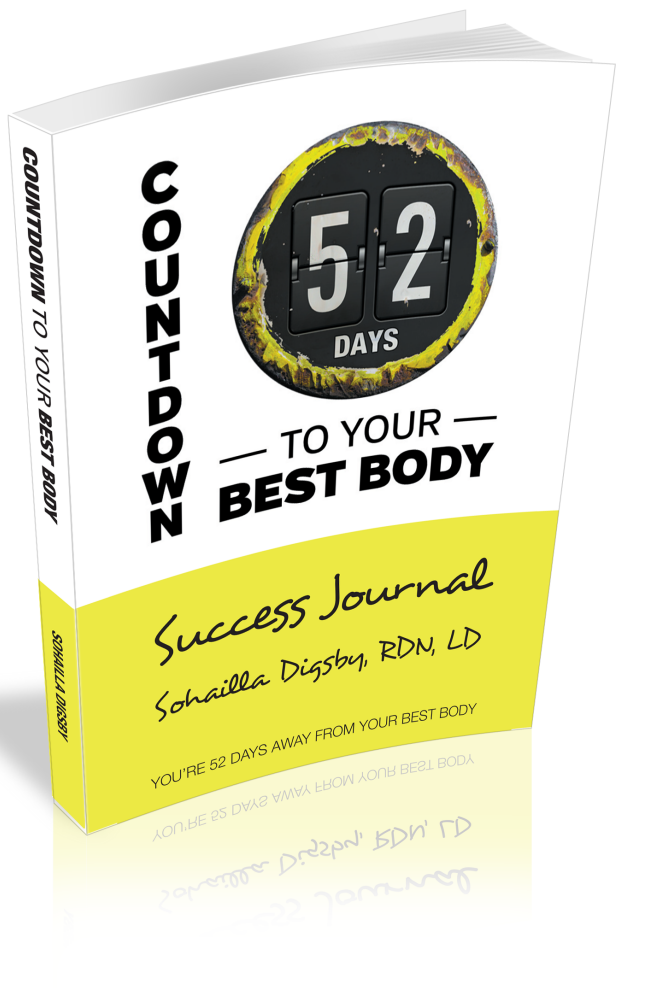


Image from the *Countdown to Your Best Body Success Journal*, page 46



Plus \$85

Success Journal, Meal Measure  
Best Body Club (private Facebook group support,  
daily email and 'Don't Quit Chats'),  
Best Body Cookbook & Menu Plan, and  
premium infuser water bottle



RECOMMENDED

# Power \$158

Success Journal, Meal Measure  
Best Body Club (private Facebook group support,  
daily email and "Don't Quit Chats"),  
Best Body Cookbook & Menu Plan,  
premium infuser water bottle and Core Flytes



the year to  
**2018**  
be the **best** version of **YOU**



## What is the Best Body Countdown?

The Best Body Countdown is a guided 52-day journey of self-discovery resulting in total wellness - both inside and out.

The Countdown provides a daily guide, live support, & expert insight to lead you to your personal best over about 8 weeks through:

- **attentive eating**
  - plate planning
  - strong snacks
  - strategic splurges
- **make-it-count movement**
- **self-assessment**
- **smart goal setting**
- **accountability & support**

If you aren't moving toward **your** best, then which way are you heading?

- real people
- real bodies
- real food
- real change

be the best version of you

# BEST BODY™ C

# OUNTDOWN



#bestbodyin52  
[bestbodyin52.com](http://bestbodyin52.com)