

Verb + Grown Strong

Building Health Habits That Stick

Grown Strong is an online fitness platform created by Lauren Fisher. They offer ongoing fitness programs and several challenges a year to connect with and encourage their following.

verb

CHALLENGES AND OBJECTIVES

Grown Strong came to us wanting to help their clients reach their New Years goals for weight loss and body composition, as well as further engage with their community.

In previous challenges, they delivered all communication via social media and email. They couldn't track their clients' successes (or failures) at all. Additionally, the challenges' communication wasn't personal even though the Grown Strong team spent roughly 200 hours per challenge manually sending messages.

After the first challenge, the Grown Strong team recognized the potential of influencing habits through Verb and it influenced the creation of their next challenge.



Collaborating with Verb

Grown Strong has run two challenges with Verb. We enabled a semi-automated program with interactive weekly check-ins via text message. This lessened the manual, time consuming work from the Grown Strong team, while allowing them to spend their limited time where it really impacted client success - by actually communicating to individuals when the clients needed it.

In the second challenge, Grown Strong wanted to be able to provide their clients with a personalized take away at the end of the challenge. In response to this, Verb created customized reports to summarize client progress for Grown Strong.

Average Daily Time Spent During a Challenge:

Before Verb

3-4

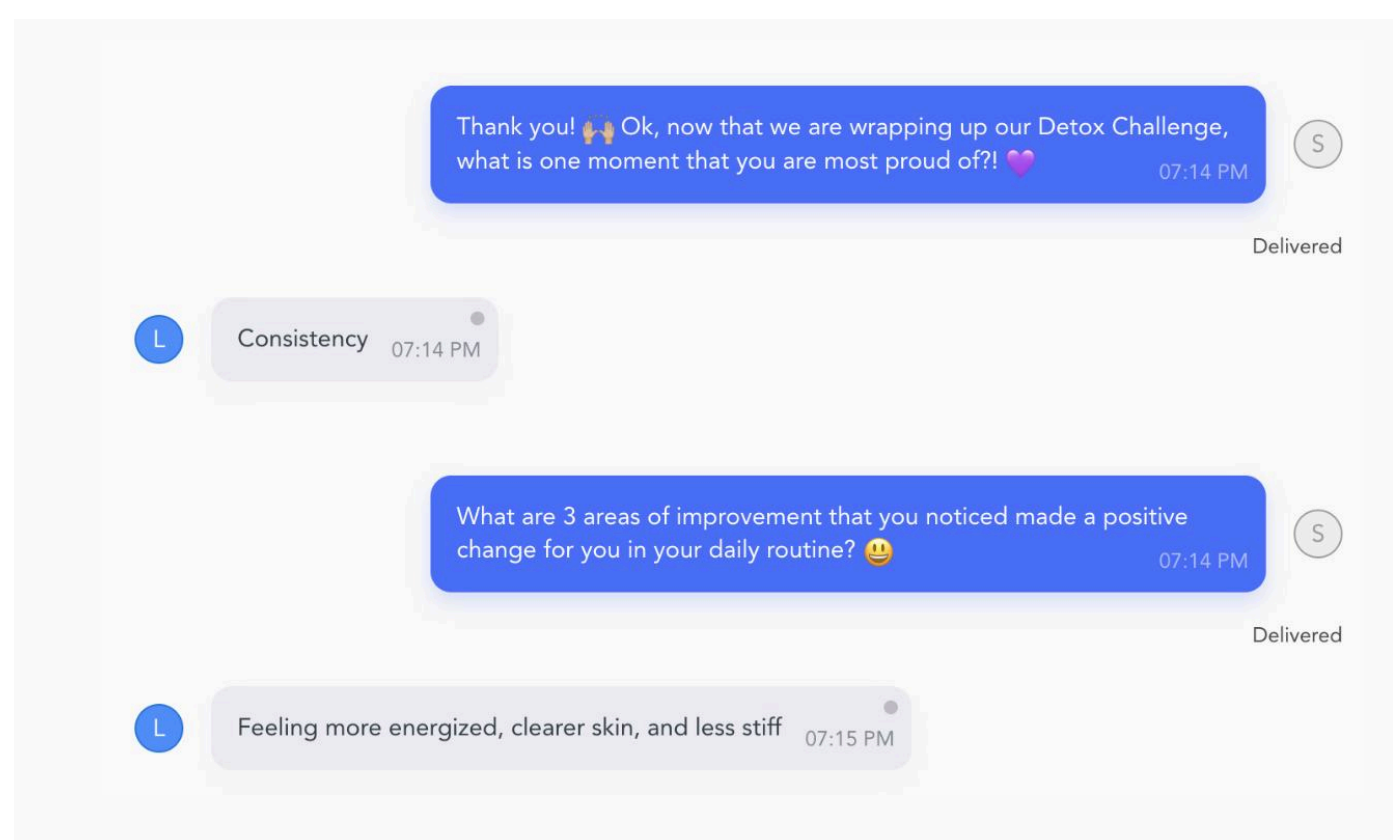
HOURS



With Verb

1-2

HOURS



HOW FAR DID YOU GET?

- How many days did you eat food from all four detox categories?

50 of 56 89%

- How many days did you drink your lemon water?

49 of 56 88%

- How many days did you get 7+ hours of sleep?

50 of 56 89%

- How many days did you complete your dry brushing?

49 of 56 88%

- How many days did you complete your 1% better challenge?

37 of 56 66%

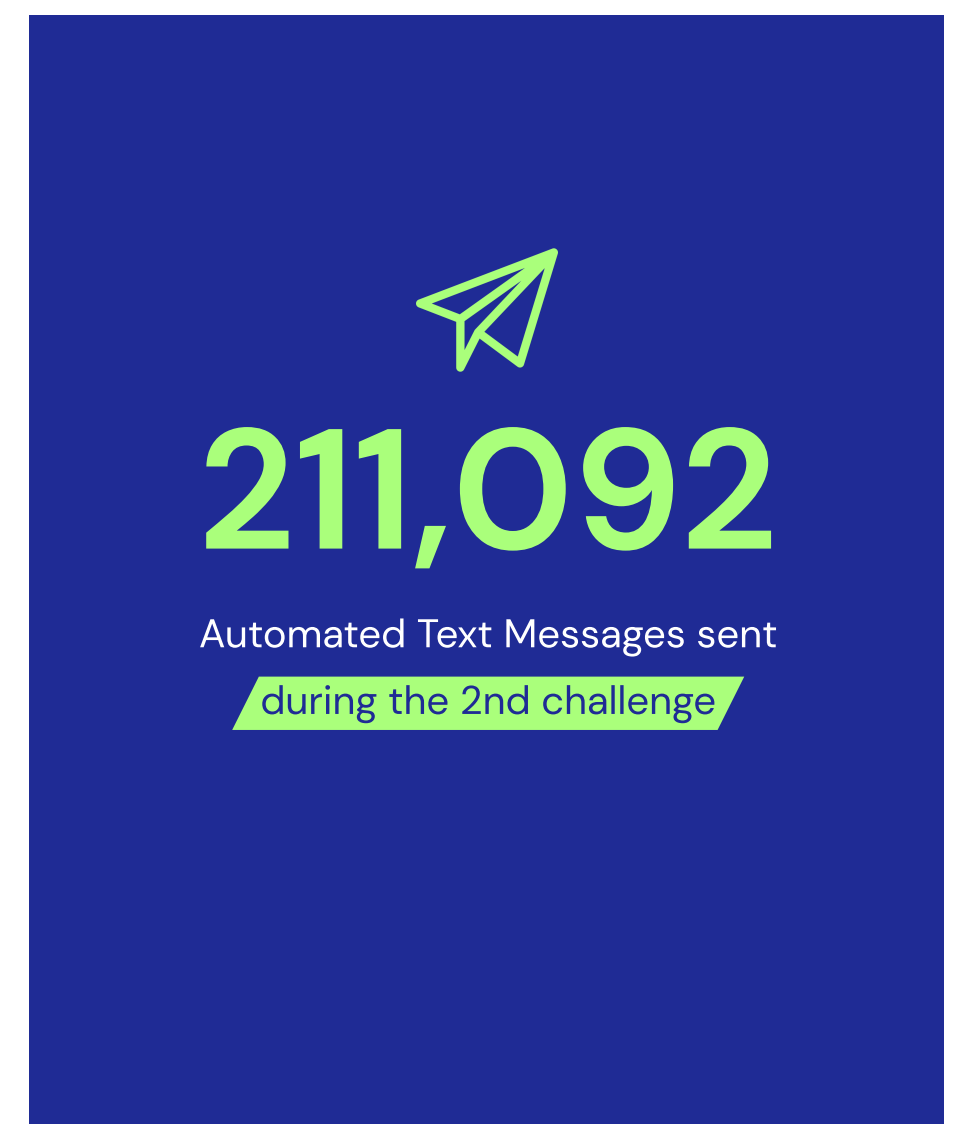
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As an online fitness platform that strives our very best to engage with our audience and stay active in our community, VERB has made this significantly easier to execute. With the tools and features provided, we have seen incredible results from our clients.

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RESULTS

- **Amazing participant results – clients lost 2 inches on their waist measurement on average**
- Added value for the participants via personalized interaction and custom progress reports
- **Less work for the Grown Strong team – Grown Strong saved 120 hours of work during each challenge with Verb**
- More connection to Grown Strong’s community
- Ability to easily measure client success and program impact
- Ease of navigating individual conversations
- Scale personal-ness of the brand



FUTURE PLANS

We will continue to build out Grown Strong’s challenges and support their community.

Recap

Challenges are an easy way for organizations to connect with their communities and make a great impact on participants’ lives with relatively less work than other methods.

We would love to help you connect with your community!
If the Grown Strong story resonates with you and you are interested in pursuing a text-message program for your clients and community, please reach out to our team!
Email Sarah at sarah@verb.co.