

Membership Sales Presentation and Script

Introduction (Slide 1)

If you want to lose weight, we have a program that combines exercise and nutrition to get amazing results that are healthy, fast, and permanent. Show them a few success stories as you tell them what each person lost in the first 30 days.

Existing Weight Loss Programs (Slide 2)

Most programs don't work because they're based on just one or two principles and don't include important features that make losing weight much easier.

The 70/30 Weight Loss Rule (Slide 3)

Weight loss is 70% nutrition and 30% is exercise. If you don't have both components, it's much harder to lose weight. With our program you get exercise and nutrition.

This is Nutrition Based Weight Loss (Slide 4)

Our program is nutrient-based. When your cells don't get all the nutrients they need, the activity in your cells slows down so you burn fewer calories and to make you eat more to get those nutrients, you experience hunger and cravings. Hunger and cravings occur when your cells aren't getting the nutrients they need to function. If you eat the right food and take the right supplements, you will burn more calories, experience less hunger, and fewer cravings. Getting nutrients to your cells is the key to rapid weight loss you don't gain right back.

You Need Three Phases (Slide 5)

Most programs are focused on weight loss but do very little to prevent you from gaining the weight back. To lose weight and keep it off, you also need to stabilize your weight once you reach your goal. This resets your weight so it's much harder to gain the weight you lose right back. Then you need a Maintenance Phase where you learn the skill of keeping your weight from slowly creeping back to where you started.

22 Principles of Weight Loss (Slide 6)

Our program will teach you everything there is to know about losing weight and keeping it off. You become the expert so you always know what to do and never need to guess.

Learning to Apply the Principles with Daily Feedback (Slide 7)

To learn how to apply the principles, the program provides you with daily feedback. This way you know what you are doing right or wrong each day. In just a few weeks you'll be able to apply the principles automatically, without having to think about it. At that point you will have a new skill that allows you to control your weight.

Great Tasting, Nutrient Rich Food Plan (Slide 8)

The program teaches you how to make the best food choices from a list of the most nutrient rich meats, fruits and vegetables. These are the choices that have the fewest calories and the most nutrients so you burn the most calories while experiencing the least amount of hunger.

Learn to Cook Great Tasting Food (Slide 9)

The program teaches you how to make meals that taste great so you don't mind staying on the program and eating this way even after reaching your goal.

Food-Based Supplements (Slide 10)

(This is important. It's worth learning and practicing because it explains why supplements are so important)

The program includes food-based supplements. Most people take supplements without really understanding what supplements are supposed to do. Supplements are supposed to make up for the nutrients you don't get from your diet. The problem with most supplements is they are man made. There are thousands of nutrients in food so you would have to take thousands of different supplements to get all the nutrients you need unless they are made from real food. When you take the right combination of food-based supplements and eat the right food, you reduce hunger and cravings and burn more calories.

Friends and Family Support (Slide 11)

You are three times more likely to reach a goal if you have someone you know personally following your progress. Our program has a system that allows you to choose a few friends or family members to do just that. And when they see you lose weight, it may inspire some of them to do the same thing so we give them the same discount code you will get when you become a member as our way of saying thanks for their help.

Weight Loss Graph (with target date) (Slide 12)

This is a typical weight loss graph. It shows where you are and how long it will take to reach your goal based on your actual rate of weight loss.

Stabilization (Slide 13)

When you reach your goal, you will learn to keep your weight constant for 30-days. This does something in your brain to set your weight at this new level. Have you ever noticed that when you are not on a weight loss program, you don't have to do anything and your weight stays around the same, going up and down a few pounds but basically the same? When you stabilize your new weight and set it in your brain, the same things happens at this new weight.

Maintenance (Slide 14)

More: When you reach your goal and stabilize your weight, there are things you should do to maintain it. Even though your weight is stable, you can still gain weight if you constantly eat too much, or don't get the nutrients your cells need to prevent chronic hunger.

We will teach you how to monitor your weight so you know exactly what to do to keep your weight within a five-pound range. As long as you do that, you will never gain the weight back

Conclusion (Slide 15)

When you combine our nutritional program with exercise, you will drop weight faster than you ever thought possible and unlike other programs, you will learn how to keep the weight from ever coming back.

Note: You can also read each bullet and when done, ask if they have any questions.

Note: If you didn't show them success stories earlier in the presentation, do that here. e.g. "Let me tell you about someone who signed up for this program just 45 days ago..."



core 22

Rapid, Healthy, Permanent Weight Loss

Existing Weight Loss Programs

99% of Existing Programs:

- Based on two or three principles
- Rely on portion control and counting calories
- Simply don't work

These Programs are:

- Missing key features
- Difficult to stick to
- Unhealthy
- Temporary

The 70/30 Weight Loss Rule

Nutrition-Based Weight Loss

- Nutrients
- Metabolism
- Burning More Calories
- Reduced Hunger and Cravings
- Better Food Choices
- Food Based Supplements

You Need Three Phases

- Weight Loss
- Stabilization
- Maintenance

22 Principles of Weight Loss

Training

When you are ready to add supporters/followers

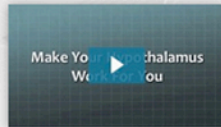


[Video Trouble?](#)

Introduction to Core Education

[\(CLICK HERE\)](#) to read an important message

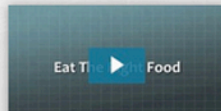
Please Note: You must play each video to the end and receive a check mark to the right before you will be able to progress to the next step.



Duration 9:36

1. Make your hypothalamus work for you

Your hypothalamus has control over hunger, cravings, and your weight. If you know how you can use its power to help you lose weight and keep from ever gaining it back.



2. Eat the right food


The quality and kinds of food you eat make all the difference. The more you know about food, the better choices you can make and that is a key

Learning to Apply the Principles with Daily Feedback

Weight Loss Compliance Questions

Weight to nearest 10th pound?

- 1. I slept at least 7 hours
- 2. I took my supplements as directed
- 3. I ate only approved foods
- 4. I ate a generous amount of vegetables titled "Unlimited" in the Food Plan.
- 5. I ate no more than two handfuls of vegetables titled "Limited" in the food plan
- 6. I ate the correct amount of protein
- 7. I ate no more than two serving of fruit unless I added more to accommodate strenuous exercise
- 8. I drank at least enough water to equal half my body weight in ounces



Reminder Text

AT&T 10:57 AM 80%

< Messages Core-22 Caller Details

Mon, Jun 8, 12:31 PM

Dear Rick, don't forget to log in to your diet today!
<http://goo.gl/6x1G67>

Text Message Send

Great Tasting, Nutrient Rich Food Plan

Protein	Fruit	Vegetables	Other
Shrimp	Grapefruit	Onions	Pepper
Crab	Apples	Spinach	Thyme
Chilean Sea Bass	Strawberries	Kale	Sea Salt
Salmon	Raspberries	Chard	Garlic
Scallops	Blackberries	Beet Greens	Basil
Halibut	Blueberries	Lettuce	Parsley
White Fish	Lemon	Tomatoes	Organic Herbs
Sole	Lime	Celery	Mustard
Flounder		Radishes	Apple Cider Vinegar
Lobster		Fennel	Balsamic
Lean Beef		Cucumbers	Vinegar
Top Round		Asparagus	Tea
London Broil		Cabbage	Coffee
Venison Steaks		Broccoli	
Veal		Brussels Sprouts	
Chicken Breast		Peppers	
Turkey		Green Leaf Vegetables	
Eggs		Mushrooms	
Egg Whites			

Learn to Cook Great Tasting Food

Grilled Lobster and Scallops



Pan Seared Chilean Sea Bass



Shrimp and Lettuce Wraps



London Broil, Broiled



Fajita On a Stick



Food-Based Supplements

Metabolism, Hunger, Cravings, Calories

- What is a supplement?
- Why food-based?
- The food supply
- 22 servings of fruits & vegetables / day
- 1 pound of salmon / day

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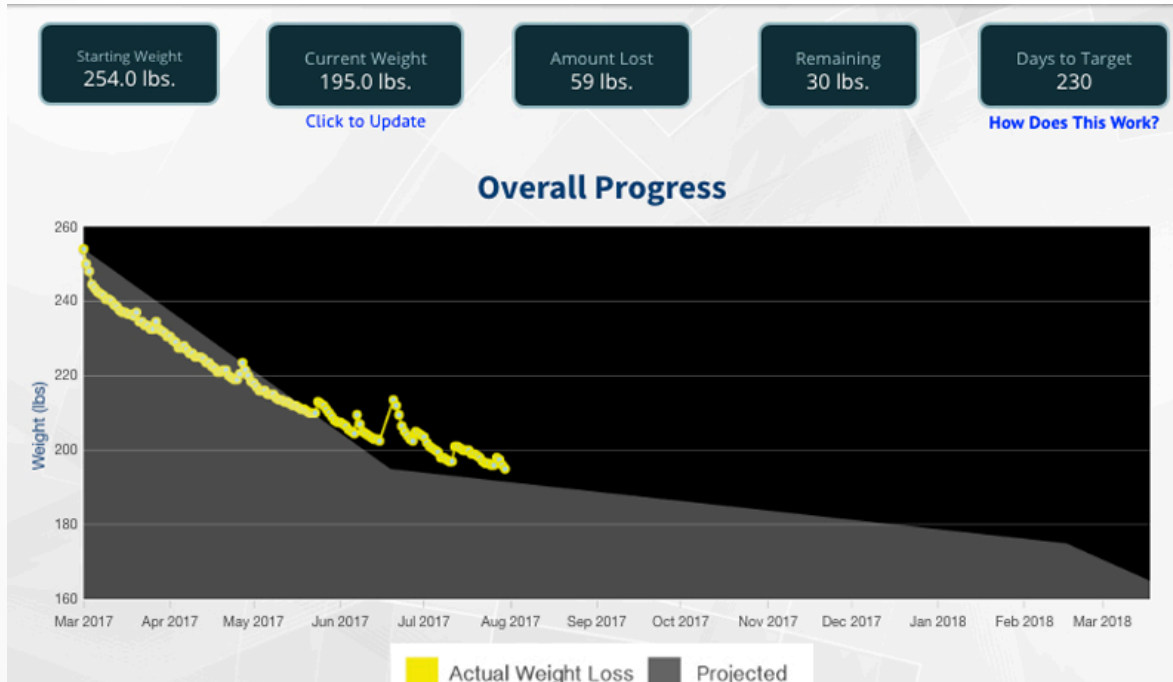
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Friends and Family Support



Weight Loss Graph

With Target Date



Stabilization

[View Step-5, Stabilization Video](#)

My Core Tools

Do Your Best to Keep Your Weight Between the Green Lines for 30 Days



Maintenance

Please view this video. Maintaining your weight is a skill that requires you continue to eat nutrient rich food and supplement your diet to reduce hunger. If you do this correctly, you will have total control over your weight.

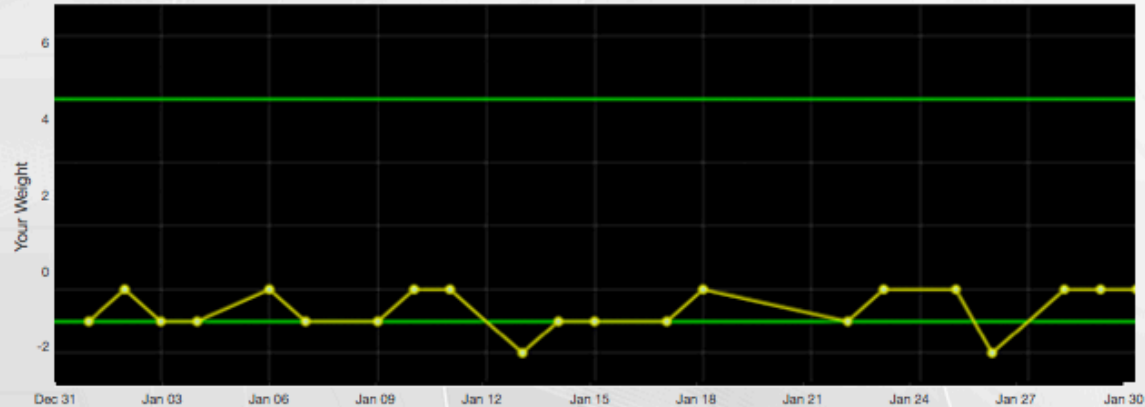


My Core Tools

IMPORTANT! PLEASE CLICK HERE TO SUBMIT YOUR DAILY FEEDBACK



Do Your Best to Keep Your Weight Between the Green Lines





core 22

- Learn everything there is to know about weight loss
- Learn the right way to combine diet and exercise
- Learn what food to eat or avoid, and why
- Eat healthy food and supplement the right way
- Experience less hunger, fewer cravings
- Burn more calories
- Lose all the weight you want and keep it off forever