

# 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 most significant 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 the owner's accounts page. Staff will see the users that purchase the program with their discount code.
- When the owner or a staff member visit their accounts page, every account on the page will be notified that they checked on their progress. Owners can turn this function on or off on the owner's portal by clicking on any account and then on the enable communication link.
- The more the owner and/or staff check their accounts page or communicate with users, the more motivation users will have to stick to the program and do their best. It also shows you and or your staff care.
- We will show you when an account is no longer logging into the program. Accounts that stop logging in should be called and encouraged to stick to the plan.
- The majority of your members want to lose weight. If this program helps them achieve their goal, they will maintain their membership longer and refer more than they do now.
- Membership staff will close more members when they can offer them both aspects of a weight loss solution, exercise, and nutrition.
- When members achieve noticeable results, they get excited, tell others, and become walking billboards for your club.
- Use your weight loss success stories in your community outreach marketing and promotions. Weight loss solutions will attract new members to your club.
- When trainers use this program to help their clients achieve the best results in the club, they will stay clients longer, refer more often, and will provide trainers with success stories they can use to attract more members as clients.
- The additional income staff can earn promoting this program will attract the best applicants, and you help you keep them longer.

## Action Steps

- Set staff commission amounts and register staff ASAP – They will learn about the program, how to use it to improve what they already do in the club, and explain how they can earn additional income for recommending it.
- View the staff training videos (60 minutes)
  - You should know what your staff will learn about the program
  - Learn how your membership coordinators can use the program to increase their new member closing ratios, get more new member referrals
  - Learn how trainers can attract more clients and keep them training longer
  - Learn how fitness instructors can build attendance
- 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 members to your club. (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,
  - Trainers and fitness instructors have the right to approach their clients and group members before anyone else for up to (X) weeks.
  - Membership staff has the right to contact new members during the sign-up process.
  - If two staff members offer their discount to the same member in error, leave it to the member to decide which to use and never contest their choice.
  - Anyone can approach members who do not attend a group fitness class, work with a personal training, or are about to meet with the membership staff.
  - When someone gives their discount code to someone, they should make a note where another staff member will see it to prevent overlap.
- Provide staff with business cards when they are ready. Remind them to write their discount code on the card and always to always mention the fact that their code will only work with the URL printed on the card.
- Place the tablet on your counter and the promotional banners and signs where members will see them.