

# The Key Points

## For Fitness Instructors

The following are the key points presented in the training videos for all health club positions. You should view the first few videos for all staff and those related to each of your positions before attempting to promote the program. Use these key points to assure you can explain each point with confidence.

### For All Staff

#### Video 1 - Welcome

- Before you recommend any weight loss program, you need to know that it will work and is 100% healthy.
  - For any weight loss program to be considered healthy, it must create long-term weight loss because losing weight and gaining it back is more detrimental to your health than remaining overweight.
  - Core 22 achieves long-term weight loss with a four-phase approach;
    - Training –you learn the 22 factors that influence weight so you know what you should do in every situation.
    - Weight loss –you learn to apply what you learn with daily feedback, so you develop the skill of weight control.
    - Stabilization –you learn to keep your weight constant, so it becomes your new standard weight.
    - Maintenance –you learn to maintain your weight no matter how poorly you eat. If you start to gain weight, you just use the principles and skills to drop it right back down.
  - A weight loss program should produce immediate, noticeable results, so the user knows it's working. The typical person using exercise and Core 22 will lose about 20 pounds their first month and 10 - 15 pounds each month after until they reach their goal.
- **Core 22 is Nutrition-Based Weight Loss.**
  - Most people are overweight because they are not getting the right nutrients from their diet. Hunger, cravings, and a slow fat burning metabolism are caused by a deficiency of nutrients. To address this underlying cause, we teach users how to choose the most nutrient-rich food, prepare it, so it tastes great, and to supplement their diet to make up for the deficiencies causing the problem.
  - We only recommend food-based supplements that are made from real food because these are the only kind that can provide the body with the nutrition of 22 servings of organic fruits, vegetables, fiber, omega 3, and vitamin-D. These are the nutrients your cells need to function and burn fat. With them, you can lose weight fast, improving your health, with little to no hunger.

#### Video 2 - What Makes Core-22 Different?

- There are 5 essential reasons this program succeeds when others usually fail. It is well worth your time to make sure you know these well.
  - **Information** – We teach users the 22 principles of weight loss so users can make informed decisions and always know what they should do regardless of the situation.

- **Daily Feedback** – We send users a daily text message. We ask for their weight and to check the principles they followed the day before. This reminds them of the 22 core principles and how what they did, or didn't do, influenced their outcome for that day.
- **Nutrition-Based** – Hunger, cravings, and overeating are caused by a lack of nutrients. This is our body's way of making us eat. We teach users how to choose and prepare great tasting, nutrient-rich food, and to supplement with the right kind and quantity of food-based supplements to get all the nutrients their body needs. The combination of nutrient-rich food and the right supplements will boost metabolism and reduce hunger. When cells get the nutrition they need, they do more of what they should which burns calories, eliminates fat, and improves health.
- **Social Support** - We ask users to enlist their family and friends to follow their journey. Users are three times more likely to reach their goal if they have supporters. Just knowing that friends and family are checking their progress provides them with motivation to do their best and stick with the program until they reach their goal.
- **Our Four-Phase Approach** – We take users through four stages of weight loss that include training, losing weight, stabilizing, and maintaining their weight. There are different rules to learn and follow in each step. If you don't learn the right rules for each, you may lose weight only to gain it back.

### Video 3 - How to Explain Core 22

- When someone wants to lose weight, simply tell them how exercise and Core 22 worked for other members and they will be very interested in learning about the Core 22 program.
- Explain that the program will teach them 22 principles, or critical factors; they need to know to lose weight and keep it off permanently. This is everything they should or should not do to lose weight and keep it off. Tell them there are four stages of weight loss and you will know which principles to apply in each one. That they will become the weight loss expert and develop the new skills to not only lose weight but to keep it off permanently.
- Explain that they will learn how to use food and food-based supplements to reduce hunger, reduce cravings, and boost fat burning metabolism (cell activity that burns calories). This makes it possible to lose weight quickly without hunger.
- Explain that the program provides daily feedback, so you learn to apply the principles, what is working for you, and how your choices influence your progress.
- Explain that the program includes a social support function that allows your friends, family, and one of us here to follow your progress and that this feature will increase their chances of success by 300%.
- Give them your business card and explain how with that URL and your discount code, they can save \$160, and that you will become one of their supporters.

### Video 4 - Discount Codes and Sales Commissions

- You have been assigned a unique discount code and sales commission for promoting the program. If you don't already know what they are, use the drop-down navigation from your portal (Sales Commissions -> Your Discount Code) to look up your code and determine what, if any, sales commission you will earn.
- The program is always sold with a 30-day supply of supplements. These can be a one-time order or a monthly subscription. The program is sold with supplements because we want

every user to experience nutrition-based weight loss with the right nutritional support. The four supplements they need are \$175 per month, but if purchased as a subscription, the price is reduced to \$165. They can easily cancel the subscription after the first month so there is no reason not to purchase the program with a subscription.

- Your discount code also takes \$160 of the cost of the program when purchased with a subscription. Without a subscription they only save \$10. It makes perfect sense to encourage everyone to purchase with a subscription, so they save \$10 on the supplements and \$160 on the program. This way, they will pay \$265 for the program and first 30-day supply of supplements. Supplements past the first month will cost them \$165 a month with free shipping and handling.
- When someone uses your discount code to purchase, you automatically become one of his or her supporters. When you log into your accounts page, each account you support will be notified the following day that you checked on their progress. As a supporter, you can also leave messages for individual users, read and download their success stories.
- Your potential sales commissions will be displayed on your Sales Commission page. Commissions totaling more than \$50 will be paid the following month. You will need to provide information for payment within your portal before commissions can be paid.
- At each 10-pound milestone, we will offer your discount code to the supporters of each user that purchased with your accounts. If a supporter makes a purchase, you earn the sales commissions as if you personally gave them your card. Please note, the manager or owner can change, stop, or switch future commissions to another staff member at any time.
- The more you check on your accounts, the better each of them will do. The better the results, the higher the chance that supporters will take note and purchase the program for himself, herself, or someone they know.
- When you are ready to start recommending the program, get your business cards from the person in charge of the program. Write your discount code on your cards, and begin promoting the program.

### **How to respond to the most common objections to Core 22**

- If someone has considerations about buying or taking supplements, they may say “I don’t need supplements? I already take supplements, I don’t believe in supplements” or something like that...
  - Explain that these supplements were chosen because they make up for the nutrients you are not getting in your diet, and the lack of nutrients is the underlying cause of hunger, cravings, and metabolism so slow that you don’t burn the calories you could.
  - Explain that the program is only sold with supplements because we want you to see what it’s like to lose weight with less hunger and metabolism at full capacity. If you buy the program with a supplement subscription, you will save \$10 a month on the supplements and \$160 on the program, which is essentially the cost of the supplements. They should know that they can cancel or delay future supplement shipments at any time.

### **More on Objections (taken from membership sales videos)**

- The three most common obstacles to starting anything new are money, time, and fear.

- **Money** - The cost of the program, especially after a discount, is usually not an issue. Some will object to the supplements saying, “I can’t afford the supplements”. They really mean they don’t see the value in paying \$165 a month for them.”
  - Your response to any comment about cost must reveal the value based on their goals. They need to see how the supplements are vital to reducing hunger and boosting fat burning of trillions of cells that make up the body.
  - They need to understand that the discount on the program is \$160, enough to cover 99% of the cost of their first order.
  - They should understand that the training they get with the program will explain how a lack of nutrients is one of the major causes of hunger and overeating and that supplements and the right food will prevent hunger, stop cravings, and restore fat burning metabolism.
  - They should know that the program is sold with supplements so they can experience rapid weight loss without the hunger.
  - They need to know the subscription can be canceled if they don’t want to continue with them after the first month.
  - You can also discuss the fact that they eat food for the nutrients. These supplements supply the nutrients of 20 servings of fruits and vegetables giving them the nutrition their cells need at a fraction of what it would cost if they increased their food intake. And because they will be eating less, they will be spending less on food.
- **Fear** - They may fear they will not use the program because they tried things in the past and not followed through. “Every program I try doesn’t work for me” or “I don’t want to commit to something if I’m not sure it will work.”
  - When you can present a program with 100% of what they will need to reach their goal, and you have a track record you can speak about, you have a much better chance of reducing any fear of failure.
  - Speak to the fact that they likely gave up on past attempts because they didn’t see immediate and ongoing results. They should know they would start losing weight within the first week and that before the end of a month they will be 15 to 20 pounds lighter. With those results, they are much less likely to give up, stop using the club, or following the program.
  - You can remind them of the daily feedback and social support functions. They are important because they address the likelihood of not sticking to the program. With these features, they will achieve results and continue longer than past attempts.
- **Time** – “I don’t have time,” “I travel all the time,” or “I can’t take the time to learn all the principles.”
  - This may be an issue but remember, they came in looking for a solution. They already understand that exercise is factor. When you show them Core 22, and they realize that their efforts will have a much greater impact if they have the program, they are much more likely to consider their time will be well spent. Show them other success stories. Try to recall those who had the same consideration about time.
  - They should understand that they can access the videos on their phone and can take as long as they want to view them. The videos reveal the truth about why we are overweight and why until now it has been so difficult to lose and keep it off. If they really want to lose weight, they will want to watch them right away.

## **Group Fitness Instructors and Directors**

You can use Core 22 to fill up your classes and generate significant sales commissions. If you are a fitness instructor of any kind or fitness department head, consider using Core 22 to increase member participation.

### **Video 1 – Why I Recommend Core 22**

- The right nutritional program combined with the right exercise program will deliver for most, weight loss results that are far superior to what they can achieve with exercise alone.
- If you have clients combining Core 22 and your training, their results will be the best in the club. Face to face support combined with the supporter functions of Core will provide the best results anyone can get. You can use that to promote the club and your training services.
- When you know that a member will achieve results better than they could have hoped for with your help, your self-confidence and ability to attract new members and keep them longer will grow.
- Members are great when you are with them, but often mess up when they are on their own. The less often you interact with them, the more often they will mess up and slow any gains they make. If they are using Core 22, they will know that you and their other supporters are checking their progress and will see the effects of messing up. They understand that what they do, or don't do, each day will be reflected in their weight and noticed by you and their other supporters. This will motivate them to do better each day.

### **Video 2 - Attract More Clients and Keep Them Longer**

- When members achieve results that are quick, noticeable, and permanent, they become walking billboards for your services. When other members see the results of your clients, they will want the same results for themselves or someone they know.
- People give up if they don't see their efforts producing noticeable results. Clients that see constant progress will stay in your classes and members of the club longer than if they don't see results.
- Members using Core 22 refer more often because their friends, co-workers, and family notice the weight coming off so quickly; the subject comes up more often. Because clients are happy about their progress, they tell everyone and are happy to refer others for your classes.

### **Video 3 - Exercise Smarter, Not Harder**

- Exercise improves vitality, your physique, and stamina. Along with losing weight, exercise is one of the best things anyone can do for their health.
- Members know that exercise burns calories and that will reduce fat, however they don't know that intense exercise is only helpful to a point. There is an intensity that when past, will cause low blood sugar and that can increased hunger, making weight loss more difficult for a day or two.
- The Fat Burning Zone is a range of exercise that lies between 60% and 70% intensity for most members. In this zone, you can exercise as much as you want without causing a drop in blood sugar because fat rather than sugar is used for energy. If a user goes above that top of the zone, they will experience more hunger as a result. They can exceed this intensity

if they merely eat fruit before and or after they exercise to prevent the blood sugar from dropping. The use of additional fruit servings to exercise in the higher intensity ranges is taught to each user and printed on their personal food plans.

- Exercise Compensation is what happens when someone exercises and gets the false impression that they can now eat as much or whatever they want as a reward for all the calories they burned with exercise. They risk not losing weight because they overestimate the calories burned and underestimate the calories consumed. This risk is even higher if they also exercised above the fat burning zone and didn't eat enough fruit to prevent low blood sugar.

#### **Video 4 – Exercise Intensity and the Fat Burning Zone**

- The fat burning zone is the range of exercise intensity that converts fat to energy without causing a drop in blood sugar. This is the zone where your muscles will get energy from the breakdown of fat without breaking down the sugar stored in your muscles. For most people, above a 70% intensity will cause a drop in blood sugar and the sugar stored in muscle tissue. This will cause an increase in hunger and cravings.
- Intense exercise also makes the insulin circulating throughout the body more sensitive, and this can lower blood sugar for hours or days. Low blood sugar causes an increase in hunger and a craving for sweets or food that easily converts to sugar. Both are bad for weight loss.
- If weight loss is the primary goal, keep exercise intensity below 70% for most clients unless they are in such great shape, that they can go above that without causing the signs of low blood sugar or an increase in hunger. If you don't get the intensity right, it will be much more difficult, and at times impossible for them to lose weight.
- Focus your attention at keeping your clients intensity within their fat burning zone based on their fitness level. Focus on muscle tone, strength, form, balance, and function as opposed to how many calories they burn. They will get better results if they don't exceed the limit of the zone.

#### **Video 5 - Low Blood Sugar Dos and Don'ts**

- When a member exerts himself or herself beyond the fat burning zone, they no longer break down fat fast enough to power their muscles. This will lower their blood sugar.
- Signs of low blood sugar include dizziness, fatigue, tiredness, anxiousness, headache, trembling, sweating, blurred vision, impaired thinking, even seizures and loss of consciousness. It will also be followed by hours or days of increased hunger.
- If a member exhibits signs of low blood sugar, give them something sweet to eat or drink to provide the sugar they need.
- Depending on the severity, you might discuss taking the rest of the workout off to play it safe and to take it a little easier the next time you meet. If they insist on continuing the workout, caution them to take it slow and stop if they feel faint.
- Members working with someone that understands the importance of keeping exercise below the top of the fat burning zone will get the best results. Help your members find the right intensity to lose weight at the fastest rate while they also tone and strength their muscles using proper form and technique. The goal is to get them interested in all that exercise can do for them, so they continue long after they reach their weight loss goal.

- We all know individuals who appear to be exceptions to this rule. They are usually very fit or athletic and can exercise at a higher intensity with less difficulty than most. They will still reach a point where their muscles will need more energy than they can get from the breakdown of fat. Now you know what to look for and what to do.

## **Video 6 – Fill Your Fitness Class Schedule**

- A percentage of the people attending your classes are looking for a way to lose weight. When someone loses 20 or more pounds in 30 days, family, friends, co-workers, and the other members will notice. 75% of the population is looking for an effective way to lose weight. You are in a great position to start a group of Core 22 users within your class. This will show the rest of your class what can be achieved and will help those on the program stick together and support each other.
- Make the Program Part of Your Class – At the beginning of your class, ask the participants “Who is here with weight loss as a goal?” Ask “Who is using the Core 22 program to lose weight? Tell the Core 22 group to remember to keep their pace within the fat burning zone or to use fruit if you intend to exceed the zone limit. Ask the others to see you after the class to find out about the program and to get your discount code. Let them know if they use your discount code, they will get \$160 off the program, and you automatically become one of their supporters. If you have a success story of one of an attendee of any of your classes, tell their story or introduce them. People in your class are interested in finding a program that will help them achieve their goals. It’s up to you to let them know it exists and that it works.