

Discover Health Coaching Trilogy Questionnaire



Trilogy of Optimal Health Wheel

Review the Trilogy of Optimal Health Wheel above. On a scale from 1 to 10 assess where you are in each category and where you would like to be in the future.

Enter number into box below:			
What is your current reality?	Healthy Body <input type="text"/>	Healthy Mind <input type="text"/>	Healthy Finances <input type="text"/>
What is your vision for the next 90 Days?	Healthy Body <input type="text"/>	Healthy Mind <input type="text"/>	Healthy Finances <input type="text"/>
What is your vision for the next year?	Healthy Body <input type="text"/>	Healthy Mind <input type="text"/>	Healthy Finances <input type="text"/>

A. What's Important to you...

1. _____

2. _____

3. _____

B. Short and Long Term Goals

GOALS	Now	90 Days	1 Year
1. Healthy Body			
2. Healthy Mind			
3. Healthy Finances			

C. Start Creating Your Contact List.

Who do you know that would benefit from Take Shape For Life?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Your Mentorship Team

Health Coach _____ Phone # _____
Business Coach _____ Phone # _____
Business Leader _____ Phone # _____

Next Contact: Date: _____ Time: _____

Discover Health Coaching



Results vary. Typical weight loss is 2-5lbs. per week for the first 2 weeks and then 1-2 lbs. per week thereafter

What Matters Most To You... _____

Rewards of Coaching

- In business for yourself; not by yourself
- Creating a healthy lifestyle for you and others
- Part time/full time income with potential for financial freedom
- Low startup/no inventory
- Creating your life around what matters most and leaving a legacy

What Makes Take Shape For Life® Unique

We are an Optimal Health Community made up of Health Coaches and Health Professionals, Clients and Patients. We are focused on long-term health, not short-term weight loss.

Fulfilling America's Urgent Need For Health Coaches

- Weight loss industry is a 61 billion dollar industry¹
- Two-thirds of Americans are overweight or obese²
- Less than 5% of Americans are optimally healthy³
- Less than 20% of Americans love what they do⁴

Simple Coaching Model

- Turn-key Lifestyle program, guiding people to learn the habits of health.
- Simple to learn Training System
- Your own personal Business Coach and Mentorship Team
- No territories, inventory or sales
- National, Regional, Local and virtual Training Events and Support

Take Shape For Life Home Office Support

- Wholly-owned subsidiary of Medifast (NYSE)
- Personalized co-branded website
- Optional Certification program offered through partnership between TSFL & Center for Obesity Prevention and Education (COPE) at Villanova University College of Nursing
- Online business support system
- Weekly Support Calls



How It Works

- As a Health Coach, you'll be rewarded for acquiring and supporting Clients all along the way
 - Earn up to 31% of the value of your Clients' purchases
- You can become a Business Coach by sponsoring, training and managing other Health Coaches
 - You will earn generous rewards as they succeed
- Become a Business Leader by building a health network of other Business Coaches
 - Earn rewards based on your efforts-there is no cap on your earning potential

Understanding our Business Strategy

Health Coach

Senior Coach • Manager
Associate Director • Director
Executive Director

Acquiring and Supporting Clients

- Rewarded for Client Acquisition and support
- Potential to earn income immediately
- Earning potential is based on your efforts



"It is so gratifying to know that I have a little part in helping people get set on a path to create health within their lives."

Gary
Global Director

Business Coach

Integrated ED
Regional Director • Integrated RD
National Director • Integrated ND

Acquiring and Supporting Clients and Health Coaches

- Compensated to guide and support your team of Health Coaches
- Earning potential is based on your efforts
- Potential to start developing residual income
- Opportunity to earn a quarterly FIBC Consistency Bonus (\$1000)



"We saw this as a way that would help us achieve some of the goals we had set for retirement."

Patty and Mike
Global Directors

Business Leader

Global Director • Integrated GD
Presidential Director • Integrated PD

Developing and Leading a Team of Health Coaches

- Earning potential is based on your efforts
- Leverage time and money
- Potential to develop ongoing residual income and equity
- Opportunity to earn Leadership Bonuses (\$250, \$500, \$1000) for growth of Health Coach Teams (see ICP Quick Sheet and IDS)



"Whether it's time or money, we have them both now and I love the fact that you can be a mom first and then a successful business person."

Stephanie
Presidential Director

Team Income Can Exceed Client Income Over Time



See the ICP Quick Sheet and the TSFL IDS for additional information

Does this sound like something that would interest you; would you like to help people and make a difference?

Next Steps:

- Complete the Trilogy Questionnaire (front and back)
- Order your Health Coach Business Kit (\$199) and join our Team
 - Personalized co-branded website
 - Marketing and training materials for Client Acquisition and Health Coach Sponsoring
 - Step-by-step Training Guides that are essential to building a solid foundation
 - TSFL Quick Reference Cards and File Folder System to guide you through our simple process
 - 3 months subscription for the Healthy Habits e-newsletter
- Schedule a meeting with your Business Coach to get started
- Schedule an event to launch your business: Grand Opening, Healthy Happy Hour or Open



Initial Integrated Compensation Plan Income Disclosure Statement

This Income Disclosure Statement is a representation of Take Shape For Life's business opportunity. THE COMPANY POLICY IS NOT TO STATE OR ENDORSE "POTENTIAL" OR "HYPOTHETICAL" INCOME CLAIMS BUT RATHER TO PRESENT HISTORICAL DATA AND RANGES OF ACTUAL HEALTH COACH EARNINGS. With the launch of the new Integrated Compensation Plan on September 1, 2013, to provide information on realistic earnings opportunities for Health Coaches under the Integrated Compensation Plan, Take Shape For Life has provided the following chart. The chart is based on Health Coach performance for the date range provided assuming the compensation mechanism for performance during that period was the Integrated Compensation Plan. The Integrated ranks represented below are new ranks that were not included in the prior compensation plan. Had the Integrated Compensation Plan been the compensation mechanism for the January – June 2013 period, the resulting rank and income performance for the integrated ranks would have been as indicated on the chart.

January – June 2013 Active Health Coaches who would have Received Payment by Month

Active Health Coach Rank	Percentage of Active Health Coaches in each rank	Average Volume of Sales* to Clients	Percentage of Total TSFL Sales* Generated	Monthly Income (U.S. Dollars)			
				High	Low	Average ¹	Median ²
Health Coach	57.78%	551.97	16.80%	\$885.48	\$25.01	\$87.45	\$73.77
Senior Coach	17.66%	1,531.18	14.25%	\$896.70	\$28.22	\$324.19	\$322.66
Manager	7.59%	2,484.13	9.93%	\$2,117.97	\$37.16	\$603.11	\$614.72
Associate Director	3.79%	3,452.44	6.89%	\$2,363.17	\$152.34	\$957.45	\$965.45
Director	2.16%	4,310.08	4.91%	\$3,165.87	\$395.38	\$1,350.33	\$1,333.15
Executive Director	6.17%	7,743.62	25.16%	\$14,176.03	\$799.82	\$2,842.70	\$2,588.30
Integrated Executive Director	0.18%	10,191.40	0.95%	\$8,458.17	\$2,927.03	\$5,076.27	\$4,755.64
Regional Director	2.46%	7,245.63	9.38%	\$9,096.18	\$1,182.69	\$3,482.44	\$3,369.93
Integrated Regional Director	0.90%	11,058.01	5.25%	\$12,155.56	\$3,160.30	\$6,449.31	\$6,430.17
National Director	0.23%	5,052.32	0.60%	\$20,309.80	\$1,745.57	\$7,846.00	\$7,459.92
Integrated National Director	0.50%	11,474.69	3.04%	\$23,342.73	\$3,419.91	\$8,739.61	\$8,161.67
Global Director	0.44%	9,543.01	2.22%	\$75,040.21	\$3,649.73	\$18,087.03	\$14,376.42
Integrated Global Director	0.02%	8,441.50	0.09%	\$59,045.77	\$48,259.19	\$53,317.40	\$53,026.36
Presidential Director	0.06%	10,879.93	0.36%	\$56,277.11	\$16,228.97	\$28,005.42	\$25,449.82
Integrated Presidential Director	0.06%	5,427.64	0.17%	\$276,657.46	\$29,259.12	\$148,142.50	\$127,574.81

* Refers to Commissionable Sales

The above earning statistics are for all Active Take Shape For Life Health Coaches who would have been paid commissions and/or bonuses from January 1, 2013 to June 30, 2013 via the Integrated Compensation Plan during that time period, if that plan was the compensation mechanism in place. If the Integrated Compensation Plan had been in effect during the period, approximately 79% of Health Coaches would have been "active" during this period. An "Active Health Coach" is defined as any person who:

- purchased one of Take Shape For Life's enrollment pack options; and

¹ Average – The average monthly income is defined as the sum total amount of all payments earned and released for that rank, divided by the number of active Health Coaches receiving payment at that rank.

² Median – The median monthly income is defined as the midpoint amount of all of the payments earned and released for Health Coaches receiving payment at that rank.

- completed the online activation process to activate his/her account, including agreeing to the terms and conditions in the Health Coach Agreement, submitting a W-9 Form, and successfully completing the Basic Activation Questionnaire; and
- would have had earnings with the Integrated Compensation Plan at or above \$25, the minimum amount required to receive a check or EFT, in a given calendar month (Note: any earnings below \$25 are accrued and disbursed once the \$25 threshold is met)

Please note that this excludes Clients, Inactive Clients, Leads, and Pending Health Coaches. Individuals who have purchased one of the enrollment pack options, but have not completed the activation process, are not considered Health Coaches until that process has been fulfilled. Accordingly, the status of an individual can and sometimes will change throughout the year. For example, Beverly begins the year as a Client and decides to purchase a Health Coach enrollment pack in February. However, she does not complete the activation process and become a Health Coach until March. The following March, she opts not to renew her Health Coach account and returns to Client status. Therefore, for the purposes of this Income Disclosure Statement, Beverly is only considered a Health Coach for the 12 months from March until February.

The earnings of the Health Coaches in this chart are not necessarily representative of the income, if any, that a Take Shape For Life Health Coach can or will earn through participation in the Take Shape For Life Integrated Compensation Plan. THE COMPANY BELIEVES ANY ACTIVE HEALTH COACH'S RESULTS WILL VARY DEPENDING ON HIS/HER PERSONAL EFFORTS AND BUSINESS STRUCTURE. TAKE SHAPE FOR LIFE DOES NOT GUARANTEE ANY LEVEL OF INCOME OR SUCCESS.

Take Shape For Life's corporate ethics compel us to do not merely what is legally required, but rather to conduct the absolute best business practices. To this end, we have developed the Take Shape For Life Income Disclosure Statement (IDS). The Take Shape For Life IDS is designed to convey truthful, timely, and comprehensive information regarding the income that Take Shape For Life Health Coaches earn. In order to accomplish this objective, a copy of the IDS must be presented to all prospective Health Coaches.

A copy of the IDS must be presented to a prospective Health Coach (someone who is not a party to a current Health Coach Agreement) any time the Integrated Compensation Plan is presented or discussed or any type of income claim or earnings representation is made.

The terms "income claim" and/or "earnings representation" (collectively "income claim") include: (1) statements of average earnings, (2) statements of actual earnings, (3) statements of non-average or non-actual earnings (projected earnings), (4) statements of earnings ranges, (5) income testimonials, (6) lifestyle claims, and (7) hypothetical claims.

A lifestyle income claim typically includes statements (or pictures) involving large homes, luxury cars, exotic vacations, or other items suggesting or implying wealth. It also consists of references to the achievement of one's dreams or having everything one always wanted and is phrased in terms of "opportunity" or "possibility" or "chance." Claims such as "My Take Shape For Life income exceeded my salary after six months in the business" or "Our Take Shape For Life business has allowed my wife to come home and be a full-time mom" also fall within the purview of "lifestyle" claims.

In any non-public meeting (e.g., a home meeting, one-on-one regardless of venue) with a prospective Health Coach or Health Coaches in which the Compensation Plan is discussed or any type of income claim is made, you must provide the prospect(s) with a copy of the IDS. In any meeting that is open to the public in which the Integrated Compensation Plan is discussed or any type of income claim is made, you must provide every prospective Health Coach with a copy of the IDS and you must display at least one 3-foot x 5-foot poster board in the front of the room in reasonably close proximity to the presenter(s). In any meeting in which any type of video display is utilized (e.g., monitor, television, projector, etc.) a slide of the IDS must be displayed continuously throughout the duration of any discussion of the Integrated Compensation Plan or the making of an income claim.

Copies of the IDS may be printed or downloaded without charge from the corporate Web site at http://www.tsfl.com/become_a_coach/index.jsp.

Health Coaches who develop sales aids and tools in which the Integrated Compensation Plan or income claims are present must incorporate the IDS into each such sales aid or tool prior to submission to the Company for review.



Integrated

**Take Shape
For Life**

Compensation Plan

Quick Sheet

Health Coach Compensation

Compensation for acquiring and supporting frontline Clients.

Client Support Compensation*

Client Support Compensation	Client Support Path					
	Less than 1,200 FLV	Minimum FLV 1,200	Minimum FLV 2,400	Minimum FLV 3,600	Minimum FLV 4,800	Minimum FLV 6,000
Client Support Commissions	15%	15%	15%	15%	15%	15%
Certification Bonus	3%	3%	3%	3%	3%	3%
Client Support Bonuses		5%	7%	9%	11%	13%
Maximum Client Support Compensation	18%	23%	25%	27%	29%	31%

Health Coach Consistency Bonuses (Must be Certified, rolling 3 months)

2,000 FLV/mo Minimum	4,000 FLV/mo Average	6,000 FLV/mo Average
\$250	\$500	\$1,000

First 30-Days Client Acquisition Bonus \$100

Develop at least five (5) new frontline Clients and generate a total of 1,000 Frontline Volume (FLV) within your first 30 days as a Health Coach.

**Percentages paid on Personal Volume of frontline Clients' orders. Personal Volume is the combined Compensation Volume of all commissionable items on an order..*

Business Coach Compensation

Compensation for mentoring Heath Coaches and building teams.

Assist Bonus

Help a personally sponsored HC earn their first 30-day CAB Bonus **\$100**

Rank Advancement to Executive Director

Qualifying Point definition:

- 1 Point for every 1,200 in FLV
- 1 Point for every qualified Senior Coach Team

Rank	Qualifications
Senior Coach	1,200 GV from 5 separate Ordering Entities
Manager	Qualified Senior Coach with 2 Qualifying Points
Associate Director	Qualified Senior Coach with 3 Qualifying Points
Director	Qualified Senior Coach with 4 Qualifying Points
Executive Director	Qualified Senior Coach with 5 Qualifying Points

To qualify for any Business Coach or Business Leader Compensation, you must be a qualified Senior Coach with a minimum of five (5) *ordering entities* and 1,200 in *Group Volume*.

Team Growth Bonus (paid on volume below frontline - below Level 1)

Team Growth Bonuses paid on Level 2 and below (Client Support Bonuses paid on Level 1 (frontline))		Qualified Rank				
		Senior Coach	Manager	Associate Director	Director	Executive Director
Team Rank	Health Coach	4%	6%	8%	10%	12%
	Senior Coach		2%	4%	6%	8%
	Manager			2%	4%	6%
	Associate Director				2%	4%
	Director					2%
	Executive Director					Eligible for ED Generation Bonus

Fully Integrated Business Coach Consistency Bonus

Earn \$1,000 every rolling three (3) month period that you qualify as an FIBC with 6,000 or more in FLV, five (5) or more qualified SC Teams, and 15,000 or more in Group Volume. (Must be Certified).

Business Leader Compensation

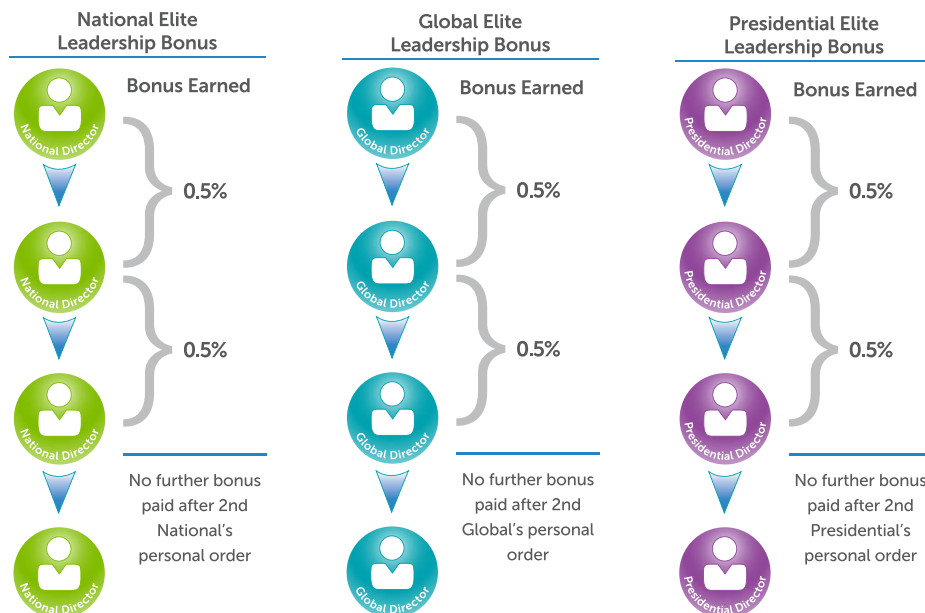
Compensation for advanced team building and leadership development.

To qualify for any Business Leader Compensation, you must be a qualified Executive Director with a minimum of one (1) Executive Director Team (*in other words, a qualified Regional Director or higher*). The table below displays the percentage earned on each Executive Director Generation. Bonuses are paid as a percentage of the Executive Director in depth's Group Volume, down to the next Executive Director in depth (next generation).

Title	Regional	Integrated Regional	National	Integrated National	Global	Integrated Global	Presidential	Integrated Presidential
Qualification	ED with 1-2 ED Teams	FIBC with 1-2 ED Teams	ED with 3-4 ED Teams	FIBC with 3-4 ED Teams	ED with 5-9 ED Teams	ED with 5+ FIBC Teams	ED with 10+ ED Teams	ED with 10+ ED Teams, 5 of which are FIBC
Generations of ED Teams	1	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%
	2		2.5%	2.5%	2.5%	2.5%	2.5%	2.5%
	3				2%	2%	2%	2%
	4					2%	2%	2%
	5						1.5%	1.5%
	6							1.5%

Elite Leadership Bonuses

Elite Leadership Bonuses are paid to National Directors and higher for their role in directing and overseeing large Take Shape For Life field organizations of Health Coaches, Business Coaches, and Business Leaders. As a qualified National Director (or higher), you earn 0.5% (half of one percent) on your entire business down to the second qualified National Director (or higher) in a team. (The Personal Volume of the 2nd National is included in your volume for compensation; however, their Group Volume is not included in this bonus). Global and Presidential Elite Leadership Bonuses are similarly paid down to the 2nd Global or Presidential in a team.






TSFL Integrated Career Path


Ranks

Qualifications





Coaching Ranks

	Health Coach	Less than 1,200 GV and 5 Ordering Entities
	Senior Coach (SC)	Minimum 1,200 GV and 5 Ordering Entities
	Manager	Qualified SC with 2 Qualifying Points
	Associate Director	Qualified SC with 3 Qualifying Points
	Director	Qualified SC with 4 Qualifying Points

Executive Ranks

	Executive Director (ED)	Qualified SC with 5 Qualifying Points
	Integrated Executive Director (FIBC)	Qualified ED with minimum 6,000 FLV, 5 SC Teams, 15,000 GV, and Certified
	Regional Director	Qualified ED with 1 ED Team
	Integrated Regional Director	Qualified FIBC with 1 ED Team

Leadership Ranks

	National Director	Qualified ED with 3 ED Teams
	Integrated National Director	Qualified FIBC with 3 ED Teams
	Global Director	Qualified ED with 5 ED Teams
	Integrated Global Director (FIBL)	Qualified ED with 5 FIBC Teams and Certified
	Presidential Director	Qualified ED with 10 ED Teams
	Integrated Presidential Director	Qualified FIBL with 5 additional ED Teams

Point Definition:

- 1 point for each Senior Coach Team
- 1 point for every 1,200 increment of Frontline Volume

This is a "real time" plan, meaning that, although someone is granted a Recognition Title Rank based on their highest achievement level, they are paid month-to-month based on their current business production.