



TERRAfit Coach Handbook

*This is a guide to becoming a better coach for TERRAfit and also helping you grow your dōTERRA business. Make sure to go through this handbook as a coach and inspire others to become coaches from the teams that you are coaching. Give this handbook to all aspiring TERRAfit coaches.

Duplication model of TERRAfit:

Duplication is based off of our coaches. As coaches we need inspire participants to become coaches and develop more contacts and teams of their own.

Example Goal:

(Imagine if you have 5 Wellness Advocates in your down-line that become TERRAfit coaches, all of which are coaching 5 or more teams. That could be 25 teams or 125 individuals and most of those could be non-wellness advocates allowing you and your coaches to introduce the oils into their lives)




This helps people understand the duplication model of TERRAfit and how it can really start to expand.

How to be successful with TERRAFIT

It's not a matter of YOU putting together teams, it is a matter of you inspiring, motivating, helping and incentivizing others to create teams that you coach.

Individuals that build their own TERRAfit teams, and then participate with those teams in the challenge, are more likely to be successful in reaching not only their fitness goals, but also their business goals.

Reasons:

-  Confidence: People feel more comfortable sharing their struggles with friends.
-  Accountability: When teams are close the members hold one another accountable.
-  Retention: Greater ability to stay the course when friends and family are falling off the wagon.

Goal:

- Coach your teams so that they are able to reach their fitness and business goals.
- Help inspire people to create their own teams.
- Change peoples lives.

Understanding Features:

- Becoming a better Coach:
 - <https://www.youtube.com/watch?v=yosQYKLqP6o>
- Point Tracker:
 - <https://www.youtube.com/watch?v=ahFZq48FTFI>
- Pay it Forward:
 - <https://www.youtube.com/watch?v=2Iit62hDvG0>

KNOW the Coach's Checklist:

It is so crucial for you to follow the coach's checklist in coaching your teams. This checklist was created by coaches and TERRAfit Pros that have had a 90% conversion rate or higher. Out of those 90% that converted from TERRAfit to becoming a Wellness advocate with dōTERRA, 90% got on LRP. We want TERRAfit to duplicate; and by following a model (the coach's checklist) duplication is achieved.

Pre Challenge Tasks:

These are the things every Coach should do prior to a Challenge:


- Create your Facebook Groups (Closed Group). Copy the URL/web address of each Facebook Group and paste it in the corresponding field in "Team Facebook Groups" under the "Coaches" tab. This will make it easy for your team members to find your group under their "My Team" tab under "Daily Challenge and More."
- Begin communicating with your teams and helping them prepare for the challenge.
- Encourage your team members to acquire the following equipment:
 - Set of hand weights (light, medium, and heavy) and/or good resistance band
 - A good pair of workout shoes
- Access to the workouts via DVD or TERRAfit Advantage Streaming program.



- Make sure you watch and understand the [Coaching Tutorials](#), which are available under the “Become a Coach” tab on the TERRAfit home page.
- Familiarize yourself with the [TERRAfit](#) site and KNOW the rules.
- Provide [TERRAfit Key chains](#) filled with some samples to non- dōTERRA Wellness Advocates with these specific oils: Peppermint, Deep Blue, Slim & Sassy, and Lemon. Give samples in [1/4 dram bottles](#). This step is paramount in helping participants learn about the oils. Like in your dōTERRA business, you need to get the product into peoples’ hands. Let them know that these products will help them in their quest to get into shape.
- Encourage your team members to subscribe to TERRAFIT ADVANTAGE. Upgrading to TERRAFIT ADVANTAGE is more affordable, convenient, and easy to use. It provides features and tools that will maximize results, increase accountability, facilitate communication and recognition within your team, and make the TERRAfit experience more fun and rewarding.
- Place an order with My Oil Business for the [TERRAfit Presentation Booklets](#) and [TERRAfit Invitations](#)
 - Booklets** (http://www.myoilbusiness.com/TERRAfit-Presentation-Booklets-10-Pack-p_4741.html)
 - Invitations** (http://www.myoilbusiness.com/TERRAfit-Invites-25pk_p_4776.html)
- Schedule a TERRAfit class with your participants for the end of Week 2 at your favorite venue.

Notes/Coaching Tips:

These steps are all crucial in the success of your team. Remember that the TERRAfit Advantage is an integral part of TERRAfit. Emphasize that it is cheaper, easier to use, and WILL help them in the challenge. As a coach, this is something that you need to be talking about on a consistent basis.

-  Make sure that everyone has the streaming (TERRAFIT ADVANTAGE).

- ✧ Reach out to each participant. You can see their information by clicking (Coaches Tab, Team Points, Click on team).
 - This will show you their email address and phone number.
 - Example: Hey just want to make sure that you are ready for the challenge and have the stuff that you will need to rock the challenge. One of the things that we strongly recommend is the TERRAfit Advantage.” Then list the reasons why (listed in the coaches checklist).

- ✧ Find out who are Wellness Advocates of dōTERRA and who aren't (Very Important).
 - **Tip:** If they are a Wellness Advocate, then you know that they already know more about the oils and can focus on the reason they are doing the challenge.

- ✧ Find out WHY people are doing the challenge: Wanting to grow a dōTERRA business, just get in shape, inspire family, etc.
 - **Tip: Understanding why an individual is doing the challenge will better help you coach them and in turn help them to hopefully become coaches themselves. (Goal)**

Week 1

- Encourage your teams to add their points to the TERRAfit Point Tracker on www.terrafit.com.
- Check your teams' individuals and team points on the "Coaches" tab under "Team Points."
- Reach out to participants who are not posting points.
- Communicate with your teams on Facebook and encourage your teams to post their group Facebook page.
- Follow up with the participants that received samples, make sure they are using the samples and let them know how the oils can help them reach their fitness goals.
- Resolve any issues or questions that may arise.
- Prepare your team members to start holding TERRAfit Classes.

Notes/Coaching Tips:

Make sure that your participants are communicating on your Facebook groups. In TERRAfit we have seen that communication is a determining factor with the program. Personally reach out to those individuals and make sure that they are communicating.



Follow up:

- Example: "I know that this is your first week of the challenge and it's likely you have sore muscles. Make sure to use the Deep Blue to help you recover faster and feel great. This will help you see the results that you're looking for in the challenge."
 - **Tip:** Saying things like that will help them become introduced to the oils but not feel overwhelmed by all the things that the oils do. Remember, they signed up for TERRAfit to get into shape and feel better, help them with that.



Prepare team members to start inviting others to the next Challenge

- **Tip:** Bring up the success that they have already seen and how they like the challenge. Encourage everyone to think of others that could benefit from the challenge. Remind them about "The Secret of TERRAfit": People that put together their own TERRAfit team to participate with are more likely to be successful all across the board.

Week 2

- Hold a TERRAfit class towards the END of Week 2. Use the TERRAfit Presentation Booklets that you ordered from My Oil Business before the start of the challenge. (This activity gives 5 points person up to 50 points). The class will help participants transition from TERRAfit to dōTERRA. During the class, focus on how the oils will help participants in their weight loss/fitness goals. This is very important because they joined the challenge to get into shape, FOCUS ON THAT. Also, use this opportunity to answer questions about the challenge.
- Help new dōTERRA Wellness Advocates set up a LRP at the class. They will need to order more oils to complete the challenge and earn their maximum bonus points each day. Focus on the oils that will help them get into shape. THIS IS KEY.
- Have participants share their personal experiences with the oils and the TERRAfit challenge with their team in the group chat and you as a coach.
- Check your teams/individuals points on the “Coaches” tab and follow up as necessary.
- Communicate with your teams on Facebook and encourage your teams to post their group Facebook page.
- Check the weekly and overall rankings under the “Daily Challenges & More” tab and help your teams celebrate their personal and team successes.


Notes/Coaching Tips:

(Help them Become a Coach)

- ✦ Invite individuals to create their own teams “The Secret of TERRAfit” and coach them.
 - Get people Excited about growing a dōTERRA business using the TERRAfit model. Explain to them how it works. (TERRAfit YouTube Video “Brady & Emily Grow dōTERRA business”)
- 1. Convert Product Users to Sharers
 - a. In dōTERRA 80% of WA’s (Wellness Advocate’s) are product users. Explain to them that they can tap into their already existing down-line to help their business grow. (How would

you like to tap into that 80% to grow your dōTERRA business)

- i. Product users are becoming excited about participating in the TERRAfit Challenge. Instead of just putting them on a team inspire them to create their own team and explain to the product user that if they do this they are more likely to succeed in the challenge.
2. Business Builders:
 - a. Incentivize Business Builders to use the TERRAfit model as one of their vehicles to grow their dōTERRA business.
 - i. Coaches have been seeing that WA's that have tried to grow dōTERRA the traditional way and have had a hard time have really excelled using the TERRAfit model because of the easy transition into the oils. **Tip:** Tell them that people are already looking to get into shape and you are filling a need/want that they already had which makes for an easier approach.
 - ii. **Tip:** Help the individual realize how this can snowball for them:
 1. Example: "The goal of TERRAfit is to help you get coaches in your down-line. Let's imagine if you were able to get just 5 coaches that wanted to get 5 or more teams together for the TERRAfit challenge. That could be potentially 25 teams, 125 individuals and the majority of those could be non-wellness advocates. This allows you to get outside of your warm market and share the oils with these individuals."
 - a. TERRAfit can be used to help you rank
 - b. Reactivation: In dōTERRA they have an amazing retention rate of 60-65%, this means that there are 35-40% that aren't purchasing. TERRAfit is an incredible way to reach out to these individuals and get them on LRP or back on LRP! The challenge is a 3 months, which means they need oils for those 3 months.
 - c. Increase Volume: For those Wellness Advocates that have participated we have seen that they have increased their LRP orders to have the oils for the challenge. This helps with increasing volume that helps with rankings & Bonuses. Also, for those that get back on LRP that helps with increasing volume.

 Explain that this is a great way to get outside of your warm market and help businesses builders get out side of their warm markets. Getting outside of your warm market is one of the hardest things about growing your dōTERRA business. We have all heard the excuse: "I am tapped out, I have talked to all my warm market". This can help expand that market.

Week 3

- Encourage participants to share their TERRAfit journey on social media.
- Register new participants for the upcoming TERRAfit challenge. (Each registrant is worth 10 bonus points).
- Hold another TERRAfit class if needed. The more classes that you do, the more your dōTERRA business will grow. Reminder: In TERRAfit, the teams that are the most successful in all categories are ones that put together their own teams. Inspire others to create teams that you can coach.
- Check your teams/individuals points on the “Coaches” tab under and follow up as necessary.
- Communicate with your teams on Facebook and encourage your teams to post their group Facebook page.
- Check the weekly and overall rankings and help your teams celebrate their personal and team successes.

Notes/Coaching Tips:

- ✧ Keep encouraging them to become a coach and put together their own teams. Use pointers listed above to do so.
- ✧ Have them watch the “TERRAfit Class” on the YouTube Challenge
 - <https://www.youtube.com/watch?v=VLC8icwdOBo>
- ✧ Explain pay it forward and how to use it for inviting their friends

Week 4

- Encourage participants to fill out the provided monthly evaluation to aid you in their success in TERRAfit. Are they using oils and the workout program in the subscription? How is the eating program working? What concerns do they have?
- Review the survey results you received and follow up as necessary.
- Check your teams/individuals points under the “Coaches” tab and follow up as necessary.
- Communicate with your teams on Facebook and encourage your teams to post their group Facebook page.
- Check the weekly and overall rankings and help your teams celebrate their personal and team successes.

Notes/Coaching Tips:

- ✧ A monthly evaluation is so crucial in knowing where people are. This allows you to inspire, coach, and encourage them to use the oils more if needed to improve results.
- ✧ **Tips:** If people aren't seeing the results that they are looking for make sure they are using the oils. Also, suggest that they keep a log/journal of what foods they are eating. Some foods react differently to different people (Keep weight on).
 - By having them do this, hopefully they will be able to see which foods are preventing them from reaching their weight loss goals.

Week 5-12

- Check your teams/individuals points under the “Coaches” tab and follow up as necessary.
- Communicate with your teams on Facebook and encourage your teams to post their group Facebook page.
- Check the weekly and overall rankings and help your teams celebrate their personal and team successes.

Notes/Coaching Tips:

- ✧ The key points for the rest of the challenge are:
 - Help them stay consistent in the game
 - Create and coach more teams
 - Invite friends and family to participate
 - Post motivational quotes
 - Make sure that you are reaching out to those individuals that are struggling
 - Create different mini incentives to keep motivated.
 - Example: For those that post everyday to the Facebook, receive (X) amount of points you get some sort of gift.

