

Overview



Living with purpose, coaching with heart.

What would actually be different if you were happy with your weight and your health?

Real energy. A closet full of clothes you actually want to wear. Showing up to the party instead of hiding behind your husband in every photo. Sound good? Keep reading.

I help women and men lose weight, lose fat, get healthy, and stay that way, with a simple, customized, sustainable program that actually works. No fads. No starving yourself. No "just eat less and move more" nonsense you've already tried a hundred times.

I've coached hundreds of people through this. But long before I was anyone's coach, I was approaching my 50th birthday, weighing 215 pounds and 5'2", which if you're doing the math, was not a good look on me or for me. I was the queen of fast food. Years of commuting meant a drive-thru was never more than five minutes away, and it showed. I was a secret eater, holed up in the pantry while my husband slept, eating toast with peanut butter. I avoided the scale like it had personally wronged me. I dreaded parties, panicked over outfits, and would rather disappear into the backyard "watching" the kids than end up in a photo.

Six years ago I lost 83 pounds, and I finally learned how to keep them off. I'm not a walking before-and-after ad, I actually live this and have found true balance. I get dressed now and like what I see. I show up at events and parties and actually engage with people, no longer am I the one hiding in the back. My husband will tell you I'm a completely different person, and honestly, he's right.

I found the thing that finally worked. I can help you find it too.

Who is this for?

People who are overweight, have tried everything, and are done spinning their wheels.

People who are overstressed and watching it land straight on their waistline.

People on GLP-1 meds who need the piece nobody's telling them about: real nutrition to protect your muscle while the weight comes off.

People already at a healthy weight who want to actually eat well instead of white-knuckling it.

Active people ready to level up.

You. Yes, you. This is absolutely for you.

How does it work, and what do you get from me?

One-on-one coaching, straight from me, not a call center or AI.

A metabolic reset program built around your actual life.

A nutrition plan simple enough you'll stick with it.

Habits, education and resources that last long after the "program" ends.

A community that gets it and won't let you quit on yourself.

Ready? Take 3 minutes to complete this and I will reach out:

mymetabolicscan.com/Assessment?slug=shellylynngood, or just text me at 209-679-4761.

Background

BACKGROUND

History with the company

In a paragraph or less, provide an overview of the history with this company. This could include interactions, key events, communications, and milestones.

Key decision-makers

Name	Title	POC	Contact information	Notes
 Person	Title	 Person	Add information	Add notes
 Person	Title	 Person	Add information	Add notes
 Person	Title	 Person	Add information	Add notes

Current product and services

- List the types of products and services this customer prefers
- Preference 2
- Preference 3

Account strategy

ACCOUNT STRATEGY

Indicate how the account strategy plan aligns with the overall goals of the account. Explain how the strategy will be used to pursue specific initiatives to help achieve company goals.

ACTIONS	RESOURCES	METRICS	DUE DATE	OWNER
Add action	Add resources	- Metric 1 - Metric 2	📅 Date	👤 Person 👤 Person
Add action	Add resources	- Metric 1 - Metric 2	📅 Date	👤 Person 👤 Person
Add action	Add resources	- Metric 1 - Metric 2	📅 Date	👤 Person 👤 Person

ACTIONS	RESOURCES	METRICS	DUE DATE	OWNER
Add action	Add resources	- Metric 1 - Metric 2	📅 Date	👤 Person 👤 Person
Add action	Add resources	- Metric 1 - Metric 2	📅 Date	👤 Person 👤 Person

Competitive and SWOT analysis

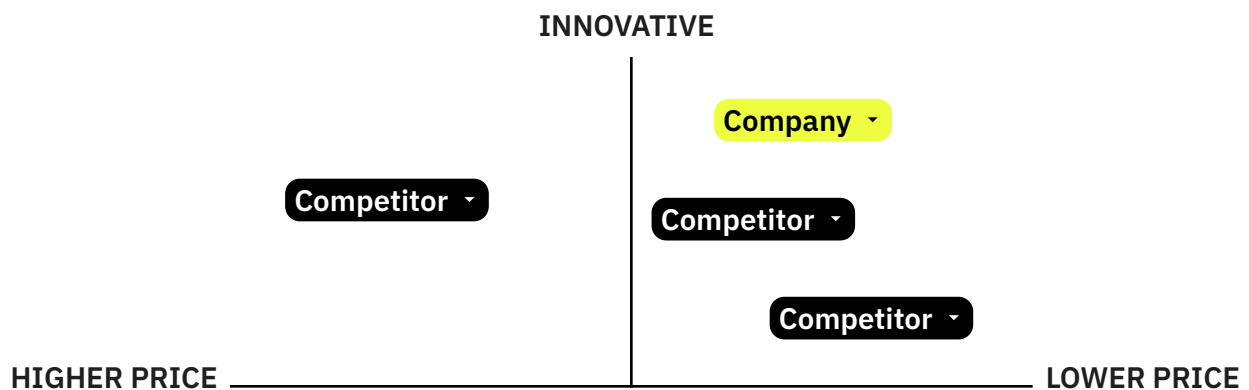
COMPETITIVE ANALYSIS

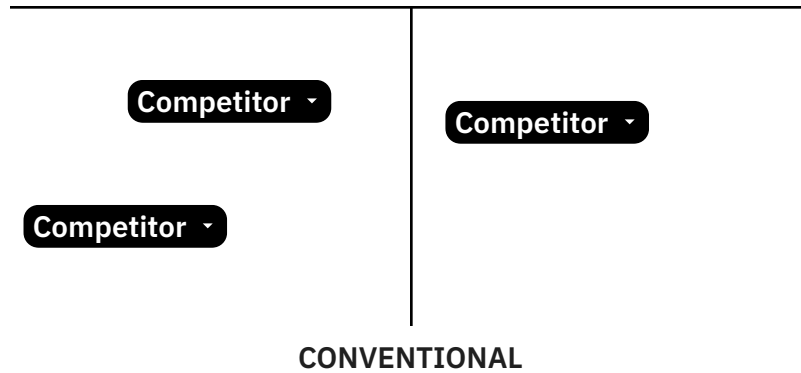
Describe their competitors

- List companies offering similar products or services. Be specific and include large and small competitors.
- Consider alternative products or services that might meet the same customer needs

Summarize their competitive advantage

- Clearly articulate how your client differentiates itself from the competition
- Highlight market opportunities
- Support the competitive advantages with data whenever possible





SWOT ANALYSIS

Strengths	Weaknesses
Internal factors that give the account a competitive advantage.	Internal factors that can hinder the account's progress.
Focus on unique capabilities, resources, or market position.	Identify areas for improvement or potential vulnerabilities.
Examples: Strong brand reputation, innovative products, loyal customer base, efficient operations, skilled workforce.	Examples: Limited market share, outdated technology, high costs, lack of skilled personnel, weak distribution network.

Opportunities

External factors that the account can use for growth or improvement.

Identify emerging trends, market gaps, or favorable conditions.

Examples: New market segments, technological advancements, changing regulations, economic growth, competitor weaknesses.

Threats

External factors that can negatively impact the account.

Identify potential risks and challenges.

Examples: Intense competition, economic downturn, changing customer preferences, disruptive technologies, regulatory changes.

Interaction log

INTERACTION LOG

Date	POC	Type of interaction	Notes	Next steps
Date	Person	Meeting ▾	Interested in new product	Ongoing ▾
Date	Person	Phone call ▾	Notes	Resolved ▾
Date	Person	Email ▾	Notes	Escalated ▾

ACTION ITEMS

Action item	Assigned to	Deadline	Status
Send customer new catalog	Person	Date	Completed ▾
Action item 2	Person	Date	Completed ▾
Action item 3	Person	Date	Completed ▾

MEETING NOTES

To add a meeting notes building block, type “@meeting notes”. Search for or select a meeting to add attendees, notes, and action items.