



Binder  
**1**

# SETTING YOUR **BUSINESS** IN MOTION



# Setting Your Business in Motion

*Congratulations on joining a dynamic bionetwork of people who are taking responsibility for their health and are helping others do the same! Working together, we will fulfill our mission to re-establish America as the healthiest country in the world.*

THIS GUIDE WILL SERVE AS A BASIC PRIMER to get your business started as a Take Shape for Life Health Advisor. It's a study guide designed to help you:

1. Understand the Mission and Vision of Take Shape for Life and why it is such a great business, lifestyle and opportunity.
2. Learn what you need to know to pass your Basic Competency Exam and implement the basic skills of acquiring and supporting clients and how to be a good Coach.
3. Successfully coach clients following the unique protocols of Medifast Products and Programs as they endeavor to lose weight, manage certain health conditions, and to become healthier overall.
4. Learn what you need to do to set up your business and start on a journey toward Optimal Health.
5. Take Action!

This Guide, along with the accompanying two CDs and DVD is the first segment of a comprehensive system to launch your Take Shape for Life business. The components in Binder 1, *Setting Your Business in Motion*<sup>®</sup>, are the foundation for getting your business in motion and comprise the basic information for our live, *Setting Your Business in Motion*<sup>®</sup> Saturdays developed for new Health Advisors.

This Guide will get you started. But soon, you'll want to dig into the information in the remainder of your materials, especially the detailed companion manual, *Your Training in Motion*<sup>®</sup> and the accompanying training CDs and DVDs.

The material presented in this Guide is intended to serve as a roadmap to the utilization of the Take Shape for Life program. It does not in any way constitute medical advice or substitute for any medical treatment of obesity and related issues. Incomes shown in any examples are for illustration purposes only and are not intended to imply, promise, or guarantee any income.

It is important that you read this initial literature with great care and understanding in order to build a strong foundation of knowledge as you launch your new enterprise. Some concepts herein will be only briefly covered and are elaborated in more detail in the manual, *Your Training in Motion*<sup>®</sup>, and the accompanying CDs and DVDs.

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# The Business of Take Shape for Life

Take Shape for Life is all about putting lives in motion through the Trilogy of Optimal Health and then keeping them in motion as people discover and create what they really want in life.



The Trilogy of Optimal Health is **Life in Motion**

Figure 1.1

## Optimal Health: A Trilogy Unfolded

Take Shape for Life is so much more than a program for simply losing weight and keeping it off. It's an opportunity to achieve uncommon success in three critical areas of life: **a healthy body, healthy mind, and healthy finances.**

Take Shape for Life has spent years looking at what it takes to maintain successful and long-term weight loss and nutritional health. Take Shape for Life has gathered the experience of thousands of individuals and combined them with our clinically proven products.

Understanding the three essential elements of optimal health is important in order to fully serve your clients as well as to guide your quest to get and remain healthy.

The first, **physical health**, is the backbone of a happy and fulfilling life. If you are sick, overweight or just tired out, it is difficult to fully enjoy life's many adventures.

**Mental health**, the second essential element in creating a life of purpose and meaning, is critical for your long-term health. Working for someone else in a 9-5 job with little or no security can create tremendous stress. Studies show that even making a substantial income in the stressful corporate world does not seem to be making people happy or fulfilled.

At a time when bankruptcies and individual financial debt are at all time highs, **financial health** has been identified as the final element necessary for long-term optimal health. The ability to help people quickly supplement their income can take the burden off of a struggling family's finances. For those committed to going all out to build this health network, there is practically unlimited financial reward!

When these three critical elements are combined, they form what we call the **Trilogy of Optimal Health**. Achieving **optimal health** requires a specific lifestyle that elevates happiness and minimizes stress.

It is important to evaluate each of these three elements of optimal health in detail. Like all Take Shape for Life programs, providing an environment for you to reach your goals lays the foundation for you to teach others. As you shall soon see, if you lead by example and expose others to the power of the Trilogy of Optimal Health, you will soon be living a life about which others only dream!

## Healthy Body

The roots of both Medifast and Take Shape for Life lie in helping people improve their physical health. Medifast has been helping people lose weight for over 25 years and has become the leader in nutritional intervention for both weight and health management.

### WHAT DOES THAT MEAN?

Our Medifast Meals are designed to provide the building blocks for safe and effective programs that lead to healthier and happier people. The concept of combining balanced complex carbohydrates, high-quality protein and all the essential vitamins/minerals in a food capable of improving a person's health is revolutionary. The science and technology that allows Medifast shakes, soups, bars and oatmeal to provide almost identical nutritional health value allows Take Shape for Life to customize a precise plan to improve a person's health.

The client simply picks the Medifast Meals he or she enjoys. There is no need to count calories or struggle over labels.

The addition of specific formulations designed to alleviate the symptoms of specific diseases puts Take Shape for Life on the cutting edge of safe alternatives for people to help control their health and well-being. Researchers from Johns Hopkins completed a study in 2005 that underscores the power of our diabetic meal replacements as an easier, more effective way for people with diabetes to eat healthy and improve their quality of life.

In fact, Take Shape for Life's core philosophy, partnering in studies with Johns Hopkins, the National Institutes of Health (NIH), and other top institutions sets the bar for products clinically tested and proven in the meal replacement industry.

Take Shape for Life knows that diets do not work long term and that 90% of people that lose weight gain it back within two years. In fact, even losing weight with Medifast products will not last unless we help our clients make permanent changes in their lifestyles.

Take Shape for Life helps to solve this problem, and now you can build a tremendously successful enterprise by teaching others this program! We have taken these incredible meal replacements and developed a complete plan to optimize a person's physical health. After exhaustive research, we have created, for the first time, a program that anyone can easily use with sustainable success.

We've utilized the findings of university studies that tracked thousands of people who have lost considerable weight and have kept it off for many years. These masters of weight loss used many different methods to reach and maintain their weight, but some similarities could be observed. These commonalities are the proven keys to long-term success. Take Shape for Life has developed a very specific and simple plan using this invaluable information.

By combining the proven quality of Medifast Meals with the time proven components for long term success as taught by Take Shape for Life Health Advisors, we have created the last plan anyone will ever need to Take Shape for Life.

Let us break down the path to optimal physical health into its two phases:

## Phase One - Reaching a Healthy Weight

Since over two-thirds of Americans are overweight, most of your clients need to start this journey by assessing their **body mass index (BMI)\***. If this number is 25 or higher, you will first calculate their **target or healthy weight**.

You will then customize a plan taking into consideration their particular needs. All that your client has to do is identify what types of foods he or she enjoys. It is that simple!

As your client loses 15-30 pounds in the first month, he or she enters a stage known as the teachable moment. The **teachable moment** is defined as the time when your client becomes excited and wishes to learn more about staying healthy. At this moment, the individual is receptive to the mission, vision and other components of Take Shape for Life.

If your client's weight is already ideal or low, he or she can use the Medifast Meals as part of a plan to stay healthy.

\* Body Mass Index (BMI) is the measure of health and fitness endorsed by the Surgeon General of the United States. It takes into consideration the height and weight of a person to give an accurate index of what his or her weight should be. A BMI of up to 24 is considered healthy. Any number between 25 - 30 means the person is overweight. A reading of over 30 is an indication of obesity, placing the individual in serious danger of developing heart disease, high blood pressure, diabetes and other ailments.

## Phase Two - BeSlim™ Forever!

As we alluded to earlier, there are certain components that must be adopted and adhered to ensure long-term success. These are the elements that separate Take Shape for Life from other programs that exist.

Our solution for long-term optimal health combines Medifast's clinically proven products with the research and experience of Take Shape for Life's Co-founder and Medical Director, Dr. Wayne Andersen who created the BeSlim™ philosophy - a method for permanent weight control. (You will learn about BeSlim™ in this Guide and also in the manual, "Your Training in Motion".)

The reason we are so successful is that we are the only organization that combines clinically proven meal replacements with the free individualized support of a qualified Health Advisor who has real life experience. Add our medical support team and for the first time, we are able to teach a client to adopt the needed behaviors and support him or her for long-term success.



### *Steps to Optimal Health...BeSlim™!*

To achieve optimal health, there are six core behaviors that must be part of our decision to lead a healthy lifestyle. These concepts have been thoroughly researched and are proven to be fundamental for long-term weight control. As a Health Advisor, you will want to implement these behaviors into your life and share them with your clients and Health Advisors.

#### **THE SIX KEY BEHAVIORS TO BESLIM™ FOR LIFE:**

**Breakfast** – Critical to start the day! A third of Americans don't eat breakfast, but that will never be difficult again, because our meal replacements make it so convenient.

**Exercise** – Although not necessary in the beginning of Phase One, adding daily activity is essential for permanent weight management. Weight resistance training and aerobics increase metabolism, flexibility, and strength and provide mental clarity as well.

**Support** – Having the support of a Health Advisor to provide the necessary coaching, tools and education is the backbone of our program.

**Low-fat meals 5-6 times a day** – This is virtually impossible in our current schedules without tremendous effort and expense. The logical solution is to use our low-fat Medifast Meals as high quality fast food, to make sure you are continuing to get nourishment throughout the day.

**Individual Plan** – Have a plan for eating! Your client needs all the necessary skills and strategies to negotiate thru a hostile environment full of temptations and nutritional pollution.

**Monitor** – Once your client is at a healthy weight, it is paramount to have an old pair of jeans to try on once a week to catch a problem before it gains momentum! Also, use the BeSlim™ Assessment Scorecard to help your client measure, assess, and monitor long-term compliance. (The BeSlim™ Assessment is in the Appendix in the manual "Your Training in Motion" manual).

Take your role as a Health Advisor seriously. Educate yourself about the BeSlim™ philosophy. Nobody wants a coach who doesn't know what he or she is doing. In our business, it's not just unprofessional; it is unethical. Clients look to their Health Advisor for support, information and guidance. They are not just buying a product when they go on a weight-loss or health management program; they are buying your service! You are "value added" in the equation.

*Learning the basics of this business is fun, interesting, and easy to grasp. So, embrace the process and learn as much as you can, as quickly as you can. Make sure you study your Training in Motion manual for more information!*

### *BeSlim™ Assessment*

**Training in Motion, Your Blueprint for Success** contains a helpful and easy-to-use BeSlim™ Assessment. Use this form to discover how far you are on the journey to optimal health. Once you understand your own needs and goals, distribute the assessment to your entire client base for completion. With it, you can assist your clients in creating the best plan for success.

## Healthy Mind

Helping someone reach a healthy physical weight is the starting point for almost all of us and certainly our priority. Yet exposing your clients to the other benefits of Take Shape for Life is also important.

Helping our clients have options to improve how they feel about themselves is also very important for long-term optimal health. A person whose daily life is full of stress, pressure and time constraints is not healthy. Many studies have shown stress and unhappiness to be major determinants in producing disease. By removing the negative effects of stress, we can take our lives in the direction we choose, releasing our creative energy, and putting our lives in motion!

Take Shape for Life has always believed that creating time freedom is a great start to a life of increased happiness. We want to give you and your clients the time to pursue the things that are really important. Whether it is spending more time with the grandchildren or sailing around the world, building a successful health team can help you reach those goals.

We offer the incredible opportunity to help people get healthy, which is tremendously satisfying. As part of our team, you can take pride that you are part of a movement that will change how Americans view "health care."

Because Take Shape for Life also has a powerful business component, we offer someone the ability to work for themselves to create and control both time and money. This produces positive energy, optimism and more money and time to pursue the other important things in life.

A fulfilled person is a happy person and happiness is a key to optimal health!

## Healthy Finances

Although money is not a key determinant of health, the lack of financial stability can have devastating effects. Financial woes are responsible for an ever-growing number of divorces, depression and a host of other problems including poor overall health. Research is revealing that the less money someone has is directly related to the quality of his or her nutritional intake, and to his or her state of health.

Giving people the chance to get out of debt and obtain their dreams again moves them to a healthier stage in their life. You have joined a company that is positioned in the middle of the greatest entrepreneurial opportunity of all time. The people who focus their time and energy and grow their businesses now, have an almost limitless income opportunity.

## Life in Motion

We all know that success in one area of life tends to positively color other areas of our lives. When we make positive changes that broaden our horizons in one area, it puts momentum into our lives, gives us a new vision, and we truly thrive. Living the Trilogy of Optimal Health puts our life in motion. We become more alive and more creative...and our possibilities are limitless!

### *Life in Motion*

**Life in Motion** is the creed of Take Shape for Life. It starts with a proven process of lifelong weight control, but that's only the start.

**Life in Motion** is a new way of thinking and living. It takes life beyond merely surviving... to thriving, in a whole new world of optimal health.

**Life in Motion** creates a world where anything is possible. A world where a healthy weight becomes a creative part of oneself. Where health and happiness become daily companions. Where the first small successes lead to a future of fulfilled dreams.

It starts with promises we keep. We're a company focused on helping individuals, watching them grow vigorous and healthy, and measuring our success in years of sustained health and prosperous partnership with others.

We can go beyond delivering healthy weight to thriving, because we recognize that optimal health is the convergence of a trilogy: a healthy body, a vibrant mind, and a fulfilled vision of a richly rewarding future. This convergence happens only in a Life in Motion.

What most people have now is a life of commotion!

We have the power to move you from the world of chaos and confusion to a place where you can live the life you choose. What do you really want?

By living the Trilogy of Optimal Health, our Health Advisors create a life for themselves and their families they never thought possible. A healthy, happy, and financially secure life, one in which they are thriving. A life that is making a difference, for them and for others: **A Life in Motion!**

## Chapter

## 2

## *Six Reasons Why Take Shape for Life is a Tremendous Opportunity*

Whether you have joined Take Shape for Life to coach a few clients and make some part-time income or whether you have joined to achieve financial independence, there are many reasons for you to feel good about your decision. Here are a few:

**The Right Industry** – With two-thirds of Americans now either overweight or obese, the weight management, nutritional health management, and sports nutrition industries are growing at a rate of 5–7 percent per year – with no end in sight. The industry accounts for over \$43 billion in sales per year.

**The Right Products** – Take Shape for Life uses time-tested Medifast products, with the solid reputation of a premier nutritional solution for health and weight management, proven by clinical studies at a major research university and the National Institutes of Health and successfully utilized by over 15,000 physicians.

**The Right Program and Business Model** – Take Shape for Life is a new kind of professional business that is physician-led and comprised of thousands of independent Health Advisors throughout the United States. Not only do Health Advisors deliver better results for long-term success with their clients, but our business model also carries with it a dynamic mechanism for geometric growth and prosperity.

**The Right Partner** – Medifast is a 25+-year-old company listed on the American Stock Exchange. It is well capitalized, financially solid and owns and controls its FDA inspected manufacturing facilities and processes – as well as significant warehousing facilities. And as you build your Take Shape for Life business, the parent company, Medifast, will reward you with additional clients.

**The Right Compensation** – With Take Shape for Life, you can earn money from Day One with minimal investment. And with Take Shape for Life, the people who do the work are the ones who are paid. In fact, Health Advisors enjoy some of the highest average incomes for independent contractors for companies within the Direct Selling Industry. These incomes range from a few hundred dollars a month (for part-time Health Advisors) to tens of thousands per month for some of our full-time Health Advisors.

**Right Time, Right Place** – Success occurs when opportunity meets preparedness. Take Shape for Life is destined to become a giant in this industry. All of the fundamental ingredients necessary for tremendous success are present.

*We are in an explosive and dynamic industry with a burgeoning need for our products and services. We have the right vision, mission, and proven model. The credibility and financial backing of the company are solid and the program is backed with strong leadership. Your timing couldn't be better!*

# Your Reasons

Chapter

3

Motivation is the key to sustained action and our strongest desires are what drive us. Personal compelling dreams, goals, and reasons create that motivation. Motivation then causes action, which is critical to success.

What do you hope to accomplish with your Take Shape for Life business? Why are you doing the business? All of us have things we would like to have or do. However, until we write them down, they are simply wishes. Writing your dreams down begins the process of achieving them and is vital to your success!

In the companion manual, “Your Training in Motion”, is a detailed exercise to help you identify and crystallize your dreams and goals. But for now, make a short list of some of the rewards you want to obtain as rewards for building your Take Shape for Life business.

Taking time to write your goals is vital. Write your goals for one, three, and five years in the categories of a Healthy Body, a Healthy Mind, and Healthy Finances.

## HEALTHY BODY

One Year	Three Years	Five Years
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

## HEALTHY MIND

One Year	Three Years	Five Years
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

## HEALTHY FINANCES

One Year	Three Years	Five Years
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

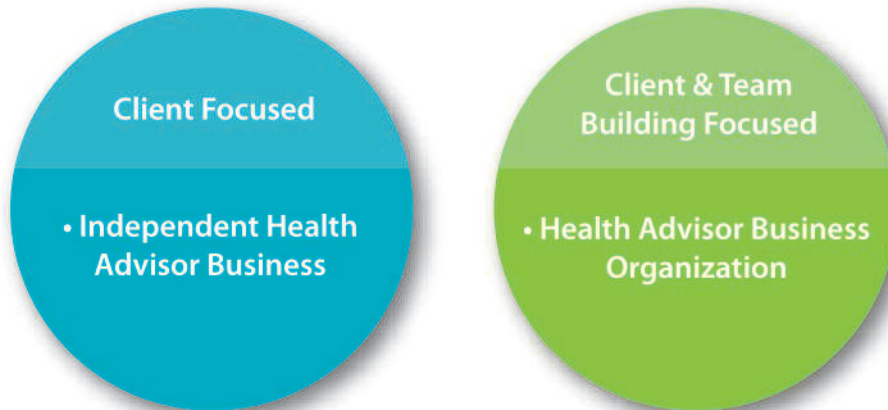
## Determining Your Business Strategy

### WHAT KIND OF TAKE SHAPE FOR LIFE BUSINESS DO YOU SEE FOR YOURSELF?

Do you envision a part-time enterprise where you will earn a few hundred to a few thousand dollars per month, or do you see it as something that could develop into a substantial six-figure income? Your income aspirations will determine your business strategy.

Within your business, you have two primary earning opportunities available to you: First, you can develop a stand-alone independent Health Advisor business by acquiring clients and providing them with the support, programs, and products, they need. Secondly, if you choose, you can also create a Business Organization, or team, by developing other independent Health Advisors like you.

### 2 Business Strategies



## Skills to Learn for Each Strategy

<b>Client Focused</b> (\$100 - \$7,500 / month)	<b>Client &amp; Team Building Focused</b> (\$1,000 - \$25,000+ / month)*
<p><b>Primary Skills Needed:</b> Level one competencies</p> <p><b>Physical</b> Personal product use and experience</p>	<p><b>Primary Skills Needed:</b> Requires all three levels of competency</p> <p>All client-focused skills on left plus team-building and leader skills</p>
<p><b>Knowledge</b> Product and program knowledge</p> <ul style="list-style-type: none"> <li>• Quick Start Guide</li> <li>• Protocol Guide</li> <li>• FAQs</li> <li>• Research Abstract</li> <li>• Contraindications</li> </ul>	<p><b>Knowledge</b> Business opportunity knowledge</p> <ul style="list-style-type: none"> <li>• Type of business / positioning</li> <li>• Industry size and potential</li> <li>• Company information and credibility</li> <li>• Compensation</li> </ul>
<p><b>Technique</b></p> <ul style="list-style-type: none"> <li>• 100 name prospect list</li> <li>• Contacting / inviting</li> <li>• Presentations               <ul style="list-style-type: none"> <li>- In person</li> <li>- Telephone</li> <li>- Tasting</li> </ul> </li> <li>• Client profiling</li> <li>• Menu selection</li> <li>• Follow-up (if necessary)</li> <li>• Order placement</li> <li>• New Client start-up</li> </ul>	<p><b>Technique</b> Health Advisor Acquisition (sponsoring)</p> <ul style="list-style-type: none"> <li>• 100 name prospect list</li> <li>• Contacting / inviting</li> <li>• Presentation               <ul style="list-style-type: none"> <li>- In person</li> <li>- Telephone</li> <li>- Group meeting</li> <li>- Internet</li> </ul> </li> <li>• Follow-up (if necessary)</li> <li>• Selecting and ordering business kit</li> </ul>
<p><b>Client Support</b></p> <ul style="list-style-type: none"> <li>• Frequency, type and content of contact</li> <li>• Education, encouragement, and empowerment</li> <li>• Friendship development</li> <li>• Referral and lead generation</li> <li>• Group Presentations</li> <li>• Health Advisor conversion</li> </ul>	<p><b>New Health Advisor Start-up &amp; Support</b></p> <ul style="list-style-type: none"> <li>• Teach new Health Advisors how to acquire and support clients</li> <li>• Teach new Health Advisors how to sponsor and support Health Advisors</li> <li>• Work Depth</li> </ul>
<p><b>Attitude</b></p> <ul style="list-style-type: none"> <li>• Belief</li> <li>• Confidence</li> <li>• Commitment</li> <li>• Excitement</li> <li>• On-going self-development</li> </ul>	<p><b>Leadership</b></p> <ul style="list-style-type: none"> <li>• Personal development and leadership skills</li> <li>• Work depth, find leaders</li> <li>• Teach leaders how to teach</li> </ul>

Figure 4.2

\* Note: These figures are only estimates of earning potential. These figures are not guarantees or assurances that you will do as well

## The Trilogy of Business Activity



**Optimal Health**  
Mastery of Level 3 creates  
**TRUE** Optimal Health

# Get in Motion!

Chapter

5

1. Get Started Immediately!
2. Do Something Every Day!
3. Learn as Much as You Can, as Fast as You Can!
4. Focus on What Matters Most!

Commit Resources to Your Business!

How much time to you really have?		
Sleep 7 hrs/day	x 7 days =	49 hrs
Work 8 hrs / day	x 5 days =	40 hrs
Family 3 hrs /day	x 7 days =	21 hrs
Personal 2 hrs / day	x 7 days =	14 hrs
Total hrs / week used		124 hrs
Total hours in a week		168 hrs
Unaccounted time available		44 hrs

**Get out your calendar and commit to getting yourself free with this extra time.**

Consistent effort makes the difference, even if it is only 4 hours a week.

Invest in your Business	
Education and tools are critical to your success. Ask your sponsor what you'll need, but be sure to include:	
	Product, Program and Opportunity DVDs (25-50 part time; 50-100 + full time)
	Brochures, Product Catalogs, Business Cards, Refrigerator Magnets
	Training Materials
	Field Events and National Convention
	Leadership Training

Figure 5.1

## Your Flow Chart of "Must-Do" Activities



Figure 5.2

## Set your Business in Motion Checklist *(All the details)*

### 1. WHAT YOU MUST COMPLETE TO RECEIVE COMMISSIONS:

- Complete, sign and return Health Advisor application (Fax or mail it back to Take Shape for Life).
- Take the Health Advisor Basic Competency Exam (Fax or mail it, or take it online in your Back Office).

The Exam is important because it tests you on your understanding of the programs and products of Medifast and Take Shape for Life. It is vital that you represent them properly. The exam is open book. To prepare, review the following documents:

- First, read this Guide thoroughly.
- Then get to know the following documents
  - > The *Quick Start Guide*
  - > The *Product Catalog*
  - > The *Protocol Guide*
  - > The *Frequently Asked Questions*
  - > The *Diabetes Guide*
  - > The *Seniors Guide*
  - > The *Research Abstract*
- Everything you need to study is in your Business in a Box and is also located in the Back Office of your website.

### 2. GET CONNECTED

*(Please refer to a more detailed discussion in the manual “Your Training in Motion” manual)*

- Set up your co-branded The Take Shape for Life Website – Go to [www.tsfl.com](http://www.tsfl.com) and log in with your ID and password. Your web address will have a prefix (i.e. [www.\(your prefix\).tsfl.com](http://www.(your prefix).tsfl.com)). You will send your prospects and clients to your site, rather than the corporate [www.tsfl.com](http://www.tsfl.com) website.
- Familiarize yourself with the Front Office (accessible to clients) and Back Office (password-protected area for Health Advisors) of the Take Shape for Life website. Between them, you will find the answers to almost every question. The Back Office also has forms and documents to download.
- Set up Direct Deposit – The form came with your materials. You can also download it from the Back Office. Complete this today. With Direct Deposit, you receive commissions weekly.
- Order business cards from the Back Office.
- Memorize your ID#, password and web address.
- Contact your telephone company and add call waiting, three-way calling and voice mail features.

### 3. GET SUPPORT

- Contact your support team, including your upline Executive Director, and introduce yourself. Especially in the beginning, ask your sponsor to help you develop a few clients through face to face meetings or 3-way calls involving you, your client prospect, and your sponsor.

## Know Your Field Support Team

Sponsor		Contact Information
Rank		
Telephone		
Business		
Home		
Cell		
Email Address		

Upline Leader 1		Contact Information
Rank		
Telephone		
Business		
Home		
Cell		
Email Address		

Upline Leader 2		Contact Information
Rank		
Telephone		
Business		
Home		
Cell		
Email Address		

Upline Leader 3		Contact Information
Rank		
Telephone		
Business		
Home		
Cell		
Email Address		

Upline Leader 4		Contact Information
Rank		
Telephone		
Business		
Home		
Cell		
Email Address		

Upline Leader 5		Contact Information
Rank		
Telephone		
Business		
Home		
Cell		
Email Address		

#### 4. INVEST IN YOURSELF AND YOUR BUSINESS

- Complete your written Personal Goals.
- Live the BeSlim™ philosophy - The BeSlim™ philosophy and lifestyle is integral to lifelong success with our program. (Read more about the BeSlim™ later in this Guide)
- Sign up for the BeSlim™ Club - The BeSlim™ Club is a progressive discount program offered to both clients and Health Advisors. It's a convenient, simple, and easy way to schedule automatic monthly shipments and save money.
- Set up a system and work area dedicated to conducting your business
- Invest 30 minutes each day to gain knowledge and self-improvement
- Create a schedule to consistently work on your business plan.
- Invest in tools (DVDs, CDs, brochures, Information packs, etc.) to promote your business.
- Get Certified - Becoming a Certified Health Advisor with the Health Institute is something you will want to do as soon as you can. With certification, you will become a more credible and capable Health Advisor, and certainly more valuable to your clients. Certification will also enable you to take advantage of the Leads Program.

#### 5. BUILD A LIST OF 100 NAMES

*(In the manual "Your Training in Motion" manual you will find detailed exercises for making a list of candidates for both the program as well as the business. Take the time do this exercise.)*

- Start a running list of all the people you know who could benefit from this program. Since 65% of all Americans are overweight, this shouldn't be hard.
- Start another list of people you think would make good Health Advisors.
- Develop your short list of 20-30 potential clients and potential Health Advisors.
- Use the "free association" exercise to expand your list to well over 100.
- Do not pre-judge, but do qualify everyone.



## 6. START LEARNING

- ❑ Make sure you read and listen to everything that came in your Business in a Box. But, don't just read or listen, study these materials!
- ❑ There's a plethora of useful information in the Back Office under Documents on Demand. Download the documents you'll want to use to a Take Shape for Life folder you've set up on your computer for easy reference.
- ❑ Look for other information in your Back Office under Programs/Products/Policies. You will want to look over all of this information and download it. Especially relevant:
  - The Quick Start Handbook
  - FAQs
  - Do's and Don'ts
  - Contraindications
  - Why Medifast Works
  - Which Plan is Best for You
  - The 5 & 1 Program
  - The Physician's Choice
- ❑ Learn to give presentations by role-playing with your Sponsor.
- ❑ Practice your presentation by using the Life in Motion flipchart and/or your presentation book.
- ❑ Attend local Health Advisor or client meetings. These are opportunities to gain from the experience of other successful Health Advisors.
- ❑ Schedule to attend National Convention.
- ❑ Start listening to the weekly Support Calls. This is how you learn unique things about the program and master the terminology. Make sure you attend these calls and make sure all of your clients attend them each week as well.

### *Weekly Support Calls*

- **Nurses Support Call** 1-646-519-5860 pin: 0971#, Mondays at 8:30pm ET/5:30pm PT – Hosted by one of the Take Shape for Life support nurses, this call is designed for clients and Health Advisors.
- **Stay in Shape! Maintenance Call** 1-512-225-9427 pin: 77421#, Wednesdays at 8:00pm ET/5:00pm PT – A fun, interactive 30-minute call designed to share helpful hints and tips for everyone on the Maintenance Program.
- **Doctors Support Call** 1-646-519-5860 pin: 0971#, Wednesdays at 8:30pm ET/5:30pm PT – This call is hosted by one of the Take Shape for Life physicians and is designed to discuss current topics regarding health and wellness and answers callers' questions.
- **Take Shape for Life Field Leadership Call** 1-512-395-4638 pin code: 99662#, Mondays at 9:00pm ET/6:00pm PT – This call is a weekly Leadership call and is an absolute must for any Health Advisor interested in building a successful business with Take Shape for Life. It's where you'll get weekly training, information, and inspiration!

**EARN YOUR FIRST 30-DAY ACQUISITION BONUS AND EARN A \$100 BONUS!**

In the first 30 days from when you join Take Shape for Life and become a Health Advisor, there’s an extra \$100 incentive to get you into action right away! It’s called the First 30-Day Client Acquisition Bonus. Here’s how it works:

- Acquire five clients in your first 30 calendar days (from when you order your Application Pak).
- Generate a total of at least \$1,000 in total group orders if you enrolled with the \$299 Career Builder Pak.
- Generate a total of at least \$2,000 in total group orders if you enrolled with the \$99 Application Pak.
- Earn an extra \$100 above your normal compensation

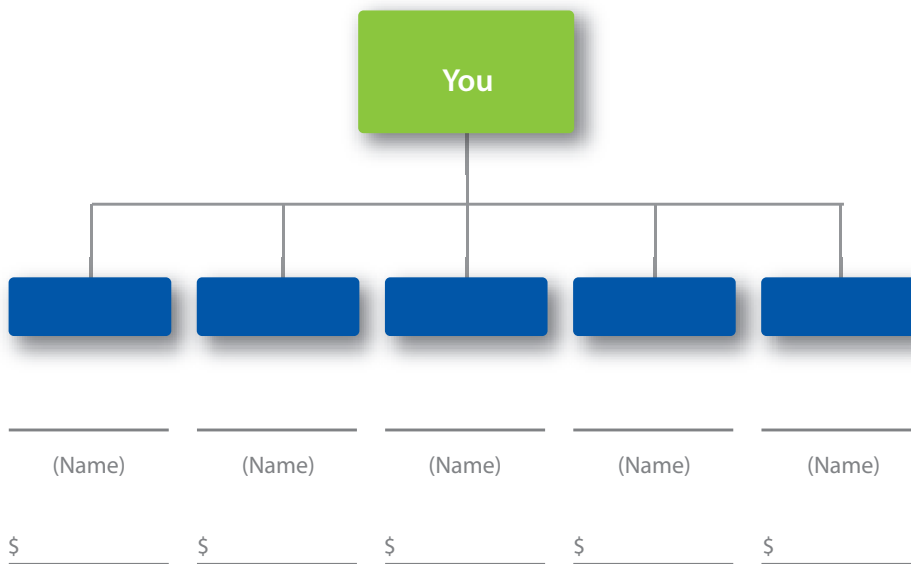
**First 30-Days  
Client Acquisition Bonus**

- Goal: 5 Clients and \$1000 front-line orders
- Goal: 5 Clients and \$2000 front-line group  
(Check box that applies to you)

Name: \_\_\_\_\_

Sign-up Date: \_\_\_\_\_

30th Day: \_\_\_\_\_



In the diagram above, as you acquire new clients, put their names and the amount of their orders in the blank spaces provided

Figure 5.4

## The Role and Responsibilities of a Health Advisor

*(Please refer to a more detailed discussion in the manual “Your Training in Motion”)*

### Key Concepts

#### HOW TO “FRAME” WHAT YOU DO:

1. You are in the Optimal Health Business. Optimal Health means reaching your full potential for a Healthy Body, Healthy Mind, and Healthy Finances.
2. What you tell others relative to the program: that you are in the business of nutritional intervention for weight and health management! (A non-drug therapy to help people get healthy.)
3. You are a Consultant, a health coach. You coach people as they follow a Medifast nutritional protocol to either lose weight, manage disease, or get healthy.
4. You do not **make sales** and you are not a **salesperson**. Instead, you help clients create menus and facilitate their orders. The sale occurs between Take Shape for Life and your client, not between you and your client. **Your role is to be a coach** for your client once he or she receives his or her Medifast food. A client cannot be coached on a Medifast protocol if he or she does not order food from the company. Never say that you “sell Medifast”.
5. You may take orders, but you are not really paid for taking orders. Rather, you are paid for **providing the on-going coaching and support for your clients**.
6. You are not involved in a Network Marketing or MLM business. You are involved in a unique hybrid direct-selling business that is patterned from the American Express Financial Advisor model and has elements of direct sales, multi-level marketing, franchising, and e-commerce.
7. You are an independent contractor. You do not work for Take Shape for Life or Medifast and cannot represent yourself as such.
8. Regarding weight loss, understand that there are 2 phases: A) Safe and rapid weight-loss and B) long term weight maintenance through the BeSlim™ philosophy for lifelong weight-control.
9. Never refer to the weight-loss portion of the protocols as a “diet”. Instead, refer to it as a “program”. Diets don’t work (85% of people will gain their weight back). Our program works because of part two of our program, the BeSlim™ philosophy of lifelong weight control.

As a Health Advisor, you provide an important role to your clients. It is vital that you perform this service with care, knowledge and professionalism. You are a trusted and valued consultant who helps people restore their health and improve the quality of their lives. You are providing a program, product and service that can make an enormous difference in someone's life.

Being a successful Health Advisor is much more than making a presentation and taking an order. Health Advisors offer long-term solutions for people's weight management challenges and other health concerns.

The real role of a Health Advisor is to **educate, mentor, coach, encourage, inform, solve problems and celebrate successes with his or her clients**. The more value that you put into yourself, the more valuable you will become to your clients.

Your Take Shape for Life business is really all about developing trusting relationships. If you perform your duties as a Health Advisor with excellence, your business will grow. In addition, if you teach other Health Advisors to duplicate the example you set, your business will explode!

**Everything about your business revolves around this fundamental tenet: serve clients properly and help them reach their goals for Optimal Health and your business will be successful.**

When you coach your clients properly, develop the proper supportive and caring relationship with them and help them achieve their health goals, they should become clients for life. They should join you as a Health Advisor, refer others to you, host Tastings in their home, or assist in a combination of these outcomes:

## Proper Coaching Outcomes



The long-term viability of your business rests upon how well you support your clients and how well you teach your Health Advisors to duplicate your example. Therefore, it is critical that you perform your duties with skill, thoroughness, excellence and integrity. Successful execution of this vital part of your business cannot be underestimated!

For a person who is overweight, your goal as a Health Advisor is to help him/her safely and rapidly reach optimal weight - as measured by his or her Body Mass Index (BMI) - and then teach them the behavior modifications and lifestyle changes necessary to remain at a healthy weight for the rest of their lives. As was discussed earlier, we call the second part of the equation, living the BeSlim™ lifestyle for lifelong weight control.

Take Shape for Life is a *prescription for life*. It is a lifestyle change and NOT a short-term “quick fix” diet. We all know diets do not work. Long-term Optimum Health results when people learn to eat properly and to make the proper changes in their behaviors.

**This 2 phase approach cannot be emphasized enough:**

- Phase I – Safe and Rapid Weight loss
- Phase II – Transition to the BeSlim™ philosophy and lifestyle for permanent weight control

Without Phase II, your clients are likely to regain their weight if they go back to former eating habits and lifestyle behaviors. Obviously, neither you nor they want this outcome. Therefore, teaching the BeSlim™ philosophy is critical for long-term success!

#### **DISCLAIMERS: WORKING WITH CLIENTS**

**The role of a Health Advisor is to provide tools, education and support.**

**A Health Advisor should never make medical claims, provide medical diagnosis or any form of suggested or actual therapy.**

As part of the Take Shape for Life philosophy of helping America get healthy, it is critically important to run your business in a legal and ethical manner. By taking the proper actions to inform clients about the Health Advisor’s role in their weight-loss journey, you are establishing trust and ensuring the safety of all people involved.

Take Shape for Life has established several disclaimers that define the role of a Health Advisor and highlight the importance of physician interaction. Such disclaimers appear in all of the materials that Take Shape for Life produces, and serve to protect the company and keep it in good standing with consumers.

We encourage all Health Advisors to read our disclaimers and make sure they fully understand the meaning of each. Furthermore, we strongly encourage all Health Advisors to share this information with clients. Read below for more details.

*“Medifast low calorie diets require physician monitoring to minimize the potential for health risks.”*

Even though the 5 & 1 Plan is clinically proven and safe, you should always make sure your client is consulting a physician before beginning our program. A physician has the ability to evaluate your client to determine if he or she is able to start a low calorie diet. In addition, a physician has access to medical records to evaluate your client’s medical history. Do not think of a physician as a hindrance to your business, but as support.

*“A regular or Certified Health Advisor is not a substitute for a physician or a qualified medical practitioner for monitoring patients using Medifast low calorie products.”*

As a Health Advisor, your job is to provide the much needed support and guidance that your clients will need. Your dedication to your client’s health and well-being will improve his or her chances for success with Medifast and Take Shape for Life.

A Health Advisor is not a substitute for a physician. As stated above, a physician has the knowledge and resources to diagnose your client and provide medical assistance. A Health Advisor should never provide medical advice to a client or make claims that Medifast or Take Shape for Life is a replacement for a physician. Provide support!

*“Medifast/Take Shape for Life makes no claim that this result is representative of all patients on the Medifast program. For many, weight loss is only temporary.”*

A Health Advisor should never stretch the truth or provide false information about Take Shape for Life or Medifast. Health Advisors can help people best by being honest and trustworthy. Establish a healthy and ethical relationship with your clients by creating realistic goals for them. Protect yourself by placing this disclaimer on any testimonials.

## Acquiring Clients



Clients are the lifeblood of your Take Shape for Life business. Proper development and support of your clients will result in improved health for them, and a growing long-term business for you – a wonderful business that you can feel great about as you help America get healthy and stay healthy, one person at a time.

In the discussion that follows, you see two diagrams of step-by-step approaches for Acquiring and Supporting Clients. This information is further elaborated upon in this document and in the *Training in Motion* manual. These are proven guidelines to help you find, coach, and keep clients. Learn them well and implement them.

In your manual, “*Your Training in Motion*”, the process of acquiring and supporting clients is covered in much more detail. The pages to follow in this manual will give you a good overview of the basic steps you will want to cover with each client.

## Steps in Acquiring Clients



# 1. Approaching and Presenting

The *Training in Motion* manual will give you information on approaching and presenting the Take Shape for Life Products and Programs to a client. Please study this information in detail so that your efforts to acquire and work with clients will meet with success.

The following is a “Cliff Notes” version of The Process of Approaching and Presenting:

## A SIMPLE “STEP-BY-STEP OF PRESENTING” OUTLINE:

- ❑ Set the appointment
- ❑ Suggest that the client listen to Dr. Andersen’s 3-minute phone call (866-200-6719)
- ❑ Ask questions and Listen to answers when you get together
- ❑ Find out what the client is looking for
- ❑ Ask if they are familiar with this type of program
- ❑ Explain to them how the presentation will go.
- ❑ Tell your own story - this is powerful. In addition, include several other stories, because different ones appeal to different people.
- ❑ Show the *Life in Motion* flip chart or your customized and personalized Presentation book
- ❑ Present - If you are developing your presentation skills, or if you are talking to a group, stand the Flip Chart up and use the ‘cheat sheet’ on the back of each page. As you become more comfortable with one-on-one presenting, you may prefer a less formal presentation style, sitting next to your client and going through the pages like a photo album.
- ❑ Go through how the program works and the amazing benefits! They’ll be impressed to learn that it is supported by 15,000 physicians and clinically proven at John Hopkins.
- ❑ Explain what a Health Advisor does and what Take Shape for Life does for the Health Advisors
- ❑ Present the opportunity for Health Advisors.
  - If you think the client would be a good Health Advisor that you’d like to work with, put a few “one liners” out there. If they respond, move forward. Go through the compensation plan, the great qualities of the company and how it would benefit them.
  - If a client has referred two or more people, say – “You should consider becoming a Health Advisor.”
- ❑ Answer any questions or concerns and accentuate the positive
  - If an objection has to do with price, let them talk themselves into it! Ask how much they currently spend on food. Then ask them to add dinners out, lattes, and then any medication they might eliminate on our program. When you tell them the price, usually it is less, and they are pleasantly surprised. Tell them that the products are “cost-neutral”.

- ❑ **Remember** to mention that their weight will be dropping off so quickly that people will be noticing – and if they refer their family and friends to get healthy they will earn \$10 off their next order.
- ❑ **Create** the client’s individual program.
- ❑ **Share** what the next few steps are:
  - **Emphasize** that they should read all the literature you leave with them – especially the Quick Start Guide cover to cover.
  - **Tell** them to measure and weigh themselves.
  - **Suggest** that they clean out their refrigerator and pantry.
  - **Inform** them that you’ll be speaking with them the first three days of the program and once per week afterward.
  - **Ask** for payment information.

## 2. Profiling Your New Client

Once someone is interested and before you do a menu plan and take an order, you will need to profile your client to make sure that there are no contraindications that would prevent them from going on the program. Remember, a Health Advisor is not a substitute for a physician! Do not answer health questions unless you have a medical license and are qualified to do so.

Use the “**Client Profile Sheet**” found in your Back Office (there’s an example in the *Training in Motion* manual). When profiling a client, make sure that you:

- ❑ Recommend that they consult with their primary care or family physician when making changes to their health.
- ❑ Explain that you will be asking them some personal questions and if they feel uncomfortable answering any of these questions, you can have them profiled by one of the support nurses
- ❑ Tell them that as a Take Shape for Life Health Advisor, you are qualified in how to build and customize a program to meet their weight-loss goals, but that you cannot diagnose or treat any medical conditions.



## 3. Registering Your New Client

### ONLINE

The best way to register new clients is online. There's less chance for error. Go to your website, click on "sign up now" and register your new client.

*Suggestion:* Use your first name (or last) as their password. This way you will always know what it is, and they will remember it too. If the client is registering him or herself, suggest using your name as a password.

### BY TELEPHONE

Call 1-800-572-4417 and let the Representative know that you would like to register a new client.

With all new client registrations and orders, you will receive an email confirmation.

## 4. Taking the First Order for New Clients

### SELECTING FOOD FOR THE FIRST ORDER:

Most clients prefer to order a month's worth of food at a time (20-22 boxes).

Most clients take advantage of one of the new client specials:

#### NEW CLIENT "SPECIALS":

For customized orders - you can give your new client a \$25 discount if you use *promotional code HA2004*.

On pre-packaged Variety Paks – You can use code *TSFLFW* to give clients a free week of food (5 free boxes). This is approximately a \$75 value.

The Variety Pack option is a great way to get clients started because it provides a wide selection of food to sample.

As their coach, you'll want to assist your client through his or her *first* order. Later your client may want to order on his or her own. Go through the menu plan with your client beforehand and determine what Medifast Meals to order. Remember, your client needs 20 - 22 boxes of Medifast for the first month.

**DAILY FOOD SELECTION EXAMPLE:**

Meal	Time	Product Selections	Flavor Choices
1	7:30 AM	Oatmeal	Peach
2	10 AM	Shake	Chocolate
3	12:30 PM	Homestyle chili	
4	3 PM	Bar	Fruit & Nut Granola Bar
"Lean and Green"	6 PM	Grilled chicken & salad	
5	9 PM	Pudding	Banana

**WEEK SUPPLY GUIDELINE SUGGESTION EXAMPLES:**

Weight Loss	Maintenance & Great Nutrition	What Protocol is Right
5 Medifast Meals per Day = 20 boxes of product or 140 Meals/month	3 Medifast Meals per Day = 12 boxes of product or 84 Meals/month	Which shakes are right for your Client's program?
3 Shakes per Day (12 boxes of shakes) + 1 Bar per Day (4 boxes of bars) + 4 boxes selected from other items (soup, Chili, oatmeal, hot cocoa, pudding, etc.)	2 Shakes per Day (8 boxes of shakes) + 1 Bar per Day (4 boxes of bars) <b>OR</b>	Medifast 55 Medifast 70 Medifast Plus for Diabetics Medifast Plus for Joint Health Medifast Plus for Women's Health Medifast Plus for Coronary Health Medifast Plus for Appetite Suppression Medifast Ready-to-Drink (RTD) Sports Nutrition
<b>OR</b>	1 Shake per Day (4 boxes of shakes) + 1 Bar per Day (4 boxes of bars)	
4 Shakes per Day (16 boxes of shakes) + 4 boxes selected from other items (soup, Chili, oatmeal, hot cocoa, pudding, etc.)	+ 4 boxes selected from other items (soup, Chili, oatmeal, hot cocoa, pudding, etc.)	

**TIPS ON DECIDING WHAT TO ORDER FOR A MONTH'S WORTH OF FOOD:**

- 4 boxes of bars (Clients are only allowed 1 bar per day for 4 weeks while on the 5&1 Plan.)
- Ask if they are oatmeal people. If they want it every day, they'll need 4 boxes. If every other day, 2 boxes.
- Ask about soups – what kinds and how often.
- Ask if they are chocolate lovers. We have lots to offer.
- Ask about pudding, hot chocolate and other foods.
- Fill in the rest of the 22 boxes with shakes. Shakes are the most convenient form, so order enough for at least 2 a day (8 boxes).

## 5. Placing an order:

- ❑ **On your website:** Go to “Shop Now”, put in the client’s ID# and password.
- ❑ **By phone:** You can call in the order at 1-800-572-4417.

When placing a first time order to the Call Center, you may want to use three-way calling with your client. This is a good way to make sure everything goes well.

### **GUIDELINES FOR THREE-WAY CALLING TO THE ORDER/INFORMATION DESK:**

- ❑ It is your job to profile the client beforehand and have the order ready.
- ❑ Make sure your client knows he/she will need a credit card or debit card information ready.
- ❑ Be polite and courteous throughout the call. When you get the Client Representative on the line, say, “Hello, \_\_\_\_\_, this is \_\_\_\_\_, I am a Health Advisor and I have a new client, \_\_\_\_\_, on the line with me. I’d like to register and place his or her first order.”
- ❑ Be sure to tell your new client to write down his or her new client ID# and the order number.
- ❑ Keep side conversations to a minimum.

If you order before 1 pm EST, the order will be processed that day.  
You will get an email confirmation of the order.

If the order is over \$200, the client will receive free shipping, and the order should arrive in 3-5 business days.

## 6. Getting Referrals

If the client is a referral, you must let the company know. Take Shape for Life will put \$10 “cash on account” for the referring client to use the next time they order. (Some Health Advisors also add more “cash on account” to Clients who refer others).

By phone: tell the Call Center representative that it is a referral. Give the name and ID# of the person who made the referral.

Online: email [healthadvisorservice@tsfl.com](mailto:healthadvisorservice@tsfl.com) and detail the information. Put ‘referral’ in the subject line.

## 7. Follow-through After the Order is Placed

Thank your new client for the order and start managing his or her expectations. Always be professional but friendly and helpful.

- Congratulate your client on making a decision to improve his or her health.
- Tell him/her that you are excited to be working with them.
- Tell him/her that they're going to love the program and in no time they will start seeing and feeling positive results.
- Tell your client that you will be there for him or her every step of the way.
- Ask your client to call you when the products arrive and also when he/she is ready to start the program.
- Remind your client to take a "before" picture.
- Invite your client to be on the next support calls – even before their products arrive.

After you hang up, send a welcome email with attachments and mail a new client "Welcome Pack".

## 8. Keep Good Records!

Keeping good records is vital in terms of your ability to coach people properly. Taking notes on all conversations will improve your proficiency and keep you up to date with each client. As the number of clients you coach grows, good records will become increasingly more important. Being able to know start dates, weight-loss, concerns, questions, and other vital data will become a necessity if you are to be a professional at what you do. Begin this process right from the beginning and it will be part of your client support routine.

- Set up a file for each new client.
- Insert the Client Profile and order.
- Take notes on every client contact (Use the Client Follow up form located in your Back Office – there's an example of it in the *Training in Motion* manual).
- Create a "tickler" file to remind yourself when to call the client. Or use electronic reminders with your contact management software.

You can track orders and other client activities (Shipping, BeSlim™ Club, etc.) from your Back Office.

## Supporting Clients

Designing a program for and taking orders is only the beginning of your relationship with your new client. It is the ongoing support that is the key to success and ultimately the key to building a long-term enterprise. Supporting clients is one of the most important functions of a good Health Advisor coach!

You will want to contact your client by email or telephone on the day before they start their program and then also on days 1, 2, 3, 7, and then weekly on their weigh-in day while they are on the program.

Make sure before they begin, that they read the Quick Start Guide cover to cover. It is critical that your client understands the protocols if they are to be successful.

### **"5 & 1" GUIDELINES FOR CLIENTS:**

- Eat within 1 hour of waking up.
- Eat every 3 hours after that (range is 2 1/2 - 4 hours, don't go over 4 hours without eating).
- Make sure to tell your client to eat all 5 Medifast meals per day
- Have a minimum of 2 shakes per day.
- Have only one bar per day and do not have it as the last meal.
- Tell your client that if he or she gets hungry, eat every 2 hours and add one more shake.

### **MAKE SURE IN ALL OF YOUR CONTACT WITH YOUR CLIENTS THAT:**

- You support their decision to go on the program and you validate everytime that it is the right thing to do.
- You encourage them and give them the confidence they can do the program.
- You answer their questions and educate them.
- You celebrate their successes – regardless of how big or small.
- You don't give medical advice.
- You don't promise a specific amount of weight loss.

### **OVER TIME, YOU WILL WANT TO:**

- Introduce exercise in week three,
- Introduce the BeSlim™ Club in week three when they're ready to re-order,
- Ask about referrals and/or
- Bring up the Health Advisor opportunity.

## Steps in Client Support



## Chapter

## 9

## A Quick Overview of the Compensation Plan

In this discussion, we will only briefly cover the various components of the Take Shape for Life compensation plan. You will want to refer to the more detailed explanations in the manual “*Your Training in Motion*” as well as the reference material included in this Business in a Box and on the Take Shape for Life website.

Consistent with the 3 Levels of Business Activity (Health Coach - Business Coach - Business Leader), we have structured a unique and innovative compensation plan to financially reward you for:

- Being a daily product/program user and a member of the BeSlim™ Club for lifelong weight control.
- Acquiring, supporting, and retaining clients
- Sponsoring and developing Health Advisors
- Mentoring and building a team of Health Advisors (mid-level leadership)
- Inspiring, leading, and growing your entire organization (top-level leadership)

### Special Characteristics of this Compensation Plan

You should be familiar with the following special characteristics and definitions:

- Health Advisors are eligible to receive compensation once they complete their Health Advisor application and take and pass the Basic Competency Exam offered by The Health Institute, and mailed in their W-9 form. Compensation will accrue until these are completed and will be released upon receipt of these forms.
- Clients and Health Advisors pay the same price for products. (You and your clients can earn discounts by enrolling in the BeSlim™ Club.)
- Personally sponsored Health Advisors remain the personal clients of their sponsors and front-line commissions are paid to the sponsor on orders placed by these Advisors.
- Clients who are personally acquired as well as personally sponsored Health Advisors (people front-line to you) are considered to be on your first level (Level 1) for compensation purposes.
- Commissions on Level 1 volume** are paid as a percentage of the actual retail dollar amount of the products ordered.
- All **Growth Bonuses and Leadership Bonuses** are paid as a percentage of CV or Commissionable Volume. CV is a point system related to dollars that is assigned to each product. (Currently CV is approximately 50% of the retail price and is subject to change).
- Commissions on front-line orders are paid weekly (as long as you are set up for Direct Deposit, otherwise they are paid by check monthly) and based on orders placed and payment received for a specific weekly period.

- ❑ The payment period for bonus compensation is based on orders placed and payment received in a calendar month. Orders are credited for commissions on invoices that have paid in full.
- ❑ Monthly compensation checks for all bonuses calculated in a calendar month are paid on the 15th of the month following the previous commission period.
- ❑ Your personal orders are not part of your group volume as you are the “client” of your sponsor. Therefore, your personal orders are part of your sponsor’s group volume.
- ❑ This is a “real time” plan, meaning that, although someone is granted a title based on their highest achievement level, they are paid month-to-month based on their current business structure and production.

## Potential Income Overview

Although no one can guarantee your income as it will depend upon your individual effort and other factors, it is useful to look at what the potential income ranges could be for a Health Advisor who consistently works his or her business.

Time Frame	Amount	Rank
1st month	\$350 to \$1,000+	Senior Advisor
3 to 6 months	\$2,000 to \$4,000+/mo	Executive Director
6 months to two years	\$5,000 to \$10,000+/mo	National Director
1 to 3 years	\$10,000 to \$25,000+/mo	Global Director
2 to 5 years	\$25,000 to \$50,000+/mo*	Presidential Director

### A 2 TO 5 YEAR PLAN FOR FINANCIAL INDEPENDENCE AND TIME FREEDOM

*For those Health Advisors willing to work hard, Take Shape for Life offers a real opportunity to achieve financial independence and time freedom within a two to five year period of consistent effort.*



\* Note: These figures are only estimates of earning potential. These figures are not guarantees or assurances that you will do as well.

## Current Income Statistics:

What is a reasonable expectation of income at each rank in this business?

Although no one can guarantee a Health Advisor's income at various ranks in the Take Shape for Life compensation plan, the following numbers are statistical averages for one recent month:

Average Monthly Incomes:	
Health Advisor	\$77
Senior Advisor	\$389
Manager	\$744
Associate Director	\$1335
Director	\$1634
Executive Director	\$3469

Top Leaders Approx Income:	
Regional Executive Director	\$6000-8000+/month
National Executive Director	\$8000-12,000+/month
Global Executive Director	\$12,000-25,000+/month
Presidential Executive Director	\$25,000-\$50,000+/month*

## Advancing Through the Compensation Plan

Because there is a more detailed discussion in the *Training in Motion* manual we are not going into the details of compensation plan here. What's important for you to know right now is that you will be paid well to:

- Acquire and support your clients (i.e. for being a good Health Coach)
- Grow your business by increasing the number of Clients and Health Advisors you sponsor and support (i.e. for being a good Business Coach)
- Develop Health Advisors who become leaders and who create volume and build teams (i.e. for being a good Business Coach)

For simplicity and without considering compensation for building teams of other Health Advisors - and the massive income potential that could represent – the chart below is an oversimplification of how to calculate income on your front-line (Level One) Client and Health Advisor orders.

\* Note: These figures are only estimates of earning potential. These figures are not guarantees or assurances that you will do as well.

**ILLUSTRATION OF STAND-ALONE INCOME POTENTIAL  
COMBINING COMMISSIONS AND GROWTH BONUSES  
AS A COMMON PERCENTAGE**

*(This illustration only calculates income on front-line orders and does not account for Team Building or Leadership Bonuses)*

\$ 999 or less in orders per month = **20%**

\$1,000 - \$2,999 in orders per month = **25%**

\$3,000 - \$3,999 in orders per month = **27.5%**

\$4,000 - \$4,999 in orders per month = **30%**

\$5,000 - \$5,999 in orders per month = **32.5%**

\$6,000 or more in orders per month = **35%**



Chapter  
**10**

## Ideas to Move Your Business Forward

### Get More Knowledge

- ❑ **Become a Student of the Business** - Continue learning by going through all of the materials in this Business in a Box. When you do, you will have more than enough knowledge to take your business to the Executive Director level and beyond.

### Certification and Medifast Leads

Certification is an advanced course you can take to increase your knowledge. Here are some benefits of being a Certified Health Advisor:

- ❑ More knowledge makes you a more competent and valuable Health Advisor
- ❑ Competency builds confidence and more confidence will help your business grow
- ❑ With Certification, you are clear to approach physicians, chiropractors, and other Health Care providers that you personally don't know.
- ❑ With Certification you are can qualify to earn Medifast leads. When a client calls Medifast directly and orders, he or she is asked if they would like a Health Advisor to coach them. If they say yes, the company will email the lead to a Certified Health Advisor who has earned it.

### Marketing

- ❑ **Be a Walking Billboard** – You are your own best advertisement! If you need to lose weight or get off medications, take full advantage of the nutritional therapy for health and weight management offered by the company. Besides the obvious advantage of getting healthier, you will also feel and look better.

When you are looking and acting healthy, when you are nicely dressed in flattering clothing, and when you look calm and happy...people will notice! They'll want to learn how you achieved that. They'll want your life! Chat with people in grocery stores, pharmacies, and clothing stores. Throw out 'one liners' about your business and they'll start asking questions.

- Always carry your business card
- Keep information packets in your car
- ❑ **Referrals** - One of the best ways to grow your business is by referrals. If 65% of America is overweight, it's a good bet that your client has family and friends that need Take Shape for Life.

Tell them from the first contact "As you lose weight many people will be noticing. We've built much of our business from referrals. When your friends ask you about your program, please tell them you are on a doctor-recommended soy-based meal replacement plan and working me as your Health coach. Feel free to give them my contact information. When you do, they will be sure to have someone with whom they can rely on for coaching and support and I'll make sure that they get a first-time discount for ordering and that you get a referral fee of \$10 to be applied to your next order for each referral that becomes a client. An alternative option for

you as you lose weight and gain confidence in the program may be to consider joining our health network as a Health Advisor. If you do, I'll teach you how to support and coach your clients. (Over 90% of our Health Advisors were first clients who had a positive experience with the program).”

Create a referral flyer and include it in your information pack.

❑ **Other Marketing Ideas** – With the need for our products and programs being so enormous, it isn't hard to come up with ideas to promote your business. Below are just a few ideas, but get plugged into your upline, the weekly leadership calls, and other training venues to learn more about how you can expand your marketplace:

- Use Print ads in local newspapers advertising your program or advertising for Health Advisors
- Leaving *Health Highlights* generic papers with only your contact information in reception or waiting rooms, hair salons, etc.
- Set a booth up at trade shows, fairs, conferences.
- Do a talk on nutritional intervention for weight and health management to a church group, local club or civic organization, fitness club, etc.

❑ **Information paks** - Put together and have available information paks that work for you and your clients. To create these, order Take Shape for Life white folders from your back office to hold materials. Be creative but don't give too much material. Gear the pak for the audience you are speaking to. Here are some ideas of things you may want to include:

- Business Card
- Product Catalog
- Quick Start Guide
- Medifast tri-fold
- BMI Chart with Trilogy information on the back
- *Taking Shape* Newsletter
- Research Abstract
- *Health Highlights*
- Do's and Don'ts
- A Weight-loss Plan That Works
- The “5 & 1” Plan
- Referral Information
- Your personal success story or other testimonial
- CD and or DVD



## Assembling Your Presentation Portfolio

In Binder 3 of your Business in a Box, you'll find all the materials you'll need to create your own personalized Take Shape for Life presentations to new clients and potential Health Advisors. Your presentation portfolio will become an integral part of your business and you'll use this handsome piece as a showcase to introduce your potential Clients and Health Advisors to Take Shape for Life.

The materials to assemble and customize your own personalized presentation portfolio are located in Binder 3. These materials offer colorful graphics and easy-to-understand charts – and include other proven communications tools you will need to convey the powerful messages of Take Shape for Life. Feel free to personalize your portfolio with articles from magazines and current press and other documents that you feel are relevant.

# Resources and Important Contact Information

## Chapter 11

### **CLIENT SERVICE/ORDERING INFORMATION:**

If you would like to place an order or have general questions about products or programs, call us at (800) 572-4417.

Hours (Eastern Time): M-F 8 am – 10 pm; Saturday 8 am – 6 pm; Sunday 12 – 6 pm

### **BESLIM™ PROGRAM:**

To sign up or change any BeSlim™ Club order: 1-866-200-6715

### **HEALTH ADVISOR SERVICES:**

This division of client service is designed to assist you with your questions and concerns related to compensation, applications, Back Office, and other Health Advisor-related questions. Health Advisor Services can be reached at (877) 270-5708. Or email at [healthadvisorservice@tsfl.com](mailto:healthadvisorservice@tsfl.com).

### **NURSE OR NUTRITIONIST SUPPORT:**

If you have a question, for our Nurse or Nutritionist call (877) 270-5704. It's useful to set up a 3-way call with your client, so you don't have to relay the information.

### **WEBSITE FEEDBACK:**

If you have comments or suggestions about the Take Shape for Life website, [www.tsfl.com](http://www.tsfl.com), please email the [webmaster@tsfl.com](mailto:webmaster@tsfl.com).

### **GENERAL FEEDBACK:**

We would love to hear your suggestions, please email them to [suggestions@tsfl.com](mailto:suggestions@tsfl.com).

### **EMAIL ADDRESSES:**

[healthadvisorservice@tsfl.com](mailto:healthadvisorservice@tsfl.com)

[professionaldivision@tsfl.com](mailto:professionaldivision@tsfl.com)

[compensation@tsfl.com](mailto:compensation@tsfl.com)

[leads@tsfl.com](mailto:leads@tsfl.com)

[nurse@tsfl.com](mailto:nurse@tsfl.com)

[webmaster@tsfl.com](mailto:webmaster@tsfl.com)

[marketing@tsfl.com](mailto:marketing@tsfl.com)

### **POSTAL ADDRESS:**

Client Relations  
Take Shape for Life, Inc.  
11444 Cronhill Drive  
Owings Mills, MD 21117

## Additional Resources

### WEEKLY SUPPORT CALLS

Each week, Take Shape for Life offers three fantastic support calls for clients and Health Advisors and one training call specifically for Health Advisors. These interesting and interactive calls are both educational and inspirational.

1. **Nurses Support Call** (1-646-519-5860 pin: 0971#, Mondays at 8:30pm ET/5:30pm PT) – Hosted by one of the Take Shape for Life support nurses, this call is designed for clients and Health Advisors. It is an interactive forum that is fun, inspiring and informational. Make sure you attend these calls and make sure all of your clients attend them each week as well!
2. **Stay in Shape! Maintenance Call** – (1-512-225-9427 pin: 77421#, Wednesdays at 8:00pm ET/5:00pm PT) A fun, interactive 30-minute call designed to share helpful hints and tips for everyone on the Maintenance Program.
3. **Doctors Support Call** (1-646-519-5860 pin: 0971#, Wednesdays at 8:30pm ET/5:30pm PT) – This call is hosted by one of the Take Shape for Life physicians and is designed to discuss current topics regarding health and wellness and answers callers' questions.
4. **Take Shape for Life Field Leadership Call** – (1-512-395-4638 pin code: 99662#, Mondays at 9:00pm ET/6:00pm PT) This call is a weekly Leadership call and is an absolute must for any Health Advisor interested in building a successful business with Take Shape for Life. It's where you'll get weekly training, information, and inspiration!

Contact your telephone company and add "call waiting", "3-way calling", and voice mail features (if you don't already have them).

### SHARING INFORMATION ABOUT THE ROLE OF A HEALTH ADVISOR:

This 2-minute call delivered by Dr. Wayne Andersen, describes the role of a Health Advisor, and is helpful in providing insight into what Health Advisors do to help others. Your prospects can call 866-200-6719 to access this call.

Please refer to your Back Office for additional calls that will help your prospects understand the programs and opportunities that Take Shape for Life provides to all.

# Moving Forward

## Chapter 12

Congratulations on completing *Setting Your Business in Motion*. You have just read the Primer for getting started. Now, it's time to move on to Binder 2.

In Binder 2, you'll find *Your Training in Motion*, an in-depth training course for next 30 days. It's a comprehensive training system that will give you proven techniques that work. This Blueprint for Success will teach you, step-by-step, how to become the confident, competent Health Coach, Business Coach, and Business Leader you want to become. With the seven accompanying CDs and overview DVD, you'll have all of the materials you need to lay a rock-solid foundation for your new business!

If you invest the time to learn, these should be your **First 30-day Outcomes**:

- You will understand your business: Optimal Health
- You will have set compelling goals
- You will know your business focus
- You will have built a list of over 100 names
- You will have invested in yourself and your business
- You will be “connected and plugged in” to Take Shape for Life
- You will have studied for and passed your Basic Competency Exam
- You will have acquired and supported Clients
- You will be sponsoring and training new Health Advisors
- You will have qualified for the First 30-Day Client Acquisition Bonus
- You will have completely studied all of the materials in your Business in a Box!





**Take Shape**  
**For Life**  
*Life in Motion*

[www.tsfl.com](http://www.tsfl.com)