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## **Who is the YHC Fast Track designed for?**

The ***YHC Fast Track*** is for YHC members who need **to start selling annual passes to their pilot immediately.**

### **Who is the *YHC Fast Track* designed to help?**

*The more boxes you check, means that the YHC Fast Track is designed for you & your needs!*

#### **Do you have:**

- An existing clientele (active or nurtured client base)?
- A few years experience as a wellness professional?
- Confidence in your work?
- Natural confidence?
- Watched most of the YHC Prep School sections on Time and Money?
- Prior experience in corporate, sales, marketing, and/or business management?
- Competence with time management?

#### **Who is the *Fast Track* NOT for?**

##### **Are you:**

- Wanting to build their skills slowly?
- Easily overwhelmed?
- Needing to build your confidence as a wellness professional?
- Needing to build up your skills to be competent as a wellness professional?

- Needing to build better competence with time management?

## Q1 Fast Track

- Watch**

During YHC you have access to all lessons. Lessons are roughly 30 minutes, two per week, 12 hours total.

Watch the entire YHC Q1 series in two days, or over the course of a week.

- Launch Your Pilot**

Watch the YHC Q2 lessons and follow the action steps: How to Launch Your Pilot + Certification Record Video.

- START DATE + PRICING**

Immediately, set a start day, meeting times, price, and first members expiring bonuses for your annual pass that begins within 45-90 days of your YHC Q1.

This gives you enough time to put your pass together and start talking to leads.

**Don't rush the start date, rush the bonus expiration dates as you make offers.**

Pay particular attention to the videos in the Prep School and in Q1 on what should be in your Annual Pass. Watch this lesson from Q2: *Set up Your Pilot Schedule*.

Use the worksheets in the [YHC Marketing + Enrollment Guide](#). The worksheets will help you get your pass, your offer, and your bonuses together quickly.

- Generate Leads**

Schedule the minimum of 90-minutes per day or 7.5 hours per week for lead generation activities and strategy sessions, every week.

Your job now is to enroll the first 4-7 people in your pilot, pronto and start this group.

- Watch Lessons on Lead Generation**

To guide you in how to generate leads, watch these lessons from YHC Q2:

- Fill Your Pilot
- 5 names a day
- Set up Your Pilot Schedule
- Marketing Calendar: for pilot, free talks, strategy sessions
- Track Your Leads + Follow Through- Part 1
- Track Your Leads + Follow Through - Part 2

**Get Experience Coaching**

Some Fast Trackers will kick-off their pilot during Q1.

*Scroll through the syllabus and you'll see lessons that build your coaching skills.*

**Watch**

- Habits 1-4 Behind the Scenes Lessons
- Structuring Your Coaching Meetings**
- Coaching Guide
- Edit Your Member Email Sequence
- The Ground Rules for Dynamic Groups**

**Ask Questions**

Ask questions to get the help you need by attending live sessions.

It's your job to prove this business model, fast. Our job is to support your YHC Fast Track journey.

- Access the **Body Thrive Resource Hub** and become familiar with how to invite your members.

**Advice for Q1:**

**Live the Body Thrive habits.**

- Put your head down and do the work.
- Stray from the habits and you'll get overwhelmed.
- Live the method and you'll be in integrity with what you are coaching next.
- This will help you enroll with soul.

**Don't rush the start date, rush the bonus expiration date.**

Your first sign ups you can offer weekly 15-minute coaching gyms immediately.

- You can gift them the Body Thrive book and assign reading.
- You can assign them to give you weekly status updates.
- You can check in on them, and stoke their excitement to begin.
- You can delay your pilot start and focus on enrolling enough members to have a good start.
- I recommend 4 members, at a minimum to start.

# Expiring Bonuses Worksheet

The fastest way to create “healthy” urgency, to fill your membership/program, is to create ‘fast action’ bonuses!

Bonuses can include special sessions - like a home cooking lesson or personalized session if you work in person, or their virtual equivalent, like 15-minute 1-1 coaching gyms weekly through the first quarter.

Your pilot should also go through a price increase after your first intake.

If your plan is to build a package worth \$5k, and enroll 5 people per quarter, you might reduce the price to \$3,500 for the first 5 people to get off the ground and recover your tuition.

Build the value into the package and build your confidence to deliver value, and you’ll be glad you started with a solid price point.

<b>What will be included in my annual pass:</b>	<b>What can I include in my first members bonus package:</b>	<b>What can I include in my second member bonus package:</b>

**Once you have your bonuses and make your offers, add tracking for that in your enrollment process.**

**You’ll see it in your YHC Certification Record, under the tab:**

**Your Leads.**

Bonus Package Includes:	When does the Bonus Offer Expire:	Date of next follow up activity:

## Q2 Fast Track

- Generate Leads**  
 Continue to Schedule the minimum of 90-minutes per day or 7.5 hours per week for lead generation activities and strategy sessions, every week.  
  
 Your job is to focus on selling out seats for the year. Be productive in generating sessions and improving enrollment skills.
- NEXT START DATE + PRICING**  
 Update the next start day, meeting times, price, and new members expiring bonuses.
- Certification Record**  
 Check that your YHC Certification Record is on track. You are taking massive action. Build the habit of recording your actions.
- Behind the Scenes**  
 You'll be coaching your pilot while watching the Behind the Scenes training, that roll out in YHC Q3 and Q4.  
  
 You can crash course the remaining lessons in Q2 and revisit those you need more time with from Q1.
- Coaching Skills**  
 Do the coaching gyms both with new members and with prospects to get practice and build coaching skills. Coaching skills build confidence.

## Q3 + Q4 Fast Track

### **Generate Leads**

Continue to Schedule the minimum of 90-minutes per day or 7.5 hours per week for lead generation activities and strategy sessions, every week. Your job is to finish selling out seats for the year. Be increasingly systematic in generating sessions, referrals and improving enrollment skills.

### **Coach**

Be the best coach you can be.

### **Relax**

You don't need to get ahead with Q3 videos. Enjoy the process. Use your YHC resources.

## FAQ

1. Who is YHC Fast Track for?  
Read the section on this, and do the checklists.
2. When will the updates to the Body Thrive Resource Hub be complete?  
By June 2020.
3. How is the syllabus different?  
Reach each section for Fast Tracking, Q1-Q2 especially.
4. When does the YHC regular module recommend to start the pilot?  
The beginning of Q3.
5. When does the YHC Fast Track recommend to start the pilot?  
Within 30-90 days of starting YHC Q1.
6. What happens if I start Fast Track, and then need to delay my pilot start?  
That is okay. What is usually more important than the start date for Fast Trackers, is enrolling people and receiving payments to cover their YHC tuition.
7. What are the milestones for the Fast Track Path?  
The milestones are laid out in the Q1 section here. To summarize:
  - a. Create and price your Annual Pass.
  - b. Create and price your bonuses.
  - c. Practice your offer. Practice strategy sessions.
  - d. Generate leads.

- e. Make offers.
  - f. Start your Pilot group.
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8. How do we find harmony in the mentor calls that might be moving when people are at different paces?  
Each YHC member starts with different skills, experience, assets, resources and relationships. Your YHC Mentor is trained to help you go at the pace that works to meet your goals.
  9. What type of support will be available to us?  
All of your coaching sessions are the same for Fast Track and regular YHC pace. The coaching and mentoring community is ready to handle your questions at any phase.
  10. How/when can we access the Body Thrive content that will be used in our courses?  
  
You can access the content immediately. Look in the syllabus or in the Hub for the lesson on Body Thrive Resource Hub and follow the action steps.
  11. What do we absolutely NEED to know if we're considering starting our pilot in Q1?  
Please check all the boxes in the Q1 Fast Track section above.
  12. What are your pro tips for starting pilot in Q1?  
Please reread the section of the Q1 Fast Track section above.