

# BEDTIME **BELLY BUSTER** SLIM-DOWN



**BUILD YOUR BUSINESS WITH THE  
BBB SLIM-DOWN CHALLENGE!**

MAY 2018





# TELL ME ABOUT THE BEDTIME BELLY BUSTER CHALLENGE

The Bedtime Belly Buster Slim-Down is a 14-day challenge you can host with your team through a Facebook group. During the 14 days, participants are encouraged to use the BBB--a nightly protein treat--to help keep them on track to achieve and maintain a healthy body weight<sup>†</sup> along with their Isagenix System, a healthy diet, and exercise.

## GET THE DETAILS ON HOW IT ALL STARTED

### BBB CHALLENGES WERE STARTED BY YOU, OUR FIELD!

Top leaders have been hosting similar challenges to encourage enrollments and boost order basket for years, and now we are giving you tools to help you host a successful Bedtime Belly Buster (or BBB) challenge. We are taking it up a notch by encouraging you all to host a BBB Slim-Down **at the same time: June 4-17!**



<sup>†</sup>As part of healthy eating, this food may assist in maintaining a healthy body weight because it is high in protein.

## TABLE OF CONTENTS

What is the Bedtime Belly Buster **4**

BBB Resources **5**

Hosting a Successful BBB Slim-Down Challenge **5**

Tips for Success from Kelley Dickerhoof **6**

Pricing and BV **7**

Social Content Calendar **8**



# WHAT IS THE BEDTIME BELLY BUSTER?

## THE PERFECT ADD-ON TO YOUR WEIGHT LOSS PAK OR SYSTEM TO KICK-START WEIGHT LOSS EFFORTS†!

Did you know that consuming protein before bedtime can help you feel fuller and boost your metabolic rate? The Bedtime Belly Buster is a sweet bedtime treat that combines IsaPro™ with Isagenix Fruits or Isagenix Greens™. Use along with Sleep Support & Renewal™ before bedtime and stay on track with your weight wellness goals†.

Now it's easier than ever to get your BBB products with the BBB Bundle! Components of the **BBB Bundle** include:

- 1 IsaPro canister (Chocolate or Vanilla)
- 1 canister Isagenix Greens OR Isagenix Fruits
- 1 bottle Sleep Support & Renewal™



†As part of healthy eating, this food may assist in maintaining a healthy body weight because it is high in protein.

# BBB RESOURCES

- FLYER: [How to Make the BBB](#)
- PODCAST: [The 4-1-1 on the BBB](#)
- VIDEO: [How to Make the BBB](#)
- VIDEO: [BBB with Chocolate & Greens](#)
- VIDEO: [BBB with Vanilla & Fruits](#)

# HOSTING A SUCCESSFUL BBB SLIM-DOWN CHALLENGE

## Who should you invite to your BBB Slim-Down?

- Anyone who wants to get fit for summer
- Anyone who has a special event coming up (wedding, beach vacation, reunion, family trip, etc.)
- Anyone who has hit a plateau and wants to kick it up a notch to slim down for summer

**Dates:** June 4-17, 2018

## How to create a Facebook Group:

1. Once logged in to Facebook, Select the “Groups” link on the left-hand column of the page.
2. Click the green “Create Group” button at the top of the page.
3. Name the group, upload a cover photo (Click [HERE](#) to download one we’ve made for you!), and complete the group description to help participants learn what the Bedtime Belly Buster Slim-Down is all about!
4. Reach out to those you think would be interested in joining your Belly Buster Slim-Down. Then, send them an invite to join the group!



“It is the perfect no-guilt ‘snack’ to have before bed!”

**LAUREN CRIDER\***  
2017 ISABODY FINALIST

\*Lauren consumed Isagenix products, including protein before sleep, as part of her dietary plan and participated in regular exercise. Results were not obtained by consuming protein before sleep only.



# TIPS FOR SUCCESS FROM ISAGENIX MILLIONAIRE\* KELLEY DICKERHOOF



**CLICK [HERE](#) TO WATCH KELLEY  
SHARE HER BBB TIPS.**

## SAY

- Share that the BBB is “the perfect add-on to an Isagenix System and regular exercise routine.”
- Be authentic. Tell your own personal story, and share your results. Your “before” and “after” pictures are your best advertisement.

## SHARE

- Post “before” and “after” photos such as the ones in the “Bedtime Belly Buster for Dummies” book. (When showing this, explain what other diet and lifestyle changes were made in addition to implementing the BBB.)
- Share stories of how it worked and what you experienced during the BBB. Again, be real! Address challenges and questions your Customers may have.
- The IsaLife™ app is a great way to help your Customers stay on track during their Shake Days and Cleanse Days.

## DO

- Collaborate with your team members to host a fun, engaging challenge.
- Host Facebook Lives to increase engagement and build curiosity about your BBB Slim-Down.
- Post engaging images like the ones prepared for you in the Social Content Calendar in this guide.
- Post in your group frequently once the challenge starts. It’s important to be present and provide value! Be sure to address any questions that come up in the group.

## PRICING AND BV

**ADD THE BBB BUNDLE TO YOUR AUTOSHIP, AND SAVE!**

### CA:

- **Preferred Customer on Autoship:** CA\$90
- **Preferred Customer:** CA\$94.90
- **BV:** 55

### US:

- **Preferred Customer on Autoship:** US\$82
- **Preferred Customer:** US\$85.91
- **BV:** 55



\*An Isagenix Millionaire is an Independent Associate to whom Isagenix has paid a gross total of \$1 million or more since joining Isagenix. Earnings reflect gross amounts that do not include any business expenses.





Isagenix does not guarantee any level of weight loss, muscle gain, and/or other results with the Bedtime Belly Buster or any of its products or systems. Results vary with individual effort, body composition, eating patterns, time, exercise, and other factors, such as genetic and physiological makeup.

Isagenix does not guarantee any level of earnings associated with hosting a Bedtime Belly Buster Slim-Down Challenge. The ability to earn income under the Isagenix Compensation plan depends on many factors. For average earnings, refer to [IsagenixEarnings.com](https://www.isagenix.com/earnings).

NOT SURE WHAT TO POST TO GET PEOPLE TO OPT IN TO YOUR BBB SLIM-DOWN CHALLENGE OR SHARE WHEN THE CHALLENGE STARTS? WE'VE GOT YOU COVERED!

SOCIAL CONTENT CALENDAR WEEK 0

Below is a content calendar to give you inspiration on what to post leading up to the challenge (Week 0) and during the challenge (Week 1 and 2). Feel free to copy and paste the content and use the attached images, or build off these to create your own posts.


	SUNDAY, MAY 27	MONDAY, MAY 28	TUESDAY, MAY 29	WEDNESDAY, MAY 30	THURSDAY, MAY 31	FRIDAY, JUNE 1	SATURDAY, JUNE 2
POST COPY	<p>Who's ready to slim down for summer! Our 14-day slim-down challenge starts in 1 WEEK! Order your Bedtime Belly Buster Bundle now so you have your products to get started.</p>	<p>What is the Bedtime Belly Buster (BBB)? Check out this podcast: <a href="https://isagenixpodcast.com/the-411-on-the-bedtime-belly-buster">isagenixpodcast.com/the-411-on-the-bedtime-belly-buster</a></p>	<p>Facebook Live: What to Expect</p> <ul style="list-style-type: none"><li>• 14-Day Belly Buster Challenge.</li><li>• This is an accountability group. We're all here to support each other.</li><li>• Use the Bedtime Belly Buster every night.</li><li>• Take "before," "progress," and "after" photos.</li><li>• Watch the videos, read the articles, and do the workouts.</li><li>• Register for the IsaBody Challenge®, and keep your momentum going.</li></ul>	<p>What is your goal for the next two weeks? Share your goal in the comments below! You can also add a Facebook frame to your profile picture to show that you're a part of the 14-Day Belly Buster Slim-Down!</p>	<p>I'm sure you're thinking, "How do I even use these products?" Here's a great guide to show you the how-tos from top to bottom. Check it out! <a href="https://ca.isafyi.com/how-to-use-the-bedtime-belly-buster">ca.isafyi.com/how-to-use-the-bedtime-belly-buster</a></p>	<p>It's SO EASY to make the BBB! <a href="https://www.isagenix.com/en-ca/resource-center/bedtime-belly-buster">www.isagenix.com/en-ca/resource-center/bedtime-belly-buster</a></p>	<p>The 14-Day Challenge starts TOMORROW! Get registered for the IsaBody Challenge to make the most of your slim-down. Yes, you have to take "before" photos, but you'll be glad you did when you see the "after" photos!</p>
POST IMAGE	<div><div>↓ DOWNLOAD</div></div>			<div><div>↓ DOWNLOAD</div></div> <div><div>↓ DOWNLOAD</div></div>			<div><div>↓ DOWNLOAD</div></div>

SOCIAL CONTENT CALENDAR **WEEK 1**

	SUNDAY, JUNE 3	MONDAY, JUNE 4	TUESDAY, JUNE 5	WEDNESDAY, JUNE 6	THURSDAY, JUNE 7	FRIDAY, JUNE 8	SATURDAY, JUNE 9
POST COPY	<p>Facebook Live: How to Make the BBB</p> <ul style="list-style-type: none"><li>• Combine 4-5 ounces of water with IsaPro and Isagenix Fruits or Greens.</li><li>• Shake vigorously in a Shaker Cup, or blend for 30 seconds in an IsaBlender Max.</li><li>• Take Sleep Support &amp; Renewal spray right before bed.</li></ul> <p>When do I make the BBB?</p> <ul style="list-style-type: none"><li>• Prepare your BBB 30-60 minutes before you go to bed.</li></ul>	<p>Getting a good night's rest is SO important! Sleep helps your body perform at its best and can also help manage your hunger levels and metabolism while boosting your energy, memory, and creativity. Make sure to follow a consistent sleep schedule to help maximize your weight loss goals.</p>	<p>We ALL want to know, are you Team Vanilla or Team Chocolate?</p>	<p>There's no better way to boost your belly-bustin' than with a killer workout! Tune in for IsaBody™ Fitness today at 3:30 p.m. PDT.</p>	<p>Don't forget to drink your water! Drinking 2-3 liters of water each day can help your body flush out toxins, boost your metabolism, and give you healthy, glowing skin. Who is committed to staying hydrated? Tag your water accountability buddy in the comments below!</p>	<p>We're six days in and feeling great! Tell us how you're feeling with emojis in the comments.</p>	<p>What do you do when your tummy doesn't want to budge? Here's how to get rid of that stubborn belly fat! <a href="https://ca.isafyi.com/how-to-get-rid-of-belly-fat-for-good">ca.isafyi.com/how-to-get-rid-of-belly-fat-for-good</a></p>
POST IMAGE	 ⬇️ DOWNLOAD	 ⬇️ DOWNLOAD	 ⬇️ DOWNLOAD	 ⬇️ DOWNLOAD	 ⬇️ DOWNLOAD		



SOCIAL CONTENT CALENDAR **WEEK 2**

	SUNDAY, JUNE 10	MONDAY, JUNE 11	TUESDAY, JUNE 12	WEDNESDAY, JUNE 13	THURSDAY, JUNE 14	FRIDAY, JUNE 15	SATURDAY, JUNE 16
POST COPY	<p>You're halfway there, but this challenge doesn't live on dreams! Let's see those "progress" pics. Post 'em below!</p>	<p>Are you feeling better? I know I am. Share how you're feeling with a GIF.</p>	<p>What's your nighttime routine? The Bedtime Belly Buster is the perfect way to enjoy a little bit of sweet without losing sight of weight loss goals!</p>	<p>Are you starting to see results? Keep that momentum going, and tune in to IsaBody Fitness today at 3:30 p.m. PDT!</p>	<p>You can't do the Bedtime Belly Buster without them! Are you Team Fruits or Team Greens?</p>	<p>The BBB is a great source of protein after working out, especially if you work out at night, like me! <a href="https://ca.isafyi.com/getting-protein-bedtime-boosts-muscle-recovery">ca.isafyi.com/getting-protein-bedtime-boosts-muscle-recovery</a></p>	<p>Challenge complete! How do you feel about the last 14 days? Share your "before" and "after" photos with us.</p>
POST IMAGE	<div><p>HALFWAY THERE!</p></div> <div>DOWNLOAD</div>	<div><p>SET A GOAL THAT MAKES YOU WANT TO JUMP OUT OF BED IN THE MORNING</p></div> <div>DOWNLOAD</div>	<div><p>SWEET DREAMS</p></div> <div>DOWNLOAD</div>	<div><p>TUNE IN FOR ISABODY FITNESS TODAY AT 3:30 P.M. PDT</p></div> <div>DOWNLOAD</div>	<div><p>FRUITS VS. GREENS</p></div> <div>DOWNLOAD</div>		<div><p>COMPLETE!</p></div> <div>DOWNLOAD</div>



ADD THE BBB  
BUNDLE TO YOUR  
ORDER **TODAY!**

**A sweet bedtime treat to  
satisfy late-night cravings.**

Share this toolkit with your team:

