



R3 Challenges Build Social Connections and Your Business!



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THE IMPORTANCE OF SOCIAL CONNECTION

Social connection lets you know that your presence matters to others. That you are valued and appreciated. It's knowing that what you say is respected and that you are loved. These are all core human needs, and these needs are crucial to your development and lead to longer life, better health, and improved well-being.

Social connection is the experience of feeling close and connected to others personally and on a community level and has profound benefits for both individuals and society. Lack of connection, or loneliness, has been linked to inflammation within the body, accelerated aging, cardiovascular health risk, suicide, and all-cause mortality. Science has proven that socially connected people live longer!

Each of us can start right now, in our own lives, by strengthening our connections and relationships because they can help us live healthier, more productive, and more fulfilled lives.

R3 CHALLENGES HELP BUILD SOCIAL CONNECTIONS

An R3 challenge is a repetitive, six-week experience for you, your customers, and people who are not Melaleuca customers to come together in a small group of people with like-minded health and wellness goals.

WHY THEY WORK: R3 Challenges work because they help people feel connected, stay on track, and stay focused on the right activities and habits to help them reach their health and wellness goals. There's a camaraderie that comes from being vulnerable together, trying new things, and being accountable to others. These connections turn into real relationships that benefit everyone!

HOW R3 CHALLENGES IMPACT

YOUR BUSINESS: Science shows that people who engage in community-based activities experience stronger feelings of social belonging and develop trusting relationships with community members, which can lead people to more readily contribute their time and resources back to their communities. People who rate their social relationships as the most important source of meaning, purpose, and motivation in their lives are more likely to engage in health-promoting behaviors when they are socially active.

By being involved in or leading your own R3 challenge, you'll always have a growing warm market of prospective customers around you.

YOUR NEXT STEP: In between the three corporate-run annual challenges, lead your own R3 challenge with others. You can do it with one other person or a hundred! R3 challenges are so successful because they keep participants connected. Did you know that lack of social connection is a primary reason people leave programs? That won't be a problem when you're helping people engage in an R3 challenge.

Be sure to invite friends to join you for the next corporate-sponsored R3 challenge, the Show Up Challenge 2024, which starts in early June 2024.

SPOTLIGHT ON MICHELLE MARTIN

Director 4 Michelle Martin from Fayetteville, Georgia, is a group fitness instructor and has been a Melaleuca customer since 2018. She started building a successful Melaleuca business in 2020 after dabbling a bit in 2019. She attended her first Convention in 2022 and learned about Melaleuca's R3 Weight Loss Program in the Product Hall.

“It doesn’t get any easier than this,” Michelle says. “Just follow a simple Yes and No List. People love it!”

She was intrigued and tried the program for herself.

After about six months, she started to engage in the R3 Facebook community and quickly realized what a great tool she had to help others reach their health goals. In the past, when people asked her about nutrition and weight loss, she didn't feel qualified to guide them beyond her experience as an instructor. R3 gave her the knowledge and confidence to help others. She loves that R3 is a simple and easy-to-follow plan with proven long-term success! “It doesn't get any easier than this,” Michelle says. “Just follow a simple Yes and No List. People love it!”

Michelle found that R3 provided such a simple way to approach people that she

expanded her efforts to connect with others. She began hosting wellness events in her home, inviting others to learn about R3. Her Melaleuca business quickly doubled from 45 to 90 customers in a matter of months. R3 was the gateway to Melaleuca Membership for these new customers, and it has allowed Michelle to help dozens and dozens of people reach their goals while she reaches her own.

There are three corporate-led R3 challenges each year, but you can host your own R3 challenge any time!

FOLLOW MICHELLE'S STEPS TO LEAD YOUR OWN R3 CHALLENGE:

- Invite others to join you anytime for a six-week weight loss challenge. Since most people want to lose weight, it's an easy conversation to have. Talk about your weaknesses and goals. This allows others to feel comfortable sharing theirs. Michelle always leads a small group of about 30 people (Melaleuca Members and Non-Members) in her private Facebook community.
- Schedule a wellness event and share information about the R3 Weight Loss Program. Michelle schedules these events in her home a few weeks before each corporate-sponsored weight loss challenge. She displays a sample of products, recipes, the R3 cookbook, and has R3-friendly snacks, such as protein waffles, on her kitchen table for her guests to enjoy. She explains how R3 works and has a fun interactive question-and-answer session in a comfortable, nonsalesy environment.
- Create your own Facebook group so you can build relationships and stay connected daily. Sometimes people feel overwhelmed in a large Facebook group, like the main R3 Facebook page

that currently has more than 137,000 members. Michelle's small group helps people get the personal connection they need from each other.

- Share content from the main R3 Facebook page so your participants don't miss any important information. Encourage them to weigh in on specific dates and reward them for doing so!
- Lead a live event in your group to show your participants what you're eating or your favorite exercises. Set aside time for questions and answers. People love this!
- Celebrate NSVs (non-scale victories) along the way, such as fitting into a smaller size, sleeping better at night, or accomplishing a physical activity without getting winded. Mail participants who experience an NSV a packet of *Sustain® Active Electrolyte Hydration*, *Activate-C Immune Complex™ Drink*, or *FiberWise® Drink*. People love getting gifts in the mail!
- Recognize the winners in your group, share their stories at the end of the six weeks, and then repeat the process!



Ellice Fancher, Michelle Martin, Andria Hofmann, and Paula Alley.

TOP: Michelle Martin (in red) hosts a wellness event in her home for her team and prospective customers. BOTTOM: R3 Grand Prize Winner Mary Johnson (front left) at a wellness event hosted by Michelle Martin.

Michelle's goal is to help people improve their health and shop at Melaleuca. For example, during the most recent Reset Challenge 2024, Michelle invited five people who weren't Melaleuca customers to join her—and four became Melaleuca Members by the third week of the Challenge! As soon as the Challenge ended, her new customers continued to engage in her Facebook group. Michelle continues to add people to her group, and her warm market continues to grow. Michelle pops into the group often to contribute posts like sharing a recipe, posting a product experience, and fostering other ways to create conversations and help people feel connected.


Michelle's team has had a lot of success. Michelle's personally enrolled customer, Ellice Fancher, lost 47 pounds and 44 inches! Ellice's transformation was so impressive that she in turn enrolled four friends from her gym, including Mary Johnson, age 74. And at the conclusion of the Fit for Fall Challenge 2023, Mary was a grand prize winner and took home a Peloton bike!



R3 participants at Atlanta Advance 2023: (back row from left to right) Leah Bickler, Sue Romanowski, Paula Alley, R3 Director Susan Torborg, Ellice Fancher. (Front row from left to right) Michelle Martin, Andria Hofmann, Evelyn Carina Lopez, and Elena Reyes.

CONNECT WITH R3

If you think R3 is only about weight loss, think again. Like many of Melaleuca's products, services, and the Melaleuca business itself, R3 can truly change lives. It can help participants lose weight. It can help participants enjoy better health. It can create social connections that are fundamental to social and emotional health. It can be the gateway for others to a Melaleuca Membership where they can enjoy hundreds of life-changing products. It can accelerate your business growth so you and your team can reach your own personal goals.

Everyone who wants to enjoy better health and everyone who wants to enjoy growth in their business should see just what R3 can do! It will change lives, build connections, and change your business too! 



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