

## Heather Reichert's Defining Moment

### I HEART PEOPLE!

Heather's passion has always been helping people. For the past ten years she's been a registered dietitian, working with morbidly obese patients so desperate to lose weight that they were willing to go under the knife. While Heather never fully embraced stomach-stapling, gastric-banding, or bypass surgeries as healthy weight loss options, her job was to educate patients on improving their diets and lifestyles so they could get the most out of their surgeries. Heather loved her job and knew she was making a difference, but she wanted to do more.



### DISCOVERING BEACHBODY®.

Heather was never one to struggle with her weight. But her husband, Trey, had a different story. He wasn't fat. But wasn't fit. Over the years he grew a belly bump and when asked if he looks fat, Heather replied with the only thing she could, "I wish you cared as much about your health as I do." That's all he needed to hear. The second a P90X® commercial came on TV, Trey ordered it.

### A NEW CHAPTER BEGINS.

Trey experienced a total body transformation with P90X and was hooked. Heather soon followed. They both became Team Beachbody® Coaches, but Heather couldn't juggle two jobs and a family. She was emotionally and physically exhausted and something had to give. So Heather did the only thing she could. She resigned from the clinic so she could build her Beachbody business.

### AN ANSWERED PRAYER.

Then, just one week before she was to put her dietitian days behind her, something magical happened. The clinic offered to let Heather run her Beachbody business out of *their* office and introduce all existing and future patients to Beachbody fitness and nutrition programs.

Did she hear this right? A group of bariatric doctors just asked Heather to help *their* patients lose weight the good ol' fashion way—through diet and exercise—which could potentially result in patients opting out of surgery? Yep. That's exactly what they asked her to do. And in return, she made her doctors Team Beachbody Coaches so they, too, could nurture patients back to health one delicious Shakeology®, one bead of sweat, one sore muscle, one rewarding challenge at a time.

### THE RAINMAKER.

When Challenge Groups and Challenge Packs were introduced this past November, Heather's Beachbody business skyrocketed. "Before, I had a hard time getting people to try a program AND buy Shakeology," Heather said. "Now, not only do my clients have their fitness covered, but they also have nutrition, support, and accountability covered as well. This is the perfect package for success!"

"If Challenge Groups and Challenge Packs hadn't come along, I'd still be wondering how in the world I was going to make coaching my full-time income? Now, I don't ask that question at all."

### **THE WEB IS WONDERFUL.**

Right after Challenge Groups and Challenge Packs were introduced, Heather posted a 30-day Challenge on her neighborhood's Yahoo!® Women's Group message board. Within 24 hours, 20 women requested more info. In less than 2 days, 2-1/2 groups filled up. "All I did was put myself out there and people came to me," Heather said. Now she religiously uses social media to promote her Beachbody business.

"Before using social media, I was struggling to make Success Club 5," Heather said. "Then I started posting Challenge Packs on Facebook, and on my doctor's Web site, and immediately clients started pouring in. Then I found out I was #3 on the leader board for Challenge Pack sales!"

### **FACEBOOK®? LIKE!**

In addition to running her Beachbody business, Heather works at the bariatric clinic one day a week teaching pre- and post-op group classes and managing their Beachbody Challenges. She quickly discovered that the easiest and most successful way to keep all of her clients on track and motivated is by interacting with them on a daily basis through private Facebook groups.

"I absolutely love communicating with my Challenge Groups over Facebook," Heather said. "I've built a small, exclusive community where everyone supports and holds each other accountable. We're all in it together to win. And at the end of the day, they inspire me."

### **CHANGING THE WORLD, ONE CHALLENGE AT A TIME.**

After years of searching, Heather has finally found her niche with Beachbody Challenge Groups and Challenge Packs. "These are the types of things I always wanted to offer my clients," Heather said. "And now I can. It's nutrition and fitness all packaged together with support and accountability."

While Heather loves the fact that Challenge Groups and Challenge Packs have skyrocketed her Beachbody business, what she loves even more is how they've helped others achieve sustainable results.

=====

### **ADDITIONAL HIGHLIGHTS FROM OUR INTERVIEW WITH HEATHER**

- Husband, Trey, fell in love with Beachbody after doing P90X and achieving amazing results. He became a Coach first, then in Jan 2010, Heather became a Coach to bump Trey up to Emerald. She went full-time January 2011, but only recently started "working the business" and seeing results this past November with the introduction of Challenge Groups and Challenge Packs. Heather and Trey work as a Team, so if a client comes to Heather that would benefit more from Trey's expertise on a particular program, she has them join his Challenge. And vice versa.
- Heather has spent the last 10 years as a dietitian working in bariatric surgery clinics around Houston and finally has found her life's calling as a Team Beachbody® Coach. She's never been happier, has tons of free time to spend with her husband and two young kids, and can't believe she's getting paid to change people's life and do something she absolutely loves.
- One week before Heather was supposed to put her dietitian days behind her and take very early retirement to become a full-time Team Beachbody Coach, the bariatric doctor's office she had worked at for several years begged her to stay on, at least part-time. They offered her an opportunity of a lifetime, to run her Beachbody business out of their office and introduce all existing and future patients to these fitness and nutrition programs. Her one condition with surgeons is that if patients choose to use exercise and nutrition instead of surgery that the docs would be okay with that.
- Heather signed up all the bariatric doctors she works with to be Coaches. The doctors / Coaches are currently using the Beachbody programs and Challenges with post-op patients. She's expecting her doctors' coaching success to soon bump her up to Diamond.

- Heather's bariatric doctors / Coaches are currently in the middle of their first Challenge Groups and their patients are incredibly inspired, committed, and holding each other in the group accountable.
- Heather posted a Beachbody 30-day Challenge on her community's Yahoo!® Women's Group message board, and within the first 2 days she filled up 2-1/2 groups.
- Beachbody Challenge Packs and Challenge Groups are what skyrocketed her business. Without them, she would never be making her old full-time salary.