

HOW TO BUILD RELATIONSHIPS

The first vital behavior of a Team Beachbody® Coach is Invite. Invite. Invite. But what does Invite. Invite. Invite. mean? It simply means going out and making friends by being genuine and truly caring about helping people. This three-step process, when practiced every day, will create momentum in your business and increase your success.

1. **Invite: Invite to be your friend**
2. **Invite: Invite to your Facebook® General Health and Fitness Discussion Group**
3. **Invite: Invite to join your Beachbody Challenge™ Group**

In this training, you'll learn how to complete the first two steps in the process, making friends and inviting them to join your Facebook General Health and Fitness Discussion Group. In the 5-Step Invitation Process and in the Overcoming Objections training, you'll get everything you need to successfully invite your new friends to join your Beachbody Challenge Groups.

1. Invite: Invite to be your friend

Meeting new people and making new friends can be intimidating, but it's the most important thing you can do to build your business. If you focus on building relationships with people and truly care about getting to know them, then you'll quickly build friendships.

One of the most powerful methods of doing this and building rapport with another person is the **F.O.R.M.** approach. **F.O.R.M.** is an acronym that stands for **Family, Occupation, Recreation, and Message**. Remembering these four things will help you connect on Facebook and when you are out and about doing your daily tasks. Know that you don't need to have a list of questions to follow exactly; just chat and be yourself. Keep it natural!

Start with **Family, Occupation, and Recreation** to get to know people, build relationships, and gain friends. You'll move on to **Message** with "2. Invite: Invite to join your Facebook General Health and Fitness Discussion Group."

F.O.R.M Step	Purpose	Sample Questions
F: Family	Ask about their family. Most people love to talk about this part of their life. You can also share some of your own answers to the same questions.	Do you live around here? Do you have kids? How old are they?
O: Occupation	Ask what they like about what they are doing. When they tell you about their job, you have a great opportunity to comment on what you might know about that particular industry or to ask about it if you are unfamiliar.	What are the challenges? What do you like most? What would you change?
R: Recreation	Ask what they do for fun.	Where do you vacation? Do you have a hobby or play sports?

2. Invite: Invite to Your Facebook General Health and Fitness Discussion Group

Once you've invited to become friends, demonstrate that you care by inviting them to join your free Facebook General Health and Fitness Discussion Group. Creating a General Health and Fitness Discussion Group allows you to bring people together who are at all different health and fitness stages. You might have people in your group who are:

- Using a Beachbody Fitness program
- Drinking Shakeology®
- Working out or eating healthy on their own
- Looking to make a health and fitness change in their life

The value in the group is not only that it's free; it's the relationships and advice that members provide each other. When members comment on the fitness programs they love, or the results they are getting from eating healthy or drinking Shakeology, the door opens for organic, natural conversations. Here's a sample on how to invite to your General Health and Fitness Discussion Group and offer your members the opportunity to become a free TeamBeachbody.com member for increased support and value.

F.O.R.M Step	Purpose	Sample Message
M: Message	Shows that you truly care about helping people, because you are willing to offer support for free. It builds trust and strengthens your relationship.	"Hi (NAME), I've got a great group of friends on Facebook chatting about general health and fitness, I'd love for you to join us. "I'll also set you up with a free member account at TeamBeachbody.com so you can get access to tons of health and fitness support, and tools just like the ones I've been sharing."

Always remember, friends don't charge each other for great advice and support—so be genuine and treat everyone like they're a friend you've known for years.

When a member of your General Health and Fitness Discussion Group starts to inquire more about a fitness program or begins to express that they are truly ready and committed to get healthy, you can jump in on the conversation and offer them support and a solution through an invitation to join a Beachbody Challenge Group. Review the training on the [5-Step Invitation Process](#)—which covers the final Invite, "3. Invite: Invite to Join Your Beachbody Challenge Group"—for details, tips, and sample messages to increase your success in helping others achieve their goals.