

## DETAILS ON WEIGHT LOSS CHALLENGES

Here are the details for our Weight Loss Challenges. If you have further questions, please call to speak with a Personal Wellness Coach and to register for a class.

- The weight loss challenges are all 12-week programs. We meet every week at the same day, time and location for 12 weeks and on our 13<sup>th</sup> week we have a celebration party. Participants can join at any time during a challenge; there is no need to wait until a new challenge starts. You'll get great information, support and have lots of fun!
- Weigh-in is at the start of each class and lasts 15 minutes. Class starts immediately after weigh-in and lasts for half an hour. Please be aware that we are prompt with start and end times and expect participants to respect each other's time as well, however the first week or two may go a little later as we get everyone settled in. Coaches will be at Challenge location 15 minutes prior to challenge start time and will stay 15 minutes after end of class. If you will need additional attention, please contact your coach to make arrangements.
- Each week we will cover a different nutrition or lifestyle topic to educate you on how to make your changes last a lifetime. Topics include protein, water, exercise and stress, auto-intoxication, heart health and more!
- Participants download weekly documents to help them with the process and to prepare for class. Weekly documents are designed to be enjoyable and educational and focus on that week's class topic and can be found at [www.WinYourChallenge.com](http://www.WinYourChallenge.com).
- Each participant will have a Personalized Wellness Evaluation with a Coach. The evaluation is designed to assess where you currently are with your health and wellness, to discuss your goals and to receive a recommended program. The evaluation consists of a series of 16 questions and then provides the participant with their "MAGIC NUMBERS": Resting Metabolic Rate (how many calories you burn each day at rest); Body Mass Index (BMI); Estimated Lean Body Mass; Recommended amounts of protein, fruits, vegetables, grains and total calories for your weight loss program. The evaluation takes approximately 30 minutes and is done either over the phone or in person, depending on the coach's schedule. Coaches will also make a recommendation on a daily menu for success.
- Each participant will be assigned a Personal Wellness Coach for the duration of the challenge. Participants will have a weekly coaching call (typically 5-15 minutes) over the phone to discuss their personal program and progress. During this time, coaches will review food logs, discuss any concerns & successes and make recommendations for improved success.
- Participants are free to use whatever weight loss program they choose, except starvation. If you don't have a plan or are looking for something different we do carry a line of nutritional products that we have found to be a simple and effective way to help people lose weight. You are under no obligation to buy anything to be part of the challenge or to win. Coaches will discuss this program at class and during your Wellness Evaluation.
- To be part of the weight loss challenge, the fee is \$35.00. \$25 goes into the prize pot and is given back to the top 3 percentage losers in the class at the end of 12 weeks, the remaining \$10 goes toward weekly prizes, refreshments and administrative costs. Class size is limited to 40 participants and some classes have a minimum number of participants to run class beyond week 2. Prize pay pots are limited to \$1000 total and top prize winner limited to \$500 based on federal and state regulations.
- There is a 4<sup>th</sup> prize pot paid to the top inches loser (not part of the top 3 weight loss winners) funded by the penalty pot. The penalty pot is based on any weight gained during the challenge. Participants pay \$1 for every pound gained (from week to week) and \$5 for every class missed beyond 1 unexcused absence. The Penalty Pot is to keep participants accountable because many people respond to acknowledging weight gained on a week to week basis and we have documented proof that participants have better overall results when they attend all classes.
- Just to give you an idea of what's been happening in recent 12 week weight loss challenges, payouts have been \$1000 and participants have lost over 500 pounds.
- Seats fill up quickly, so we recommend you call to register immediately.
- Don't forget to invite your friends, family and co-workers to join you. It is always helpful to have people in your everyday life on the same path for support and encouragement, plus the larger the class – the bigger the prize pot and the more fun we have!