

MARKET-BUILDING TOOLKIT

Get Mental Fit Ambassador Kit

A practical guide for helping one person, one group, and one community take a first mental-fitness rep.

**LIFE CREATES THE PULL.
MENTAL FITNESS CREATES THE TRACTION.**

Your role is simple: make the invitation clear, personal, and easy to act on. You do not need to teach the entire system. Help someone recognize one pull, train one skill, and move toward something that matters.

CAMPAIGN LAUNCH: SEPTEMBER 22, 2026

Your mind has muscles. Let's train them.

01 / THE MESSAGE

What is mental fitness?

Use this explanation when someone is hearing about Get Mental Fit for the first time.

Mental fitness is a trainable set of everyday skills that helps us recognize the pulls that can take us off our game, strengthen the skills that help us respond, and move back toward what matters.

The 20-second version

Mental fitness helps you notice what is pulling on your attention, emotions, energy, connection, or direction. Then you train one practical skill that helps you create traction and move toward what matters.

The three-part pathway

1. Recognize the pull

Notice what is competing for your attention, steadiness, energy, connection, or direction.

2. Train one skill

Choose a short rep that strengthens focus, memory, communication, emotional balance, executive control, resilience, recovery, brain nutrition, sleep, or learning.

3. Move toward what matters

Use the skill to create traction toward a meaningful reward, responsibility, relationship, or goal.

02 / READY-TO-SEND INVITATIONS

Make it personal. Make it easy.

Send these messages one person at a time whenever possible. A personal invitation is more powerful than a general announcement.

TEXT MESSAGE

I am helping build a new skills-based Mental Fitness Gym. It starts with a 60-second Fit Check that helps you recognize what is pulling on your mind and choose one skill to train. Take a look: <https://getmentalfit.online/>

EMAIL

Subject: Want to try one mental-fitness rep?

I am helping introduce Get Mental Fit, a practical Mental Fitness Gym built around everyday skills. The starting point is a short Fit Check. It helps you notice what may be pulling you off your game and points you toward one useful skill to train. There is no diagnosis and no pressure to purchase anything. If you try it, I would like to hear what starting direction you receive.

Start here: <https://getmentalfit.online/>

SOCIAL POST

Life pulls on our attention, emotions, energy, relationships, and direction. Mental fitness gives us practical skills for pulling back toward what matters. I am helping Get Mental Fit reach 20 Million Minds. Take the 60-Second Fit Check and complete your first rep: <https://getmentalfit.online/>

03 / PERSONAL SHARING GUIDE

A conversation, not a pitch.

Use these four questions to help another person find a useful entrance into the experience.

Ask 1: What has been pulling on your mind lately?

Listen for attention, stability, technology, connection, recovery, or growth. Do not diagnose or correct the person.

Ask 2: What would you like to move back toward?

Help the person name something that matters: calm, focus, rest, connection, progress, purpose, or a responsibility.

Ask 3: Would you be open to a 60-second Fit Check?

Make the invitation small and specific. Let the person choose whether to continue.

Ask 4: What direction did you receive?

If they want to share, ask what one practical rep could look like today.

Ambassador boundary

Get Mental Fit provides practical educational skill-building. It is non-diagnostic and is not a replacement for professional medical or mental-health care. If someone needs clinical or emergency support, encourage them to connect with an appropriate professional or emergency resource.

04 / GROUP WORKOUT INVITATION

Bring one first rep to your group.

This 15-minute introduction works for families, crews, classrooms, teams, faith communities, service workers, and neighborhood groups.

A simple invitation

I would like to introduce a short Mental Fitness Gym experience. It is not therapy and nobody has to share anything private. We will identify common pulls, choose one useful skill, and practice one small rep together.

15-minute group outline

TIME	ACTIVITY
0-2 min	Explain mental fitness using the 20-second message.
2-5 min	Ask: What kinds of things pull people off their game?
5-8 min	Let participants complete the Fit Check privately.
8-12 min	Invite each person to choose one skill and one small rep.
12-15 min	Close: When will you use that skill in real life?

Closing line

Survival mode lets pressure make the decision. Mental fitness keeps skills available and fresh, creating traction to move toward what matters and capture the next meaningful reward in life.

05 / PARTNER CONVERSATION

Start with who they already serve.

Use this guide with schools, workplaces, community organizations, health and caregiving teams, coaches, churches, and service-industry groups.

Opening

Get Mental Fit is building a skills-based Mental Fitness Gym. We are looking for community partners who can help people experience one practical rep, give feedback, and identify where this training could be useful.

Five partnership questions

1. Who does your organization serve or bring together?
2. What pressures or pulls are they dealing with most often?
3. Which everyday skills would help them stay in the game?
4. Where could a 15-minute introductory workout fit naturally?
5. What would a useful pilot experience look like for your group?

Three possible next steps

Share the Fit Check

Send one trackable link or QR invitation to members, staff, or participants.

Host one introductory workout

Run the 15-minute group outline and collect brief feedback.

Become a campaign partner

Help extend the 20 Million Minds network through communications, space, sponsorship, or community connections.

06 / SEVEN-DAY SHARING PLAN

Build the network one relationship at a time.

DAY 1

Complete the Fit Check yourself. Be ready to describe your own starting direction.

DAY 2

Send the personal text invitation to three people you know.

DAY 3

Invite one group organizer to consider a 15-minute workout.

DAY 4

Share one story about a real-life pull and the skill that can create traction.

DAY 5

Contact one school, workplace, church, team, or community organization.

DAY 6

Follow up with the people who tried the Fit Check. Ask what they noticed.

DAY 7

Report what happened, invite one new ambassador, and plan your next seven days.

What to track

Invitations sent: _____ Fit Checks completed: _____ Group conversations: _____
Partners contacted: _____ New ambassadors invited: _____

07 / QUICK REFERENCE

Your ambassador field card.

WHAT WE ARE BUILDING

A practical, skills-based Mental Fitness Gym that helps people recognize life's pulls, train everyday skills, and move toward what matters.

WHAT WE ARE ASKING

Take the 60-Second Fit Check. Complete one rep. Share the experience with one other person.

WHAT WE ARE NOT

We are not diagnosing, treating, or replacing professional care.

THE FIRST LINK

<https://getmentalfit.online/>

**HELP ONE PERSON TAKE
THEIR FIRST REP.**

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NOTES / CONTACTS
