



Campaign: 20 Client 03. Nutrition Together (Let's Eat Module)



This campaign begins when the **NT Program Management Form** is updated

Sequence: Rome, not built in a day (this sequence will only run if this is the first module used)



TIMER – 1 hour

EM1 Rome wasn't built in a day

Sequence: Let's Eat Module



TIMER – 1 day

EM1 – myfitnesspal.com (let's get this party started)



TIMER – 1 day

TXT – NT – Implementation Text 1 (Journaling)



TIMER – 2 days

EM2 (breakfast of champions)



TIMER – 1 day

TXT – NT – Implementation Text 2 (leftovers for breakfast)



TIMER – 3 days

EM3 (Lunch ... and eating out)



TIMER – 1 day

TXT – NT – Implementation Text 3 (Prep for lunch)



TIMER – 1 hour

TXT – NT – Implementation Text 4 (Motivation)



TIMER – 1 day

NT Let's Eat Mid-module Trainer Notification



TIMER – 1 day

EM4 (ding ding ding ... dinnertime)



TIMER – 1 day

TXT – NT – Implementation Text 5 (Cookup)



TIMER – 2 days

EM5 (snacktime)



TIMER – 1 day

TXT – NT - Implementation Text 6 (chipping away)



TIMER – 2 days

EM6 Caffeine, and Alcohol





TIMER – 1 day

TXT – NT - Implementation Text 7 (survey heads up)



(Let's Eat Module) cont.

 TIMER – 15 min	EM7 Push to Let's Eat Survey
 TIMER – 2 days	EM8 Push to Let's Eat Survey 2

The NT trainer will receive either an e-mail at the end of the module that includes the feedback from the survey ... or an e-mail that notifies the trainer that the client did not complete the survey



Campaign: 20. Client 03. Nutrition Together

Sequence: Rome wasn't built in a day

E-mail Name: Rome wasn't built in a day

Subject Line:

Hi ~Contact.FirstName~,

I just wanted to send you a quick note and tell you how much I enjoyed our session. I'm really looking forward to working with you in the coming months ... and it's my goal to do everything I can to make sure you reach your goals.

Remember that Rome wasn't built in a day ... it's going to take some time ... you're not going to be perfect, and you're going to have questions ... that's what I'm here for.

I'll be reaching out to you on a consistent basis ... to educate and to motivate ... and to keep you on track!

Have a great day ... make some good decisions!

~Contact._TrainerName~



Sequence: Let's Eat

E-mail Name: EM1 - myfitnesspal.com

Subject Line: (let's get this party started)

Hi ~Contact.FirstName~,

Okey Dokey ... for the next couple of weeks we're going to hit the ground running ...

The first step is JOURNALING! (yes, I know you're thrilled with the prospect of writing down everything that you eat and drink ... but I assure you that its a very valuable tool)

We've done this a bunch of different ways over the years .., and have found that using www.myfitnesspal.com is the best way to keep track of your nutritional habits (this allows me to keep up with what your doing, and then offer feedback and suggestions).

Lots of clients prefer to record it on a piece of paper throughout the day .. and then just fill in myfitnesspal at the end of the day ... go with whatever works best for you

MyFitnessPal also has an awesome app that makes it SUPER-easy if you have an iPhone ... just search MyFitnessPal in the app store and it'll pop right up.
Note: it's called "Calorie Counter and Diet Tracker".

You can decide what works best for you ... The key is to log it when you eat or drink it don't try to remember .. you'll miss something.

Another key point ... Don't go crazy trying to figure out the exact portion sizes ... refer to your NT Guidebook and the Build Your Meal section for portion sizes ... our focus here is quality. I want to know WHAT you're eating.

... this isn't the first and won't be the last time you hear this ... "You do not need to be an expert in nutrition and physiology ... you need to be an expert in getting the right amount of the **right choices** into your body ... consistently that's how you're going to get results"

Your mission is to get your account set up today and then e-mail me your username and password, which will give me access to your journal. Then, tomorrow ... start recording everything ... if it crosses your lips... it goes on your journal ;)

Have a great day!

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~Contact_TrainerName~

P.S. We won't do this forever ... we'll give it a few weeks, see how you're doing ... and then go from there.

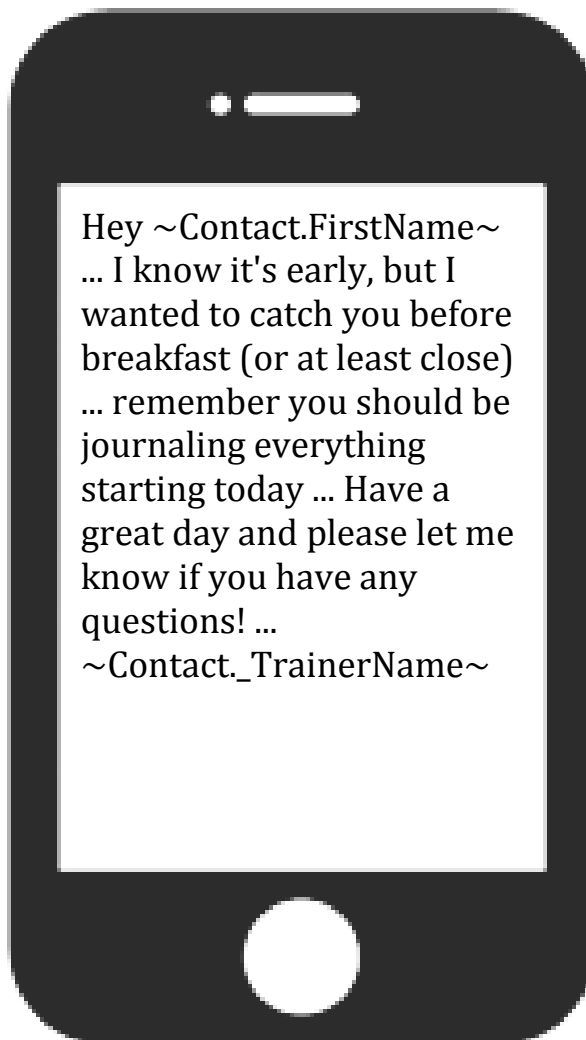
P.P.S. Not that YOU would ever but please don't "fudge" (haha) your journal ... if you slip up and have a bad day it's not the end of the world



Sequence: Let's Eat

PlusThis TEXT MESSAGE

Subject Line: (Journaling)





Sequence: Let's Eat

E-mail Name: EM2

Subject Line: (breakfast of champions)

Hi ~Contact.FirstName~,

OK .. so over the next week or so we're going to focus on breakfast, lunch, and dinner individually ... and hopefully help you find (or add to your collection of) meals that you really enjoy and are top-notch nutrition-wise ...

We're going to start with breakfast. You know what they say ... breakfast is the most important meal of the day. It's true. We want to get your metabolism running and make sure that you start the day with right balance of healthy protein, carbs, and fat.

I've attached a few of our favorite breakfast recipes ... Your challenge over the next several days is to try at least a couple of these or any of the recipes from Well Fed or NOM NOM (for breakfast).

Refer to your NT guide for appropriate portion sizes, remember to journal, and please give me a ring or shoot me an e-mail if you have any questions

Have a great day!

~Contact._TrainerName~

P.S. Here's the attachment with the recipes ... enjoy!

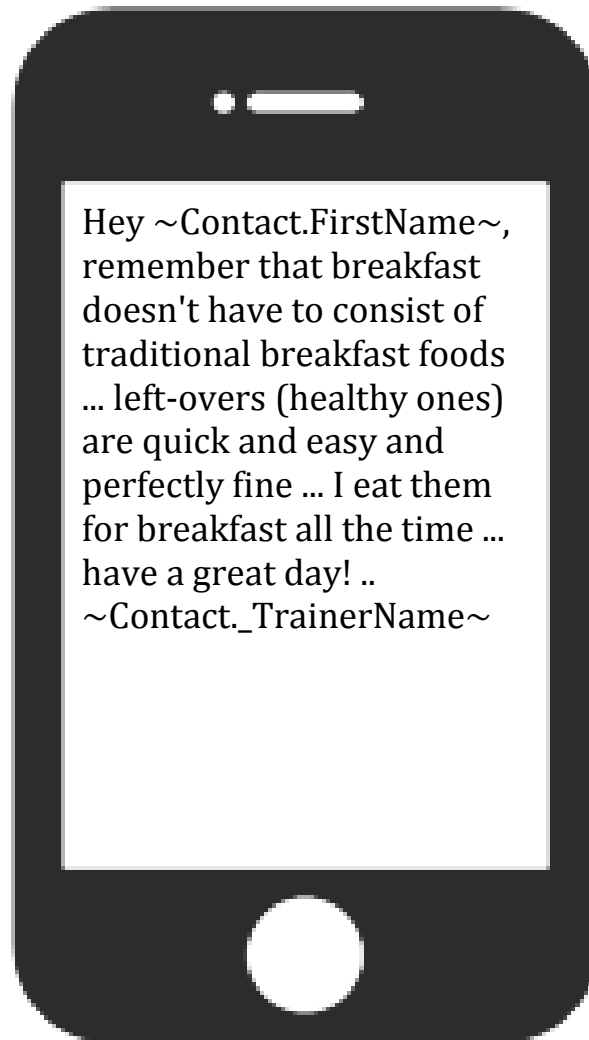
Nutrition Together - Breakfast Recipes.pdf



Sequence: Let's Eat

PlusThis TEXT MESSAGE 2

Subject Line: (leftovers for breakfast)





Sequence: Let's Eat

E-mail Name: EM3

Subject Line: (lunch...and eating out)

Hey ~Contact.FirstName~,

Hope you're having a fantastic day.

Let's talk lunch ... and b/c it's statistically the most likely time to "eat out" we'll cover that as well.

Here's the way I like to think about lunch ... if I'm home (or packing a lunch), it's left-overs (same deal as breakfast ... as long as they're healthy ... why not? ... quick and easy)

If you're out .. you need to be a little more careful. Here are a couple of my "go to eating out lunches" ... and a few things to keep in mind ...

1. Salads ... be sure to add protein (chicken, steak, shrimp ... or Ahi tuna (my personal favorite)) ... and I can't think of a single place that doesn't offer one.
2. Fajitas ... skipping the tortillas is best, next best is corn ... then flour ... and don't go nuts with sour cream and cheese ;)

Eating out is often the Achilles heel when it comes to tightening up your nutrition ... because the portion sizes get crazy ... so ...

... the eat 1/2, wait 5 minutes strategy comes in really handy (eat 1/2 of what your served, put your fork and spoon down for 5 minutes ... if you're still hungry, eat 1/2 of what's left ... wait 5 minutes, etc.) ... you'll likely have left overs ... which you can then box up and have later. (if you make a really bad choice for lunch ... do yourself a favor and don't box 'em up)

... also a full glass of water as soon as you sit down will help you feel fuller sooner ... so you don't overeat.

Give these things a shot over the next few days and let me know how it goes ... I'm here if you need me ... just give me a shout

Have a great day!

~Contact._TrainerName~

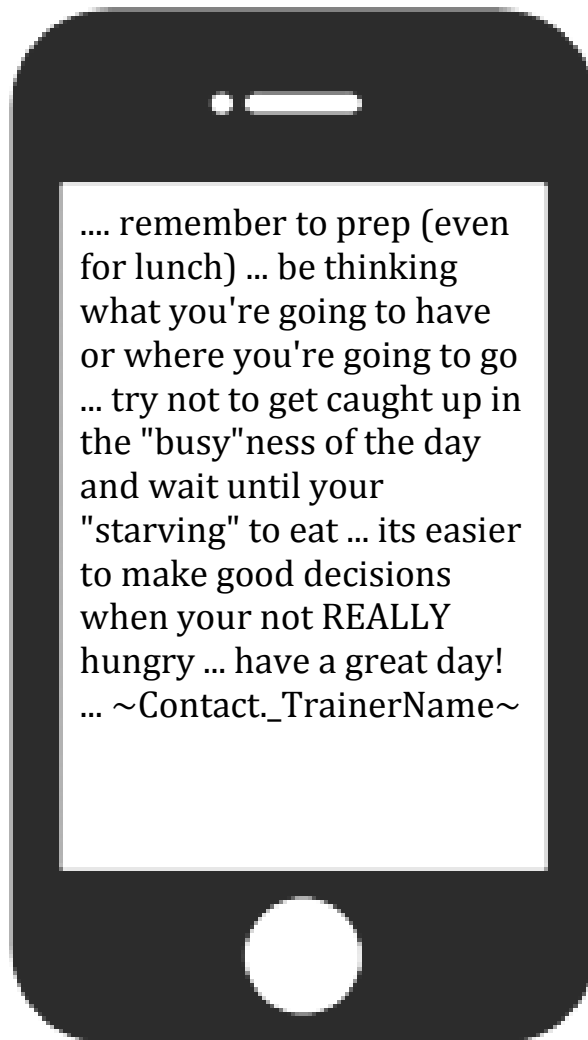
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Sequence: Let's Eat

PlusThis TEXT MESSAGE 3

Subject Line: (prep for lunch)

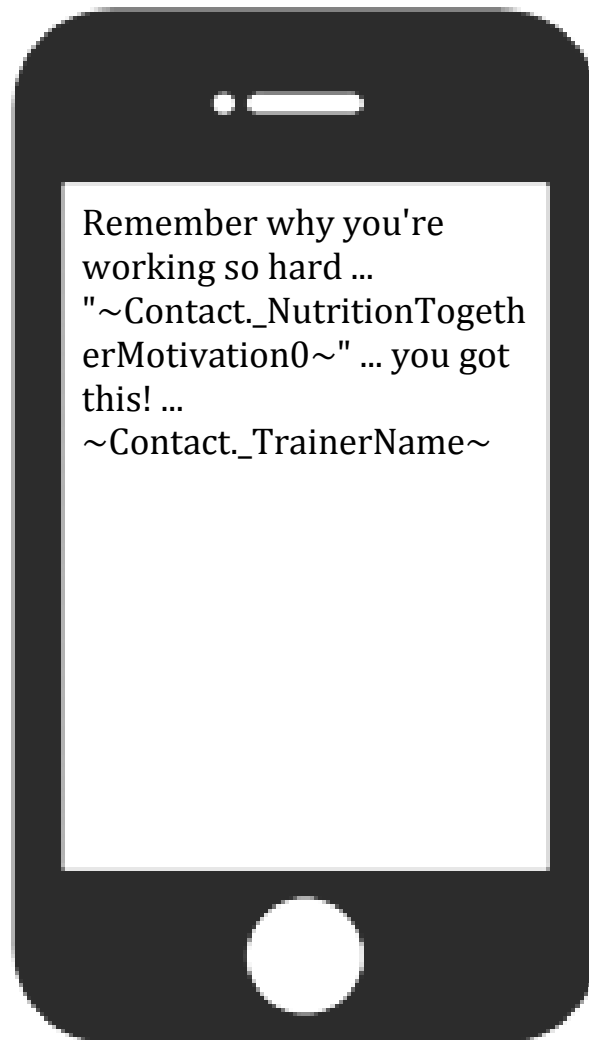




Sequence: Let's Eat

PlusThis TEXT MESSAGE 4

Subject Line: (motivation)





Sequence: Let's Eat

E-mail Name: NT Let's Eat Mid-Module Trainer Notification

Hey ~Contact._TrainerName~,

~Contact.FirstName~ ~Contact.LastName~ has reached the midway point of the NT Let's Eat Module. Please do a check-in call with ~Contact.FirstName~ today at ~Contact._NutritionTogetherPhonefortext~ and see how it's going.

Reacquaint yourself first by reviewing the recently sent and upcoming content below:

To this point, in this module ~Contact.FirstName~ has received:

- E-mail – myfitnesspal.com/journaling
- Text – Journaling reminder
- E-mail - Breakfast
- Text – leftovers for breakfast
- E-mail – Lunch and Eating Out
- Text – prep for lunch
- Text – Motivation (field-driven)

Still to come:

- E-mail - Dinnertime
- Text - Cookup check-in
- E-mail – Snacks
- Text – Chipping away
- E-mail – Drinks, Caffeine, and Alcohol
- Text – drinks follow up
- E-mail - Post-module Survey
- Call -Post-module Check-in

***** When you have completed the call, click the link below, scroll down and check the box that says "Mid-Module Check-in Call Complete" *****

Thanks,

~Owner.FirstName~

[Click here to update the contact.](#)



Sequence: Let's Eat

E-mail Name: EM4

Subject Line: (ding ding ding ... dinnertime)

Hey ~Contact.FirstName~,

Hope you're having a wonderful day.

Ok .. so for dinner ... and eating out (the same guidelines as for lunch apply)

When you're at home ... it's all about grocery shopping, prep ... and the Cookup ...

Remember that the "Cookup" is our recommended method for making eating at home as easy and efficient as possible ... it's all covered on pgs. 16 - 20 in the WELL FED book that we gave you when you joined the FT family.

Also ... in a way it's doubly important that you make solid healthy decisions at home ... b/c you're likely to have leftovers ... better to have healthy, goal-consistent leftovers that you can have for breakfast, or lunch ... than to have the alternative staring you in the face in a moment of weakness.

You're not going to be perfect ... and that's ok ... just don't do it at home ;)

Give the Cookup a shot ... it's probably going to be a slow process the first time, but you'll get it dialed in in no time ... remember why you're doing this!

Have a great day and as always ... let me know if you have any questions!

~Contact._TrainerName~

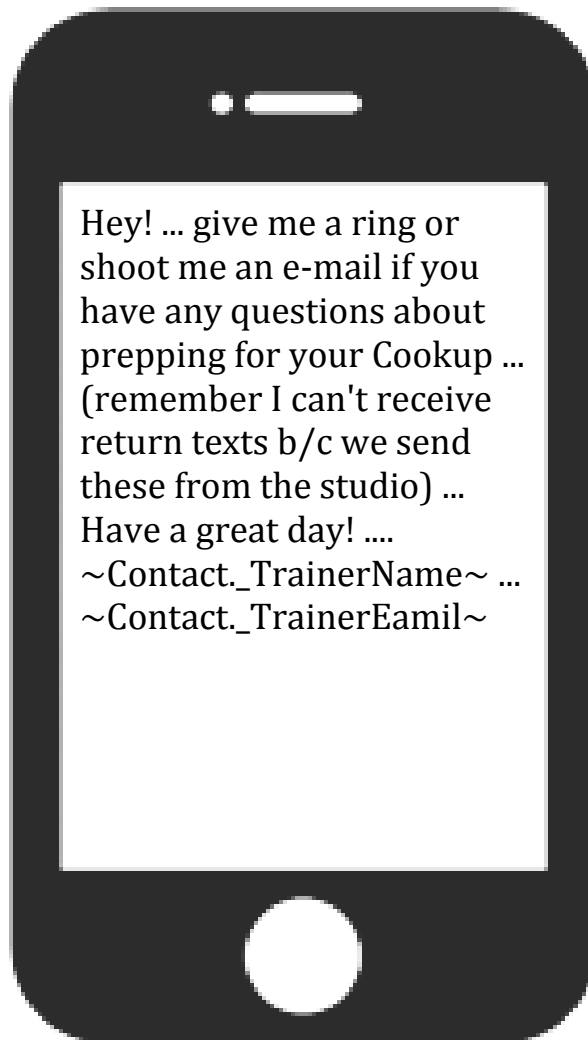
P.S. Remember to follow your NT guidebook for portion control



Sequence: Let's Eat

PlusThis TEXT MESSAGE 5

Subject Line: (Cookup)





Sequence: Let's Eat

E-mail Name: EM5

Subject Line: (snacktime)

Hey ~Contact.FirstName~,

Gooooood Morning! Hope you're doing great today.

One area a lot of clients find challenging is snacking ... here are a few things to keep in mind ... if you can stick to these, you'll be just fine.

Snacks, periodically throughout the day, are perfectly fine provided that they are nutritionally sound, balanced (in terms of protein, fat, and carbs), and the portion size is appropriate ... the fat and protein are key b/c they are what will satisfy your hunger ... if you go carbs only, you're going to be hungry again in 45 minutes ... even it's healthy.

Here are a few "go-to's" that I keep on hand ... nothin' but love for ya!

5-6 almonds, a hard boiled egg, grapes
ants on a log (celery, peanut butter (preferably almond butter, and raisins)
beef jerky and an apple (banana, etc)
meat (any kind) and avocado lettuce wraps

... there are also a ton of great snack recipes in NOM NOM ... Prosciutto-Wrapped Frittata Muffins (on pg. 134) ... mercy!

AND yup, you guessed it ... leftovers ;))

.....

Quick and Easy ...

Here's a link to some pre-packed snack kits that are 100% thumbs up ... they're a little expensive ... but ... they're super easy to grab if you're in a rush ... so I like to keep a few on hand ...

[quick and easy pre-packaged snacks link](#)

As always let me know if you have any questions ... Have a great day!

~Contact._TrainerName~

P.S. You're total snack portion really shouldn't need to be any bigger than your fist ... it's a SNACK! ;))

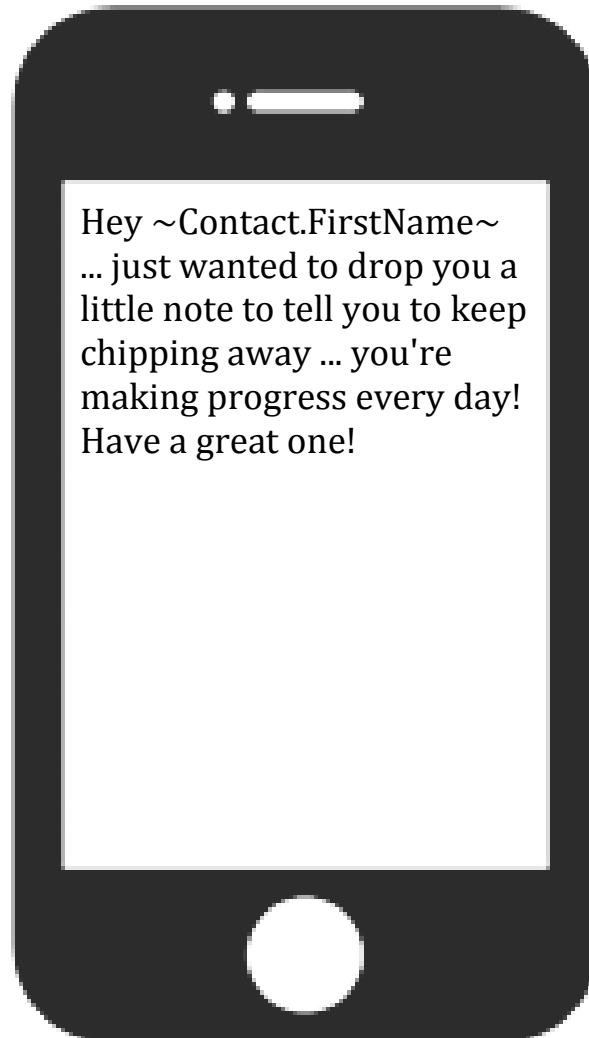
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Sequence: Let's Eat

PlusThis TEXT MESSAGE

Subject Line: (Chipping Away)





Sequence: Let's Eat

E-mail Name: EM6 Caffeine, and Alcohol

Subject Line: (Hey ~Contact.FirstName~)

Hi ~Contact.FirstName~,

I hope you've had a wonderful day so far ...

We've covered a bunch so far, and I wanted to take just a minute to make sure that we're on the same page regarding caffeine and alcohol ...

Here's the deal ... neither is consistent with a traditional Paleo approach to nutrition, but as you know ... I like to call our approach "Paleo ... minus the crazy". We're looking for a healthy balance.

Both are fine in moderation .. try to go decaffeinated with your coffee, and as for alcohol ... wine is the better option.

I think the easiest way to sum it up is that if you HAVE to have either one, then we need to go to work on modifying your habits. At a minimum, the dependency is not consistent with the first Good Food Standard ... (must promote a healthy psychological response), and very likely violates the other 3 standards (hormonal response, healthy gut, healthy immune function).

"Get the right amount of the right choices into your body ... consistently ... that's how we're going to get results"

Have a great day,

~Contact._TrainerName~

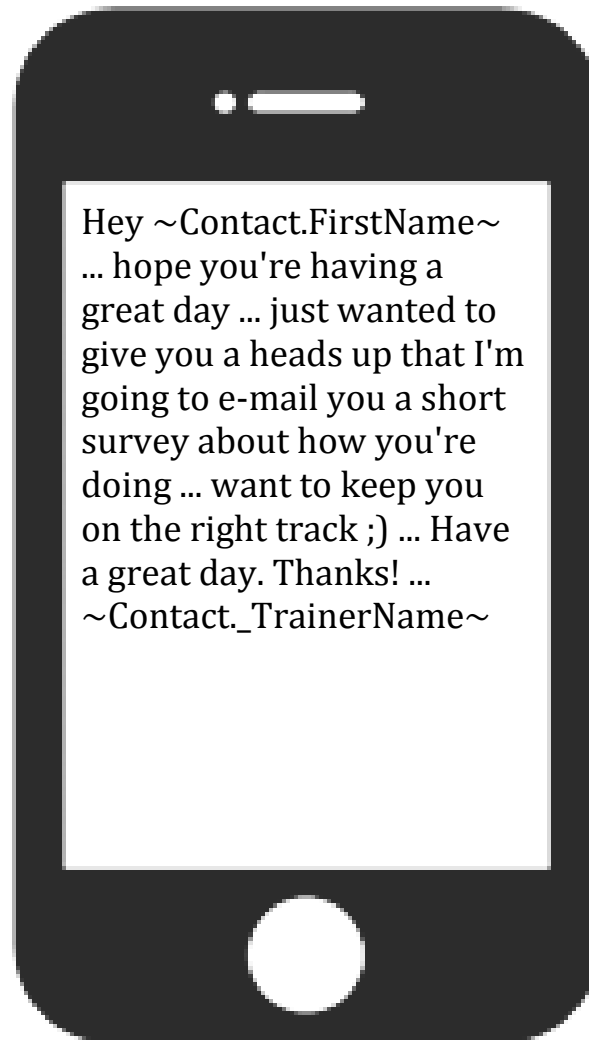
P.S. If you want more of the "sciencey" stuff behind how caffeine and alcohol effect your body, just let me know ... I've got some stuff I can send you.



Sequence: Let's Eat

PlusThis TEXT MESSAGE

Subject Line: (about to send quick survey)





Sequence: Let's Eat

E-mail Name: EM7 Push to Let's Eat Survey

Subject Line: (checking in)

Hi ~Contact.FirstName~,

Hope you're well this morning ...

Well ... we've focused a lot on the nitty gritty over the past several weeks, and I've asked for a lot from you ...

By now, I'm sure you realize how much I value your feedback (which is why we consistently ask for it) ... and how important it is with respect to keeping you headed in the right direction.

Please do me a favor a take a second to fill out this short survey I've put together for you.

Here's the link: [Click Here](#)

Thanks ~Contact.FirstName~ ... have a great day!

Talk to you soon!

~Contact._TrainerName~



Sequence: Let's Eat

E-mail Name: EM8 Push to Let's Eat Survey 2

Subject Line: (re: checking in)

Hey ~Contact.FirstName~,

Hope you had a great day ... just wanted to circle back with you on this (see below). I know how busy you are ... so it's much appreciated.

Have a great day,

Thanks,

~Contact._TrainerName~

Hi ~Contact.FirstName~,

Hope you're well this morning ...

Well ... we've focused a lot on the nitty gritty over the past several weeks, and I've asked for a lot from you ...

By now, I'm sure you realize how much I value your feedback (which is why we consistently ask for it) ... and how important it is with respect to keeping you headed in the right direction.

Please do me a favor a take a second to fill out this short survey I've put together for you.

Here's the link: [Click Here](#)

Thanks ~Contact.FirstName~ ... have a great day!

Talk to you soon!

~Contact._TrainerName~



Sequence: Let's Eat

E-mail Name: E-mail to Trainer (Client did not complete survey)

Hey ~Contact._TrainerName~,

Just wanted to let you know that ~Contact.FirstName~ ~Contact.LastName~ did not complete the NT Let's Eat survey ... please follow up ASAP to gather feedback on the module and set a plan going forward.

When you have completed the call, click the link below to update ~Contact.FirstName~'s status ... click "Post-Module Follow-up Complete" ... then if appropriate, begin a new module.

Please let me know if you have any questions.

Thanks,

~Owner.FirstName

[Click here to update the contact.](#)



Sequence: Let's Eat

E-mail Name: NT Let's Eat Survey Results sent to Trainer

NT Let's Eat: End of Module Survey

~Contact.FirstName~ has completed the NT Let's Eat Module. The results from ~Contact.FirstName~'s Post-Module survey are below ... please review and make a post-module follow-up call. At the conclusion of the call click the link below, and select **Post-Module Check-in Call complete** ... then if appropriate, begin ~Contact.FirstName~ on the next module.

[Click here to update the contact.](#)

Client Name: ~Contact.FirstName~ ~Owner.LastName~

Trainer Name: ~Contact._TrainerName~

How your journaling is coming: ~Contact._Journaling~

How successful you've been at choosing Nutrition Together approved breakfasts: ~Contact._Breakfast~

How successful you've been at choosing Nutrition Together approved lunches: ~Contact._Lunch~

How successful you've been at choosing Nutrition Together approved dinners: ~Contact._Dinner~

How successful you've been at choosing Nutrition Together approved snacks: ~Contact._Snacks~

Additional thoughts and/or comments: ~Contact._Comment~