

# Getting Starting

## Key Points, Facts, and Action Steps

- 70% of the people you serve and community are overweight or obese.
- The average dieter will make 3 to 4 attempts to lose weight each year only to end up weighing more than when they started a year later.
- Obesity is the single largest driver of preventable disease. Heart disease, high blood pressure, diabetes, high cholesterol, stroke, and hundreds of other conditions are caused by obesity.
- Losing weight will improve a person's health and self-esteem.
- All sales will be listed on your accounts page. Staff will see accounts that purchase the program with their discount code.
- When your staff visits their accounts page, every account will see that they checked on their progress. You can turn this function on or off on your portal by clicking on an account and then the enable communication link.
- Your staff, and you if you like, should communicate with members when they pass a 10-pound milestone. This motivates them to stick to the program and do their best. It also shows you care.
- Accounts that stop logging in should be called and encouraged to stick to the program.
- Use your weight loss success stories in your community outreach marketing and promotions. Weight loss solutions will attract new patients.
- The additional income staff can earn promoting this program will attract the best staff to your practice and you will keep them longer.

## Action Steps

- Set staff commission amounts and register staff ASAP – They will learn about the program and how to earn additional income when they recommend it.
- View the staff training videos (20 minutes)
  - You should know what your staff will learn about the program
- View a few testimonial videos (15 minutes)
  - Learn how well the program works, how it lowers blood pressure, reduces or eliminates the need for insulin, and more.
- Check to be sure your About Us page is complete with a special offer that will attract new patients. (10 minutes)
- Become familiar with the pages of your portal – Click on the tutorial links and videos to learn how to use the various features. (15 minutes)
- View the videos that explain the 22 principles of weight loss - Learn everything there is to know about losing and maintaining weight. (10 - 20 minutes each, a total of 5 hours)
- Set policies to prevent more than one staff member from offering their discount code to the same person. For example,
  - Choose one staff member to promote the program each week. When they give their discount code to a patient, they should make a note where another staff member will see it to prevent overlap.
  - If two staff members offer their discount to the same patient in error, leave it to the patient to decide which to use and never contest the patient's choice.
- Provide staff with business cards when they are ready. Remind them to write their discount code on the card and the fact that the code only works with the URL printed on the card.
- Place the tablet on your counter and the promotional banners and signs where patients will see them.