



Launching Your Health Coach Business & Achieving Senior Coach

Training Guide 1



**Take Shape
For Life[®]**

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Welcome to Health Coaching with Take Shape For Life®

Congratulations on joining a dynamic Bio-Network of people who have taken responsibility for their health and are helping others do the same!

This Training Guide will help you lay a strong foundation for your new business with a focus on the next 30 days. It will explain what being a Health Coach is all about and show you the steps it takes to become a Senior Coach. Using this tool in conjunction with the support of your Business Coach and our other training pieces will get you on the path to success.

Take Shape For Life® (TSFL) provides you with many tools for success, such as *Dr. A's Habits of Health System*, as well as details on the BeSlim lifestyle and the Medifast 5 & 1 Plan®—tools that ensure your Clients' success. In the sequel to this guide, *Training Guide 2: Becoming a Fully Integrated Business Coach through Team Building*, you will learn how to harness the power of the Trilogy to serve others with the potential to make your own health, financial, and lifestyle goals come true.

TSFL is the health revolution that starts by helping you improve your own life, and then assists you in helping others do the same. Committing to this path gives you the chance to experience a rare level of health, wealth, and happiness—and to pass that along. Your role as a Health Coach is critical to our nation's future right now. Record numbers of Americans are at risk of illness from a market oversaturated with cheap, sugary, fat-laden processed foods. People struggling to get healthy must navigate through misinformation, dangerous diets and drugs, and a food industry with quick profits—*not enduring health*—as its goal. No wonder so many of us are stressed out, working longer, sleeping less and losing quality—and quantity—of life.

Here is where you come in: As someone who has experienced the power of Take Shape For Life® firsthand, you can now become part of a living, breathing Bio-Network, joining other Health Coaches and Health Care Professionals who are getting America healthy and self-reliant, one person at a time.

The health revolution of Take Shape For Life® continues with you, right now, as you create lifelong health, find purpose and meaning, and become a model for others to follow. We are with you; *your success is our success*.

Yours in Health,

Meg Sheetz

CEO, Take Shape For Life®

Dr. Wayne Scott Andersen

Co-founder and Medical Director,
Take Shape For Life®



Meg Sheetz



Wayne S. Andersen

The Role of a Health Coach

As a Health Coach, you play an important role in your Clients' lives; in fact, it's vital to their success.

You will guide and help educate Clients on using the:

- Medifast 5 & 1 Plan®
- Habits of Health to restore health and improve the quality of lives, which leads to Optimal Health
- Bio-Network, a comprehensive support system

As a Health Coach you become a partner, Mentor, and Coach, encouraging and celebrating your Clients' and Health Coaches' successes. You do all this with a program, a product and a service that can make an enormous difference in someone's life. You are part of the bigger mission to get America healthy!

Our most successful Health Coaches are living life based on what matters most to them. They have learned how to awaken within their Clients and Health Coaches what matters most and help move them toward their goals. That is what being a successful Health Coach is all about—to be intrinsically motivated (self-motivated) to achieve your goal and fully assimilate your Clients and Health Coaches into the Bio-Network.

Successful Health Coaches:

- Choose to pursue Optimal Health each day.
- Strive to learn and perfect the skills and competencies of a Health Coach through their Business Coaches/ Mentors, training resources, and tools.
- Are active partners in something bigger than themselves by showing Americans how to create health in their lives, one Client at a time, and helping to reverse the trends of obesity in our country.



Your Take Shape For Life business is all about developing trusting relationships that last a lifetime. When you perform your role as a Health Coach with excellence, your business will grow. In addition, when you teach other Health Coaches to duplicate the example you set, your business will explode!

Identify Your “Why”

As you launch your Health Coach business, it is important to define the reasons—or “Why”—you started this business. What do you hope to accomplish with your Take Shape For Life business? What matters most to you in your life?

We all have dreams and aspirations. What are the major ones you would like to accomplish? Here is a list of ideas that may spark your imagination:

- Be debt-free
- Buy new clothes
- Enjoy dinner in a nice restaurant
- Be within your ideal BMI weight
- Help family and friends get healthy
- Run a marathon or walk a 5K
- Be financially secure
- Spend more time with family
- Integrate exercise into your life
- Donate to church/charity
- Provide education for your children
- Care for an elderly parent
- Become more confident
- Retire to pursue interests
- Purchase a new home
- Set a positive example
- Drive the car of your dreams
- Invest \$2,000 or more per month
- Achieve financial independence
- Take vacations or travel
- Create a personal development plan
- Help 1,000 people get healthy
- Leave a legacy



What Matters Most to You?

We can all name things we would like to have, do, or become. However, until we write them down, they are simply wishes. Writing down your dreams and aspirations begins the process of achieving them and is *vital to your success!*

To prepare yourself to get ready to dream, do the following:

Make an agreement with yourself to devote 30 to 60 minutes to doing this exercise:

1. Find a quiet place where you will not be interrupted.
2. Get into a contemplative and creative state of mind.
3. Give yourself permission to dream.
4. Focus principally on three important areas of your life: Healthy Body, Healthy Mind, and Healthy Finances.

These questions will generate ideas. Your ideas may go from small to outrageous. Make sure you write them all down.

What do I want?

Who do I want to become?

Where do I want to go?

Who do I want to help?

What does Optimal Health mean to me?

What would I accomplish if I knew I couldn't fail?

If I didn't have to worry about time or money, how would my life change? What would I do differently?

If I only had one year to live, what would I choose to accomplish?

Goals for the First 30-Days

Now that you have identified your dreams, let's look at what needs to be accomplished to get your business off to a solid start. There are three initial business goals:

1. Complete the Basic Competency Study Course and Assessment

2. Earn Client Acquisition Bonus (CAB)

Qualify for your First 30-Days Client Acquisition Bonus.

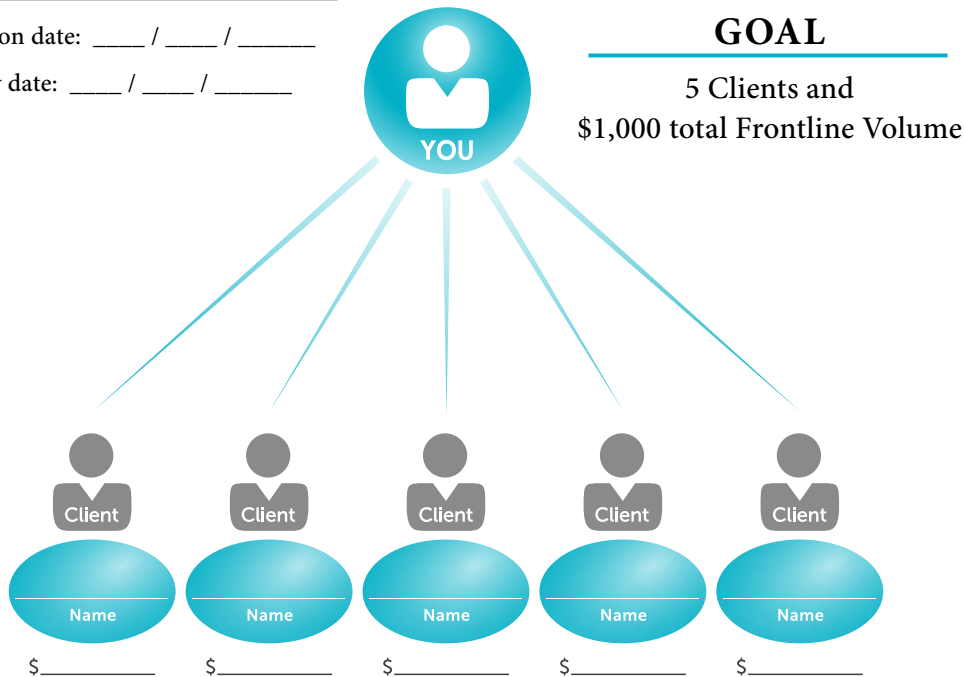
This is an *additional \$100 incentive* paid to you for acquiring new Clients in your business right away. To earn this bonus, you need to acquire five Clients and generate a total of \$1,000 in *Frontline Volume (FLV)* in the *first 30 calendar days* from your activation as a new Health Coach. Use the First 30 Days Client Acquisition Bonus Chart below to keep track of your journey.

First 30-Days Client Acquisition Bonus Tracking Chart

Name: _____

Activation date: ____ / ____ / ____

30th Day date: ____ / ____ / ____



As you acquire new Clients, write their names and the amount of their orders in the spaces provided above. (Dollar amount for products only.)

REWARD: An Extra \$100!

This form can be downloaded from the Document Library in Office in Motion

3. Achieve Senior Coach

Reach a minimum rank of Senior Coach your first full month.

You'll need a minimum of five ordering entities—Clients or Health Coach Teams—and a total Group Volume of \$1,200.

- A. Five Clients or Health Coaches and a total of \$1,200 or more Group Volume in one calendar month
- B. Average first order of \$275–\$300

Your Initial Business Goals — Achieve CAB and Senior Coach

Work with your Business Coach/Mentor and use the chart below to complete the action steps.

Goal / Vision
<input type="checkbox"/> Achieve CAB: 5 Clients & \$1,000 in FLV (within 30 days of activation date) by _____.
<input type="checkbox"/> Become Senior Coach (qualify monthly) by _____.
<input type="checkbox"/> Successfully complete Basic Comp Assessment (within 30 days of activation date) by _____.



Action Steps to be taken to accomplish goal / vision	Date to Complete
Complete Basic Competency Study Course and Assessment via your Office in Motion	
Learn about your role and become familiar with tools and resources available to you	
Listen to the Support Calls and Leadership Call every week	
Acquire at least 5 new Clients, partnering with your Business Coach/Mentor	
Establish and follow schedule to talk to your Business Coach regularly	
Review the TTS site – take <i>Client Acquisition Interactive Online Course</i> training and tutorials	
Set up your co-branded website so your Clients can place orders	
Activate your Health Coach account, which sets your official start date of your first 30 days	
Create a list of people to contact immediately; continue to expand list	
Set up Practice Partners activity with your Business Coach/Mentor	
Complete activities in this Training Guide	



Current Reality
I am a New Take Shape For Life Health Coach as of _____.

Understanding Compensation

Health Coach Compensation (Client Support)									
	Less than \$1,200 Frontline Volume (FLV)	Minimum FLV \$1,200	Minimum FLV \$2,400	Minimum FLV \$3,600	Minimum FLV \$4,800	Minimum FLV \$6,000	Minimum \$2,000 FLV/mo for 3 consecutive months	Average \$4,000 FLV/mo for 3 consecutive months	Average \$6,000 FLV/mo for 3 consecutive months
Client Support Commissions	15%	15%	15%	15%	15%	15%			
Certification Bonus	3%	3%	3%	3%	3%	3%			
Client Support Bonuses	0%	5%	7%	9%	11%	13%			
Total Client Support Compensation	18%	23%	25%	27%	29%	31%			
Health Coach Consistency Bonus							\$250	\$500	\$1,000
Client Acquisition Bonus	A one-time \$100 bonus for new Health Coaches for acquiring five new Clients with \$1,000 in Frontline Volume from those Clients in the first 30 days after activation.								

• Client Support Commissions (CSC)

The behaviors for which Health Coaches are compensated are Client acquisition, coaching, and support. These behaviors are rewarded through Client Support Commissions when a Client orders Medifast Meals™.

CSC is paid on personally enrolled (frontline) Client and Health Coach orders (those orders in a Health Coach's Level 1). A Health Coach earns a baseline of 15% of the volume on a frontline order as his CSC.

Example

3 Clients, each with an order of \$200 volume
 $\$200 \times 3 = \600 volume
 15% of \$600 = \$90 CSC
 Average Client order = \$200

• Certification Bonus

A bonus for becoming Certified. TSFL values continuing education through Health Coach Certification so highly that our compensation plan rewards this behavior with an additional 3% bonus.

• Client Support Bonus

A monthly bonus that rewards Coaches for their personal efforts and experience. Bonuses are in a tiered structure that allows for greater earnings opportunities as more orders are generated by Clients directly acquired and supported by you.

• Health Coach Consistency Bonus

This bonus is designed to reward consistent Client acquisition and support in a three-month period. When a certified Health Coach reaches and maintains a **minimum** of \$2,000 in Frontline Volume for three consecutive months, a Health Coach Consistency Bonus is earned. A Health Coach can earn up to four Health Coach Consistency Bonuses in a 12 month period.

• Client Acquisition Bonus (CAB)

Within the first 30-days of activating your account, a new Health Coach can earn a one-time \$100 bonus by acquiring five new Clients with orders totaling at least \$1,000 Front Line Volume (FLV).

For further details see ICP Documents on Documents on Demand.

Creating a Contact List

You may have already started your Contact List with the help of your Business Coach/Mentor or through the link in your Welcome Email. If not, use this exercise to create your list.

One of the most important activities to complete as you start your Health Coaching Business, is to create a list of people that you can reach out to immediately to share your excitement about becoming a Client and/or Health Coach.

The average person knows between 300 and 500 people; with technology and social networking, you may know even more! As you grow your business, you will continue to add to your list of people to contact. Review the Thought Starters below and start making your Contact List on the next page. List everyone that comes to mind. You do not want to prejudge or assume someone might not be interested in what you have to share. The truth is *everyone* can benefit from our program, and most people know someone else they can refer to you.

Thought Starters:

- Family and friends who have noticed your weight loss success
- Neighbors (past & present)
- Co-workers (past & present)
- Church/worship community
- PTA, parents of your kids' friends, sports organizations (Little League, soccer, etc.)
- Membership—groups to which you belong (alumni association, gym, sorority or fraternity, etc.)
- Social networking accounts (Facebook, Twitter, etc.)
- Contact list from your cell phone



Practice Partners

HC =	New Health Coach
BC/M=	Business Coach / Mentor
PP =	Practice Partners

Participating in the Practice Partners activity is an excellent way for you, a new Health Coach, to learn how to present the program to a Potential Client. Your Business Coach/Mentor will lead this activity. The details of this activity are outlined below. When you become a Business Coach/Mentor you can use this activity to help your new Health Coaches present the program to their Potential Clients.

Tools Needed:

- Pre Client Folder (The first folder in File Folder System found in your Health Coach Business kit)
- Client Profile form (*Can be found in Pre Client Folder of the File Folder System and also at www.myofficeinmotion.com > Resources > Document Library > Client Profile form*)
- 3-Way Calling, Group Skype, or Google Hangout

What are Practice Partners?

Three friends or family members, that the new Health Coach identifies from their Contact List, who would most likely support their training.

Purpose:

Model an example of how to explore the persons "Why," explain our program, overcome objections and answer questions that may arise while interacting with Potential Clients.

Benefits:

- Show vs. Tell
- Duplicable
- Build competence and confidence

Edify - what and why

Edify means to build up someone with a sense of respect for what they know and have accomplished. Practice Partners will automatically have respect for BC/M, when the HC edifies the BC/M because of the trust between HC and Practice Partner.

Action Steps:

New HC identifies 3 people and gives BC/M their names

BC/M: *Are you ready for your first step? When we get off this call will you call your*

Practice Partners to see if they would be willing to support you? BC/M gives HC times when BC/M is available.

Script for HC to invite Practice Partners

HC: *Hi (PP name), this is (HC name). How are you doing? The reason I'm calling today, is I am so excited about the results I got with Take Shape For Life that I've decided to become a Health Coach to pay it forward and help get America healthy. As part of my training, my Business Coach (or Mentor) has asked me to select three people that would be excited for me and perhaps willing to be my Practice Partner so I can learn how to present the program. I thought you might be willing to help. This is not about YOU joining the program; in fact, you're not even going to be asked. Would you mind spending about 15 minutes on the phone with me and my Business Coach (or Mentor) to help with my training? Great—which time is better for you, _____ or _____?*

BC/M Preps new HC for calls & Explains principle of edification (10-15 minutes before first call)

- Explain how 3-Way Calls, Skype, or Google will be used for this activity
- Explain edification of BC/M success with program, how the BC/M supports new HC and what new HC respects about BC/M
- Discuss the flow of the call
- Have tools available needed for call (see tools needed)

The first call (with first practice partner)

HC: *This is my Business Coach (or Mentor), (BC/M name). She has supported me in my success, and has had great success on the program herself. Now she's teaching me how to share the program with others so I can pay it forward.*

Setting the tone of the call

BC/M: *Thank you so much for agreeing to be a Practice Partner for (HC name). Aren't you happy for her and impressed with her success? I'm also excited to support (HC name) because she's been such a great Client—coachable and plugged in, and as you can see, she's excited to pay it forward.*

Presenting the Program

Use Pre Client Folder (inside One-on-One Presentation outline, starting with identifying the Clients "Why") and Talking Points on front cover.

BC/M: *Do you have any questions?*

Wrapping up the call (Wrap-Up Script)

BC/M: *Thank you so much for helping us with (HC name) training. May I ask you just one more favor? If you have thought of anyone who may be interested in what you just heard, would you mind getting their permission to give their contact information to (HC name)? You don't need to go into a lot of detail. How does that sound? That would help further (HC name) training. Great!* (BC/M confirms Practice Partner's email address so HC can follow up.)

Debrief and set up for next call

BC/M asks HC

- *Did you see how simple this is?*
- *What went well?*
- *What did you learn?*
- *Are you ready to do part of the next call? (new HC can present the Talking Points or fill out Client Profile form with Practice Partner)*

The second call and debrief (with second Practice Partner, same steps as before, except as below)

- Split Presentation: BC/M conducts the one-on-one Presentation (inside Pre Client Folder) and the new HC fill's out the Client Profile form with Client.
- Wrap-up: BC/M does the wrap-up (see wrap-up script)

The third call (with third Practice Partner)

- Let Practice Partner know the BC/M is on the line. HC can introduce the BC/M and edify.
- New HC presents all three portions—Pre Client Talking Points, Client Profile, and Wrap-up script (BC/M listens/interjects as needed)
- BC/M thanks Practice Partner

Final Debrief

Complete activities in this Training Guide, including:

- Creating a Contact List
- Select top 20 from Contact List and begin their calls
- Teach follow-up and support process using the File Folder System

Immediately after call

New HC sends a "Thank-You" email and includes the iShare link and mails a Disc Pack with a note for the Practice Partners to "Please share with any interested friends."

Day after call

New HC follows up with Practice Partners. If Practice Partners are interested in starting their health journey, the new HC reviews the Client Profile form and facilitates first order. Otherwise, the new HC would ask the Practice Partners if they know anyone that would be interested in creating health in their lives. (*Refer to "Getting Referrals" section in this Training Guide for details.*)

Training Tools

As you start your Health Coaching business, there are many training tools to help you get started. The next few pages are the initial activities and instructions for trainings to help you launch your new business. Work with your Business Coach/Mentor to complete these activities.

Client Acquisition Interactive Online Course

(Can be found on TTS > Getting Started Tab > First week)

Once you have a list of Potential Clients, this 15-minute interactive online course will help you learn the skills needed to convert them to Clients.



What is TTS:

The Trilogy Training System is a valuable training resource that will help propel business as well as encourage the growth of Take Shape For Life. Training modules are organized by category. Many other development resources are available through this portal.

What takeaways did you get from the course?

How are you going to apply what you learned to grow your business?

Creating Your One-Minute Success Story

A One-Minute Success Story is a short motivational summary you can recite any time, in 60 seconds or less, to let people know about your success with Take Shape For Life. It can be a story about your own accomplishments, or it can be about the triumphs of another inspiring person within your own Mentorship Support Team.

Use the following prompts to help get your thoughts for your story organized:

What were some of your struggles that led you to want to create health in your life?

What successes have you been able to realize by creating health in your life?

What excites you the most about sharing the program with others?

Now that you've completed this exercise, reach out to your Business Coach/ Mentor to discuss your story for his or her help to finalize it, and begin reaching out to the people you identified on your Contact List!

Important note: You'll want to ensure your story is compliant, so check the Basic Testimonial Guidelines in the Guide To Business Promotion (http://dod.tsfl.com/dod/applications/DocumentLibraryManager/upload/TS-GUI1112_BusPromoGuide.pdf) for testimonial guidelines.

Remember these tips:

- Create a short story you can use in any situation. Don't forget that you can share inspiring successes you have witnessed in others as well!
- Practice talking about your experience with excitement so that it becomes a natural part of your conversation with others.
- Highlight your struggles and your successes.
- Wrap up by asking if a person knows anyone who could benefit from getting healthier.

Locating and Connecting with Clients

Where to find them

Opportunities to find Clients are as abundant as the places you visit. Take advantage of the following:

Daily Schedule Opportunities

- School Bus Stop, Public Transportation
- Dry Cleaners
- Bank, Credit Union
- Post Office
- Children's Sports Activities, PTO, PTA Meetings

Shopping Opportunities

- Health Food Stores
- Organic Aisles
- Weight Loss Aisles
- Vitamin Aisles / Stores
- Exercise Equipment Aisles
- Bridal Shops
- Pharmacy

Office / Waiting Room Opportunities

- Doctors
- Chiropractors
- Dentists
- Physical Therapists

Business Opportunities

- Gyms, Fitness Centers
- Spas, Salons, Massage Locations
- Daycare Centers
- Travel Agencies
- BPW Meetings (Business and Professional Women)
- Chamber of Commerce
- BNI Meetings (Business Networking International)

Social Networking Opportunities *(Refer to Social Media Guide in Documents on Demand)*

- Facebook
- Twitter
- Google Plus
- LinkedIn

Other Opportunities

- Newspaper Engagement Announcements
- Fairs, Expos (Health, Bridal)

Always Remember:

"No two people are alike, and no two approaches are ever the same."

—Dan Bell, Presidential Executive Director

"Develop the picture for your prospects. When approaching someone who is not a Client, it's key to still follow I + Q + A (Identify, Qualify, Approach). Listen more, talk less, and hear THEIR needs!"

—Kelly Rife, Presidential Executive Director

Now That You've Found Them, Here's What to Say

How do you make a connection? Start a conversation.
Here are some pearls of wisdom from TSFL Field Leaders:

- "This may or may not be for you, but you may know someone this may help."
—Bryan Drollinger
- "I am part of a great business, helping people to get healthy and live longer. I think this may have some value for your life. Would you like to explore that further with me?" —Kelly Rife
- "This plan is about much more than weight loss. It's about reaching Optimal Health." —Dr. A
- "Would you like some help with that? That's actually what I do! I help people create the life that they want." —Lisa Castro
- "You know how when we women enter menopause, and we put on a few extra pounds? I help women lose those pounds and become healthy for FREE!"—Margaret Hartman
- "We offer a program that can transform peoples' lives to one of Optimal Health." —Dr. Mark Nelson

Looking for more information? Check out the following modules on the TTS website:

- "What is the Connections List?"
- "The Importance of the Connections List" – Margaret Van Houten

Helpful Hints

Here are a few Dos and Don'ts to make it easier:

- Do follow up with potential Clients within 48 hours.
- Do wear and use our Take Shape For Life branded items as possible conversation starters.
- Do have your TSFL Business Cards on hand.
- Do secure contact information for follow up.
- Don't prejudge! Talk to everyone you meet. Your next Client or Health Coach may be standing in line with you at the bank.

Approaching Clients

How to Use TSFL Path to Optimal Health Disc Pack

A great way to approach Potential Clients is by using the TSFL Client brochures and Disc Packs. You received copies of these in your Health Coach Business Kit. You can purchase additional copies to use with Potential Clients and Health Coach Candidates.

Tips on how to use

- Order and carry the Disc Packs with you everywhere you go.
- Have a supply in your car, so that you can access them easily.
- Make sure to label or write your contact information on the back of each Disc Pack.
- Always ask for the contact information of the Potential Client to whom you gave the Disc Pack.
- Get phone number, email address, and/or business card.
- Set up a tentative date and time (ex: morning or evening) as to when you will be following up with them.



Path to Optimal Health Disc Pack



Achieve Optimal Health Brochure

Who to share with

- Work with your Business Coach/ Mentor to review your Contact List and identify those with whom you will share the Disc Pack.
- Contact all who have commented on your weight loss, and make sure they get a Disc Pack. Be sure to follow up within two days.
- Ask to leave copies of the Disc Pack in the reception areas of your doctors—chiropractor, dentist, etc.—offices.
- Ask current Clients who they know who might be interested in seeing the Disc Pack.

How to introduce the Path to Optimal Health Disc Pack to Potential Clients

- Have Disc Packs readily available.
- As soon as an opportunity arises—when someone comments on your weight loss, a Client has a referral, or you are in a conversation that may lead to telling others about TSFL—you can hand them the Disc Pack.
- Ask them to take a look at the Disc Pack and set up a day and time (ex: morning or evening) that you will follow up with them. (Be sure to follow up within two days.)
- If they start to ask for details, tell them you will go over everything with them after they view the Disc Pack.
- Ask for their contact information, phone number, e-mail address, and the best time to reach them.
- Write scheduled follow-up time into your calendar to ensure you call when you say you will.

Scenario 1: Someone you know—You see a friend at the super market, and she comments on your weight loss:

Friend: Wow, you look great! What have you been doing to lose weight?

HC: I discovered Take Shape For Life, which offers a unique program that not only helped me lose weight but has put me on the road to getting and staying healthy for life.

Friend: That sounds interesting. How do you do that?

HC: Let me give you a brochure and DVD that really explain the program and what TSFL is. My contact information is on the back.

Friend: Okay, I will take a look.

HC: I will follow up with you in a few days, and I'll be more than happy to go over everything with you. [If you know the person well enough that you already have his/her number, be sure to confirm the one you have is current. If you don't have it, ask: What are your phone number and e-mail address, so I can add them to my contacts?]

Friend: My number is _____, and my email is _____

HC: Great, thanks. I will call you this Tuesday. Is morning or evening better for you?

Friend: Morning works better for me.

I will call you Tuesday morning. It was great seeing you, and I can't wait to talk to you about TSFL.

Scenario 2: Someone you do not know—You are out to dinner, and your server is taking your order. You just ordered your Lean & Green™ Meal:

HC: I don't mean to be picky. I am just conscientious about the food I eat.

Server: Are you on a special diet?

HC: I'm on a comprehensive health program with Take Shape For Life. I have lost 65 pounds, and I've never felt better.

Server: Wow, can anybody do this program?

HC: Yes, as a matter of fact anyone who is willing to make a commitment to getting healthy can do it. Let me give you some information about TSFL and the program. My name, number, and email are on the back of this brochure. The DVD is about people who have found success with this program. Let me get your name and number, and I will call you in a couple days to follow up. We can get you started very easily.

Server: OK, I will take a look. I'm Steve, and here are my cell number and email address.

HC: I will call you Monday. Is morning or evening better for you?

Server: I am not working that day; morning is probably better.

HC: Great, I will call you Monday morning.

Follow-up with Potential Client

- Call on the day and time scheduled,
- Keep the conversation short and the topic on what he or she thought of information in the Disc Pack.
- Ask Potential Client what stood out and whether he or she related to anyone or anything in particular.
- Set up a time and place to conduct the presentation/start up.

Scenario 3: Follow up with Potential Client who seems interested.

HC: Hi, _____, this is _____. It was great seeing you the other day. I couldn't wait to call and hear your thoughts about the DVD. Weren't those transformations impressive? What stood out to you?

Potential Client: I was really impressed with some of the stories about the people who lost weight.

HC: Was there anyone in particular that you really related to?

Potential Client: Yes, _____.

HC: Why did you relate to that particular story?

Potential Client: That person reminded me of myself. I have been on many diets before, and this sounds like something that I might be interested in.

HC: Why don't I plan to come over Saturday and get you started? Should I come over at 10:00, or is the afternoon better?

Potential Client: 10:00 would be fine.

HC: Great! I will see you then.

Scenario 4: Follow up with Potential Client who is not interested.

There will be times when you follow up with a Potential Client who is not interested or might not be ready. Be sure to take advantage of the power of the tools. You could say something like this:

I really appreciate you taking the time to watch the DVD and sharing your thoughts, Stan. Usually when someone is watching the DVD and decides it's not the right time, someone else comes to mind who should see the video. Tell me, Stan, who was it that you thought should see the DVD?

Stan: Well, now that you've mentioned it, I did think about my sister Peggy.

HC: Will you be seeing Peggy in the next few days?

Stan: I'm actually having lunch with her tomorrow.

HC: Would you do Peggy a favor and pass the brochure and DVD on to her and tell her that as you were watching the DVD, you thought she may enjoy seeing it? I can call her in a few days to get her thoughts. What's the best number for me to call Peggy at after she has seen the DVD? [Gives number or e-mail address.]

HC: Thanks so much for your time and thoughts, Stan. I really enjoyed talking with you, and if you know of anyone who might be interested in learning more about Take Shape For Life or seeing the DVD, please let me know.

What if the Potential Client hasn't watched the DVD?

HC: I am really interested in discussing with you! When would be a good time to call you back so that you would have time to watch it?

To see Role Play videos of how to approach Clients, conducted by Lori Andersen, follow the following links:

Growing Your TSFL Business: Role Play Video #1 <http://bcove.me/e5uudtgu>

Growing Your TSFL Business: Role Play Video #2, Part 1 <http://bcove.me/mhd96td5>

Growing Your TSFL Business: Role Play Video #2, Part 2 <http://bcove.me/kwxd1ppo>

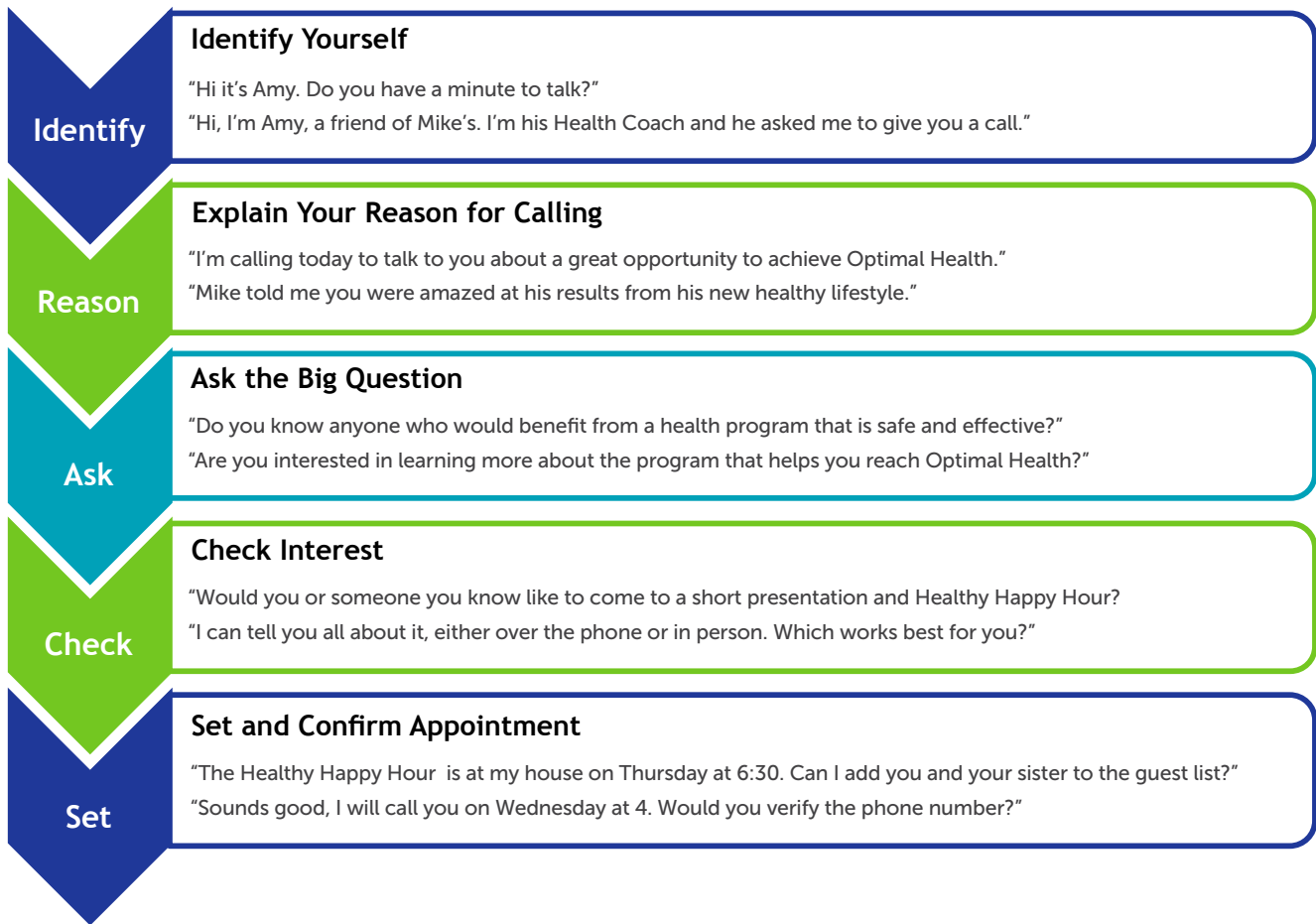
Growing Your TSFL Business: Role Play Video #3 <http://bcove.me/yt1wuqnh>

Growing Your TSFL Business: Role Play Video #4 <http://bcove.me/ef3ifq3w>

Calling and Presenting to Potential Clients

Inviting Clients via Telephone

Calling is the fastest way to get in touch with someone. When you call a Potential Client for the first time, you are checking his or her interest in learning more about Take Shape For Life. If the Potential Client is interested, set up a time to present the program. To keep the call short and professional, follow this conversation flow:



Presentation

Learning how to present the program and getting someone started on their journey toward Optimal Health is an essential skill that all Health Coaches need to master. Take advantage of the Practice Partners activity to observe your Business Coach/Mentor modeling a one-on-one presentation. When conducting a presentation with a new Client, follow the outline on the inside cover of the Pre Client Folder of the File Folder System, included in your Health Coach Business Kit, starting with identifying the “Why” of the Client.



Looking for more information? See Section 9 of the Business Blueprint.

The seven folders in your File Folder System are organized in the following way:

Pre Client

Potential Clients and Leads
Goal: Follow up and convert Potential Clients into Clients (includes Potential Client and Client Profile forms)

File 1: Week One

Getting Started
Goal: Clients understand the program, achieve the fat-burning state through the Medifast 5 & 1 Plan® and begin learning the Habits of Health lifestyle

File 2: The First Month

Goal: Happy, excited Clients who are on their way to becoming Fully Integrated, getting great results and learning the Habits of Health

File 3: Clients Learning the Habits of Health

Goal: Clients become Fully Integrated and understand and embrace the fundamentals of long-term health and success

File 4: Health Coach Candidates

Goal: Identifying, Qualifying and Approaching Health Coach Candidates (Includes Health Coach Candidate form)

File 5: Health Coach Development

Goal: Assist your Team as they develop into Fully Integrated Health Coaches: Help them learn our culture and understand the TSFL Business Model (Includes Health Coach Business Tracker and Creating Structural Tension form)

File 6: Business Coach Development

Goal: Guide your new Business Coaches to become FIHCs and FIBCs by supporting their Health Coaches to success while developing their organization.

A Fully Integrated Client is someone who has all of these qualities and accomplishments:

- Is committed to making health a reality in his or her life
- Uses the Medifast 5 & 1 Plan® to create a healthy weight
- Is implementing the Habits of Health
- Embraces the Bio-Network
- Uses his or her Coach as a guide and for support
- Focuses on creating Optimal Health
- Belongs to the BeSlim Club



Overcoming Objections

It is natural for people to have questions and objections. Here are some examples of how to respond when those moments arise. Remember, you always want to guide your Potential Clients back to their “Why.” How can the products and program help them? Remind them of this and add intrinsic questions into your answers.

“This sounds expensive. I’m not sure I can afford it.”

I understand what you are saying. When I first heard about this program, I was thinking the same thing— until someone pointed out that this is actually a cost-neutral program. In other words, since you are eating five Medifast Meals per day, you will not be spending money on other food. Think about it; you will be investing only about \$12 a day the first month and \$11 a day every month thereafter to get healthy.

Also, if you’re taking vitamins now, you won’t need to while you’re on this program, since you’ll be getting complete nutrition—including 24 essential vitamins and minerals—from the Medifast Meals you’ll be eating. And if you are on medications for high blood pressure, cholesterol, or diabetes, there’s a good chance that with this program, you’ll be able to reduce them with your doctor’s supervision. This can save you considerable money!

To get you started, you can become a BeSlim Club member and take advantage of some special offers. You’ll get free shipping on every order over \$150, which saves you about \$10 each time. You’ll get 28 free Meals (4 boxes) of your choice with your first order, if you order over \$250—which is a \$66 value! You get the same deal with your second order, too. And you get a free Blender Bottle with your first order, when it’s over \$250 (a \$7.50 value). As a BeSlim Club member, you’ll have orders shipped straight to your door each month, and you won’t run out, which helps you reach your weight-loss and health goals. (For details on the BeSlim Club refer to your Quick Reference Card included in the Health Coach Business Kit.)

“Isn’t it dangerous to your health when you decrease your calories by this much?”

That is a great question. If you lower your calories and don’t eat foods with balanced nutrition like many Americans, you’ll increase the chances of harming your body. Your body will sense starvation, look for additional energy sources, and burn muscle, which is very unhealthy!

Medifast considered this when their nutritionists designed the foods used in this low-calorie program. They are formulated to give you all the nutrition your body needs to sustain it and help you reach Optimal Health! This special formula will kick you into a fat-burning state, and by consuming our high-quality, complete protein Meals throughout the day, you will protect yourself from muscle loss.

“I don’t know if I can go without fruit—or pasta, rice, bread, sweets, etc.!”

I understand what you are saying because I felt the same way. I love fruit (bread, sweets, etc.). But what I found is that after about a week of eating these highly nutritious foods, my cravings for fruit (bread, sweets, etc.) just vanished. I was amazed! There are enough varieties of foods on this program to cover just about any taste you may be craving.

In addition, once you see the results from sticking with the program, I think you will find it easy to stay away from high-carbohydrate foods during your weight loss period. Remember: you will not be on the Medifast 5 & 1 Plan® forever. We will transition you back to all the food groups once you have reached your goal weight!

“I love food too much to go without it.”

That is terrific! Then you will love the Take Shape For Life Program because you will be eating tasty and healthy foods all throughout your day! The program makes this easy because you get to choose from a wide variety of Medifast Meals to enjoy during your busy day. And you get to eat one non-Medifast Lean & Green Meal once a day. Like you, I wondered if I could do it, but it is so easy to follow, and the results make it all worthwhile! Everyone has different tastes, so you will want to try a variety to determine your favorites.

“I have failed at every diet I’ve ever tried; what makes this so different?”

Well, first, Take Shape For Life is not a diet! It’s an orientation that will help you create health! You are starting a journey to learn new and healthy ways to lose weight and, more important, keep it off! What separates this program from many of the fad diets is that Medifast has been around for over 30 years. It is one of the few weight loss programs with clinical studies to back it up as a safe and effective way to lose weight. The Medifast brand has been recommended by over 20,000 doctors since 1980. This is no fad! I will be here to guide you through your journey and progress, making sure of your success. What I need from you is a positive attitude and outlook—you can do this! I know it!

As you lose weight, I am going to teach you our BeSlim lifestyle and proven Habits of Health that will help you stay at a healthy weight.

“Since I’m only used to eating a few meals a day, I’m not sure if I can eat this many meals in a day.”

If you are as busy as I am, you probably are not used to eating so often, and it seems like a lot of trouble. But it is so easy to do! The foods are prepackaged, easy to take with you, and easy to mix—all you need is hot or cold water, depending on your food choice. Or you can eat our delicious Bars, Pretzel Sticks, Cheese Puffs, or Ready-to-Drink Shakes right out of the containers! But the best part is that you’ll feel so great throughout the day while on the program that you will make it a point never to miss a meal!

“I don’t like drinking water.”

Water is necessary for all your body systems to function properly. In fact, drinking plenty of water is a Habit of Health. Everyone should drink at least 64 ounces of water a day. Your water can come from a variety of sources such as unsweetened hot or iced tea, Medifast Flavor Infusers, or any other low-calorie or calorie free beverage. The best source, however, is pure water.

“Can I just order one week to give it a try?”

You can, but I highly recommend that you make a commitment for one month. By the end of one month, I know you will see the fast results and feel great! If you only order a week or two, you might run out of meals before your next order arrives, and I don’t want that to happen to you. By becoming a BeSlim Club member you can take advantage of some special offers. You’ll get free shipping on every order over \$150, which saves you about \$10 each time. You’ll get 28 free Meals (4 boxes) of your choice with your first order, if you order over \$250—which is a \$66 value! You get the same deal with your second order, too. And you get a free Blender Bottle with your first order, when it’s over \$250 (a \$7.50 value). As a BeSlim Club member, you’ll have orders shipped straight to your door each month, so you won’t run out, which helps you reach your weight loss and health goals.

Getting Referrals

Client referrals are a significant means for you to grow your business. Well-coached Clients who have become Fully Integrated will refer more Clients to you and/or join your team as a Health Coach. Many Health Coaches started with a handful of Clients whom they coached to health; from that, they have grown their businesses across the country.

The math is staggering. Let's say you had five Clients, and they each referred two people who became Clients, and those new Clients did the same. You can see that it wouldn't take long to build a large group of frontline Clients.

Example

Start with 5 Clients = 5

5 each refer 2 = 10

10 each refer 2 = 20

Total Clients = 35

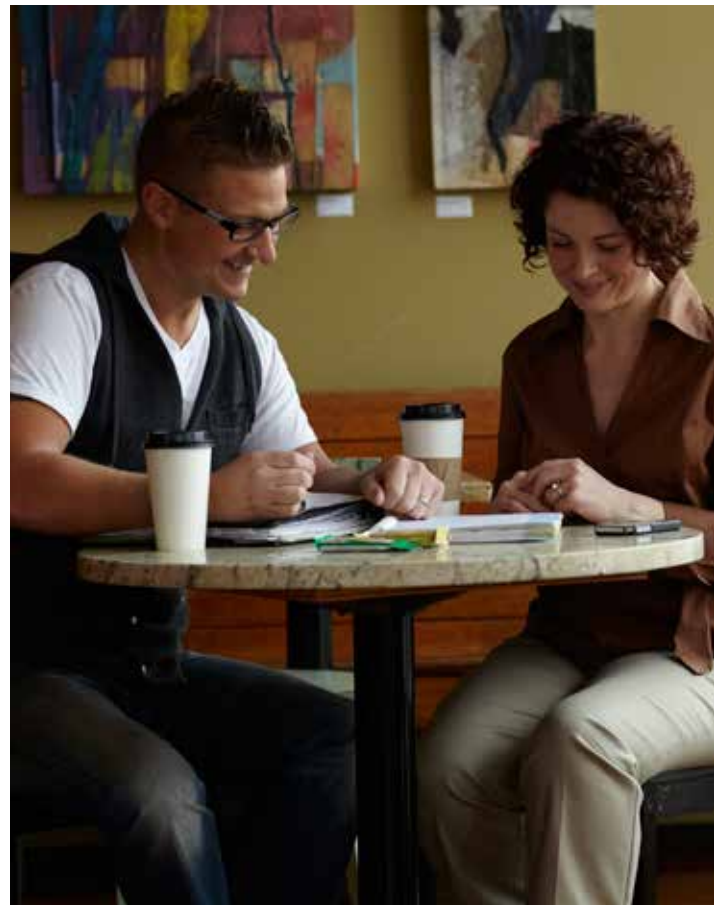
You need to do just two things to get an endless supply of referrals:

- 1. Be a GREAT Health Coach!**
- 2. Ask!**

What's in it for your Client?

If people are getting results on the program, many will naturally and enthusiastically be talking to their friends and family about what they are doing. Their friends will see their results, too, as they become walking advertisements for your service! Make sure you capitalize on this free PR. For the sake of your Clients' friends (who need *you* as their Health Coach) and your bottom line, you'll want to make sure that your Clients know to connect interested people to you.

Most Clients are happy to tell others about you and your coaching service and would do it without expecting anything. However, you can provide an incentive by offering Cash on Account. You will simply go to your Shopping Cart and place a dollar amount (charged to your credit card) to be credited to your referring Client's next order. For example, if you wanted to tell your Client that you'll give her a credit for \$20 off her next order for anyone she refers, you can place \$20 Cash on Account under her ID #. When she orders the next time, it will be deducted. *You can put as much or as little on Cash on Account as you wish.*



(For more details on Cash on Account see section 10 of the Business Blueprint or contact Health Coach Services)

(Sample Referral Letter)

Dear XXXXX,

Thank you so much for allowing me the opportunity to walk with you on this journey toward Optimal Health. It has been a joy to share success as well as offer guidance when needed to get you back on track. Helping people create health in their lives is the most rewarding thing I have ever done, and I truly love every minute of it!

As I mentioned in previous communications, I have a wonderful referral program. For every family member or friend who joins you on this journey, you receive \$____ Cash On Account toward your next order. The credit can only be given if that person contacts me and places his or her first order with me. Many of my Clients have asked that I give them business cards—or referral cards—to assist in relaying the correct information. I have included my cards in this letter.

If your family and friends are looking to order online, please be very clear that they should go directly to my website at www.xxxx.tsfl.com to order; if they order elsewhere, you won't get the \$____ Cash On Account. By ordering through my website, your friends and family can take advantage of the BeSlim Club and enjoy free shipping and free food. I also will have the privilege of being their Health Coach, which as you know is a free service. In addition, they would learn about *Dr. A's Habits of Health*. These are all important components to their success in achieving Optimal Health.

What should you do when others notice changes and ask, "What are you doing to look so good?" The best answer would be, "I have a free Health Coach who is teaching me Habits of Health to last a lifetime." It is that easy! You don't have to explain the program; just hand them a business card and let them contact me, send me their contact information, or allow them to visit my website for further exploration of our program. Feel free to pass these out to people who would like more information. There are 10 cards in this envelope, and each one is worth \$____! That means you could earn an extra \$____ Cash on Account!

As you know we are on a mission to get America healthy. With as little as 30 minutes a week, helping four to six of your friends and family, you could earn income just by being a part of this noble cause! I would love to talk to you more about that opportunity to pay it forward. I know that I will be forever grateful for my Coach sharing this blessing with me.

It is an honor to work with you, and I thank you so much for the opportunity to walk this road to Optimal Health together. Let's look forward to a life of joyful health!

Your name
Independent Certified Health Coach
Take Shape For Life
Phone #
Email address

Planting the Seeds

When do you approach your Clients about the Health Coach opportunity?

You want to think of sharing the Health Coach business opportunity as planting seeds. You never know when the need might arise for your Client to take advantage of our business opportunity.

Offering the Health Coach opportunity to your Clients should follow the natural progression as they are starting the Medifast 5 & 1 Plan®, working toward their healthy goal weight and learning about the Habits of Health. As you build a strong relationship with your Clients, you will learn more about them and find out about their needs. Are they currently out of work, interested in buying a home, or saving toward college for their children? Whatever their needs, we have a wonderful business opportunity and program from which everyone can benefit.

Here are examples of how and when you would share the Health Coach Business opportunity with your Clients and plant the seeds.

Signing up a Client: When you sign up Clients, let them know that not only do we have products and programs that will help them achieve their healthy goal weight and put them on the path toward Optimal Health, but they also can share this Optimal Health program with others, and it can benefit them financially by paying for their own food or other financial goals they may have.

[Client name], as I mentioned earlier, I am your Health Coach and will be here to guide and support you through this process. You will find that as you begin to shed the pounds, people will notice and will ask what you are doing to lose weight. I will be more than happy to support your friends and family, or you may consider becoming a Health Coach yourself and coach your friends to better health. Let me know if you want to hear more about becoming a Health Coach.

Within a Client's first month: As you are speaking with your Clients on their weekly weigh in calls, you can ask the following:

What are people saying to you about the weight you are losing? How does that make you feel? I wanted to let you know that you can get your friends started on the program as well. Not only will I continue to support you through the program, I will also show you how to help others get healthy. Let's set up a time when I can talk to you about becoming a Health Coach. Is Tuesday or Wednesday better for you?

When your Client has a referral: When your Client has a friend or family member interested in starting the program, your response could be: *Thank you for the referral. I would be more than happy to get [Name of referral] started. I wanted to let you know that you too can be a Health Coach and take full advantage of all that Take Shape For Life has to offer and help your friends and family at the same time. We can get [Name of referral] started together. I can also show you how to get started as a Health Coach. What day works best for you, Saturday or Monday evening?*

Looking for more information? See Section 12 of the Business Blueprint.

Congratulations on launching your Health Coaching business and working towards Senior Coach!

By completing the activities in this Guide, you have achieved some great accomplishments! You've worked on clearly defining your "Why", set goals for yourself and are on your way to achieving them, You've also learned great tips on how to share the gift of Optimal Health and how to support your Clients on their journey. Remember this Guide is a tool, revisit it often and guide your new Health Coaches to do the same. The tools and resources available to you through the Bio-Network provide support that you can apply in different ways as you grow with Take Shape For Life.



Now you are ready to advance to *Training Guide 2: Your Guide to Becoming a Fully Integrated Business Coach Through Team Building*. The next Guide will teach you what Full Integration is all about and how you can attain it. You will learn how to sponsor Health Coaches and also gain valuable knowledge and ideas to help you grow your team and business. Partner with your Business Coach/Mentor so they can guide you as you continue to learn more.

Thank you for your commitment to our mission of getting America Healthy!

“Those people who develop the ability to continuously acquire new and better forms of knowledge that they can apply their work and to their lives will be the movers and shakers in our society for the indefinite future.”

— Brian Tracy





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