



# PRE-LAUNCH OPEN GUIDE



Project LeanNation  
Eat Clean. Live Lean.



# PRE-LAUNCH CHECKLIST

- Print 4x8 "Welcome to PLN" flyers to provide each new member. Pro-Tip  
Memorize all of the content to prepare yourself to provide each member clarity.
- Order enough boxes from LeanLife to provide your founding members with an amazing first experience.
- Have a clear understanding of the Fulfillment label process. As well as how to print labels.
- Prepare your printer and make sure you have the proper label paper to print labels. (Correct Label Paper Info)
- Confirm that all of your Next Bill Dates match the day of your Pre-Launch in PLN Storefront
- Confirm with HQ that all of your credit card processing strategy has been tested and optimized.
- PLN Swag - Confirm you have enough PLN Swag to get a T-Shirt to every single founding member.
- Logistics - Make sure you have a clear delivery strategy in place. Ideally, we would provide delivery members a text the day before with a 2-hour delivery window. This should not be difficult, it is likely all of your deliveries can be done in two hours at this point.



# PRE-LAUNCH WEEK STRATEGY

## SUNDAY

Twenty-four hours prior to receiving your first shipment you should be testing the temp on your freezer. Our recommendation is single digits.

## MONDAY

LeanLife will be able to provide an estimated ETA. Keep in mind we outsource our logistics so any delays are outside of our control.

## WEDNESDAY

LeanLife will work with you to assess your projections in our system and potential growth. LeanLife will be walking you through the process of your second order.

- LeanLife order needs to be complete by 3 pm.
- Our systems manage meal changes and new accounts until 11:59 pm.

## FRIDAY

Today you will be working through the final steps of your first distribution.

- Run Fulfillment Process to print labels and put labels on boxes.
- Place meals in alphabetical order by meal name and box all clients according to their selections.
- Designate Pick-Up & Deliveries in your freezer. Put the member's boxes back into the freezer in alphabetical order by the first name.
- Prepare space for members to come to pick up their first fulfillment.
- Mass text all founding members your pick-up times and share the importance of picking up and having time for a Lean Consultation.
- Make sure anyone who will represent PLN is armed with the New Member Checklist and has completed PLN Staff OnBoard.
- Run Delivery Report.



# POST PRE-LAUNCH WEEK STRATEGY

## □ SATURDAY & SUNDAY

The time has come to execute the Pre-Launch. Make sure you exceed expectations in every way possible. Your founding members are likely to be your friends and family, do not allow that to skip steps. Make sure you SHOW UP for them.

- Run Pick-Up list in Fulfillment - It will show accounts with card errors.
- At the end of the weekend do a recap of what you would like to learn as well as improve upon prior to your next distribution.
- Avoid all the outliers you can. Your founding members will ask you to bring a box to the gym or meet you after hours to accommodate them. You will feel compelled to do so. The sooner you can ask them for their support to work within the lines you do business the better.

## □ MONDAY

Now you are in full swing and daily you will have things that need to be worked on or delegated to your team.

- Today you will be receiving your second fulfillment from LeanLife. Make sure to exercise "FIFO". First in first out guarantees you are properly rotating through your inventory.
- Make sure to follow up with all leads and schedule outreach events.
- Do a full standing inventory after you have received your order.
- Run all Payment Retry

## □ TUESDAY

Invest some time in Admin, client support, and outreach.

- Touch every member you fulfilled with a call, text, or an email "checking-in".
- Ask every founding member for a referral.
- Keep a close eye on email in case members have questions.
- Execute the Outreach Strategy.



# POST PRE-LAUNCH WEEK STRATEGY

## WEDNESDAY

LeanLife will work with you to assess your projections in our system and will help you work through the order process.

- LeanLife order needs to be complete by 3 pm.
- Pay LeanLife for the first order.
- Our systems manage meal changes and new accounts until 11:59 pm.

## THURSDAY

Thursday is an intense Admin day when you are first up and running.

- Complete member follow-ups. (Ask for referrals)
- Run designated reports to confirm all data looks good.
- Manage any admin changes before fulfillment runs at 11 am.
- Confirm you have everything ready to print labels.

## FRIDAY

Fridays are now all about prepping for the weekend. Each week you will become more proficient and prepared.

- Print labels and put labels on boxes.
- Place meals in alphabetical order by meal name and box all clients according to their selections.
- Designate Pick-Up & Deliveries in your Freezer. Put the members' boxes back into the freezer in alphabetical order by the first name.
- Prepare space for members to come to pick up their first fulfillment.
- Mass text all members who are active for the first bill date your pick-up times.
- Identify two areas of improvement over the weekend prior and create a plan to execute the new strategies.

## **RINSE AND REPEAT**



# NEW MEMBER PICK-UP CHECKLIST

- Connection Is Key - This is possibly the first interaction PLN has had with our new member. The goal is to be welcoming, enthusiastic, and informative.
- What's Your Goal - Discuss their "why", their main goal, and the biggest obstacle in the past. Make it all about the results. (Notes in member account)
- InBody Assessment - Confirm they have done an InBody Scan. If they ordered online take them through the process. Recommend retesting every two weeks.
- Meal Care - Info on the container, how to best handle and cook. Review the instructions on the "Welcome Card".
- Game Plan - Discuss a schedule for eating that fits their lifestyle as well as how to navigate eating when they are not eating PLN.
- How We Support You - Follow-up calls / Texts, in-store pickups, additional consultations, and ongoing InBody Scan.
- Referral Program - Encourage them to build their support network and save every time they refer a friend.
- Logistics - Make sure they have a clear understanding of how our service works. Review how to manage meal selections, one-week pause, deadlines for changes, and restock fee.

***The growth of our business is a direct reflection of three things.***

- 1. Our members have clarity on "How" we do business.***
- 2. Our members have clarity on "Why" we are in business.***
- 3. We have clarity of our member's goals and they have confidence we are personally invested in seeing them WIN!***