7 Day Challenge

Duplication
There is power in duplication and your team can find awesome success by hosting a 7-Day Challenge. This is a fun, simple way to catch the eye of potentials and build belief in new Customers and new Ambassadors. Plus, your team can easily duplicate this process over and again.

Best time to host 7-Day Challenge
Consider hosting your 7-Day Challenge in the first or second week of the month when your team isn’t too busy focusing on end of month achievements.

TIP: Showcasing new products for your Customers is a great way to help them experience even more of what Plexus® has to offer. A good rule of thumb is to invite your Customers to order earlier in the month so that you can focus on business building activities for the rest of the month.

Send out invitations
Personal invitations are more effective than a generic invitation to a large group of friends. Send a text or personal Facebook message to your potentials.

You may say something like, “Hey! I’m having a 7-Day Challenge and would love for you to join me! Do you want to kick off your success in reaching your health goals?”

Put some magic into it
Get creative with your 7-Day Challenge and build a strategy. Instead of just posting a status update on Facebook, try making a Facebook live video. If you need help setting it up, refer to writing a compliant testimonial in the Plexus Way™ or contact compliance. You can quickly share your story and how you are starting up a 7-Day Challenge.
Offer giveaways
Each day, offer a giveaway for the product you are discussing or giveaway some Plexus® swag or other items of your choice to motivate your potentials to get more involved.

Welcome video
Open your 7-Day Challenge with a Facebook Live video. This is a great way to make your message more personable and give people a chance to comment as you share your passion and excitement for hosting a 7-Day Challenge.

Share a rock star testimonial each day
Have one of your Customers or Ambassadors share a compliant testimonial about the specific product you are discussing that day. Be purposeful in your selection of testimonials and make sure you bring in a variety of team members that can reach a wider audience and impact more people.

Here is an optional schedule for your 7-Day Challenge:
• Day 1 – Slim
• Day 2 – VitalBiome™
• Day 3 – XFactor Plus™
• Day 4 – TriPlex
• Day 5 – Business Opportunity
• Day 6 – Recap the Challenge
• Day 7 – What’s next?

For more information on how to create a compliant testimonial, use the Compliance Guide in the Shareables library of your Back Office.

Wrap it up
Post a Facebook Live closing video. Share how much fun you've had during the Challenge and let your participants know that you are excited to follow up and hear what they thought of the Challenge.

What’s next?
As you end the challenge, make sure you let people know that you are hosting it again next month and to invite their friends to join in. This will give your friends and family a chance to reach out ahead of time.

Activity:
1. Schedule a 7-Day Challenge and personally invite potentials and team members
2. Outline the Challenge: What will you share each day? Who do you want to share testimonials?
3. Guide your team to duplicate this process by helping them set up their own 7-Day Challenge
7-Day Challenge Worksheet

**Welcome Video:** Outline key points you want to share to kick off the Challenge
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**Day 1:** Choose a product and rock star Customer or Ambassador who will share a compliant product testimonial.
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**Day 2:** Choose a product and rock star Customer or Ambassador who will share a compliant product testimonial.
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**Day 3:** Choose a product and rock star Customer or Ambassador who will share a compliant product testimonial.
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**Day 4:** Choose a product and rock star Customer or Ambassador who will share a compliant product testimonial.
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**Day 5:** Share overview of business opportunity and invite an Ambassador to share their financial testimonial.
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**Day 6:** Recap the challenge – Products and business opportunity
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**Day 7:** What’s next? Include a Facebook Live closing video and let guests know you are also hosting the Challenge next month.
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**Closing Video:** Outline key points you want to share to offer next steps for those who participated in the Challenge.
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