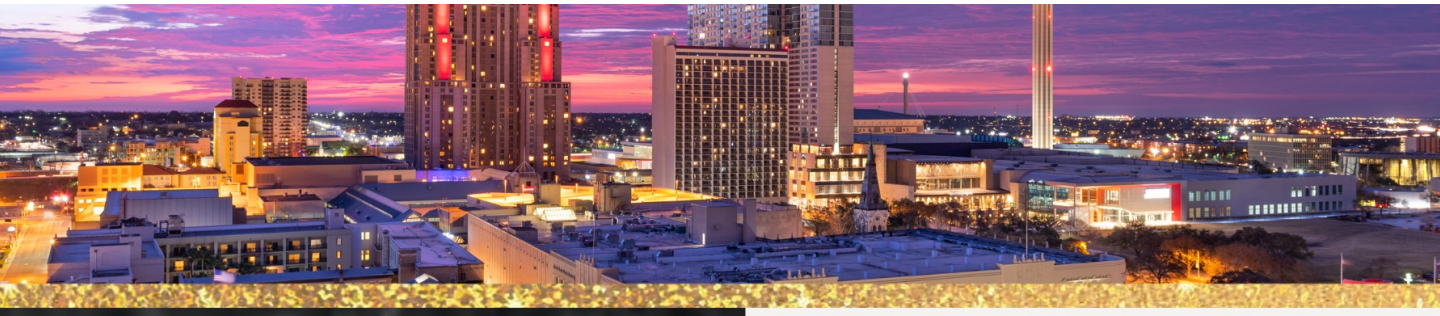


SAN ANTONIO Success Summit

# 7 & 28 Day Program RESET & Transform Playbook

By Jared & Crystal Crebs



# Warming Up Your Contacts – DM or Text



**Step 1: FOR FRIENDS YOU HAVEN'T SPOKEN TO IN AWHILE:**

**W1:** Hey FIRSTNAME, just checking on you. Are you staying safe and healthy right now? Sending my love! <3

**Step 2: <AFTER THEY RESPOND, ASK ANOTHER QUESTION THAT IS SPECIFIC TO THEM>**

That's awesome! How's work? How's the family? **<THE MORE SPECIFIC THE BETTER>**

**IMPORTANT:** Be interested in them. Don't ramble about yourself. Keep it light, friendly, and DO NOT mention any business. This interaction should only be 1-2 questions max. And last for only 1-2 days max. Then go to Step 3.

**Step 3: <STOP ASKING QUESTIONS & CLOSE OUT THE INTERACTION>**

It was really nice chatting with you FIRSTNAME. I hope you have an awesome day. (Or awesome night. Or awesome weekend.) **<STOP ASKING QUESTIONS & END THE INTERACTION>**

**Step 4:** Let at least 1 day go by with zero interaction. It's ok to let 2-4 days go by as well, but no more.

**Step 5:** Initiate invite to your choice of RESET Plus, Celavive Experience or Online Business.
**<THEY ARE WARMED UP & READY>**

**You can always change the wording of any script to make it sound like you, but keep the structure and content the same.*

## Direct Invite to Phone Call for RESET Plus Explanation



**R1:** Hi FIRSTNAME it was nice chatting with you earlier. I'm am doing a Spring RESET Challenge to lose 5 pounds in 5 days and I'm looking for some friends who want to do it with me. Would you like some info on it?

**R2:** Ok sounds good. Can I call you really quick right now?
or
**R3:** Ok sounds good. Can I call you later today at TIME?
or
**R4:** Ok sounds good. Can I call you tomorrow at TIME?

**R5:** Got it. I will be calling from XXX-XXX-XXXX. What's your number?
**<SKIP R5 IF YOU ALREADY HAVE THEIR PHONE NUMBER>**

**R6:** That will work! I will text you before I call. I hope you have an awesome day. (or night)
**<SKIP R6 IF YOU THEY CAN TALK RIGHT NOW>**

**R7 (if they ask what it's about):** It takes about 10 minutes to explain on a quick call. Is that ok?
**<CONTINUE WITH R2 - R6>**

**1-2 HOURS BEFORE THE CALL:**
**R8:** Hi FIRSTNAME I will be calling you here at *TIME*. I hope your day is going well.

***Go to Page 4 & Read Them The RESET Plus Phone Call Script***

# Situational Texts For Those Who Don't Respond




**P1 (if prospect does not respond after 1 day, send this):**

Hi *FIRSTNAME or NICKNAME* I'm not sure if you saw my message above. I hope you're having an awesome day. <**AFTER THEY RESPOND, PICK BACK UP WHEREVER YOU LEFT OFF>**

**P2 (if prospect does not respond for 2 days, send this):**

Hi *FIRSTNAME or NICKNAME* I'm assuming you don't want to take a look. If I am mistaken let me know. You are still an awesome friend.

**P3 (if prospect does not show up to a scheduled call, send this):**

Hi *FIRSTNAME or NICKNAME* is now still good?

**P4 (if prospect does not reply to P3 within 15 minutes, send this):**

Hi *FIRSTNAME or NICKNAME* I know you aren't the type of person not to respond. I know something must have happened. Please let me know you're alright.

**P5 (if prospect does not reply to P3 within 15 minutes, alternate option):**

Hi *FIRSTNAME or NICKNAME* I'm not sure if you can really make this call. Let me know if you are still open to connecting. I hope all is well with you.

# RESET PLUS Phone Call Script

*The "RESET PLUS" is not an official USANA product like the RESET box is. Rather, RESET PLUS is buying 14 single-serve Active Nutrition Chocolate Nutrimeal for $52.95, 14 single-serve Active Nutrition Vanilla Nutrimeal for $52.95, and 1 set of CellSentials for $58.95. Total price $165 (81 volume points).*

**SAY THIS:** Hi FIRSTNAME how have you been? **<SMALL TALK FOR A MINUTE>** So, I have a little script to read you that will explain everything. First of all, how much weight do you want to lose? **<TAKE NOTES>** And what type of diets have you tried in the past? **<TAKE NOTES>** How do you feel these worked out for you?

2) We have been so busy with our promotion that we are having to figure out who is really serious about losing weight, because there is a lot of work on our part to help you and it's not just going on another fad diet. So we are looking for clients that are absolutely serious. How serious are you about losing weight? **<TAKE NOTES>** What is the main reason you have for wanting to lose your weight? **<TAKE NOTES>**

3) Okay, great. Let me explain exactly how the RESET PLUS Program works, because it's an extremely effective weight control program. Basically the program targets specific areas of the body. We focus on losing inches as well as pounds, and helping you keep a good energy level throughout the day. It also keeps you from craving sweets – are you a sweets eater? **<LET THEM ANSWER>**

4) Ok. The RESET PLUS gives you all the nutrition you need, and helps to control and normalize your appetite so you don't feel hungry. So, even if you tend to eat out of stress, depression, or boredom, or you might be a binge eater – instead of eating three cookies, you eat the whole bag – or you might be a nibbler who picks at food all day long, or if you're just a plain out of control eater, it will help to control and normalize your appetite so you just don't feel hungry! The average weight loss is 5 pounds in 5 days. And, what happened to me was _____.

5) But, I've got to tell you about a few of our clients' testimonials. My colleague Jared lost 6 pounds in his first 5 days and 15 pounds total. He has kept the weight off for the past 4 years. My other colleague Charlene is in her fifties, she was having trouble losing weight and she also lost 5 pounds in 5 days. She went on to lose 30 pounds in 3 months and has kept it off for the past 4 years. We have thousands of stories like this.

6) Right now we are running a special promotion. We will give you free counseling to make sure you are using it right and getting the results you want. That's done by phone for your convenience and I will be the one doing it! I will be walking you through everything step-by-step and cheering you along the way. The program is very inexpensive because it supplies 15 meal replacement shakes to lose 5 pounds in 5 days, plus you will have 13 extra shakes left over to continue your momentum afterwards. You also receive a 28 day supply of nutritional supplements which are super important for healthy digestion, your metabolism & releasing the weight for good.

7) During the 5 Days you will also be having 2 healthy snacks, a fruit, and a veggie each day. So you will be chewing food, it's not a liquid diet. You will be consuming roughly 1400 calories per day, but these are perfect low glycemic calories. You will feel full and you will have great energy during your RESET week. In addition, you will receive a simple document that outlines the plan for your 5-day experience. It also includes ideas for the best meals to eat afterwards as well. The cost for the RESET PLUS is $165 plus tax. Ok, so where would you like your RESET PLUS Program mailed to? **<BE SILENT & LET THEM ANSWER>**

8) Ok got it. USANA will also be emailing you tracking info for shipping, what is your email address? And which Credit Card did you want to use? **<CLOSING TIP: PEOPLE NEED AROUND 8 SECONDS OF SILENCE IN ORDER TO MAKE A BUYING DECISION. ALLOW THE SILENCE!>** What's the credit card number? Expiration date? CVV2 code? Ok, so the number is **<REPEAT IT BACK>** Billing address the same?...

## RESET PLUS Phone Call Script (continued)

10) Perfect. The next thing is to choose your shake flavors. You can get all chocolate, all vanilla, or half of each. Which is best for you? **<LET THEM ANSWER>**

11) Ok you're all set. I will be working with you very closely to make sure you hit your goals and have a great experience. At the end of your 5 days, we will discuss if you would like to continue to the next step, which is the Transform Phase program. Normally people lose an additional 10 pounds each month they do the Transform Phase, so it's the best way to compound your results and keep your momentum going after the RESET PLUS.

12) One of our team members named Donna Womack did the Transform Phase over 5 months and lost 50 pounds. That's 10 pounds a month and she's kept the weight off for 7 years. We have many stories like this! **<SHARE MORE STORIES HERE>**

13) But lets get you through your RESET PLUS first. I will process your order today and you should get everything around 4-5 days from now. Let's schedule a time to talk after you receive your products in the mail. I will be reading you the "Reset Plus Getting Started Script" to explain how to get the best results from your experience. I can talk on **<DAY>** or **<DAY>** which is better? Ok. And on that day I can talk at **<TIME>** or **<TIME>**, which would be best? **<SET A TIME RIGHT NOW>**

14) Lastly, The best thing you can do while you wait for your products to arrive is watch some more short videos by Dr. Ladd McNamara. He did his research, visited USANA's Manufacturing Facilities and tried the products himself. For the last 25 years he has been recommending the products. It is a big testimony to USANA doing the right thing. It's the best thing you can watch while you wait for your products to arrive. I'm going to send you the link right now.

**<KEYBOARD SHORTCUT: drl or http://drladd.myteamwork.info** Does it open for you? **<MAKE SURE IT OPENS UP FOR THEM>** Ok you are all set! I will be calling you when your products arrive to go over everything and also see what you liked about the Dr. Ladd videos. Thanks again for becoming my client. I am excited for you to feel amazing. Talk to you soon! **<DURING THE NEXT CALL, READ THEM the Reset Plus Getting Started Script: <KEYBOARD SHORTCUT: rsp or http://resetplus.myteamwork.info >**

***IF THEY DON'T ENROLL IMMEDIATELY, SAY THIS:** I totally understand if you need a little more time. What we usually do in this case is send a PDF document that explains more about the RESET PLUS and a cool link to some Dr. Ladd McNamara videos of talking about the science behind the products. I'm going to send you both links right now. Can you hold on just a second? I want to make sure you get it. **SEND SEPERATELY: <KEYBOARD SHORTCUT: drl or http://drladd.myteamwork.info & KEYBOARD SHORTCUT: rsp or http://resetplus.myteamwork.info >**

Did you receive them? **<WAIT>** Ok and can you tell me, do both links open up ok for you? **<WAIT>** Great. The best thing at this point is to schedule a time for us to talk in a day or two. That will give you some time to look at your budget and make the decision that's best for you. **<PAUSE>**. I can talk on **<DAY>** or **<DAY>** which is better? Ok. And on that day I can talk at **<TIME>** or **<TIME>**, which would be best? **<LET THEM CHOOSE>** Ok I'll call you then and if you are ready at that time we can do your payment info over the phone & get you started on losing those first 5 pounds and having you feel great. Talk to you soon. **<ON THE NEXT CALL, READ THE FOLLOW UP CALL SCRIPT ON PAGE 5 AND ENROLL THEM IF THEY ARE READY>**

## Follow-Up Call Script

**Step 1:** Hi FIRSTNAME, how have your last few days been? **<SMALL TALK FOR 1-3 MINUTES>**

**Step 2:** Now that you've had a little more time, what questions can I answer to help you get started?

**<ANSWER QUESTIONS AND/OR OBJECTIONS>**

**IF THEY ARE READY, CONTINUE BELOW:**

3. Where would you like your products shipped to? **<WAIT>**

4. Got it. The next thing is to choose your shake flavors. You can get all chocolate, all vanilla, or half of each. Which is best for you? **<LET THEM ANSWER>**

5. I'm know I'm talking to you, but what is your phone number?

6. What is your best email?

7. And how would you like your name spelled on your account?

8. What's the credit card number you'd like to use? **<ALLOW THE SILENCE, BE CONFIDENT>**

9. What's the CVV code & expiration date?

10. Billing address same as shipping?

11. Ok got it. I will process your order today and you should get everything around 4 to 5 days from now. Let's schedule a time to talk after you receive your products in the mail. I will be reading you the "Reset Plus Getting Started Script" to explain how to get the best results from your experience. I can talk on **<DAY>** or **<DAY>** which is better? Ok. And on that day I can talk at **<TIME>** or **<TIME>**, which would be best? **<SET A TIME RIGHT NOW>**

12. Lastly, The best thing you can do while you wait for your products to arrive is watch some more short videos by Dr. Ladd McNamara. He did his research, visited USANA's Manufacturing Facilities and tried the products himself. For the last 25 years he has been recommending the products. It is a big testimony to USANA doing the right thing. It's the best thing you can watch while you wait for your products to arrive. I'm going to send you the link right now.

**<KEYBOARD SHORTCUT: drl or http://drladd.myteamwork.info** Does it open for you? **<MAKE SURE IT OPENS UP FOR THEM>** Ok you are all set! I will be calling you when your products arrive to go over everything and also see what you liked about the Dr. Ladd videos. Thanks again for becoming my client. I am excited for you to feel amazing. Talk to you soon! **<DURING THE NEXT CALL, READ THEM the Reset Plus Getting Started Script: <KEYBOARD SHORTCUT: rsp or http://resetplus.myteamwork.info >**

# Reset Plus Getting Started Script




*(Read to them BEFORE they start)*

1) Hi **"CLIENTS NAME"** did you receive your products? **<CLIENT SAYS YES>** Ok can you get them really quick? I'm going to explain everything and I want you to follow along with a document I'm going to text you. Just a sec, I'm about to send it… http://resetplus.myteamwork.info Ok I just sent it. Does it open up ok for you? **<WAIT>** Ok perfect. We are going to read through this together. **<CONTINUE READING BELOW>**

For best results, do your RESET Plus on a Monday through Friday to avoid the weekend temptations. Before you begin, weigh yourself on an empty stomach first thing in the morning (use bathroom first). Keep a log of your weight every morning & watch the pounds go down.

*** CellSentials – Take 2 of each in AM. 2 of each in the PM (4 tablets total in AM, 4 tablets total in PM). You have a 28 day supply of award winning supplements.**

*** 28 Active Nutrition Shakes– Consume 3 shakes per day over the next 5 days. You will have 12 extra to share or consume afterwards to keep your momentum.**

## The Plan Each Day

- Within 1 hour of waking up take your 1st shake, AM Vitamins (4 tablets total).

- 2 hours later, 1st healthy snack (see page 2)

- 2 hours later, veggie (see page 2)

- 2 hours later, 2nd shake

- 2 hours – fruit (see page 2)

- 2 hours – 2nd healthy snack

- 2 hours – last shake for dinner & PM Vitamins (4 tablets total).

## Tips to Succeed

- Drink at least 64 ounces of water everyday & avoid strenuous exercise during the program.

- Walk 20-30 minutes each day. Coffee, tea & caffeine are ok to have, but avoid sugary Starbucks type drinks.

- Get 7 hours of sleep per night minimum, 8 is ideal. Optimal sleep is critical to your success.

- Eat an additional serving of fruits or veggies if you feel lightheaded. Even a little chicken breast or .5 cup of black beans is fine, but do your best to stick to the program.

- For best results, make your shakes with ice in a blender. Watch this video: http://makeshake.myteamwork.info

**Cleanse/ Detoxification Response:** The RESET Plus has high levels of fiber & nutrition. Frequent trips to the bathroom or even slight headaches may occur (to about 10% of clients). If this happens, it's a good thing because it means your body is detoxing all the built up chemicals in your system. If you experience too much detoxing at once, cut your vitamin dosage in half for a few days, then go back up to the full dosage after that. Also, your urine will be turning bright yellow due to the potency of the vitamins which give your cells MAXIMUM nutrition. Now let's go to the next page. **<CONTINUE READING THE NEXT PAGE>**

# RESET Plus Getting Started Script (continued)

## Healthy Snack List- Look for Low Glycemic Whole Food Snacks (150-200 calories)

- Lara Bars (all varieties- roughly 200 calories per bar, great mainstream option)
- Kind Bars (all varieties- roughly 200 calories per bar, great mainstream option)
- 1/4 cup of Raw Almonds (a closed fist full)
- 1/2 cup of Cottage Cheese
- 2 Large Hard Boiled Eggs




## Recommended Veggies

- Organic baby carrots
- 4 oz. Raw or cooked broccoli
- 4 oz. Raw or cooked cauliflower
- 8 oz. cooked green beans
- 1 whole tomato
- 3 to 4 stalks of celery
- 1 whole pepper (all varieties)

8 oz. Cooked Spinach

## Recommended Fruits

- 1 large apple
- 1 large grapefruit
- 1 large orange
- 6 oz. of berries (all varieties)
- 7 oz. cantaloupe or honeydew
- 20 fresh cherries
- 4 ounces of grapes (all varieties)

**What comes after your RESET Plus:** If your goal is to lose more than 4-5 pounds, you can continue with the Transform Phase to lose 10 pounds per month until you hit your goal. Since you already have your CellSentials vitamins for the month and 13 extra shakes, you can immediately follow the Transform Phase for the next 6 days outlined at http://transform.myteamwork.info This plan includes 2 shakes per day, 1 healthy meal, and healthy snacks. Most people continue the Transform phase immediately after their RESET Plus to keep their momentum going.

What we normally do is schedule a time for us to talk towards the end of your RESET Plus. What day will you be starting? _____ Ok, so day 5 would be _____. It's best to talk on day 5 so I can get you set up for a successful day 6 through 28. On that day 5 I can talk at **<TIME>** or **<TIME>** which is best for you? _____. Perfect. When we talk next week we will go over your results and review the Transform Phase document link above. This will help us make a plan to achieve your total weight loss goal. And if you are happy with your results and feeling comfortable, we can do your order for the extra Transform Phase products you would need to keep your momentum going. Also let's text every day during your 5 days to keep the communication strong. Let me know if you have any questions or concerns along the way. I expect you to do awesome on your RESET Plus. Talk to you on *DAY* at *TIME*!

# Tranform Phase Introduction Script (read this script when you call on Day 5 of their RESET Plus)













Hi **"CLIENTS NAME"** how is your RESET Plus going so far? I want to hear everything! **<LISTEN & LET THEM SHARE>** Awesome! Well I'm glad you are doing so well. I have a another document I'm going to walk you through that will explain the next step so you can build on the momentum you have started. I want you to follow along with a document I'm going to text you. Just a sec, I'm about to send it: http://transform.myteamwork.info Ok I just sent it. Does it open up ok for you? **<WAIT>** Ok perfect. We're going to read through this together. **<CONTINUE READING BELOW THROUGH THE NEXT 12 PAGES. IT SHOULD TAKE ABOUT 15 MINUTES TO WALK THEM THROUGH. YOU WILL CREATE MASSIVE VALUE & THEY WILL ORDER $100-$300 MORE OF PRODUCT >**

You should have 13 extra shakes & 23 days of vitamins left over from your RESET Plus so you can start the Transform Phase immediately on Day 6. You will need more shakes. For best results, add USANA Probiotics for optimal digestion, metabolism, & conversion of food into energy, not fat. We'll discuss your options shortly, but first let's look at the plan…

## The Plan Each Day

Within ≈ 20 minutes of waking up have fresh lemon water with a dash of cayenne pepper for energy & metabolism.

≈ 20 minutes later, take your 1st shake, AM Vitamins, & Probiotics.

≈ 2 hours later, 1st healthy snack (see page 2)

≈ 2 hours later, veggie (see page 2)

≈ 2 hours later, healthy meal (see page 4)

≈ 2 hours later, fruit (see page 2)

≈ 2 hours later, 2nd healthy snack

≈ 2 hours later, 2nd shake for dinner & PM vitamins.

## Important Things to Know

- Your healthy meal can be switched to dinner if necessary, but make sure you have your 2nd shake at lunch time. The plan is 2 shakes each day.

- On average, most people will lose between 8 - 10 pounds each month doing the Transform Phase.

- It's very safe to do this for several months in a row until you hit your final weight loss goal. Why? Because this is cellular nutrition with no stimulants.

- For optimal results, you will need to schedule time for consistent exercise.

- Drink at least 64 ounces of water everyday.

- Coffee, tea & caffeine are ok to have, but avoid sugary Starbucks type drinks.

- Get 7 hours of sleep per night minimum, 8 is ideal. Optimal sleep is critical to your success.

**PRO TIPS:** At this point, do not weigh yourself more than once each week. Your weight will fluctuate as will your energy levels based on protein days compared to cheat days. But know that you are heading in the right direction. If you fall off the program for a day or two, even more, do NOT beat yourself up, and do NOT give up! It's normal for many people trying a new health & nutrition program to fall off at times. Simply accept it and jump back on track by reviewing your 'WHY' and 'GOALS'. You will still have great results if you follow the program accurately for the majority of days. This is a life-long journey; not some quick fad diet.

# Snacks, Fruit, & Veggie List

## Healthy Snack List- Look for Low Glycemic Whole Food Snacks (150-200 calories)

- Lara Bars (all varieties- roughly 200 calories per bar)
- Kind Bars (all varieties- roughly 200 calories per bar)
- 1/4 cup of Raw Almonds (a closed fist full)
- 1/2 cup of Cottage Cheese
- 2 Large Hard Boiled Eggs




## Recommended Veggies

- 1 cup organic baby carrots
- 4 oz. raw or cooked cauliflower
- 8 oz. cooked green beans
- 1 whole tomato
- 4 oz. raw or cooked broccoli
- 3 to 4 stalks of celery
- 1 whole pepper (all varieties)
- 8 oz. cooked spinach

## Recommended Fruits

- 1 large apple
- 1 large grapefruit
- 1 large orange
- 1 cup of berries (including strawberries)
- 2 slices of cantaloupe or honeydew
- 20 fresh cherries
- 1 cup of grapes (all varieties)

## Lemon & Cayenne Pepper First Thing in the Morning

**Directions**

Squeeze an entire small lemon into 14 - 20 ounce glass of water (warm or lukewarm water is ideal).
Add a few dashes of cayenne pepper.




**Benefits**

- Boosts your immune system
- Balances pH & alkalizes the body
- Decreases wrinkles & blemishes
- Natural energizer
- Sheds toxins
- Blood purifier
- Weight loss
- Sets up healthy digestion for the day
- Decreases indigestion and heartburn
- Decreases cold sores
- Decreases psoriasis
- Cayenne pepper improves circulation so your cells get more nutrients

# Your Options

The best thing you can do is order the remaining products now so they arrive in time and you are not left shake less on Day 13. You have 3 basic options to keep your momentum going…

**Option A:**

☐

**$318.00**




CellSentials
(28 day supply)
$58.95




56 pack of shakes
(2 shakes per day for 28 days)
$211.80




2 – 14 pack of Probiotics
(28 servings)
$46.95

Option A is the best because you will be able to continue the Transform Phase completely from Days 13-40. Plus you will have extra vitamins for 16 days after that. This will put you in a position to lose an additional 10 or more pounds. Plus, you will be saving money because this covers most of your personal grocery needs besides preparing 1 healthy meal per day.

**Option B:**

☐

**$196.00**




CellSentials
(28 day supply)
$58.95




28 pack of shakes
(2 shakes per day for 14 days)
$105.90




1 – 14 pack of Probiotics
(14 servings)
$30.95

Option B is a great middle of the road option. It will allow you to do the Transform Phase completely for days 13-26, but you will have an extra 30 days of vitamins after that. This means that you will only need more shakes and probiotics to complete your second month, which you buy at a later time.

**Option C:**

☐

**$137.00**




28 pack of shakes
(2 shakes per day for 14 days)
$105.90




1 – 14 pack of Probiotics
(14 servings)
$30.95

Option C is still good because you can continue the Transform Phase completely from days 13-26. After that you can re-order more to continue. Which option would be best for you? **<GO WITH WHATEVER THEY CHOOSE>** Ok sounds good you are all set. Your payment information and address are still on file so I will process this right away. Now let's schedule our phone call in about 7 days from now so we can go over your products when they arrive in the mail. I can talk on **<DAY>** or **<DAY>** which is best for you? Ok and on that day I can talk at **<TIME>** or **<TIME>** which is better? **<WAIT>** Ok you are all set. Now let's finish going through the rest of the document so you can be ready…

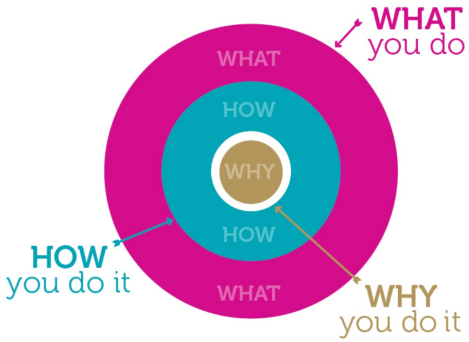
**If They Cannot Order Immediately**

I totally understand if you need a little more time. In that case we schedule a time to talk in a day or two after you've had a little time to look at your budget and make the decision that's best for you. I can talk on **<DAY>** or **<DAY>** which is better? Ok and on that day I can talk at **<TIME>** or **<TIME>** which is best? **<WAIT>** Ok that will be perfect. Now let's finish going through the rest of the document…

# Mindset Part 1: Your Why

Do you really want to lose fat, get rid of cravings, and live a healthier and happier lifestyle? This is the first question you have to ask yourself. Sure we may all think we want to, but when it comes down to it, most people don't want it bad enough to make the necessary changes; otherwise, we wouldn't have the obesity and disease epidemics that we have in our world.

So the first step in having the right mind-set is making the decision that you truly want to transform your body and mind, and to live a healthy lifestyle. To have the proper mind-set, we must identify your stage of readiness, identify your WHY, set specific goals, and get rid of limiting beliefs.




**MINDSET PART 1: Identify your WHY** - Without an emotional and compelling reason to transform, you will most likely give up too soon and revert to old habits and lifestyle that caused you to want or need to transform in the first place. At the same time, having a strong enough and compelling reason can help you move mountains and overcome any obstacles. Your WHY could be to prevent or fight a disease, to have more energy for your kids or significant other, to improve your sex drive, or fit in a skinny pair of jeans. There are countless possibilities; just make sure they have strong meaning to you and are compelling enough to help you see this all the way through.

Write down your top 3 reasons for getting healthy and fit, and transforming your body and mind.

***MY WHY***

1.

2.

3.

# Mindset Part 2: Set Goals

Without setting goals, your journey and transformation will be much more difficult and can become very frustrating. How will you know where you are going, or if you get there, if you do not even know where you are going? Research shows us that the vast majority of people that are successful in any endeavor, have specific goals that are written down and visible for them to read several times per day.

Additionally, your goals need to be S.M.A.R.T. (Specific, Measurable, Attainable, Relevant, and Time Sensitive). A good example of a smart goal is: “On December 31 2020, I weigh 170 pounds, have a 32-inch waist, and a fasting blood sugar level of 100”. For a person that weighs 195 pounds, has a 38-inch waist, and has been warned about pre-diabetes, this is a specific, measurable, attainable, relevant and time sensitive goal.




**MINDSET PART 2: Set Goals** – We want to make sure that you understand that this is just the beginning of a total lifestyle change that will provide you with long-term better health, increased energy, and write down your top 2 goals for short term (28 Days), mid-range (90 Days) and long-term (1 year). Read your goals out loud to yourself at least 3 different times throughout each day.

***MY GOALS***

1. _____ Date_____ (28 days)

2. _____ Date_____ (28 days)

1. _____ Date_____ (90 days)

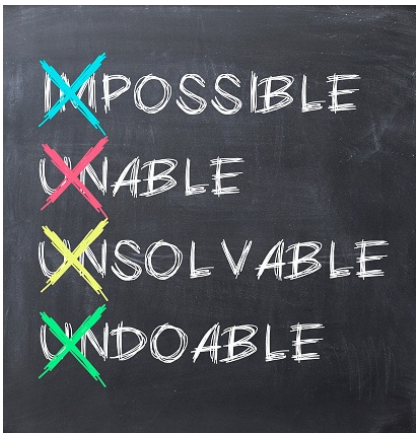
2. _____ Date_____ (90 days)

1. _____ Date_____ (1 year)

2. _____ Date_____ (1 year)

# Mindset Part 3: Eliminate Limiting Beliefs

Most people do not realize that they sabotage themselves over and over again throughout their life. This is most often due to limiting beliefs that we are usually not even aware of. But if you truly think about it, you can identify them, and recognize them as stories that we tell ourselves, consciously or unconsciously, in order to give ourselves the excuses necessary to justify living below our potential. Truthfully, it's a cop-out, and we need to start living closer to our potential, which starts by living a healthier, happier and more productive life, and inspiring others to do the same.




**MINDSET PART 3: Eliminate Limiting Beliefs**– Some common Limiting Beliefs (B.S. stories) that people have are that they are genetically unable to be thin; or that exercise doesn't work for them because they always get hurt or their joints ache. If you dig deep enough, you may find that your Limiting Beliefs have something to do your self worth, or lack there of. You have to believe that you are worth this effort. You are an amazing person. You have people that love you and depend on you. They want and need you to be happier and healthier.

Write down your top 3 Limiting Beliefs (B.S. Stories) that hold you back from your goals and dreams.

***MY B.S. STORIES***

1. _____

2. _____

3. _____

** QUICK TIP: Developing a positive mind-set is critical for your success. Use positive affirmations and thoughts to help develop a positive BELIEF in your self. You must believe that you can and will Transform your body and mind. It IS possible for you to truly Transform, and live the life you are meant to live, with more energy, better health and loads of happiness.*

On the last page, you will have a full page to re-write your WHY, your GOALS, your LIMITING BELIEFS, and your MEASURMENTS, so you can post this page in a place where you can view it throughout the day, in addition to having them written in your booklet. This will help you to stay motivated, focused, and on track. Please make sure to do this critical step as it can truly be a difference maker between reaching your goals and living the life you desire, or falling short again and creating further frustration.

# Take Action:
# Get Rid of Junk Food & Temptations

That's right, clear your fridge, cupboards and pantry from junk foods that will only cause you stress and hinder your progress. This does not mean that you can never eat your favorite foods or treats again; they just need to be treated as occasional treats and rewards for your new lifestyle. It's best to go out to buy your favorite ice cream cup at your local ice cream shop, versus having a quart of it in your freezer; same as it's better to go out for a slice or two of your favorite pizza versus having entire frozen pizzas in your freezer. See list of High Glycemic Foods to identify foods you may have thought of as healthy, but in actuality they spike up blood sugars and cause you to store fat.

At the same time as you are clearing your kitchen of junk, you also want to fill it with healthy snacks and foods. See sample healthy grocery list below:

## HEALTHY PROTEINS

Serving Size: Flat open hand

- Chicken breast
- Fish
- Lobster
- Shrimp
- Tuna (in water) / Ahi Tuna
- Lean beef
- Turkey
- Turkey bacon
- Pork chops
- Sulfate/Nitrate free jerky
- Eggs (1 yolk max per day)
- Greek yogurt (plain)
- Goat cheese
- Low-fat cottage cheese
- Organic Tofu

**** No dairy during Week 1**

## HEALTHY CARBS

Serving Size: Clenched fist

- Quinoa
- Beans
- Oatmeal (not instant)
- Muesli
- Semolina
- All Bran
- Wheat kernels
- Cracked barley
- Sweet potatoes
- Black rice (on occasion)
- Brown rice (on occasion)
- Rye bread (on occasion)

***** Avoid white & jasmine rice all together**

## VEGETABLES

Serving Size: 2 clenched fists

- Kale, cabbage
- Spinach (and dark leaf lettuce)
- Broccoli
- Brussels sprouts
- Artichoke
- Asparagus
- Cauliflower
- Carrots
- Celery
- Cucumbers
- Egg plant
- Mushrooms
- Peppers (green, red, yellow, orange)
- Snow Peas
- Tomatoes
- Zucchini

*** Consume extra veggies when still hungry after meals or between meals**

## HEALTHY FATS

Serving Size: ½ clenched fist

- Avocado
- Coconut oil
- Olive Oil
- Almonds
- Brazilian nuts
- Cashews
- Pistachios
- Walnuts
- Natural almond butter
- Natural cashew butter
- Natural sunflower seed butter

## LOW GLYCEMIC FRUITS

Serving Size: Clenched fist

- Dark cherries
- Blueberries, Blackberries, Raspberries
- Goji berries
- Strawberries
- Grapefruit
- Apples (green lower GL than red or yellow)
- Pears
- Oranges
- Kiwi
- Plums
- Peaches (not canned)
- Bananas (only on occasion with a protein)

**** No Fruit on PROTEIN days**
***** Avoid dates, figs, and raisins**
****** No more than 1 banana per week**

## SPICES & SUPERFOODS

- Ginger
- Turmeric
- Oregano
- Thyme
- Rosemary
- Cinnamon
- Garlic
- Crushed red peppers
- Black pepper
- Pink Himalayan salt
- Wheat grass
- Lemongrass
- Flaxseed (and flaxseed oil)
- Seaweed
- Organic grass-fed Kefir

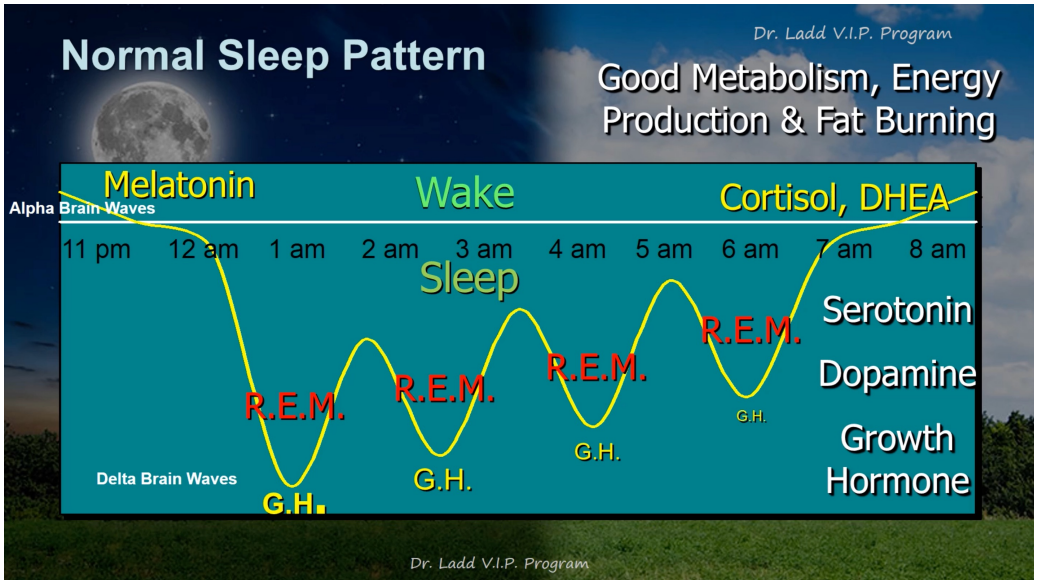
## LIST OF HIGH GLYCEMIC FOODS TO TOSS OUT

Foods you may think are healthy, but…

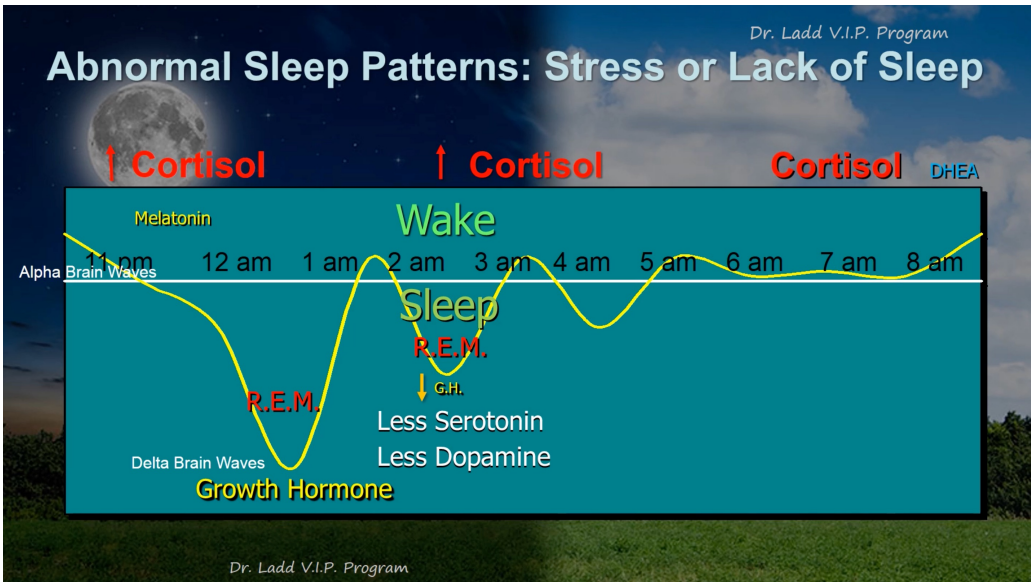
- Low-fat yogurts (especially flavored)
- Pretzels, potato chips
- Cookies, pastries, crackers (even low-fat)
- Raisins, dates, and figs
- Dried fruit, candy, juice drinks
- White & wheat bread
- Muffins and croissants
- White rice
- Most Pasta (including corn and brown rice pasta)
- Margarines or butter spreads
- Traditional processed cheeses
- Low-fat desserts
- White potato (especially instant)
- Traditional jerky meats, deli meats (w/ nitrates)
- Most cereals including Corn Flakes, Corn Chex, Rice Chex, Rice Crispies, Total, Cream of Wheat, Grape Nuts, etc…

# Sleep – Part 1

Getting 7 to 8 hours of sleep each night is critical for weight loss and long term health because you need to allow your body time to release it's own natural growth hormone (pictured as "GH" below). This can only happen during the 4 dream state cycles when Rapid Eye Movement Sleep (REM) occurs. You need 7 to 8 hours to allow this to happen each night. The mood enhancing hormones serotonin and dopamine also get released during this time. In the morning you will have a normal rise in cortisol and DHEA which allows for a good metabolism, energy production, and fat burning during the day. This should be your goal.




Look at how much natural growth hormone you lose when you get 6 hours of sleep or less. You don't have enough time to get the 4 REM dream state cycles, so your body doesn't have a chance to renew like it should. You also miss out on the serotonin and dopamine that needs to be replenished. And, your cortisol levels become too high, which causes you to keep the fat. Weight loss is impossible with this type of sleep.

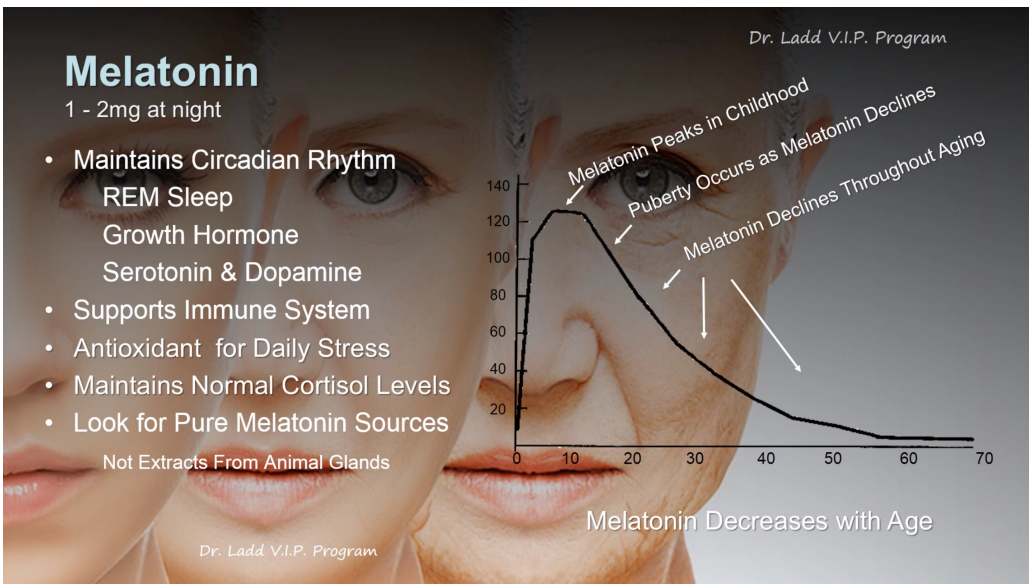


# Sleep – Part 2

Getting 7 to 8 hours of sleep allows you to keep the normal amount of cortisol which gives you all of the benefits listed below. Getting 6 hours or less causes too much cortisol, which leads to weight gain, obesity, inflammation, insulin resistance, diabetes, adrenal fatigue, and many more problems. That's how important proper sleep is.

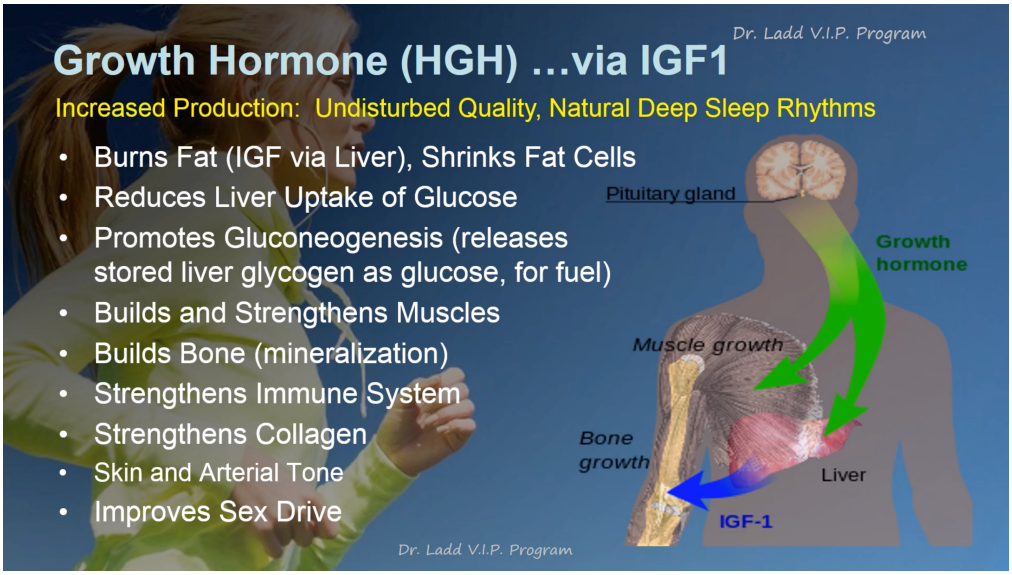



A melatonin supplement also helps tremendously to get your REM sleep, Growth Hormone, Serotonin & Dopamine. This will help maintain normal cortisol levels as well. As we age, our body produces less melatonin, so it becomes every important to supplement, especially in your 30s, 40s, 50s and 60s. Not all melatonin supplements are the same. It's best to avoid melatonin that comes from animal gland extracts. USANA produces a pure melatonin from non-animal sources that you can add to your order if you'd like.



# Sleep – Part 3

When you are getting 7 to 8 hours of sleep each night, growth hormone is produced by the brain and is sent to the liver. The liver will then produce IGF1 which burns fat, shrinks fat cells, increases energy, builds muscle, strengthens bones, helps your skin, and improves your sex drive. This is the all-natural way to create an incredible life. It all depends on your quality of sleep.



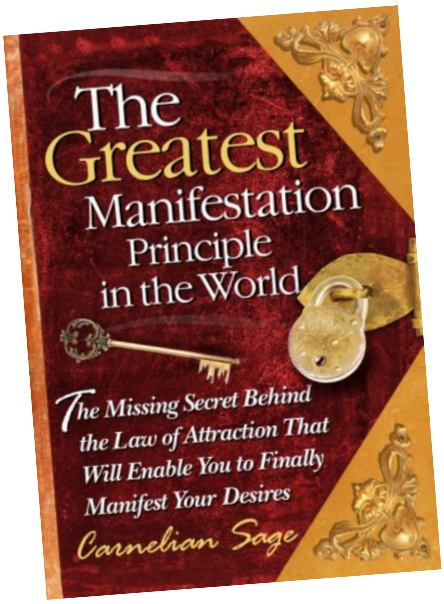

Below are the best tips for improving your sleep. Read each one below. USANA has a melatonin supplement called Pure Rest and a magnesium drink called Mineral Calm that can help with your sleep.






# Carnelian Sage Book

This book will help with your mindset when it comes to losing weight. It will also help with any area of your life that you want to improve. You can find this book on Amazon for about $10 dollars and it is well worth the read. Order it today and watch your results improve drastically!



# Extra Products You Can Add

Below are some additional products you can get to help with your weight loss and health goals:




**Pure Rest**: This fast-acting melatonin supplement helps with deep and restful sleep. Each tablet contains 2 milligrams of pure melatonin from non-animal sources. Pure rest is not a sleeping pill and it is non-habit forming. Simply take 1-2 tablets of pure rest about an hour before bed time and sleep like a teenager. $19.95 for 28 day supply.




**Mineral Calm**: Drink 30-60 minutes before going to bed. Helps ease your body and mind for a peaceful night's rest. This warm, effervescent beverage mix provides the perfect level of magnesium to address muscle tension and calm nerves during rest and recovery. Helps maintain healthy blood sugar levels already in normal range. Supports GABA receptors in your brain to optimize nerve activity and healthy physical relaxation. Tastes similar to Tang Orange Drink Mix. $26.95 for 56 servings.




**Coconut Collagen Bars**: Coconut flavored protein bars covered in rich dark chocolate. 15 grams of protein and 170 calories per bar. A guilt-free snack that will leave you feeling full and energized. Supplies collagen to support healthy hair, skin, nails, joints, and bones. Assists lean muscle mass and recovery. Provides sustained energy. Helps support your weight management goals. Great substitute for Lara Bars & Kind Bars. Great for both adults and kids. Gluten Free, Non GMO.
$37.95 - 14 bars per box.




**Rev3 Stickpacks**: This ready-to-mix stick pack has a refreshing citrus flavor with a healthy source of caffeine from green, white, and black tea. You get 80mg of caffeine per stick pack. About the same as a cup of coffee. It increases your metabolism & energy production without the crash. It also has Korean Ginseng & Rhodiola extract to keep you at your mental best. Mix 1 stick pack with 14-16 ounces of water and ice. Enjoy.
$62.50 for 28 servings ($2.23 per stick) or $39.95 for 14 servings ($2.85 per stick)

**Would you like to add any of these products to your next order?**
**Contact the person who shared this with you!**

# Final Tips

**Find a friend or group of friends to join you on this journey.** This is the most overlooked factor in all transformation programs and individual efforts. Having a buddy or group of friends to share the experience and hold each other accountable is priceless. There's nothing that can improve your chances of success more than an accountability partner, or partners, that also offer motivation and support. At a minimum, have your close friends and family know what you are doing, and have them support you and help hold you accountable.

## EAT THIS, NOT THAT

Making smart substitutions will not only save you tons of calories, it can also reduce sugar and unhealthy fat intake, giving you faster and better results.

| EAT THIS | INSTEAD OF… |
|---|---|
| Greek yogurt | Sour Cream |
| Butter or romaine lettuce | Tortillas |
| Cucumbers or Jicima | Tortilla chips |
| Coconut or Almond Milk | Dairy Milk |
| Raw Ghee | Margarine/butter spreads |
| Spaghetti squash | Pasta |
| Mashed cauliflower | Rice |
| Sweet Potatoes | White Potatoes |
| Mustard | Mayonnaise |

**Set your calendar.** Block out your times for the entire 28 days that you will fit your exercise in, prepare meals, and go grocery shopping. If it's in your calendar, you will make it a priority, and schedule things to get done in order to have a successful transformation. See Daily Tracker on the next page to plan how much time you will need to block out for exercise each day.

## PORTION SIZES

Managing proper portions is one of the most difficult, yet important healthy lifestyle habits to master. Use a 9" plate, and divide it so that ¼ of the plate is for your protein, ¼ is for your grains or starchy carbs (on days allowed), and ½ the plate is for non-starchy vegetables.

* If you are still very hungry 20 minutes after your meal, serve yourself another portion of vegetables.

