

30 DAYS OF HGC DIARY CHALLENGE

Welcome to the Challenge!

Welcome to the 30 Days of HGC Diary Challenge! We are thrilled to have you join us on this journey towards better health and well-being. Over the next month, you will be embarking on a transformative experience that will not only bring relief but also empower you to take control of your inflammation and overall health.

Get ready to witness the amazing changes your body will undergo as you commit to this challenge. By documenting your progress in your diary, you will be able to track your improvements, celebrate your successes, and learn more about how your body responds to different lifestyle choices. We cannot wait to see the incredible relief and benefits you are about to experience. Let's make these 30 days count and set the stage for a healthier, happier you!

Challenge overview

We know the incredible benefits of our Inflammation Jane blend because our customers have been telling us how much it makes a difference in their daily lives! But there is so much junk out there that makes big promises and doesn't deliver. **Most people don't believe CBD works. We will prove them wrong!**

The 30 days of HGC diary challenge is intended to document your honest, lived experiences as you experience them on social media. This effort helps us to understand better what impacts our blends are having on your wellness goals while also helping us educate and destigmatize cannabis usage!

Challenge Goals

The goals of this challenge are multi-faceted, aiming to benefit both individuals and the broader community. Firstly, the challenge focuses on Personal Wellness, urging participants to diary their own wellness journey. By encouraging reflection on the changes they aspire to achieve, individuals can set personal goals and track their progress, fostering a sense of self-awareness and growth.

Community Building is another key objective of the challenge. It underlines the significance of participants sharing their experiences with one another. By creating a platform for individuals to connect, support, and motivate each other, a strong and empathetic

community can be cultivated, promoting a sense of belonging and solidarity among like-minded individuals.

Furthermore, the challenge seeks to leverage Social Proof by gathering diverse testimonials. These testimonials serve to showcase the effectiveness of HGC products in addressing a wide range of wellness challenges across various demographics. By demonstrating the real-life benefits experienced by individuals, the challenge aims to inspire and resonate with a broader audience, highlighting the inclusive and transformative nature of the program.

What's in it for you

With this challenge you will receive no less than 2 packages. Each package will contain your 2 weeks of pods and products for you to experience and evaluate:

- 30+ 300mg Repair by Inflammation Jane pods
- These Old Knees pain relieving topical

When you complete the challenge including posting to social media you'll be eligible for a **permanent discount** to HGC products and first access to testing new products.

Getting Started

Setting Up

You will need only a smartphone, a way to brew our pods. You will need social media accounts, we ask that you post your un-edited content to your social medias (they may be new accounts if you wish):

- Facebook
- **Our Facebook Group (Highest Ground Test Kitchen)**
- Twitter
- Instagram
- TikTok
- Youtube
- Snapchat

You are not expected to post to all social media, your posts may be a combination of text and video but video content is essential. Potential customers need to see the real transformation

You will need to join our facebook group "Highest Ground Test Kitchen" on Facebook, where we will post about, discuss and support each others journey.

Initial Video

Before your order will be released you must post your introduction video to the facebook group. It should be short and should address these points:

- What brings you to cannabis?
- What have you tried before?
- What works, what isn't?
- What relief do you hope to get?

Feel free to add to it!

Here's an example using my story:

I came to cannabis about a decade ago because i pinched a nerve in my back and it had me bedridden with pain. Smoking cannabis helped me with the pain and sleep through it. About a year later smoking wasn't as effective anymore, sometimes it would help the pain and other times it wouldn't. Gummies took too long to work and I couldn't function how I needed. I hope to get consistent relief with my back pain while allowing me to be present.

Daily Routine

At Highest Ground Coffee, we infuse coffee because some of us wake up in pain and need a clear head to get through the day. a cup a day is part of our routines, and that makes taking the medicine easier and consistent, thats super important for it to work!

Dosing Guidelines

Dosing correctly is essential to getting the relief you need! The focus of this challenge is our Repair line, high dose CBD designed to give your body the support it requires! Each pod is formulated to provide a meaningful dose for every individual, you are encouraged to take as many as needed to give your body the support it requires.

Our blends when dosed correctly should produce no anxiety, no edible effect, should be totally controllable and predictable, like taking a Tylenol.

New Consumers

For new users to cannabis we recommend starting with one 300mg Repair pod up to 90 minutes before bed. New users may feel a strong sedation the next day, if so, consume earlier.

Regular Consumers

Most regular consumers of cannabis looking for relief will find a single 300mg Repair pod enough to dial down the pain significantly regardless of tolerance.

Medical and Terminal Consumers

The more damage your body has, and the longer it has been damaged, the more support it will require. You are encouraged to start with a pod per day and increase until desired results are achieved.

When should I take it?

For maximum benefit it is recommended to consume before bed and upon waking. By taking a pod before bed you will not only greatly improve your sleep quality and duration, you'll be giving your body support when its ready to use it the most!

Quick breakdown of the blends

Inflammation Jane is our signature blend, available as **Repair**, high dose CBD pods that are totally THC-FREE, and our best selling **Comfort** line, because it is so effective at what it does: medicate the body in a way smoking and edibles could never touch - while remaining functional! Oh yeah, it works ridiculously fast. New users will notice a head change instantly! When you find the correct dose **this blend is the chronic pain killer**, if you believe cannabis is medicine your eyes will open to a whole new world of relief we've been denied!

This blend is ideal for any time, taken before bed will improve sleep, taken in the mornings will ease pain and anxiety. **This blend should not be intoxicating at the correct dosage**, you can get relief without the head-change (if you want). Higher doses (relative to tolerance) will produce a high, if this is not desired consume less. This blend may help appetite issues. **A note about our THC-free version:** *Repair by Inflammation Jane is just as effective without the head change*, the only downside to this blend, because it has no THC, is it lacks the upfront pain reduction and relief, and will be seen closer to 15-45 minute mark.

Starting the Challenge

Before you start diary your experiences, many people have a hard time publishing videos of themselves, myself included! So, do this if you need to: record a few videos and don't publish them. **If you find yourself a few days into the challenge** I want you to ask yourself this: **does this actually help me?** If it does then ask yourself this: **do I want to help others like me?**

That's what drives me. **I love that my products help people in a way they have never experienced!** I wouldn't do this challenge otherwise.

I hope that will inspire you to share your story and help the next person like you feel better. Its infectious!

Diary your Challenge

These are recommendations, you are welcome to expand upon, change, add or modify whatever suits you.

Quick note: please do not have any bongs, glassware or other products in these videos. We do not ask you to showcase or highlight our products on your diary but if you choose to do so, please do so without showing the labels as social media will often catch them.

Our goal at HGC is to reduce the stigma associated with cannabis use while highlighting the functional benefits of our products. *You only get the Cheech and Chong experience if you want it*

Week 1: First Impressions

Recording notes: show us what its like to be in your shoes! Stuck in bed and miserable? Show us!

Objective: Participants focus on their initial experiences with Inflammation Jane, noting any immediate observations and reactions.

Daily Prompts:

Day 1: First Use Impressions - Describe your first experience using Inflammation Jane. Note any immediate sensations or lack thereof. **How is taste? How fast does it work?**

Day 2: Comparing Wellness - Compare your wellness today to Day 1. Any noticeable changes in mood or pain levels?

Day 3: Product Experience - Reflect on the delivery method (smoking, edibles, etc.) you're used to versus Inflammation Jane. Note differences in experience and preference.

Day 4: Social Sharing - Share your first impressions on social media. Highlight one aspect of Inflammation Jane that stood out to you.

Day 5: Activity Level - Has Inflammation Jane impacted your daily activity? Are tasks easier or more enjoyable?

Day 6: Community Feedback - Engage with the community. Share a finding or question in a group chat or forum and note any interesting responses.

Day 7: Weekly Recap - Summarize your week. Any changes in your initial impressions?

Week 2: Noticing Changes

Recording notes: how are you feeling this week? Can you move more? Are you more active? Show us!

Activity Challenge: Suggest taking a short, recorded outdoor walk to visually document their mobility and activity level improvements.

Daily Prompts:

Day 8: Mood Tracking - How has your mood been affected? Are you noticing a trend since starting the challenge?

Day 9: Pain Comparison - Describe your pain or discomfort levels compared to last week.

Day 10: Social Media Update - Share a progress update. Consider including visual content from your activity challenge.

Day 11: Product Usage - Reflect on your usage of Inflammation Jane. Have you adjusted the dose or timing?

Day 12: Activity Improvements - Identify an activity that's become easier or more enjoyable. Share your experience.

Day 13: Friends and Family Notices - What have others around you noticed about any changes?

Day 14: Weekly Recap - Reflect on the past week. How do the changes you've observed impact your daily life?

Week 3: Deepening Engagement

Recording notes: how are you feeling this week? Is there anything you can do now that you couldn't before? A favorite hobby or activity? Show us how inflammation jane has made it possible!

Objective: Encourage a deeper connection with the product, highlighting any lifestyle or wellness routines that have evolved.

Daily Prompts:

Day 15: Routine Integration - How has Inflammation Jane become part of your daily or weekly routine?

Day 16: Detailed Changes - Note any subtle changes you've observed in your wellness or condition.

Day 17: Engagement with Audience - Share a tip or personal insight on social media. Engage with responses.

Day 18: Lifestyle Shifts - Discuss any lifestyle shifts or new activities you've undertaken since starting the challenge.

Day 19: Product Reliance - Reflect on your reliance on Inflammation Jane versus other products or methods you've used in the past.

Day 20: Community Interaction - Share your journey in a community setting, noting any advice or support exchanged.

Day 21: Weekly Recap - Evaluate your progress. How has your engagement with Inflammation Jane deepened?

Week 4: Reflection and Future Goals

Objective: Participants reflect on their 30-day journey, noting overall improvements, insights gained, and setting future wellness goals.

Daily Prompts:

Day 22: Overall Impact - Summarize the impact of Inflammation Jane on your wellness and lifestyle.

Day 23: Key Learnings - Share the most valuable insights or lessons learned from the challenge.

Day 24: Future Plans - Discuss how you plan to continue using Inflammation Jane and any wellness goals you've set.

Day 25: Audience Encouragement - Craft a call to action for your followers, encouraging them to explore their wellness journey.

Day 26: Social Proof - Share a comprehensive review or testimonial on social media, focusing on your transformation.

Day 27: Giving Back - Discuss any giveaway or engagement opportunities you're offering to your audience.

Day 28+: Final Recap and Next Steps - Reflect on the challenge as a whole. Share your final thoughts, improvements, and how you'll integrate Inflammation Jane into your ongoing wellness routine.

Diary Prompts

If you would like more inspiration, these prompts may help you think of things to talk about but are not required in any way!

- How did you feel when you first tried Inflammation Jane?
- Describe the moment you noticed a change in your wellness journey.
- What's one activity you've been able to enjoy more since starting the challenge?
- How has your pain or discomfort level changed since day one?
- Share a tip for incorporating Inflammation Jane into your daily routine.
- What was your biggest skepticism about Inflammation Jane, and has it changed?
- Describe how your sleep quality has been affected.
- How do you explain the benefits of Inflammation Jane to friends and family?
- What's your favorite time of day to use Inflammation Jane, and why?
- Share a before-and-after moment or feeling that surprised you.
- What's one thing you wish you knew before starting the challenge?
- How has your mood or energy levels changed throughout the challenge?
- What's been your favorite Inflammation Jane blend, and how do you use it?
- Describe a moment when you felt grateful for starting the challenge.
- How has your perspective on wellness or self-care shifted?
- What advice would you give to someone just starting their 30-day journey?
- Have you noticed any changes in your physical activities or abilities?
- What's a creative way you've incorporated Inflammation Jane into your life?
- Share a challenge you've faced during your journey and how you overcame it.
- How do you stay motivated to continue the wellness journey?
- What unexpected benefit have you experienced from Inflammation Jane?
- How has Inflammation Jane impacted your daily wellness rituals?
- Describe how you felt after your first week of the challenge.
- What's one goal you're working towards with the help of Inflammation Jane?
- How do you balance skepticism and hope in trying new wellness products?
- Share a moment when someone noticed a change in you since starting the challenge.
- What's been the most significant improvement in your life thanks to Inflammation Jane?
- How do you plan to continue your wellness journey after the 30 days?
- What misconceptions did you have about Inflammation Jane before trying it?
- How has participating in the challenge affected your social or family life?
- Share how you felt the moment you realized Inflammation Jane was working for you.
- What's one activity you've rediscovered a love for since starting the challenge?
- How do you deal with days when you don't see progress?
- What's the biggest lesson you've learned about wellness from the challenge?
- How has your understanding of inflammation and its impact on health deepened?
- Share a quote or mantra that inspires you on tough days.
- What's one change in your routine that has made the biggest difference?
- How do you measure success in your wellness journey?
- Share a story of a time you recommended Inflammation Jane to someone else.
- What's been the most enjoyable part of the challenge for you?
- How do you remind yourself to stay consistent with your wellness goals?
- Describe a day in your life before and after the challenge.
- What's one misconception others have about your wellness journey?

- How has your relationship with your body changed since starting Inflammation Jane?
- What's the most supportive feedback you've received during the challenge?
- Share a small victory you've celebrated during the challenge.
- What's one wellness habit you've developed that you're proud of?
- How do you incorporate mindfulness into your use of Inflammation Jane?
- What's one piece of advice you'd share with the Inflammation Jane community?
- Reflect on your journey: what's the biggest change you've experienced?