USANA’S 28-DAY PROGRAMS

The 28-Day Programs from USANA® are designed to help get people interested in a healthy lifestyle centered around nutrition, clean eating, exercise, and stress management—not only about supplementation.

With these programs, you’ll be able to build a supportive network that people want to be a part of (even after the 28 days are up) and help people develop healthy habits for life with the help of USANA—and YOU!

Consider yourself warned: You can run these programs anytime for any 28-day period of time, but you will have to put in the work and effort to make sure you are helping your customers and being a good team lead. This could be someone’s first experience with USANA, which means—in their eyes—you are the face of the company. It’s up to you to make sure people have a good experience with USANA so they’ll want to continue using our products and maybe even get involved with the business moving forward.

If you do not feel like you have the time to properly run these programs, you should not run them. Wait until you feel like you can dedicate the time and energy necessary to run a successful program and support your new customers in their journey to better health.

What customers get—

- Products shipped to their door
- A supportive group that provides motivation and a team mentality
- An introduction to a healthier lifestyle
- Healthy eating, exercise, and living tips throughout the 28 days—provided by USANA, but shared by you.

What you (the Associate) get—

- Shareables planned out for your convenience, plus detailed instructions on how to run the whole event
- Branded materials so you can professionally reflect the USANA look and feel
- A new way to connect with customers, share USANA, and build a healthier community
Timeline
To Start it Off Right

Now that you’ve committed to run a 28-Day Program, what’s next?

One month — To a Week Before:

- Invite Customers
  Download the USANA-branded invitation from Communication Edge and use it to invite people to join the program.
  Complete their order. If you’d like, use a special 28-Day Program order form to help guide customers to the products we recommend.

- Set Up a Facebook Group
  Once people have bought the 28-Day Program and it’s being shipped, create a Facebook group and invite program participants to join it. Use this group to help members get to know one another prior to the program beginning.

- Brand Your Facebook Group
  Brand your group page with the 28-Day Program Facebook banner, designed and provided by USANA.

How To — Set Up a Facebook Group

- Log On to Your Personal Facebook Account.
- Select the Dropdown Menu in the Navigation Bar (where you would go to log out).
- Select “Create Group.”
- Choose “Connect and Share” as Your Group’s Goal.
- Name Your Group, Invite at Least One Friend in Order to Create the Group, Select Your Desired Privacy Level, and Then Click “Create.”

All the tools mentioned in this guide are located on The Hub, found under:
My Business > Run a 28-Day Program > Resources
As people continue to join your Facebook group before the program begins, this is a great time to get them set up for success.

We have created five 28-Day Program shareables and social media messages to get everyone in the right frame of mind for the program—before it starts. You’re free to use these tools however they fit best into your program, but we recommend using these conversation starters and topics to prepare your customers for success. Below are recommended Facebook updates for you to post during this time:

1. **Prepare Your Kitchen**
   Getting your kitchen and pantry stocked with the essentials of a healthier diet can both put you in the right mindset for a 28-Day Program and prepare you for cravings between meals. **Dump the unhealthy stuff**, such as prepackaged foods, cookies, and crackers. **Create a shopping list**, and then **stock up** on healthy foods and snacks.

2. **Prepare Your Meals**
   Meal prep is a great strategy for healthy eating success. Here are the basics: **Plan a week’s worth of healthy meals** on the weekend. **Think basics**, like grilled chicken, quinoa, fresh fruits and veggies, and Greek yogurt. **Shop** for the items you’ll need, all in one trip. **Prepare** by precooking and prepackaging the meals so they’re “grab-and-go” ready. (Storage bags and containers will become your best friend.)

3. **Plan Out Your Fitness**
   Productivity studies have shown that things written on an actual calendar—either a paper calendar or planner or in a phone—for specific times are far more likely to be completed, no matter how busy you are. Make sure exercise is on your calendar. **Find a time and schedule it**, even if you wake up early, run during lunch, or take a walk after dinner. **Plan** what you want to do (bike, lift weights, Pilates, etc.). **Commit to it**.

4. **Find Your Ways to De-Stress**
   Stress goes beyond mental and physical fatigue. Unchecked, it can contribute to many health problems, even if you don’t realize it. Being able to recognize stress and stressors can become a shortcut to relaxation. **Understand your triggers** by asking yourself why you feel overwhelmed—try to be specific. **Find your way of relaxing** (reading, talking on the phone, meditating, yoga, etc.), and **make relaxation a priority**.

5. **Get Ready for the 28-Day Program to Begin**
   The few days before you get started is the best time for some last-minute motivation to get everyone excited. Make sure you **have your kitchen and meals set**, enter your exercise plan in your calendar, and consider ways to de-stress. **Are you ready?**

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**You’re ready!**

**You’re all set to run a successful 28-Day Program.**
CONGRATS!

On getting started with the 28-Day Programs from USANA. This is a fun way to make new friends, share USANA products, help people get healthy, and build a strong business at the same time.

How To—USE THIS GUIDE

This guide will help you run a successful program by providing tips and step-by-step instructions as you move from day one of the program to day 28 and beyond. Remember: you’re running this program—not USANA. So use the assets we’ve provided, but make it your own! Direct selling is unique—and great—because customers connect with a person (YOU!), not a company.

GENERAL TIPS

- **POST AS MUCH AS YOU FEEL COMFORTABLE**
  with to complement the level of engagement you’re seeing with your group. Some groups will engage with posts every day; others, once every other day will work.

- **IF YOU DON’T LIKE...**
  the message prompt or example USANA has provided on any given day, write your own! Engage with your group on a personal level. You’re not a robot.

HOW TO SUCCESSFULLY MENTOR YOUR GROUP

- **BE AUTHENTIC.**
  The best way to connect to others is to be yourself.

- **ASK QUESTIONS.**
  Get to know your group, their goals, and why they joined you for this 28-Day Program. What is their motivation?

- **REMEMBER...**
  This will take your time and effort. Make sure you have at least 10 to 15 minutes, two to three times a day, to dedicate to running your Facebook group by posting shareables and interacting with your group members. You’re the messenger. You’re the reason people in your group will be successful, and you’re the one showing others what the USANA brand stands for.

SHAREABLE AND MESSAGES CALENDAR

To help you get the most out of your 28-Day Programs, we have created a series of shareables and message prompts. You are free to use these as you choose, but we recommend you use them as templates and message examples. There may be days when you have plenty to post about but others when you need some help. You can simply grab an approved shareable from Communication Edge, the U.S. Field Facebook page, our Instagram accounts, or WeChat. Shareables will continue to be added, so you’ll always have more to choose from.
Images inspire—sometimes more than just words. We’ve designed a series of images and paired them with helpful information you can share with your group anytime. You’ll see some of the dates below have the word “shareable” by them. On these dates, visit the Communication Edge and grab something to share.

**WEEK 1**

1. **WELCOME PROGRAM PARTICIPANTS TO THE GROUP**
   Let your group know you are in this together. Share your own personal goal for your program with the group and coach them to write theirs down and put it somewhere they’ll see it. Ask them to share their goals with the group to promote interaction.

2. **SHAREABLE**

3. **SHAREABLE**

4. **SHARE YOUR TRICKS ON HOW YOU REMEMBER TO TAKE YOUR SUPPLEMENTS**

5. **SHAREABLE**

6. **DISCUSS THE LONG-TERM BENEFITS OF GIVING UP PROCESSED FOODS TO COMBAT WITHDRAWALS, SUCH AS HEADACHES.**
   Studies show that giving up processed food can result in benefits such as fewer headaches, better sleep, a happier digestive system, clearer skin, and more.

7. **MEAL PREP MESSAGE**
   Don’t forget to meal prep for next week.

**WEEK 2**

8. **GIVE YOUR GROUP A WELL THOUGHT OUT MOTIVATIONAL MESSAGE**
   To help them start the week strong!

9. **SHARE YOUR TIPS FOR MAKING EXERCISE EASIER**
   Do you like to listen to interesting podcasts or a particular type of music? Start a discussion, and ask your group to share their exercise hacks.

10. **SHAREABLE**

11. **SHAREABLE**

12. **MESSAGE PROMPT.**
   Share your tips about how to find healthy options at restaurants.

13. **MESSAGE PROMPT.**
   Share a motivational message about living a healthy lifestyle.

14. **MEAL PREP MESSAGE**
**WEEK 3 - DAY:**

15 YOU'RE HALFWAY THERE! HOW ARE YOU FEELING?
   Share with the group how your goal is going.

16 SHARE A MOTIVATIONAL MESSAGE ABOUT ACHIEVING PERSONAL GOALS.

17 SHAREABLE

18 SHARE A FOOD HACK.
   For example, studies have shown that eating a salad before dinner helps people eat less overall, helping aid in weight management.

19 SHAREABLE

20 TALK ABOUT HOW YOU FIND THE TIME FOR EXERCISE WITH A BUSY SCHEDULE.

21 MEAL PREP MESSAGE
   If you haven’t had a discussion with your group about what additional supplements might benefit their individual needs, this could be a good time to do so. Use some of the product shareables found on Communication Edge during this conversation.

**WEEK 4**

22 CHECK IN
   The beginning of the last week of the program is a great time to check in with your group about how their goals are going.

23 WHAT NOW?
   Share tips and suggestions about how to continue your healthy lifestyle. This is a great opportunity to open a discussion with your group.

24 SHAREABLE

25 TALK WITH YOUR GROUP ABOUT HOW TO MAKE “HEALTHY” A HABIT.

26 SHAREABLE

27 ASK YOUR GROUP QUESTIONS LIKE THESE:
   Have you shared this experience with anyone not in our current group? Would they be interested in the next 28-Day Program? Also, make sure to ask your group members how you can improve the next time you run a 28-Day Program.

28 FINAL CHECK IN!
   Ask your group: How are you feeling? What have you learned about yourself throughout this process? And make sure to thank them for participating!

**PROGRAM PARTICIPANTS**

To continue their newfound healthy lifestyle with the support of USANA. Help them find the products that would benefit them by using the information you learned throughout the 28 days.
YOU COMPLETED YOUR 28-DAY PROGRAM.

CONGRATULATIONS!
And thank you for participating. But the work doesn’t stop there.

What’s next?
AFTER 28 DAYS, MAKE SURE TO:

- FOLLOW UP
  with group members about their experience.

- ASK YOUR GROUP IF
  they know anyone who might be interested in completing a guided 28-Day Program.

- ASK YOUR GROUP WHAT
  You can do to help make your next 28-Day Program even more successful.

- LET US KNOW HOW WE CAN HELP YOU
  Feel free to send us your feedback on the U.S. Field Facebook page.