

BEST BODY™

C O U N T D O W N



#bestbodyin52
bestbodyin52.com

Best Body Countdown Facilitator Training #1

Sohaila Digsby,
RDN, LD

Just 52 days away from
Your BEST BODY!™

Objectives

- Overview of the **Best Body Countdown**
- Get set up for success by putting a plan in place
- Dates to save
- Enlist leadership support



End from the beginning:

- enlist leadership support – share this document with your center’s leadership and get their blessing and backing, letting them know the Save the Date graphic is to be posted soon
- consider putting together a small wellness team/volunteers
- get ready to post the “Save the Date” graphic
- join and utilize the Facilitator Facebook Forum: tag me if needed
- note the upcoming dates on your calendar
- consider what you’ll offer with your program, and price-points
- decide upon mode of registration (via website, front desk, etc.)
- consider how you’ll get the word out about the upcoming Best Body Countdown



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



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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

Components for Success

A review of 21 studies over 10 years summarizing 5 essential components for success in technology-based approaches for weight loss:

- 1.self-monitoring
- 2.counselor feedback and communication
- 3.social support
- 4.structured program
- 5.individually tailored program

CONSISTENCY IS CRUTIAL!

PROGRAM NAME: Best Body Countdown (not challenge)

hashtag required with social media posts related to Countdown: #bestbodyin52



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



PRIORITY PLANNER & WELLNESS LOG

strategically simplify
to be your best this season

Sohailla Digsby, RDN, LD, CPT

NEW Follow-up tool!

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

- The Countdown principles replace the need for “diets” which tend to be:
 - temporary
 - often frustratingly unreasonable
 - expensive
 - imbalanced
 - potentially damaging to one’s metabolism
- Every organization needs a fresh program to invigorate members and staff, and also for promotion & momentum.
- Everyone should aim to reach their personal Best, regardless of starting weight, fitness level or age.

We Reached our BEST



DAYS

Essentials

- Every step of every day has **check-boxes** for that day's strategies for 52 days (in the Success Journal).
- Designated pages for before and after photos and **assessments**, food and hunger tracking, menu and grocery planning, and exercise and weight **tracking**. (Trackers are available online as interactive E-docs as well).
- The **Best Body Cookbook & Menu Plan** provides daily dinner menu/recipes, along with breakfast and lunch recipes from which to chose. Many tips for meal prep and planning are included.
- The 10 major check-points called **Best Body Tickets** offer **incentives** that promote good nutrition and your services. You can use these as synergistic talking points and for follow-up.
- “**Accountability from every angle**” makes all the difference!



Daily COUNTDOWN

5

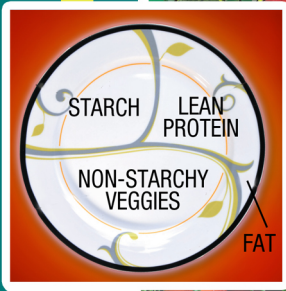
The latter 4 will be shared upon registration (they **pick one to work on** before the Countdown) along with the intro to the Cookbook.



5 grams of added sugar to start



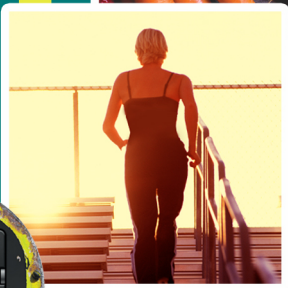
4 bottles of REAL water



3 meals + a "Strong Snack"



2 veggies at 2 meals today



1 hour of make-it-count movement

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™



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- **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)

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)



Role of Facilitators

- Attend the 4 one-hour virtual trainings.
- Choose which of the 3 **Best Body Countdown** options you'll offer and what services you'll add on for your clients/members, building in your profit for a group of 10 or more participants.
- Hold a Kick-Off/or assessment appointment day and distribute materials (which we will ship to you).
- For 52 days, encourage your participants to their Best Bodies... utilizing the daily steps of the Success Journal, checking in ideally in-person from time to time via appointment or support group, phone coaching check-in, group exercise or personal training, etc.
- Participate along with them in the support offered virtually when possible: "Don't Quit Chats," Best Body Ticket incentives, Best Body Club Facebook support group, occasional surveys and polls.
- Make the most of the provided framework that is tried and true: the Best Body Countdown Team will do the behind-the-scenes admin leg-work and answer the questions within our scope, freeing you up to do what YOU do best on the front lines within your scope.



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



Manage
expectations!



Support for Facilitators

- 4 virtual trainings calls with checkpoint surveys prior to each training to keep you on schedule
- Facebook group forum for Facilitators only
- Facilitator-only Social Media graphics and promotional posts
- Poster templates, kick-off talking points, assessment forms
- Website Success Stories, overview and FAQs
- “Register now” 5x7 cards with the 52-day program calendar on the reverse (offered at cost)
- Best Body Ticket prizes: 10 of them at \$20 value and follow-up report
- Group support chats every 2 weeks
- Reminders and motivational emails/texts from me
- Half-way point and end-point survey data

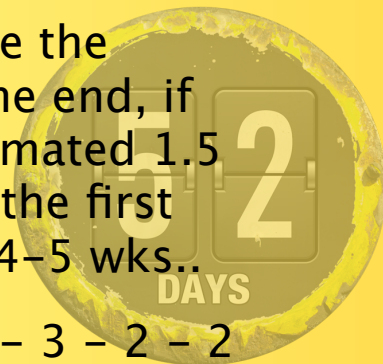


Facilitator FAQs

How many hours should I expect to spend launching and delivering this program?

Outside of whatever your add-ons are:

- Kick-Off assessments (10-15 minutes per person)
- Helping folks get acquainted in the first 2 weeks of the Countdown, and encouraging them on our private Best Body Club Facebook page for a few minutes a day
- Most facilitators spend an estimated 2-3 hours per participant enrolled over the **entire 52 days** - the majority of which will be just before it starts and during the first couple of weeks.
- For example, assuming you have a Kick-Off shortly before the Countdown begins as well as a Wrap-Up Celebration at the end, if you enroll 20 participants, you would likely spend an estimated 1.5 hours of total time interacting with each participant over the first 3-4 wks., and then another 30-60 minutes over the last 4-5 wks..
- Sample time allotment over 8 weeks: 10 - 10 - 5 - 5 - 3 - 3 - 2 - 2



Facilitator FAQs

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.
(The cards are offered for a small fee for facilitators).

More questions?

Visit www.bestbodyin52.com/facilitator-FAQs



January						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
14	15	Day 52 16	Day 51 17	Day 50 18	Day 49 19	Day 48 20
	Pre-Countdown Day	Let the Countdown begin!		Post a picture of one of your meals today!	TAKE TENS today!	Log food today
Day 47 21	Day 46 22	Day 45 23	Day 44 24	Day 43 25	Day 42 26	Day 41 27
Log food today	BB Ticket 1: Post completed 3-day food log	Whew! Hardest week done!	Barrier Buster!	Don't Quit Chat 12:30 pm EST	BB Ticket 2: post pages 70-73	
Day 40 28	Day 39 29	Day 38 30	#bestbodyin52 bestbodyin52.com			BEST BODY COUNTDOWN 52 DAYS
	Pantry and Fridge Check. Post photos so we can applaud you!					

February						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			Day 37 31	Day 36 1	Day 35 2	Day 34 3
			Post: By how many seconds has your plank time improved?		What is your most tempting food & your plan to not let it beat you?	BB Ticket 3: Log food today and post
Day 33 4	Day 32 5	Day 31 6	Day 30 7	Day 29 8	Day 28 9	Day 27 10
	Serve your lunch and supper into the Meal Measure today and post pics.	TAKE TENS today!	Let's see your picture of page 100!	Don't Quit Chat 12:30 pm EST	BB Ticket 4: Post your Hunger Log	
Day 26 11	Day 25 12	Day 24 13	Day 23 14	Day 22 15	Day 21 16	Day 20 17
YOU'RE HALFWAY THERE! Post your halfway photos & do survey.	Sweat T-shirt contest! By Friday, post your work-out photo.		BB Ticket 5: Post answers to the questions on pages 115-116.		Did you post your Sweaty Photo? Winner gets a new Countdown tee!	
Day 19 18	Day 18 19	Day 17 20	Day 16 21	Day 15 22	Day 14 23	Day 13 24
BB Ticket 6: Post questions answered about a "new you."	Which is your favorite recipe from the Countdown so far?		Post: By how many seconds has your plank time improved?	TAKE TENS today! Don't Quit Chat 12:30 pm EST	BB Ticket 7: Post your Meal Plan	
Day 12 25	Day 11 26	Day 10 27	Just 52 days away from Your BEST BODY!			
	Let's see a photo of one of your meals. Impress us with your post!	What's your favorite workout song?				

March						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			Day 9 28	Day 8 1	Day 7 2	Day 6 3
				Join RESOLVE for post Countdown support!	BB Ticket 8: Post your food Log	
Day 5 4	Day 4 5	Day 3 6	Day 2 7	Day 1 8		9
How did you do on your quiz? (page 155)		BB Ticket 9: Post your list from page 158 TAKE TENS today!		You Made it! BB Ticket 10: Post your Exercise Log from page 175		10
						Post your success story & before/after pics!

Benchmarks for Success

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



source: Welcoa

BEST BODY™ Countdown

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

Hosted
nationally
every January &
September

Basic

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:

Plus

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

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 \$55

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

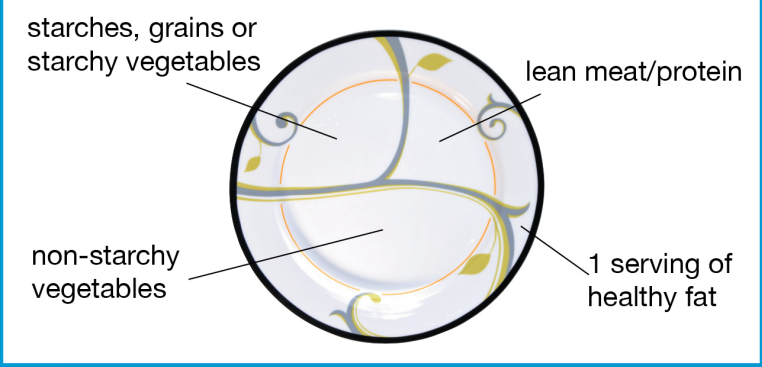
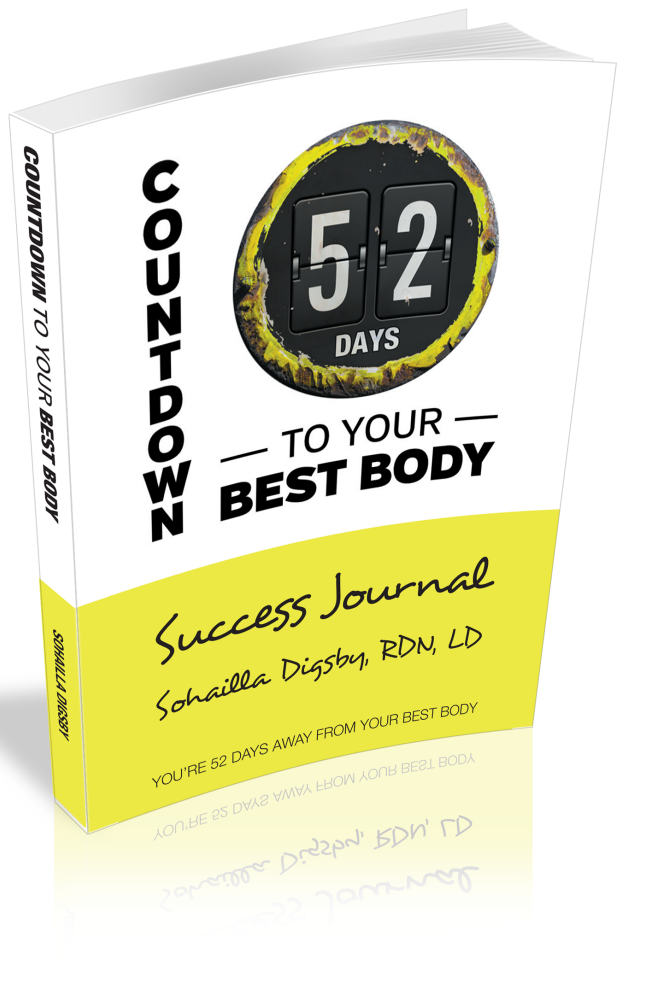
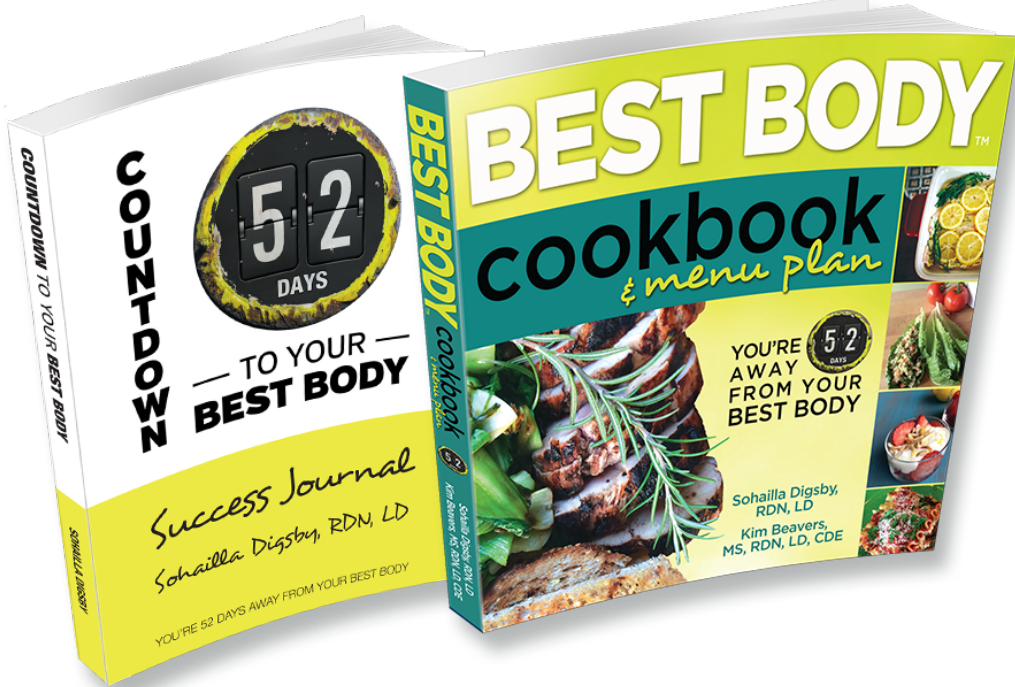


Image from the *Countdown to Your Best Body Success Journal*, page 46



Plus \$89

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 \$168

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



Add-ons to consider

- a Countdown Kick-off with assessments (recommended)
- boot camp or fitness class for participants
- a personal training package (CPTs)
- a nutrition consultation package or session (RDNs)
- coaching check-ins or package
- a fitness center or bootcamp membership
- lunch and learn(s) with support element
- group chats or Facebook live “get-togethers”
- video clips or messages
- prizes for the Best Body Tickets
- a support group (walk-n-talk, lunch meet-up, etc.)
- TIP: many facilitators host sessions on opposite weeks of the Don't Quit Chats (see calendar)



What's next?

Determine pricing based on your add-ons.

How do you plan to take registration?

- I suggest online registration only, as email typos/legibility issues abound on handwritten registrations.
- Your group will have a link on my website homepage that directs your participants to your site (or email).
- The tab on my homepage where it currently says “I’m interested,” will say “Register” and your linkable business will be listed there to take participants directly to your registration link.



Promotion is Everything

pick 2-4:

- Facebook
- E-mail
- Twitter
- Instagram
- Pinterest
- Youtube
- paper flyers
- posters
- newspaper
- radio
- texts
- website

11 X 17 poster
(download from
Facilitator-Guide
and print locally)

Annotate with your
program details
(how-to on
Facilitator-Guide).

BEST BODY™

COUNTDOWN



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Just 52 days away from
Your BEST BODY!

To register:

Note
website

Kick-off:

Note
time,
location &
date

Details:

Note
what the
program
includes

Summary of next steps:

- enlist leadership support – share this document with your center’s leadership and get their blessing and backing, letting them know the Save the Date graphic is to be posted asap
- consider putting together a small wellness team/volunteers
- post the “Save the Date” graphic
- print off posters locally (OfficeMax or Kinkos) if desired and post
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Questions?

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