



TLS® Business Guide

This guide will provide you with a step-by-step approach to becoming an effective TLS® Coach as well as a successful UnFranchise® Owner with Market America/Shop.com. Effective for anyone who wants to build ongoing income through the TLS® Weight Loss Solution.

(First 90
Days)

TLS® Business Guide

Congratulations! You have become an UnFranchise® Owner and have made the decision to build your business through the TLS® Weight Loss Solution. TLS stands for Transitions Lifestyle System and this system makes it easy for people to live a healthy lifestyle and achieve their weight management goals. The market is large and growing and is nearly an \$80 billion industry. Two-thirds of Americans are dealing with weight issues, unhealthy lifestyles, and poor food choices - which are causing fatigue, headaches, joint issues, and aches & pains. If that were not enough, our children are following in our footsteps, with an estimated one in three being overweight in America. The TLS® Weight Loss Solution cannot only change these statistics, but the lives of those they affect. To accomplish this, there are important steps that need to be taken to effectively help these individuals, and in the process will propel you to build a successful and profitable business by helping others.

The individual who succeeds simply does what the individual who failed did not do or was not willing to do. ~ JR Ridinger

Let's Begin

I. Determine your "WHY"

Knowing your "WHY" is not only the first step in becoming a successful UnFranchise® Owner and TLS® Coach, but also the most important. Without having a clearly defined reason why you are doing something, it is easy to walk away from it and not do it, or get distracted and lose focus. Your "WHY" should produce a feeling inside you like nothing else. If your "WHY" is strong, nothing can stand in your way of achieving whatever it is you want. Of course, there are other steps necessary to getting what you want; but it all starts with clearly defining it.

Becoming successful by building your business through TLS® Weight Loss Solution can be an extremely rewarding venture, both emotionally and financially. In order to achieve these rewards, there are steps that must be taken to ensure lasting success.

This process *should not* be rushed!

- Why have you decided to move forward with this entrepreneurial adventure to become an UnFranchise® Owner?
- Why do you want to be a TLS® Coach?
- What will this provide you that your regular job or business will not?

The first step in doing anything starts by knowing why you are doing it.

Why did you want to become an UnFranchise® Owner?

What will being an UnFranchise® owner do for you and what will it provide you?

Why do you want to build your UnFranchise® Business through TLS® Weight Loss Solution?

These questions need to be answered before you can commit to being a successful UnFranchise® Owner and TLS® Weight Loss Solution Coach.

II. Determine Your Goals:

The reason many people do not fully get what they want out of life is because they do not know what they truly want. Too often people drift through life living day-to-day without thinking about the future and where they truly want to be physically, financially and emotionally.

Your goals can be broken down into five (5) categories:

- Personal – Family, societal, spiritual, intellectual, creative
- Income – Pay off debt, down payment for new house, money for travel, college fund, early retirement
- Business – Learning a new skill, creating clients & increasing customer share, creating leverage through duplication
- Fitness – Become consistent, improve performance, increase strength, reduce body fat
- Nutritional – More balanced meals, increase energizing foods, proper supplementation

- What things do you want and what lifestyle do you desire to have?

NOTE: Once you decide what you want, determine the monthly ongoing income and the Market America pin level. For example, if your ongoing income number is \$12,000 the pin level would be National Supervising Coordinator. After this is determined, you need to decide on a timeline, complete with target deadlines. A target deadline must be put into place so you have a goal to shoot for. Without this deadline, it is too easy to lose focus and fall off track and let everything else get in your way.

Creating a Daily, Weekly & Monthly Action Plan

Now that you have broken down your goals in the different categories, they need to be written out.

Example: It has been one year since I reached my set goal of 60 pounds and reaching 20% body fat. I am a successful UFO Professional Coordinator earning \$1500 each week and have left my job of 15 years. Life has never been better. I am in control of my life both physically and financially. I have found my purpose of helping others to find their fit through TLS® Weight Loss Solution and support Entrepreneurs to build profitable and stable TLS Unfranchise® Businesses. I have new friends and people who care about me and life just keeps getting better. It is time to set a new goal.

A. List out your goals:

a. Short term goals (Three months – One year)

b. Mid-term goals (One year – Three years)

c. Long term goals (Everything after three years) *This is your Mission Statement

Commitment Sheet

1. Why did you decide to focus on TLS® Weight Loss Solution?

2. What is it about being your own boss and working at home interest you?

3. Do you have any obstacles or concerns running this business?

Spouse _____ Time _____ Money _____

Explain: _____

4. I want to earn \$ _____ on an ongoing monthly basis by _____ (month/year)

5. What will this income do for you?

6. How many hours are you **willing** to commit on a weekly basis over the next twelve months? There is no wrong answer. You will get much more from this business if you commit to three hours per week and stick with it than committing 10 hours and only following through for the next few weeks. **Consistency is the key.** _____

7. What days and hours are you willing to work your business? (It is recommended that you have at least two three hour blocks of time for presentations in each week.)

- Sunday: _____ (Times)
- Monday: _____ (Times)
- Tuesday: _____ (Times)
- Wednesday: _____ (Times)
- Thursday: _____ (Times)
- Friday: _____ (Times)
- Saturday: _____ (Times)

8. How many people would you like to help start on TLS® Weight Loss Solution in the next 3 months? _____

9. Are you a self-motivated, coachable, dependable, self-started and willing to follow the system?

YES _____ NO _____

10. Are you committed to sharing TLS and the Market America UnFranchise® business along with attending International Convention, World Conference and other local trainings regularly?

YES _____ NO _____

11. Will you commit to building your UnFranchise Business® for at least 1 year?

YES _____ NO _____

12. What is your commitment level to being successful?

(Lowest) 1 2 3 4 5 6 7 8 9 10 (Highest)

13. I will activate my business (personally sponsor 2 business partners) by:

_____ (month/year)

14. How much money are you willing to invest within your first year in growing your business (conventions, training tools, etc.)? \$ _____

15. List 15 people that are interested in health, wellness. & weight loss.

1.) _____ 2.) _____ 3.) _____
4.) _____ 5.) _____ 6.) _____
7.) _____ 8.) _____ 9.) _____
10.) _____ 11.) _____ 12.) _____
13.) _____ 14.) _____ 15.) _____

16. List 15 people that are interested in earning additional income.

1.) _____ 2.) _____ 3.) _____
4.) _____ 5.) _____ 6.) _____
7.) _____ 8.) _____ 9.) _____
10.) _____ 11.) _____ 12.) _____
13.) _____ 14.) _____ 15.) _____

17. Where do you come into contact with people in your daily activities?

_____ Shopping _____ Gym _____ Church _____ Organizations
_____ Work _____ Online _____ Other

18. When can you schedule a 1:1 and/or group TLS® Weight Loss Solution Overview with your contacts?

19. When can you schedule a Home Business Presentation with your contacts?

20. What do you need from your senior partner in order to help you become successful?

Commitments: (share a copy of this with your mentor or senior business partner within 3 days)

_____ I commit to filling out Bio sheets* on my top 10 prospects (for both products, TLS® overviews and the business plan) and returning them to my senior partner within 1 week of this training.

_____ I commit to reviewing the entire TLS Business Guide, UnFranchise® Getting Started Guide and Shopping Annuity Assessment within 2 weeks of this training.

_____ I commit to attending the New Unfranchise Owner Training (NUOT) and Basic 5 (B5) within my first 60 days.

Signature: _____ Date: _____

*unfranchisetraining.com

NOTE: The difference between doing something and not doing something is as simple as scheduling it.

A detailed Plan of action to reach \$12,000 in a four week pay cycle and reach National Supervising Coordinator in 24 months, Spending 15 hours per week.

Objective

- 1) Create a customer Base that generates 500 Business Volume (BV) of MA Branded Products and 200 Internet Business Volume (IBV) each month.
- 2) Qualify as a Shopping Annuity Master Member
- 3) Build out 2 Business Development Centers (BDCs) completing 3 Sales organizations exceeding 5000 BV each and every week.
- 4) Each Sales Organization will need 4 personally sponsored UFOs that commit to build out Base 10 and 7 Strong in 4-6 months.
- 5) A total of 12 personally sponsored (recruiting schedule calculated by multiplying two-thirds of the time line period (24 months) equals 18 Months. Recruiting phase is to personally Sponsor 1 new (UFO) every 6 weeks or 2 UFOs each quarter.

Monthly Goals

- 1) Generate personal purchases of at least 100BV of Market America branded products and 20 IBV each month
- 2) Generate 400 BV of MA Branded Product sales from your Customers, and 180 IBV through online shopping of friends, family and customers
- 3) Show the Plan 8 times
- 4) Sponsor 1 (Minimum of 2 each 3 months)
- 5) Attend 1 NMTSS approved Seminar or Training
- 6) Attend 2 Unfranchise® Business presentations (UBPs) and /or Home Business Presentations (HBPs) with a minimum of 1 guest
- 7) Listen to 4 MA Audios
- 8) Live the TLS® Lifestyle
- 9) Start 4 new TLS customers on a 21 Day Challenge, or 12 week program
- 10) Speak to 60 people
- 11) Add 40 new Possibilities
- 12) Conduct one TLS Overview, or TLS Online party

Weekly Goals

- 1) Generate 125 BV and 50 IBV in volume
- 2) Follow up with 5 Prospects
- 3) Attend 1 UBP or HBP (Minimum 2 per month)
- 4) Add one new customer
- 5) Listen to 1 ma audio
- 6) Call your Sponsor, Coach or Mentor
- 7) Make 15 calls or contacts
- 8) Add 10 new possibilities

- 9) Show 2 Plans (or have your senior partner or mentor assist you)
- 10) Do one Shopping Annuity Assessment

Daily Goals

- 1) Read your Goal Statement
 - 2) Spend 20 minutes on social media, liking, commenting and posting (80% family or personal and 20% Business)
 - 3) Call and speak to 3 people
 - 4) Add 2 possibilities
 - 5) Follow up with 1 or more prospects (Plan or product or Shop.com)
 - 6) Listen to an MA audio either on unfranchise.com or UF media app on your cell phone.
 - 7) Review 15 minutes on your Shop.com site, and mini websites (Get to know your business)
 - 8) Review 15 minutes on your UFMS, Downloads Support Tools, Management reports, Unfranchise training.com or Meeton.com
 - 9) Use your Market America branded products daily
- Use the Momentum Sheet on www.unfranchisetraining.com to track your results. You will find this by going to unfranchisetraining.com→business building→business fundamentals→scroll down to “other”.

Building Momentum: Implementing 10-3-2 or 3-2-1 System

Distributor Name _____ Week _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	Talked to:	Talked to:	Talked to:	Talked to:	Talked to:	Talked to:	Talked to:
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
	Appt Booked	Appt Booked	Appt Booked	Appt Booked	Appt Booked	Appt Booked	Appt Booked
1							
2							
3							
	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
1							
2							
	Call/Email Partner	Call/Email Partner	Call/Email Partner	Call/Email Partner	Call/Email Partner	Call/Email Partner	Call/Email Partner
v							
	Showed the Plan to:						
1							

2	
3	
4	

*To be implemented for at least 5 days / week

Our action plan begins with following Base 10, Seven Strong – which is 10 customers/clients purchasing 40 BV per month and 100 BV used personally for yourself – equals 500 BV monthly for each UnFranchise Owner.

Sample Goal: \$1,500/month within 12 months

- \$1,500 is completing the one pay cycle and is referred to as a flush. (5,000 BV on each side monthly)

Pay criteria is as follows:

- 1,200 BV per week on left and right for \$300 per week
- 2,400 BV per week on left and right for \$600 per week
- 3,600 BV per week on left and right for \$900 per week
- 5,000 BV per week on left and right for \$1,500 per week
-
- In 12 months, you will need 24 UnFranchise Owners in your organization. The goal is to personally sponsor eight (8) UnFranchise owners and activate them all doing base 10 7 strong
- 24 Unfranchise Owners x 500 BV = 12,000 BV + your 500 BV = 12,500 BV (exceeding the 5000/5000 BV criteria to earn \$1500 in BV commission)
- Continue the duplication process to build out base 10 and 7 strong with your personally sponsored go now partners.

To calculate how many plans need to be shown to add a business partner, use a 4:1 ratio. (For every four (4) plans shown and following up (trial run, HBP, UBP, TLS overviews etc.), one (1) person will become a business partner.) To calculate how many approaches are needed, also use a 4:1 ratio. (For every four (4) approaches, one (1) person will take a look at the business plan.)

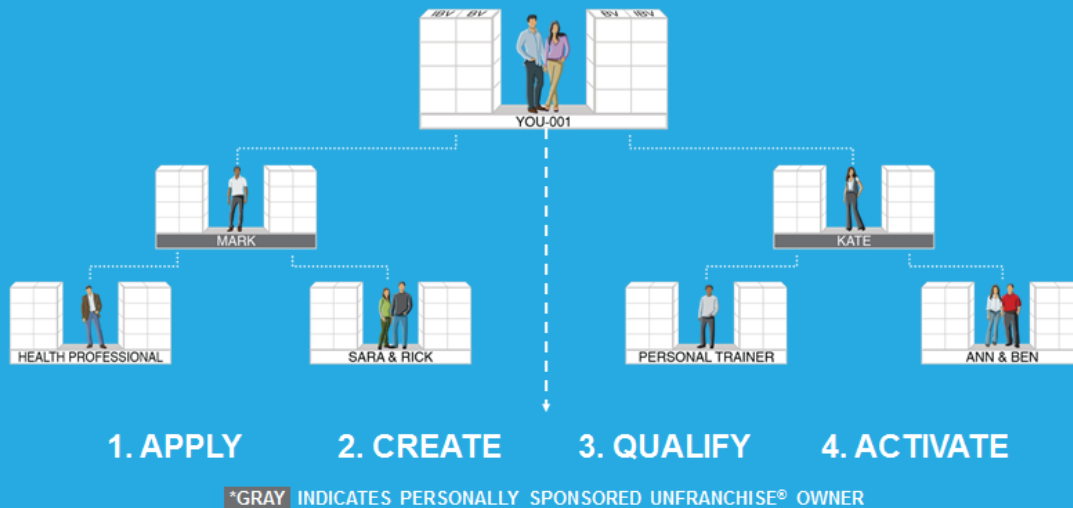
SUMMARY: On average to register 1 partner you will show 4 plans which means approaching 16 people.

NOTE: QUALITY TIME + GROWTH THROUGH DUPLICATION = BV AND DOLLARS

Remember: All of these numbers are for your entire team because we get 100% credit for all volume generated. As more business partners are registered, momentum will take over and your business grows due to the increased number of business partners.

(Base everything on Base 10 and everyone generating 500BV/month.)

STEP 5 – TEACH, MANAGE AND SUPPORT OTHERS



Now that you have your personal, business and income goals figured out, what about your fitness and nutrition goals?

To be an effective coach, you need to practice what you teach. This starts by living the TLS lifestyle. It is extremely important that you follow TLS® Weight Loss Solution exactly the same way you will be coaching a client. From Day 1 on their detox all the way to their final journal entry, you will know exactly what your clients are experiencing. Not only that, but it will allow you to maintain a healthy lifestyle.

Assess your fitness level and make a goal of where you want to be in 12 weeks.

- How much body fat do you want to lose?
- How many inches do you want to lose around your waist?
- Do you want to get stronger?
- Do you need to increase your cardiovascular endurance?
- Do you need to increase your flexibility?
- Do you need to improve your nutritional habits?

The most important part of setting fitness goals is scheduling it into your day. If you schedule it, you are more likely to get it done and maintain it.

Must Do's	Personal	Business
Not Negotiable	Taking Care of You	Building to Your Dreams

Now that you have broken down your goals in the different categories, they need to be written out.

A. List out your goals:

a. Short term goals (Three months – One year)

b. Mid-term goals (One year – Three years)

c. Long term goals (Everything after three years) **This is your Mission Statement*

B. In present tense, write your goals out in story form. This can be for short-term as well as long-term goals. **NOTE:** Make sure you include how you feel. Emotion creates motion and will drive you toward success.

Example: "Today marks 3 months that I have been on the TLS® Weight Loss Solution program. I feel so amazing. Not only have I lost 30 inches from my body, 5% body fat and 27 pounds, but also I have more energy than I have had in almost 10 years. My friends and family are so proud of me and I feel more confident in my career and life. Even my relationship with my spouse is better and I love being able to play in the back yard with my kids. I always felt so tired and unhappy but now, I feel happy and boy does it feel so good to tuck in my shirt again! Going shopping for clothes that are 3 dress sizes smaller is so much fun. I even joined the gym and am up to doing 60 minutes on the treadmill. I remember when I got winded from walking to get the mail at the end of my driveway. I finally realize that I am worth it and I now have all the tools I need to keep this weight off once and for all. I love putting myself first and didn't realize how easy it actually is".

Example: "It is day 21 of my 21 TLS 21 Day Challenge and I am 8 pounds lighter and have body fat of 23%. I am living a better quality of life and have reached that size 6 I have been working at for 10 years. My family and I are happier than ever, spending more time

together enjoying new activities. We have set for this August a special vacation to hike to the bottom of the Grand Canyon and back to the top. I am so proud of my accomplishment and personal growth since I began living the TLS® Weight Loss Solution Lifestyle.

Read this at least two times per day. This will help to keep you focused and on track and will remind you why you are doing this, even on your most challenging days.

** Your mission statement (long term goal statement) should bring a tear to your eye, put a lump in your throat and create a smile on your face.*

4. Open your MA Account:

Everything discussed thus far can be done before or after you open your personal business account with Market America/Shop.com. If you have not yet opened your account, this is the time to do so.

NOTE: It is strongly recommended that you be on the monthly automatic shipment (Transfer Buying) to maximize your accrual option and BV placement potential.

Reminder: In order to earn commissions, in addition to all necessary criteria, you must have an active UFMS subscription.

Things to do in your 1st Month*

- Schedule 2 in-home TLS® Weight Loss Solution Overviews (senior partners to assist you).
- Conduct a TLS Online Party
- Set up your 1st 21 Day Challenge Group
- Schedule to attend the next TLS 101 & 201 trainings in an area nearest to you. To search for trainings, go to **unfranchise.com**→**Help & Training**→**GMTSS**→**Meeting Search. Use Filter Options for your searches.**
- Update your Social Media pages to reflect your Market America/SHOP.com/TLS business
- Ask to join the Facebook TLS Coaches & Online Party Support Page
- Like and Follow TLS® Weight Loss Solution General Page on Facebook, Instagram, Pinterest, and Twitter. The TLS handles are @TLSweightloss
- Know your TLS® Weight Loss Solution hashtags: #tlsweightloss #findyourfit #TLS21days
- Become familiar with your business websites.
 - www.tlsslim.com/yourURL

- www.tls21daychallenge.com/yourURL
 - www.shop.com/yourURL
 - www.marketamerica.com/yourURL
 - www.isotonix.marketamerica.com/yourURL
 - www.nutraMetrix.com/yourURL (only for approved health care providers)
 - Other sites including mini websites and international websites are available also
- Purchase a tape Measure & other TLS® branded gear (unfranchise.com→ordering→MA promotional items→TLS *(Reminder: It is recommended to wear your TLS Weight Loss Solution Gear when you coach, travel, to the grocery store, gym etc...)*)
 - Purchase a Body fat Analyzer through your www.SHOP.com/your URL website. Top favorites are the Omron and Tanita.
 - Purchase your TLS Weight Loss Solution Business Cards. **For TLS branded business cards, go to www.shop.com/yourURL and search print center→business cards→TLS**
 - Download the UnFranchise® media app on your cell phone to have educational audio's to listen to
 - Schedule your local GMTSS trainings (UnFranchise Business Presentation (UBP), New UnFranchise Owner Training (NUOT), Basic 5 (B5), Executive Coordinator Certification Training (ECCT) and Local Seminars.
 - Schedule and reserve the dates for International Convention or World Conference ***Reminder: plan to attend at least one)***
 - Consider itransact (Market America's Credit Card Processing)

These will generate profits the BV needed to grow your business. **Schedule Events:*

NOTE: Events prescheduled to plug into (ALWAYS buy your tickets in advance):

In a given year time, you should plan to attend at least 1 UBP per month, 4 local seminars, 1 Regional Conference and 1 International Convention or 1 World Conference. Much of your business education can be learned online at unfranchise.com, unfranchisetraining.com, and the social media app. By attending these events, you will advance your business exponentially. These events also help build belief and networking with people. Purchase tickets in advance. Having tickets available when you meet a potential prospect or register a business partner is imperative. It is important that you lead by example and show your team you attend all the events.

REMINDER: *People do what you do; not what you say, - so pre-purchasing tickets and attending events starts with you.*

5. Know all TLS® Tools and Materials – Order, Read, Watch, Listen

- TLS® Weight Loss Solution Health Guide (CODE 6560) **available for purchase**
 - This health guide is the first step in securing a weight loss commitment. It will guide you through the 12 week program with ease.
- TLS® Flip Chart - **available on unfranchise downloads→support materials→sales aids**
 - This flip chart is ideal to lead you through a TLS overview. It explains all the components and programs behind TLS in a PowerPoint presentation.
- TLS® Booklet - **available on unfranchise downloads→support materials→sales aids**
 - This booklet is a great tool to give or send to people interested in TLS. It is also a great follow-up tool to be used after an overview.
- TLS® Menu Plans **available for purchase (CODE 1650) and downloads→support materials→sales aids**
 - These menu plans are what will guide you and your clients through their journey. From strict to maintenance, they have everything needed to succeed to keep the weight off for good.
- TLS® Weight Loss Profile Questionnaires (CODE 1658) **available for purchase and tlsslim.com/yourURL (free)**
 - This simple but comprehensive questionnaire in an invaluable asset for recommending a customized nutrition plan and supplement regimen
- TLS® Coaches Guide
 - This step-by-step guide will guide you through coaching through 12 weeks. It includes how to start, what to cover, emails to send to clients, Q&A's to use during coaching sessions and more

Free Downloads:

Simply go to www.unfranchise.com →Downloads→Audio Downloads→Download Now

These audio downloads will provide you with presentations from Market America events including International Convention, World Conference, Regional Conventions, Product Symposium and more.

Next, on your unfranchise.com under the “downloads” tab, you will see “support materials”. Here you will find printable downloads. Simply change the category to sales and scroll for the TLS materials. You’ll see training downloads as well as sales tools for building your UnFranchise Business. You will also find the business challenges for the next Major Event

GMTSS:

Another great resource on your back office (unfranchise.com) is the “Help & Training” tab. In addition to the MA Career Manual, GMTSS (Global Meeting Training Seminar System) is where you can locate “Meeting Searches and much more”. Meeting search is where you can do a search for your area to find information on TLS® 101 & Day 201 trainings, TLS® Overviews, Product Trainings and more.

Web Portal (shop.com/_____) (TLSSlim.com/_____) TLS21daychallenge.com/_____)

Another valuable resource you want to familiarize yourself with your shop.com website. When viewing the TLS® products, you will see tabs describing the benefits, ingredients, science, uniqueness & FAQs (*This information is also on tLsSlim.com*). We suggest you review and familiarize yourself with them, focusing on the FAQs since these will answer the majority of questions you will get from your clients. You will also see a box labeled “video”. Here you and your clients will be able to view short one to two minute informational clips on the accelerators/supplements.

Also on your unfranchise.com “help & training” tab is UnFranchise meeton. Clicking on this, will direct you to Market America’s Meeton channel. Once there, simply type into the search “TLS” or “TLS® Weight Loss Solution”. You will find video clips introducing the TLS® Weight Loss Solution, testimonials, and lots of other Market America information. There are many things for you and your customers to watch on unfranchise.meeton.com.

- You may also directly link to the page by typing <http://unfranchise.meeton.com/> into your browser.
- You have access to www.marketamerica.com.
 - This business recruiting website offers many videos as well as information for you and to have your prospects review them.
- UnFranchiseTraining.com:
 - Here you will find downloads, handouts and information about TLS®. You will also find an incredible amount of information for building your Market America/Shop.com UnFranchise® Business. You’ll see under the “Stores & Products → TLS tabs are all the materials for the TLS 101 & 201 Trainings.

TLS Social Media:

Follow @TLSWeightLoss on [Twitter](#) , Like us on [Facebook @TLSWeightLoss](#) , Follow us on [Instagram instagram.com/tlsweightloss#](#) , or Follow our boards on [Pinterest www.pinterest.com/tlsweightloss/](#) to get hot work out tips, participate in contests, discover delicious low-hypoglycemic recipes, and stay up-to-date on the latest research about weight loss and healthy living. Find in depth industry information and socialize with other TLS users at the official TLS Blog (www.tlsslim.com/community/blogs).

Social media channels like Twitter, Facebook, Pinterest and Instagram, as well as official and informal blogs can provide great support resources to track your progress and find inspiration. Social media channels are great avenues to keep you current with industry trends as well as for you to network with like-minded people who share both your passion for healthy living and your entrepreneurial spirit.

See why thousands of people have already started posting, following, friending, sharing, liking, hashtagging, and otherwise contributing to the online dialogue about TLS. Start utilizing your own social media channels to keep the momentum and build your business.

TLS Coaches and Trainers, if you ever have any photos or testimonials from clients and events, please be sure to promote them on your social media channels and share them with us on our corporate pages. #FindYourFit with #TLS!

6. Live the TLS® Lifestyle:

Whether you are following the program by yourself using the tlsSlim.com site, TLS21daychallenge.com site, TLS® Weight Loss Solution Health Guide, or teaming up with a friend, fellow business partner or with a group of others, it is extremely important to start following the program and living the lifestyle immediately!

Get familiar with tlsSlim.com, along with having the TLS® Weight Loss Solution Health Guide, will allow you to follow the system and achieve the results you are looking for in the time frame you have set for yourself.

As you begin living the TLS lifestyle, you can start coaching clients as a TLS® Coach. As long as you are living the TLS lifestyle, you are good to go.

NOTE: *A big misconception is that people believe they need to be at their ideal weight or body composition before they start coaching. Nothing could be further from the truth! As long as you are living the TLS lifestyle and following the system, you are ready to coach. In fact, some of the best coaches are not yet at their ideal body composition and that is what makes them so great as coaches. Clients can relate to them because they are leading by example. The only thing you MUST be doing to coach is live the TLS lifestyle! When you continue to live the TLS lifestyle each day, you will eventually reach your ideal health and fitness goals. In order to become a **Certified** TLS® Coach there are criteria you must meet and maintain (outlined on your back office →downloads →training.) Your goal should be to become a Certified TLS Coach. This will build your belief and confidence in assisting your TLS clients to their ultimate goal. You may start coaching prior to taking the TLS 101 & 201 training, as long as you have a registered UnFranchise® business. However, please be sure to enroll in the next TLS 101 & 201 training in the area closest to you within your first 3 months. You'll want all the up-to-date science and information! Please do not coach in a health care facility/practice or fitness facility until you are a Certified TLS Coach.*

To become a Certified TLS® Coach (this information is available on your back office→downloads→training):

Name _____ Dist. ID _____

Region: _____ City: _____ State: _____

1. Attended 101 TLS Trainer: _____

Date: _____ Location: _____

Attended 201 TLS Trainer: _____

Date: _____ Location: _____

(Training dates must be within the past 12 months) (Please attach copy of certificate)

2. I have purchased or sold (10) TLS® Guide, (10) Individual TLS Supplements or TLS Kits, and I have an active TLSSlim.com subscription:

Order Number: _____ (10 TLS Guides)

Date: _____

Order Number: _____ (10 TLS individual supplements or TLS Kits)

Date: _____

I regularly use my www.tlsslim.com/_____ and send my customers to is: Yes: No:

My current email address is: _____

3. Must Like & Follow TLS Weight Loss Solution on Social Media and make or comment on at least 5 posts on the Facebook and/or Instagram site. (Facebook:

<https://www.facebook.com/TLSWeightLoss> Instagram and Twitter: @TLSweightloss)

a. Date: _____

b. Date: _____

c. Date: _____

d. Date: _____

e. Date: _____

5. Must host or help a customer host at least 1 TLS Online Party.

Date of Party: _____

Revenue Generated From Party: _____

6. Must share at least 5 posts from TLS Weight Loss Solution General Facebook, Instagram or Twitter Page to your personal page:

- f. Date: _____
- g. Date: _____
- h. Date: _____
- i. Date: _____
- j. Date: _____

7. You must HAVE (10) TLS Preferred Customers:

***Does not include Shop Consultants or other Shop Consultant's customers**

Customer ID#	Date	Customer ID#	Date	Customer ID#	Date
--------------	------	--------------	------	--------------	------

Customer ID#	Date	Customer ID#	Date	Customer ID#	Date
--------------	------	--------------	------	--------------	------

Customer ID#	Date	Customer ID#	Date	Customer ID#	Date
--------------	------	--------------	------	--------------	------

Customer ID#	Date
--------------	------

8. Must submit: 10 client results and testimonials from any of the TLS® programs you run/offer (i.e. TLS 21 Day Challenge, TLS 7 Day Detox (must use TLS Detox Kit), 4 week, 6 week, 8 week, 12 week TLS programs)

(Beginning & ending weights, body fat, inches)

Name/PC ID: _____ Date: / /

Results: _____

Name:/PC ID: _____ Date: / /

Results: _____

Name/PC ID: _____ Date: / /

Results: _____

Name/PC ID: _____ Date: / /

Results: _____

Name/PC ID: _____ Date: / /

Results: _____

Name/PC ID: _____ Date: / /

Results: _____

Name/PC ID: _____ Date: / /

Results: _____

Name/PC ID: _____ Date: / /

Results: _____

Name/PC ID: _____ Date: / /

Results: _____

Name/PC ID: _____ Date: / /

Results: _____

9. CTLCs need to maintain or be progressively working towards:

25-31% Body Fat for Woman

18-25% Body Fat for Men

Special Medical Considerations will be taken into account. We want you to be a product of the products

10. I commit to taking the TLS 101 & 201 training at least every 2 years?

YES _____ NO _____

Please Submit Documentation in **PDF FORMAT VIA FAX** TLS Administrator: (336) 605-0041

VI. Time to Coach

At this point, you are living the TLS lifestyle by following the system and you have opened your business account by purchasing a minimum of 300 BV or purchased the TLS® Fast Start Kit. You might have purchased product for you and your family, conducted a TLS® Overview hosted an online TLS Party. Regardless of how you opened your account, it is time to start coaching and identifying your next success stories.

A. Resource List – Create a List of Possibilities

1. Write down **everyone** you know regardless of his or her health, weight, fitness or energy level.
 - a. These people know people you **do not** know.
 - b. Regardless of body composition and physical appearance, they may not be healthy and could still benefit from TLS®. Thin does not mean healthy!
2. Mark the names of the people you know that could definitely benefit from following the TLS® program. This is where you will start.
3. Mark the names of the people who would be willing to help you with anything you need. These people are more willing to refer you to other people they know.

NOTE: It is a good idea to ask for help, rather than telling someone how you can help them (i.e. “Would you be willing to help me out? I have been given an assignment to create 10 TLS® Weight Loss Solution success stories with the 21 Day Challenge”).

B. You have options on how to sell TLS® Weight Loss Solution:

1. **Option 1:** Call your list of everyone you know
 - i. Ask them if they would be willing to help you out
 - ii. Tell them you need 10 people to:
 - (a) Go online and complete the Free Weight Loss Profile on your www.tlsslim.com/ site
 - OR*
 - (b) Fill out a hard copy (paper form) of the Weight Loss Profile

NOTE: Both of these will suggest the best menu plan and TLS® Supplements for them.

2. **Option 2:** Call your list of everyone you know
 - i. Ask them if they would be WILLING to help you out
 - ii. Tell them you need 10 people to answer these questions:
 - (a) *Once you start eating, do you find it difficult to stop?*
 - (b) *Do you crave breads, pastas, baked goods, chips, and other carbs?*

(c) *When you eat carbs, do you gain weight around your waist and/or feel bloated?*

(d) *Would you like to increase your energy, feel better, and drop a few pounds of body fat?*

iii. Respond by saying:

(a) "Great! By the way you just answered these questions the recommended product to achieve your result is TLS® CORE." Share with them information about CORE either electronically or by using a handout.

(b) Ask if they would be willing to give it a try. The cost is \$____. Let them know there is a special this month. With every order of TLS® CORE, they get a *free* Menu Plan.

3. **Option 3: TLS® Flip Chart Overview**

a. Pick a few days that you would like to schedule 1-on-1 or group TLS® Overviews. Always have more than one scheduled, when possible, to meet the needs of others schedules. **Reminder: You have the option of using the 10 minute TLS introduction video (located on youtube.com or tlsslim.com), or the TLS flipchart PowerPoint Presentation (located on unfranchise.com→downloads→sales).**

b. Make the calls

i. Contact the top 10 people on your list who you think could benefit from TLS® and invite them to meet with you for a free overview.

(a) Ask them if they would be WILLING to help you out

- Let them know you are on a mission to create a handful of success stories
- Use the scripts

(b) With each person you call, ask if they know of anyone else who would like to feel better, look better, increase their energy, lose body fat and/or improve their overall health. Ask if they would be willing to contact these individuals with you to invite them to attend the free overview as well.

c. Follow the flip chart and have them fill out the paper weight loss profile (CODE1658). Sell them a TLS® Health Guide & Journal guide and get them started on tlsSlim.com

4. **Option 4: Schedule a TLS® Find Your Fit Event & Overview**

a. Make sure you order:

i. Minimum Materials:

- Purchase Pack of Weight Loss Profile Questionnaires (CODE 1658)
- Purchase Pack of the Menu Plans (CODE 1650)

- Print out TLS® Supplement Handouts (unfranchise.com→Downloads→Support Materials→sales)
- Purchase TLS® Shakes (Nutrition (CODE: 6390/6391 & Whey Protein CODE: 6709/6710) for taste testing
- Print TLS® Booklets (unfranchise.com→Downloads→Support Materials→sales)
- Internet Access to:
 - Before & after presentation (unfranchise.com→Downloads→Support Materials→sales)
 - Register people as PCs (Preferred Customers)
 - Have a sheet of paper to guide people to write their name, email, phone, and mailing address.
 - Play the 9 minute 51 second “TLS Introduction” video from tlsSlim.com
 - Take orders

ii. Suggested Stock Inventory:

- TLS® Shakes (Nutrition CODE: 6390/6391 & Whey Protein CODE 6709/6710)
- TLS® Weight Loss Health Guides (CODE 6560)
- TLS® CORE (CODE 6462)
- TLS® ACTS (CODE 6460)
- TLS® CLA (CODE 6428)
- TLS® Thermochrome (CODE 6434)
- TLS® Green Coffee Plus Garcinia Cambogia (6426)
- TLS® Kits
 - TLS Detox Kit (CODE 6464)
 - TLS 21 Day Challenge Kit (CODE 21DAY)
 - TLS Find Your Fit Kit (CODE 6490)
 - TLS Optimal Wellness Kit (CODE 6482/6495)

b. Ensuring a Successful Event:

i. CALL to invite people (texting and Facebook email blasts are often not taken seriously)

ii. Review your R.S.V.P. list

(a) **Call** everyone that did R.S.V.P. and let them know you are looking forward to seeing them.

(b) Call all others that did not R.S.V.P. and ask if they are attending the event. If they are not attending, find out if it is just bad timing or if they are not interested in finding their fit.

**(If just bad timing, schedule a time to review it with them)*

NOTE: Be sure to schedule your event at a time that people can go directly from work without having to go home first. You may also schedule one on a weekend.

c. Conduct the Event:

1. Before & after presentations located on your back office→downloads→ Sales Aids on TV while people are entering the room for the event.
2. Make sure everyone fills out a registration card (name, address, email, phone)
3. Welcome everyone. Thank them for attending and congratulate them on making the decision to improve their health.
4. Have Host/Presenter give a brief introduction of who they are. (No more than 2 minutes).
5. Let guests know you are going to play a short 10 minute video (then play TLS Introduction Video from tlsSlim.com).
6. Have guests fill out paper Weight Loss Profile (or take on tlsSlim.com while there (assuming everyone has a computer)
7. Review the Menu Plans and Supplement handouts.
8. Sample both TLS® Nutrition Shake and TLS® Whey Protein Shake while having all TLS® Supplements and the TLS® Health Guide on display.
9. Provide everyone with an order form (located on unfranchise.com→downloads→sales aids) with all the TLS® products listed.
10. Ask everyone if they are ready to “Find their Fit” or if they “are ready to drop unhealthy habits and lose weight in 21 days”.
11. Take orders
12. For everyone that pays, provide them with their suggested menu plan
13. Provide every guest with a TLS® Booklet containing your contact information before they leave.

5. Option 5: Schedule a more detailed TLS® Overview (follow above info 1-13)

- a. Pick a few days in your date book for TLS® overviews. Always have more than one scheduled, when possible, to meet the needs of others schedules.
- b. Make the calls
 - i. Contact the top 10 people on your list who you think could benefit from TLS® and invite them to a free overview.
 - (a) Ask them if they would be WILLING to help you out
 - Let them know you want to create a handful of success stories

- Use the scripts

(b) With each person you call, ask if they know of anyone else who would like to feel better, look better, increase their energy, lose body fat and/or improve their overall health. Ask if they would be *willing* to contact these individuals with you to invite them to attend the free overview you are conducting.

ii. Repeat the last step with everyone else you know.

NOTE: Always over invite!

c. Conduct Overview: *(see above 1-13)*

Make sure it is fun! Everyone loves a party. Hand out TLS® shakes samples (Use shaking & Baking Recipes found on unfranchise.com → downloads → sales aids).

i. Welcome everyone for attending and congratulate them for making the decision to improve their health by living a healthier lifestyle.

ii. Do a brief introduction of yourself and what TLS® is.

(a) TLS® Weight Loss Solution is a program designed around you, your goals and your commitment level to achieving your personal health and fitness goals. It's customized to you the individual and designed to keep you on track to achieving your personal weight loss goals and maintain a healthy lifestyle.

(b) TLS® is the last weight loss system you will ever need. It is guaranteed to work for you!

iii. Let everyone know you are going to play a short video that will provide a great overview of why diets don't work, and then share a great weight loss solution and what it involves.

(a) Go through TLS Flipchart

iv. If you are a success story with TLS®, let your guests know why you decided to follow the system, what it did for you and/or why you became a TLS® Coach.

NOTE: Let everyone know your mission as a TLS® Coach; -about **creating success stories** helping individuals look better, feel better, increase their energy, lose body fat and improve their health. It's about helping others – one person, one group and one household at a time all while paying it forward with the success of others.

- v. Have a live testimonial (if available)
 - Introduce them to some of your friends who decided to improve their health and live the lifestyle.
 - Play some of the TLS® testimonial videos on youtube (make sure it is from Market America, not other sources).

- vi. Close your potential clients.
 - (a) Ask them:
 - So now the only question is are you ready to Find your Fit and healthfully lose weight by reducing your body fat? Or, are they ready to drop bad habits and commit to being fit for 21 Days”?

 - (b) Let them know they can start TLS® a few different ways:
 - They can purchase a TLS® Health Guide, the 21 Day Challenge Kit, Find Your Fit Kit, TLS Detox Kit, and/or other products you recommend as well as taking the Free Weight Loss Profile to find out which Menu Plan option, TLS® Supplements and Support Supplements are recommend for them, based upon their individual goals.
 - You can introduce them to www.tlsslim.com/yourURL
 - You can also do a weekly or monthly follow-up call.
 - If you decide to run a support group, they can purchase a TLS® Health Guide and use tlsslim.com.
 - They can simply start with a single TLS® Supplement or any TLS program. Give them a menu plan with the purchase of any TLS Product.

 - (c) Remind everyone that TLS® is guaranteed to work for them and you provide a money back guarantee (if they follow the program as laid out, and use the supplements recommended)! This means the only thing they have to lose is the body fat they want to lose any way! Please refer to the career manual regarding the return policy. Also, please make sure all product sales have a sales receipt (this is automatically done if the client

purchases online. If you see from your inventory, please create a sales receipt on your back office (my customers → sales receipt entry).

(d) Inform and create urgency:

- Let everyone know you limit the amount of clients you work with at the same time.
- Reinforce to them how you want to make sure your clients receive your full attention, so you will only work with a certain number of clients during a 12-week period or 21 Day Challenge.
- You want to make sure you provide them with everything they need to help them achieve their health, weight and fitness goals.

(e) Direct individuals to a table where your assistant is waiting (if you have the ability to have another business partner or TLS® Coach with you) to register them as a preferred client, purchase the TLS® Health Guide, the TLS 21 Day Challenge kit, purchase a TLS® Supplement(s) or a specific TLS regimen that you may use to start customers off.

NOTE: Let them know they can pay with credit card, check or cash. Credit card options can be used by purchasing through your shop.com, tlsslim.com, or mini websites or by using Market America's credit card vendor, itransact.

d. Get your clients started:

- i. By now you have reviewed some materials but you need to have certain tools to effectively work with and monitor your clients if you are meeting with them on week 1, 4, 8 & 12 or throughout their TLS® 21 Day challenge. ***(This is optional, decide what works for you and your clients – group, 1:1, online and frequency)**
 - (a) This is where the TLS Coaches Guide will provide you valuable in-site to get started. It can be downloaded on unfranchise.com>TLS
 - (b) Tape measure – available for purchase on MarketAmericaGear.com
 - (c) Tanita Scale, Omron body fat tester or similar scale used to measure weight, percentage of body fat and percentage of muscle – available for purchase through your shop.com website
 - (d) Digital Camera for before & after photos – available for purchase through your Web Portal
- ii. Full measurements (weight, body fat, chest, waist, hips, neck, bicep, thigh) should be done on weeks 1, 4, 8 & 12 during a 12-week program. For the TLS 21 Day challenge, it is recommended to do them on day 1 and 21. You can

meet with them and do it, or they can do it themselves. Be sure to get waist and weight weekly (clients can measure at home for all non-weekly meeting programs) for any program you run.

Get your clients to reference tlsSlim.com, with a TLS® Weight Loss Solution Health Guide in hand. Listen to your clients' needs and ***DO NOT*** deviate from the system. Provide them with what they need and keep them accountable. Do this by knowing what they want to achieve. Use their goals to keep them on track to achieve the success they are seeking.

Remember...your clients are coming to you for the guidance they need. The best thing you can do to assure their success is make sure they follow the system by using the tools provided to them through tlsSlim.com, the TLS menu plans and the TLS® Health Guide. You are here to hold them accountable and coach them, not to teach them or be their best friend. The site and TLS® Health Guide will provide all the education and information they need. Keep them on track to achieve results and they will become lifelong friends *AND* customers who will likely lead you to new clients!

A TLS Coach is any UnFranchise® owner. A Certified TLS Coach is any UnFranchise® owner who has met the TLS® Certified Coach criteria. A TLS Trainer is a TLS® Certified Coach who has met business building and speaker requirements and who has been trained to train the field and conduct a TLS 101 & 201 training.

C. Duplicate and Build A Team:

After you have properly started your clients on the program, it is important to start the duplication process. The goal here is to create a team of TLS® coaches and UnFranchise® Owners who carry on the duplication process. Your client base is a good source for potential business partners and TLS coaches.

1. Identifying a new coach:

- a.** Identify entrepreneurial minded people who would like to own an UnFranchise® business and focus around the health, wellness and weight loss division.

1. TLS clients who have had success with TLS are great potential business partners

- b.** F.O.R.M. (Family Occupation Recreation Money) your clients by asking questions and finding out their likes and dislikes. Additional Information is in the Getting

Started Guide you received with your subscription kit when you opened your account and also downloadable on your back office (UFMS).

Example: *We have been talking, and you have gotten such incredible results and are so enthusiastic that we feel that you would be a great TLS® Coach! We know that you are going to have even more success. How would you like to empower others by sharing your story and, at the same time, create yourself a secondary stream of income?*

- c. Set up a one-on-one appointment to discuss in greater detail.
 - i. Find out their “WHY” and whether they would like to supplement or replace their current income.
 - ii. Let your prospect know you have a high standard for the people with whom you partner and look for to become a TLS® Coach and qualified business owner. It is important to let them know you see this potential in them, but ultimately it is up to them to decide if this is what they want.
 - iii. Ask how much time they have to commit to growing their business. Remind them that this is a part-time business that can be built at home – but it is a business that requires time, commitment, and result producing activities.
 - iv. Tell them about our company and how you will help them. *“Market America/Shop.com identifies market trends, capitalizes on them, and, through individuals like myself, develops global networks. I will show you how to identify, train and manage other individuals to run their own business from home – a business that can be run part-time in addition to what they currently do.”* Provide additional information such as:
 - Company has been around since 1992
 - Over \$7billion in retail sales since the company’s inception, with close to \$4 billion in total UnFranchise Owner earnings
 - More than 200,000 UnFranchise® Owners worldwide
 - In nine countries (Unites States, Canada, Australia, Hong Kong, Taiwan, United Kingdom, Mexico, Spain, Singapore) and is always expanding
 - Over six million registered clients (customers)
 - Company is financially sound
 - Company has experienced consecutive growth since inception
 - Media coverage the company has received (Bloomberg, Haute Living, Healthier You, Success from Home, Elle.com, etc.)
 - Acquisition of Shop.com
 - The founder, JR Ridinger

- Torch award on Better Business Bureau
- This and additional information can be found on www.marketamerica.com/yourURL

Example:

- v. Let your client know that, throughout the company, there are many different areas of opportunity and that your main focus is TLS® Weight Loss Solution. This allows your client to discover areas of interest in addition to TLS®, plus exposes them to what MA has to offer them and their network.
- vi. Let your client know you are looking to expand by finding successful clients who want to pay it forward and support others as a vocation and business but you are also open to exposing this to other entrepreneurs outside of TLS® Weight Loss Solution; individuals who are willing to follow a proven system to better their financial position and enhance their quality of life.
- d. Set appointment to show the business plan or get your client to a TLS Day 1 training if one is coming up. Book a time to show the flip chart, TLS Home Business Presentation or Unfranchise Business Presentation (send them the link to marketamerica.com and exploresupplements.com).
- e. After showing the plan, ask what they like best about what they saw or heard.
 - i. Acknowledge the “theme” they like best and talk with them about that.
 - ii. Ask them if TLS® Weight Loss Solution is still the system they choose to follow to create what it is they want.
 - iii. **The goal is to book the next Home Business Presentation (HBP)** - Ask the question:
Example: “I imagine that when viewing the business plan you had a few people rolling through your mind that you would like to show this to, right? I understand that you may not feel 100% confident showing them the business plan by yourself, so why don’t we invite them over and do a HBP at your house next week. Does Tuesday or Thursday work better?”

 Have them write down the names of the people they want to invite.
NOTE: *This is the beginning of their resource list.*
 - iv. Close them or book a trial run with the individual!

Example: *Based on your TLS® success, your personal goals, and what you have learned, is there any reason we should not get started right away?*

- f. Set follow-up appointment within 72 hours to go through Getting Started Guide.
 - i. This is to make sure they are willing to do at least the minimum to become successful with what they say they want. Review Page 1 (*Commitment*).
 - ii. Remind them not to get overwhelmed with the information provided in the Getting Started Guide.
 - (a) You will go through this with them one step at a time.
 - (b) This simplifies what needs to be done to create what it is they want and need. It is their track to run on and they have the choice to speed it up or slow it down at any time.
- g. Decide approach for helping prospect/new business partner gain clients.
- h. Book a TLS® Overview with them.
 - i. Use the information provided in this guide to decide which approach to use.
Example: 1-on-1, call and ask questions, invite to TLS® Overview, etc.
 - ii. Schedule day and time (two to three hours) for registration to open their UnFranchise® Business account.
- i. Review this guide with them from the beginning so they can duplicate the process and begin building their business with new TLS® Coaches and UnFranchise® Owners.

Tips for Overcoming Objections

When someone has objections in reference to the business or to a product, never take these personally. Remember, you are the messenger, not the message.

Instead, do the following:

- Listen to what they have to say.
- Never interrupt them or assume that you know what they are going to say.
- Clarify the objection: “Just so I understand, your objection is...right?”
- Isolate their objection: “Is there anything else besides this that would prevent you from getting started?”
- Identify with them using feel, felt, and found. I know how you feel, I know people

who have felt the same way and here is what we have found.

- Explain the answer to that individual objection and then ask, “Does that answer how others have handled [state the objection]?” Then ask if your explanation made sense.
- Never argue with them or make an objection seem stupid.
- Never talk down about a different opportunity.
- Always talk about what you’re excited about in reference to TLS® and Market America.

Here are some examples of how to overcome objections:

Objection 1: Money

Clarify: Money is tight right now? **or** You just can’t afford it right now?

Isolate: Other than money, is there anything else that would prevent you from getting started?

Answer: We can talk about doing an Overview or TLS Online Party to create the funds to get started.

Objection 2: I don’t have the time right now.

Clarify: What amount of time do you have? If you had plenty of time could you see yourself doing this? If you knew you could (*repeat their goal*), would you be willing to commit a few hours each week to make that happen?

Isolate: Is time the only obstacle preventing you from getting started?

Identify using feel, felt, and found: I know how you feel. Most of the people we’re working with are very busy, and that’s why they’re building an ongoing stream of income. If you knew you could make substantial ongoing income part-time with TLS®, do you think you would make the time? People have discovered that in just a handful of hours a week, they can start on their way to a leveraged income that will give them more time and financial freedom than they ever dreamed possible. Besides, I’m just asking if you are open minded and keep your options open.

Objection 3: Is this one of those pyramid deals?

Answer by repeating the question:

What do you mean by pyramid deal?

- The difference between a pyramid scheme and a real business is:

- A pyramid scheme is when no product or service is sold. You make money from recruiting. They are illegal in many countries.
- A real business is when a product or service is sold for profit. We are a real business. We broker products and services and receive a retail profit and commission for doing so.

Objection 4: Is this sales?

Answer: Do you like sales?

- If they answer yes, tell them:
 - Great, you're going to love this.
- If they say no, you say:
 - Great, you're going to love this. We educate our clients/customers/patients and they decide what is best for them.

Note: While this answer may seem strange, the truth is that whether or not people like to sell, they can become very successful with TLS® and MA by simply sharing. You're letting people see the full potential with TLS® and Market America, not convincing them they should do something they do not want to do.

Objection 5: I need to talk to my spouse.

Answer: Great! When can we get together with him/her?

Objection 6: What is different about the TLS program from all the other diets out there? I have tried so many of them and I failed them all.

Answer: Don't feel like you failed; the diet actually failed you. Diets are not meant to last long term because many restrict food groups, restrict calories and are often unrealistic. With TLS, you have a program 100% backed by science and the 4 components (low glycemic impact eating, behavior modification, science-based supplementation, and education) will help you achieve a lifetime of success. But, one of the biggest difference, is you have me – a trained coach who will keep you motivated, on track and moving each day towards your goals!

Choose a closing statement

Here are a few examples:

- What would stop you from getting started right now?
- Are you interested in just using the products or building a profitable business?

- When would be the best time to improve your financial situation & enhance your quality of life? Now?
- Where do you rate yourself on a scale between 1 and 3?
 - **1** - Willing to try a product and give a referral but not willing to pay it forward or build the business
 - **2** - Want to schedule time to review what it takes to reach your goals
 - **3** - Ready to open your account and get started towards *(repeat their goals)*

Remember two VERY important rules:

Build Relationships

Keep It Simple

