

# *How To Win In* **2023**

With the  
**NewYou** *Plan* 

# Dear customer,

In this guide, you'll find everything you need to get the best chance of **WINNING** in both our **£30,000 Cash Giveaway Transformation Challenge** AND how you can **diet for FREE**.

At The New You Plan, we are committed to making sure 2023 is your year. With this in mind, we have launched a **MASSIVE £75k giveaway, with £30,000 in cash prizes and £45,000 in New You Products to be won**.

If you fancy taking part and really want to maximise your chances of winning, we've put together a bumper guide with everything you need to know to help you.

In this guide, you'll find top **tips for entering our £30k Transformation Challenge**. Plus, if you fancy dieting for FREE this year, check out our handy social media guide with top tips for nailing the perfect selfie, how to get in front of the camera to record your story, and blog post ideas for budding writers.

**You really could WIN cash and diet for FREE in 2023!**

Good luck,

Love, *Julz* ✕

# How To WIN In 2023 With The New You Plan

CATEGORY	WHAT YOU NEED TO DO	PRIZES	HOW TO SUBMIT	MORE INFORMATION
<b>Transformation Challenge</b>	Take a before photo with your "I AM IN" poster, lose weight with The New You Plan meals, take your after photo with your "I DID IT" poster.	Total cash prize fund = £30,000. £5,000 cash to be split bi-monthly for the best transformations.	Share your before & after photo in Secret Slimmers, on your personal social media accounts (tagging @thenewyouplan) or send them to: <a href="mailto:support@thenewyouplan.com">support@thenewyouplan.com</a>	Get all the details, tips and how to enter on pages 5 – 9 of this guide.
<b>Post about The New You Plan on social media</b>	Share posts about your New You journey on Instagram, TikTok, Youtube or Facebook.	Every month, we will choose our favourite social media poster, with winners receiving 2 weeks' worth of New You Plan products.	Tag @thenewyouplan in your posts so we can see your activity.	Get all the details, tips and how to enter on pages 10 – 12 of this guide.
<b>New You Plan ambassador</b>	Regularly post on one or more social media sites about your New You journey. In particular, we are looking for videos and high quality posts from accounts with a good following.	Up to 5 people a year will win 3 months' worth of New You Plan products.	Tag @thenewyouplan in your posts so we can see your activity. If you think you would make a good ambassador and are regularly posting about your journey, email <a href="mailto:support@thenewyouplan.com">support@thenewyouplan.com</a>	Get all the details, tips and how to enter on pages 10 – 12 of this guide.

CATEGORY	WHAT YOU NEED TO DO	PRIZES	HOW TO SUBMIT	MORE INFORMATION
<b>Selfie &amp; product photos</b>	Take a selfie with any New You product, or a photo of a product, with branding visible.	If we use your photo, you will win 5 days' worth of New You products.	Share it on your social media account, tag @thenewyouplan, or share in our Secret Slimmers Facebook group, using #newyouselfie	Get all the details, tips and how to enter on pages 13 – 15 of this guide.
<b>Videos</b>	Record a video talking about your New You journey.	If we use your video, you will win 2 weeks' worth of New You Plan products.	Share on your personal social media accounts, tag @thenewyouplan & use #newyouvideo. Or, share in Secret Slimmers or email it to: <a href="mailto:support@thenewyouplan.com">support@thenewyouplan.com</a>	Get all the details, tips, ideas for videos and how to enter on pages 16 – 20 of this guide.
<b>Blog posts</b>	Love writing? Blog about any aspect of your New You journey that you think will inspire others.	If we publish your blog on our website, you will win 1 week's worth of New You Plan products.	Publish a blog post on your own website, or send it to <a href="mailto:support@thenewyouplan.com">support@thenewyouplan.com</a>	Get all the details & ideas of topics you could write about on pages 21-22 of this guide.

# Top Tips For Entering The New You Plan 2023 Transformation Challenge

One of the things that has the biggest impact on our judges is incredible before and after photos, which clearly show our customers' amazing transformations.

With a share of £30,000 to be won in, make sure your photos are award-winning worthy thanks to our top tips...



# Top Tips For Entering The New You Plan 2023 Transformation Challenge

- **Consider your clothes:** We know you're probably going to hate this but we need to see as much of your body as possible. Ditch the oversized joggers and baggy t-shirt in favour of leggings or shorts and a vest top so that we can see as much of your body as possible. It's also a great idea to wear a similar outfit for your after photo, as this makes for a great comparison.
- **Full length photos:** For our competition entry, we need full length, head-to-toe pictures of you. Take plenty of pictures from all sides and every angle, get a friend or family member to help.
- **Keep the background clear:** Because the photo is full length, we will be able to see everything that's behind you. If the background of your before or after picture is really cluttered, it can distract the eyes away from the real feature of the photo - you! So try and make the background of whatever location you choose for your pictures as clear or plain as possible.

An example of a perfect before and after photo:







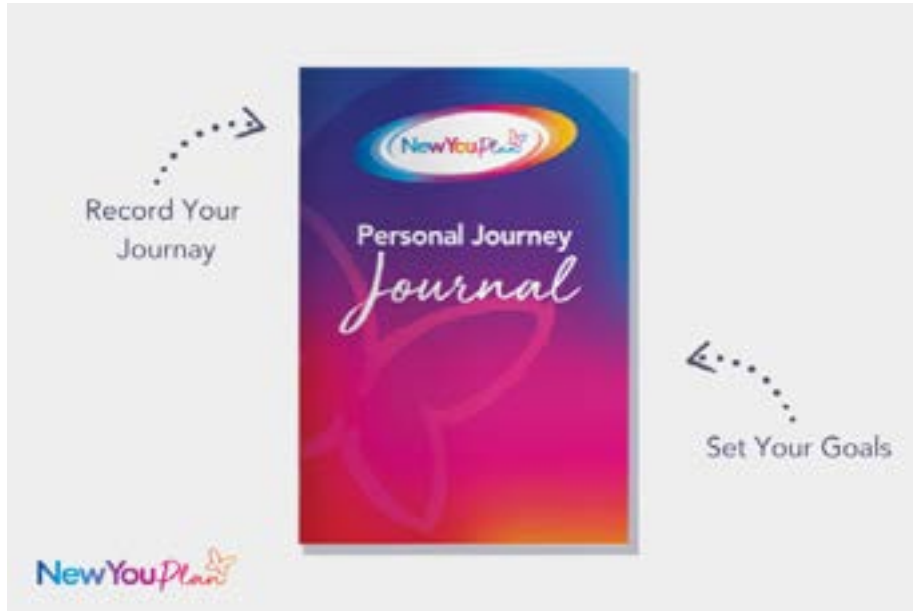
**Now that the photo part is covered, here are some more amazing ways you can fully get on board and get the most out of our Transformation Challenge...**

- **Take weekly photos:** While we do only need your before and after photos to enter the competition, we recommend taking photos weekly. This is a simple and effective way to record your weight loss journey and it's amazing to look back and reflect on these photos to see how far you've come.
- **Take weekly measurements:** Much like the previous point, taking weekly measurements will allow you to see exactly where you are losing weight. Sometimes, the scales don't always offer a true reflection of what's going on and keeping track of measurements can give a better insight.
- **Journaling:** Journaling is an amazing way to make yourself accountable. Journaling is a very personal experience and there's no right or wrong way about it. This could be as simple as posting daily in our Secret Slimmers group, letting us know that you are set up for a 100% day, or you could set yourself a mantra every morning. Some of our customers like to write down how they are feeling every day. Again, this can be amazing to look back on when you've reached your target weight as you'll be able to see how far you've come.

If you feel like guided meditation would be more beneficial, we have created both a 'Personal Journey Journal' and 'Magical Mornings Journal'. With set questions that easily allow you to set goals and offer a place for reflection, our journals are a great way to really change your mindset and get your head in the zone. Both of these are available to purchase on our website and come free with some of our bundles.







- **Non-scale victories:** Our customers have shared some AMAZING non-scale victories with us over the years. Being able to fit into their wedding dresses again, saying goodbye to type 2 diabetes, lowering their cholesterol, running marathons, falling pregnant after years of trying, wearing a swimsuit for the first time...we LOVE hearing about how losing weight has affected your life off the scales.

These non-scale victories apply especially to customers who are entering our 'Maintaining' categories in the challenge.

- **Join Secret Slimmers:** If you aren't already a member of our exclusive Secret Slimmers Facebook group, join today. This amazing community is full of like-minded people, all with a shared goal; to lose weight for good, while having fun. Take part in daily challenges, get accountability, be inspired by customer transformation, discover recipes to use our products in new ways and more.

You can get as involved as you like but the more you do, the more accountable you'll be and the greater your chances of winning yourself a share of that massive £30,000 cash prize.

Good luck! x

# Top Tips For Posting On Social Media

**OVER £4500 worth of products to be won this year, for sharing your story on social media...**

This year, we are making it our mission to help our customers make their dream weight loss goals a reality. Sharing your journey on social media is a great way to not only inspire others, but to make yourself accountable too. Plus, the compliments from others will definitely encourage you to keep going.

Every month, we will choose our favourite poster on Instagram, TikTok and Youtube, with each person receiving 2 weeks' worth of New You Plan products.

Plus, we are offering the opportunity for up to 5 people a year to receive up to 3 months' worth of New You products for blogging their journey.

If you fancy dieting for free, it's time to get social.



Don't know where to start? Don't panic! We've teamed up with Northern Ireland Social Media Awards 'Family Influencer of the Year', who has created an easy to follow guide, packed full of top tips for getting started on social media, as well as how to get noticed, get followers and get shares.

- **Getting started:** More often than not, the hardest step is getting started so this is the sign you've been waiting for. Do it now! The great thing about social media is that it's for everyone. It's never too late to set up an account and share your first post.
- **Pick one platform and perfect it:** Believe it or not, I only post on Instagram. Why? Because I love it. I know how to use it well, I understand the features and I've built up a good following there. In just a couple of years, I have gained over 9000 followers organically. So one of my top tips is definitely to pick the one you're most comfortable with and stick with it.
- **Practice makes perfect:** There's no right or wrong way to do this. It's all about sharing a variety of content to see what is most engaging and resonates with your followers. One post may receive just a few likes, while another gets hundreds. Pay attention to what is working and replicate it. Basically, you are giving your followers what they want.
- **Be authentic:** Everyday I receive a message from someone saying that the reason they follow me is because I'm real. Life isn't always fluffy - it's hard sometimes. Everyone has bad days and by sharing those and keeping it real, we are helping others understand that life isn't perfect. People appreciate honesty. A lot of influencers only share the good days and it can be easy for followers to fall into the trap of believing they have a perfect life, which in turn has a negative impact on their mental health.
- **Keep it real:** Often, it's as simple as sharing snippets of your daily life. Whether it's mixing up a shake in the morning, going live with your weekly weigh-ins or sharing how being on the plan makes you feel, your daily life is your content. By sharing what is already happening in your life, you don't have to spend time creating content and working out what to post.
- **Decide what aspects of your life to share:** While it's important to be authentic, it's also a sensible idea to have boundaries. Carefully consider what aspects of your journey you are okay with sharing. While we encourage everyone to step a little outside of their comfort zone, we don't want you to post ...



anything that you aren't happy with the world seeing.

- **Follow & engage with others:** Check out diet related hashtags to follow accounts which are similar to yours. Be inspired by their content and share it. Reply to messages and comments on your page to engage with followers.
- **Try a range of post types:** Try posting videos, photos and text to see what your followers are responding to.
- **Have fun:** It might be a cliché but you should have fun doing it. I enjoy thinking of new posts and ways that I can inspire others. There's so many positives that can come from social media and you could be a part of it!

Good luck!

Aideen x





## Top Tips For Nailing The Perfect Selfie & Product Photos

**£5000 worth of products to be won this year by sharing your selfies & product photos!**

This year, we have allocated a MASSIVE £5000 worth of New You products to our selfie and product photo winners. All you have to do is take a selfie with any New You Plan product, with our branding clearly visible, and post it to your public Facebook, Tiktok or Instagram profiles, with the hashtag #newyouselfie for your chance to win. You can also post these in our Secret Slimmers Facebook group.



If we love your photo and use it, you can diet for FREE. Up to 10 photos a month will be chosen, with the winners each receiving 5 days' worth of New You products.

There is no limit on entries so share as many as you like for a bigger chance to WIN!

Whether you're a selfie queen or novice, no doubt you'll be keen to perfect your photos to give yourself the best chance at winning. So with this in mind, here are our top tips for nailing it!

- **Find the most flattering angle:** It's widely accepted that the most flattering selfie angle is to hold your phone (or camera) slightly higher than your head, look upwards, with your chin pointed downwards. Think of something that makes you truly happy and let that natural smile shine through.
- **Get our branding in:** Here at The New You Plan, a lot of love, attention and consideration has gone into our packaging and we want you to share it with the world. When taking your photo, please make sure that our branding can be clearly seen. For example, if you take a selfie with one of our Shakes, make sure the New

You logo on your Blender Bottle is facing the camera. Eating a bar? Again, ensure we can see the packaging. If you are taking a photo of one of our meals, pop the packaging beside it for an easy way to include our branding

- **Find your lighting:** Natural lighting can work wonders in creating a social media worthy photo. If you're indoors, make sure you stand beside a window to maximise that natural light. If you're outside, stand with the light coming from the front. When taking photos of our products, make sure the lighting isn't so strong that it covers up our branding.
- **Consider your background:** While we're primarily focused on your face or product, don't forget that we will be able to see what's behind you too. The best photos take advantage of a lovely, scenic background or are clear of clutter. We want the attention to be on your face or product.
- **Try portrait mode:** Speaking of backgrounds, portrait mode on phone cameras is a powerful tool. This handy setting will blur out the background so that your face or product is the main focus. Plus, it looks super professional too.



- **Smile with your eyes:** When taking your selfie, bring your attention to your eyes to make them naturally smile.
- **Take a lot:** Practice definitely makes perfect so take plenty of photos. Scroll through them to find your favourite before sharing.
- **Try not to be self-conscious:** Take a selfie like nobody's watching! Seriously, the best way to look natural and relaxed is to pretend that you don't give a damn if anyone else is looking at you.
- **Try filters:** We don't mean the ones which will completely alter your image, but those which offer a subtle finish and take your photo to the next level.

When you're happy with your photo, make sure you share it on Facebook, Instagram, TikTok or in Secret Slimmers, along with #newyouselfie for your chance to WIN 5 days' worth of New You products.

Good luck! X

# Top Tips For Creating Your New You Video.

**£12,000 worth of products to be won this year by sharing your videos!**

As well as seeing your weight loss journey, we LOVE hearing about it. This year, you could diet for FREE, simply by sharing a video, talking about our plan.

You can either share this on your personal Youtube, Tiktok, Instagram or Facebook profiles with the hashtag #newyouvideo, in our Secret Slimmers Facebook group, or by emailing it to: [support@thenewyouplan.com](mailto:support@thenewyouplan.com). If we love your video and use it, you will receive 2 weeks' worth of New You Plan products. Up to 10 people will win each month.

Lost for words? Don't know what to say? No problem! We've put together our top tips for getting creative in front of the camera, as well as a tips of tops to talk about.



# Top tips for taking videos

We get it - not everyone feels comfortable having their photo taken, let alone talking on camera, but trust us, once you get over the initial 'awkwardness' and realise it's all in your head, you'll be a pro on screen.

Still not sure? Don't panic. If you want to create the best possible video to maximise your chances of winning, here are our top tips for getting creative in your videos.

- **Get comfortable:** Before you begin, set the scene and get comfortable. Allowing someone else to record your video will make things easier for you. However, we appreciate that you may prefer to do this on your own. If that's the case, choose a private, quiet place, with a comfortable chair. Many phones now have a hands-free setting, which allows you to set your phone down on a surface while you record. Choose a comfortable seat, have some tea or water to hand, take a deep breath and begin.
- **Consider your setting:** While we'll be fully focused on what you're saying, remember we'll be able to see your background too. So as not to distract the eye, ...

we recommend choosing a background that's clutter-free. Bonus points if you manage to sneak in some New You branding!

- **Lighting is key:** Just like taking a selfie, finding the correct lighting is important when recording videos. Work with natural lighting in your home by sitting near a window, if possible.
- **Pretend you're talking to a friend:** If you're new to this, it can feel daunting, so the best thing to do is to imagine you are chatting to a friend. This will help you feel less self conscious and more natural.
- **Speak from the heart:** More than anything, we want you to be YOU! Speak straight from your heart - don't worry if you get emotional. You're on an amazing journey and we want to hear all about how it makes you feel.

Now that you know HOW to do it, you'll also want to know WHAT to talk about. We're happy for you to share anything about the plan but if you would like a helping hand, we've put together 20 questions. The more you answer, the better.





## 20 QUESTIONS

1. When did you start the plan? What was your starting weight and your current weight? How much have you lost? How many dress/clothes sizes have you dropped?
2. How did your weight make you feel before starting The New You Plan?
3. How many weeks have you been on plan? How do you feel now?
4. How did you find the first week?
5. When did you think to yourself: "I can do this!"?
6. What inspires you to keep going?
7. What are your impressions of our customer service team?
8. Which products can't you live without?
9. What 3 words would you use to describe your New You journey?
10. What advice would you offer someone about to start their first day on plan?
11. Has your health changed since you've been on plan? How?
12. What is your biggest non-scale victory to date?
13. What are you looking forward to in the future?
14. Have other people commented on your weight loss?
15. Do you use our Secret Slimmers support group? If so, how have you found it?
16. Has your mindset changed since losing weight?
17. What weight loss mantras keep you motivated?
18. What does a typical day on plan look like for you?
19. What are you most excited about doing when you reach your goal?
20. What 3 emotions best describe your journey?



# Other Video Ideas?

Or, if you fancy taking on something a little more creative, here are some ideas to help you get started!

- **Unboxing:** We know you'll be excited when your New You order arrives but before you rip it open, get out your phone and take a video of you opening it! We'd love to see your reaction to our products and hear your initial thoughts.
- **A day on New You:** What does a day on plan look like for you? We want to know. Why not record short snippets of a typical day on plan and add it all together to create a mini movie! Whether it's getting your products ready for the day, mixing up a shake or doing yoga, give us an insight into your day.





- **Getting creative in the kitchen:** Have you learned some amazing ways to use our products? If you've picked up some tips along the way, tell us! Even better if you show us. Our customers are always getting creative in the kitchen by mixing, baking, freezing and blending various products to come up with brand new recipes. If you're a pro in the kitchen, we want to know.
- **Product reaction:** Trying one of our products for the first time? We'd love to see your initial reaction! Take a quick video of you trying one of our meals, shakes or bars and tell us what you love about it.
- **Live weigh in:** One of the things that new customers can't believe is how quickly they lose weight while on plan. We would LOVE to see your face when you see the number on the scales. Whether it's week 1 or week 10, take a video of your weekly weigh-in.

We can't wait to see your videos!





# Top Tips For Becoming A New You Blogger

Love writing? Tell us about your time on plan for your chance to diet for **FREE!**

This year, we are inviting all budding bloggers to get creative. If we love your entry and use it on our blog, you will receive 30 FREE products.

We're happy to hear about any aspect of your journey that you think will inspire others. In particular, if you have achieved a big non-scale victory thanks to your weight loss, we want you to write about it. Whether it's climbing a mountain, running a marathon or getting your dream job, you could get published on our blog, diet for free and inspire others.

If you're not sure what to write about, here are some ideas to help you get started.

1. My first week on plan - share the highs and lows of your first 7 days on plan.
2. My top tips for staying on track.
3. 5 unexpected things I realised when I lost weight.
4. How I maintained my New You weight loss.
5. How to deal with judgy family members and friends.
6. Word cloud - 10 words to describe how you felt before starting New You & 10 words you would use now.
7. How my health drastically changed thanks to The New You Plan.
8. How Secret Slimmers has motivated you to lose weight.
9. How I stayed sociable while on plan.
10. The New You product hacks you need to try.







A silver laptop is open on a dark, woven outdoor table. To its right is a pink plastic shaker cup with a yellow lid. The cup has the 'New You Plan' logo on it, which includes a butterfly icon. The background is a blurred outdoor setting with green foliage and a stone path.

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