



Campaign: 20 Client 03. Nutrition Together (Psychology 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: Psychology Module



TIMER – 1 day

EM1 (Hey ~Contact.FirstName~ ... chew on this ;))



TIMER – 1 day

TXT – Psychology Text 1 (BE to DO)



TIMER – 2 days

EM2 Something you wouldn't choose (a little challenge for you)



TIMER – 1 day

TXT – Psychology Text 2 (Old you wouldn't)



TIMER – 1 day

NT Psychology Mid-module Trainer Notification



TIMER – 2 days

EM3 ½, then 5 min (your next challenge ;))



TIMER – 1 day

TXT – Psychology Text 3 (1/2, then 5)



TIMER – 2 days

EM4 Glass of water first (time to drink up!)



TIMER – 1 day

TXT – Psychology Text 4 (water first)



TIMER – 2 days

EM5 Push to Psychology Survey (How you doing?)



TIMER – 2 days

EM6 Push to Psychology Survey

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: Psychology Module

E-mail Name: EM1 (Hey ~Contact.FirstName~...chew on this;))

Subject Line: Hey ~Contact.FirstName~ ... chew on this ;)

Hi ~Contact.FirstName~,

I hope you're well this morning.

For the next couple of weeks we're going to work on the way you think about goals and nutrition, and I'm going to lay out some challenges for you to help ... but first, I just wanted to give you something to chew on (haha get it? "chew") ... terrible I know ...

You Must BE to Do.

This may not be the first ... and won't be the last time you hear or see this as a part of the FT family ... it's a great concept and one we've found to be very helpful in addressing the mental side of changing behavior (particularly when it comes to nutrition).

"You must BE, to DO" - Dr. Maxwell Maltz (Psycho-Cybernetics)

Here's the deal ...

Most goals we set are what Dr. Maltz would refer to as "Do" goals ... that is, they are goals that you want to accomplish ... or more specifically, the end result ... "I want to be healthy, lean, and fit" ... is a "Do" goal

Dr. Maltz contends that in order to accomplish "Do" goals, you must first "Be" the type of person that accomplishes the "Do" goal.

If you want to "be healthy, lean, and fit" (your "Do" goal) you must first "Be" the type of person that is healthy, lean, and fit

For example ... a person that is healthy, lean, and fit chooses water instead soda ... they find ways to get their workout in (instead of looking for a good reason to skip it) ... they indulge on occasion, but not on every occasion, etc ... the point, is that they are focused on "Be"ing the type of person that actually DOES become healthy, lean, and fit.

And guess what? the "Do" happens automatically ... you "Do" become healthy, lean, and fit.

Setting "Do" goals is important ... just remember that it's the "Be"ing that gets you there.

Give this some thought as you work your way through this week. "Be"have like the person you want to "Be"come ... you don't have to be perfect ... As long as "You must BE to DO" starts running through your noggin' we're on the right track

Have a great day!

Sincerely,

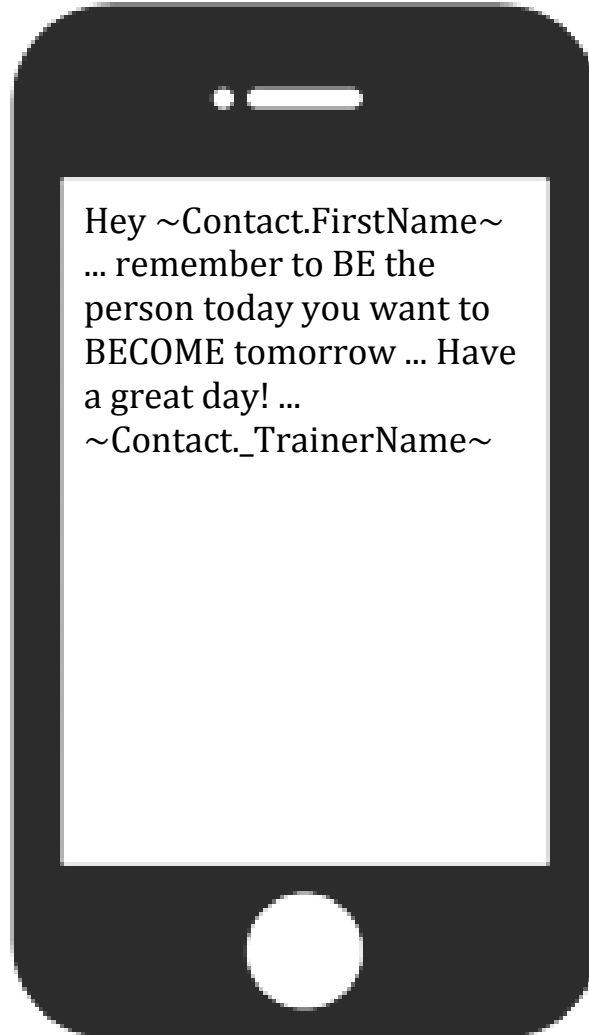
~Contact._TrainerName~



Sequence: Psychology Module

Plus this TEXT MESSAGE

Subject Line: You Must Be to Do





Sequence: Psychology Module

E-mail Name: EM2 Something you wouldn't choose (a little challenge for you)

Subject Line: a little challenge for you

Hey ~Contact.FirstName~,

Hope you're having a great day ... here's something to think about today, actually it's a little mini-challenge for you ...

for the next 3 days: I want you to add in something (to each meal) that you know to be healthy, that the old you wouldn't necessarily choose, but that the person who you want to become would.

For example ... put 1/2 cup of broccoli on your plate ... and eat it!

Let me know how it goes!

Have a great day!

~Contact._TrainerName~

Hi ~Contact.FirstName~,

I hope you're well this morning.

For the next couple of weeks we're going to work on the way you think about goals and nutrition, and I'm going to lay out some challenges for you to help ... but first, I just wanted to give you something to chew on (haha get it? "chew") ... terrible I know ...

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This may not be the first ... and won't be the last time you hear or see this as a part of the FT family ... it's a great concept and one we've found to be very helpful in addressing the mental side of changing behavior (particularly when it comes to nutrition).

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Dr. Maltz contends that in order to accomplish "Do" goals, you must first "Be" the type of person that accomplishes the "Do" goal.

If you want to "be healthy, lean, and fit" (your "Do" goal) you must first "Be" the type of person that is healthy, lean, and fit

For example ... a person that is healthy, lean, and fit chooses water instead soda ... they find ways to get their workout in (instead of looking for a good reason to skip it) ... they indulge on occasion, but not on every occasion, etc ... the point, is that they are focused on "Be"ing the type of person that actually DOES become healthy, lean, and fit.

And guess what? the "Do" happens automatically ... you "Do" become healthy, lean, and fit.

Setting "Do" goals is important ... just remember that it's the "Be"ing that gets you there.

Give this some thought as you work your way through this week. "Be"have like the person you want to "Be"come ... you don't have to be perfect ... As long as "You must BE to DO" starts running through your noggin' we're on the right track

Have a great day!

Sincerely,

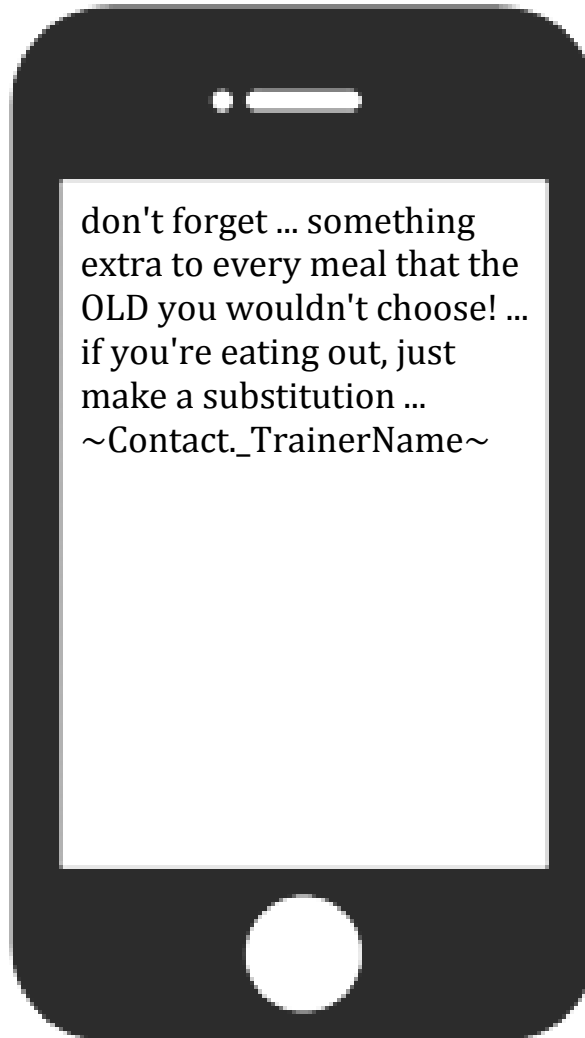
~Contact._TrainerName~



Sequence: Psychology Module

PlusThis TEXT MESSAGE

Subject Line: Something the old you wouldn't choose





Sequence: Psychology Module

E-mail Name: EM3 1/2 , then 5 min (your next challenge;))

Subject Line: your next challenge ;)

Hey~Contact.FirstName~,

As always ... I hope you're having a great day!

So, we've been working on your noggin' for the last week or so ... and we're going to keep on truckin'

I've got another mini-challenge for you and it deals with portions ... You know how sometimes 5-10 minutes after you finish your meal you feel stuffed, and maybe a little bloated? ... like if you'd have felt that way 10 minutes earlier you wouldn't have had another bite for fear of exploding ...

Some of that feeling has to do with the choices you make ... much of it has to do with the size of the portion, which is what we're going to focus on right now.

The reality is that our brains are a bit slow at realizing when we're full ... the result is that by the time we actually feel full ... we've eaten more than we needed to feel satisfied ... and now feel stuffed. Nobody wants to feel hungry ... and nobody wants to feel stuffed. The goal is to hit the sweet spot right in the middle ... satisfied and feeling great.

~Contact.FirstName~'s 3 day "Don't let my brain sabotage me" mini-challenge

For the next 3 days ... At each meal ... you are challenged to eat 1/2 of what's on your plate ... then put your fork down (and spoon :)) ... set the timer for 5 minutes ... if you're still hungry when it goes off, eat 1/2 of what's left ... set the timer for 5 minutes again ... etc.

Yes ... I realize that this will add 5 -10 minutes to how long it takes to eat each meal ... remember you must BE to DO ;)

Have a great day and knock this challenge out!

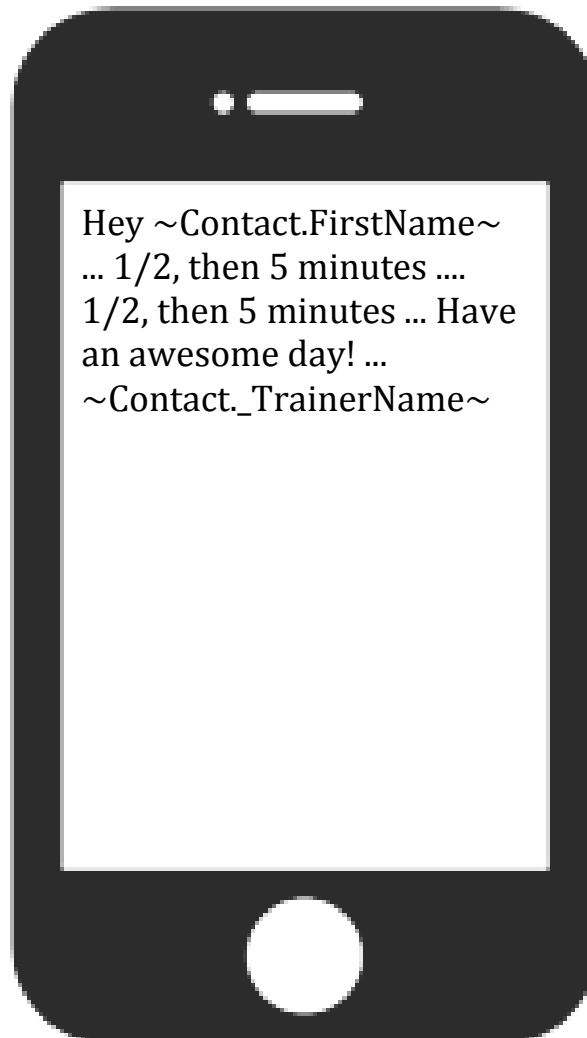
~Contact._TrainerName~



Sequence: Psychology Module

PlusThis TEXT MESSAGE

Subject Line: 1/2 then 5 mintues





Sequence: Psychology Module

E-mail Name: EM4 Glass of water first (time to drink up!)

Subject Line: time to drink up!

Hi ~Contact.FirstName~,

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

We're going to keep working on helping you outsmart your brain ... if that makes any sense.

Here's your next challenge:

For the next 3 days (starting tonight ;)) ... prior to each meal, you are tasked with drinking 1 full glass of water first ... not an hour or two before ... more like, sit down to eat ..., Oh yeah, I need to drink a glass of water first. Drink then enjoy your meal.

The water will occupy a portion of the volume in your stomach, helping you to feel full faster ... very similar to the last challenge I had you do. Our goal is to help you develop a better sense for when you're full, so you get all of the nourishment your body needs and avoid the excess ... that's likely to make you feel crummy, and isn't consistent with your goals.

Keep up the good work!

Sincerely,

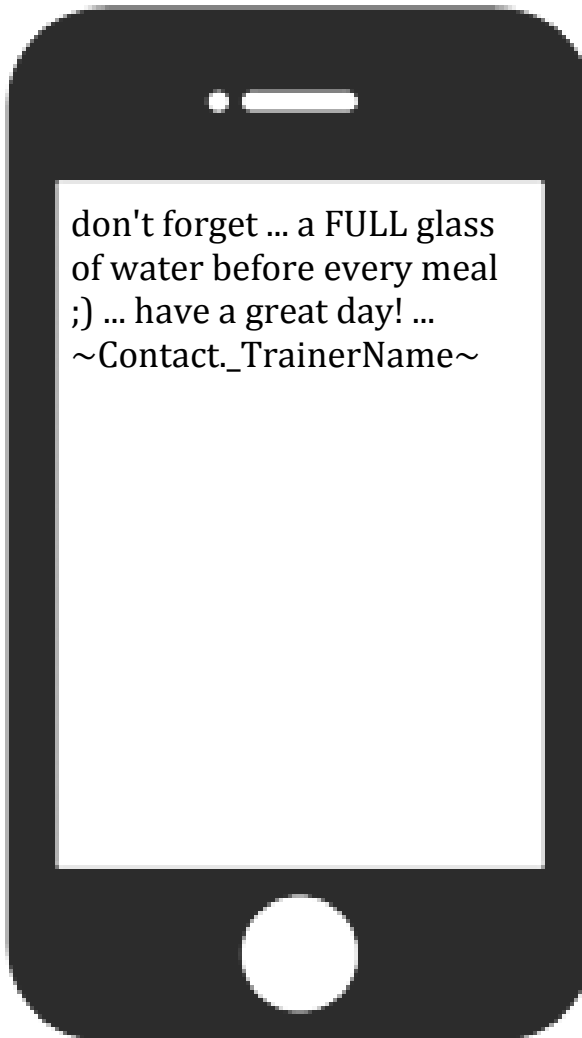
~Contact._TrainerName~



Sequence: Psychology Module

PlusThis TEXT MESSAGE

Subject Line: Full glass before every meal





Sequence: Psychology Module

E-mail Name: EM5 Push to Psychology Survey (How you doing?)

Subject Line: How you doing?

Hi ~Contact.FirstName~,

Hope you're having a fantastic day.

It's time for me to gather some "official feedback" on how YOU feel like you've done with your nutrition and the challenges I've laid out for you over the last couple of weeks.

I put together a short little survey ... please take just a minute to respond ... it'll help me make the necessary course corrections with your program.

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

Thanks and have a great day!

Sincerely,

~Contact._TrainerName~



Sequence: Psychology Module

E-mail Name: EM6 Push to Psychology Survey 2 (re: How you doing?)

Subject Line: re: How you doing?

Hey ~Contact.FirstName~,

Just wanted to send a quick follow up on this (see below) ... thanks, I know how busy you are ..

Have a great day!

Hi ~Contact.FirstName~,

Hope you're having a fantastic day.

It's time for me to gather some "official feedback" on how YOU feel like you've done with your nutrition and the challenges I've laid out for you over the last couple of weeks.

I put together a short little survey ... please take just a minute to respond ... it'll help me make the necessary course corrections with your program.

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

Thanks and have a great day!

Sincerely,

~Contact._TrainerName~



Sequence: Psychology Module

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

Subject Line: ~Contact.FirstName~ ~Contact.LastName~'s NT Psychology Survey - Did Not Complete

Hey ~Contact._TrainerName~,

Just wanted to let you know that ~Contact.FirstName~ ~Contact.LastName~ did not complete the NT Psychology 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.](#)