

# TLS SUPPORT BUSINESS BUILDING CURRICULUM

Focus: Start with a manageable option: 7,14, 21 day program  
with the goal of upselling an ongoing commitment  
to the TLS lifestyle.

*This is not an official guide approved/endorsed by Market America Inc. It has not been reviewed  
by the FDA or Market America.*

*It is a tool to support our partner/TLS facilitators in providing service to their clients. We strongly  
recommend each facilitator attend the TLS 101/201 to further their knowledge.*

## 3 Simple Steps

1. Sell the TLS system

### *Definition of SELL*

*Match people to the resources they need  
to live the life they want*

2. Support your Clients Success

3. Provide the resources they need to support  
their success.

4. Those who are excited about their success  
are the best candidates to become coaches  
through the TLS system.

### **BUILD YOUR BUSINESS WITH TLS**

*Watch this video. It explains how to  
find TLS Coaches  
from successful clients.*

*Pam mentions Finding her clients through  
Trial Size Marketing. [Find details here.](#)*

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- Using Classes/Email/Facebook [p - 10]

## **Step 3 Provide resources to support success**

- Match people to supplements [Pages 11/12]

# SUPPORT TOOLS

## 1 - TLSSLIM WEBSITE

You have a domain [www.tlsslim.com/domain](http://www.tlsslim.com/domain)

It will be the same /domain as your personal shop.com\_site

**IMPORTANT - *Do the following before you send them to your website!***

- ✓ Register your customers before sending them to the TLS Site.
- ✓ Send them their log in information
- ✓ Tell them to ALWAYS - LOG IN with their email and password
- ✓ Be sure to add your TLS SLIM/domain name to all correspondence

### WHAT YOU WILL FIND ON THE TLS SLIM SITE:

- *TLS products to purchase*
- *Find Your Fit survey*
- *Personalized weight loss plans*
- *Supplement recommendations to support their goals*
- *Educational videos*
- *BMI and body fat calculators*
- *TLS success stories*
- *Health and wellness blog*
- *Printable grocery lists*
- *Plan-specific recipes*

## 2 - TLS TOGETHER FACEBOOK COMMUNITY

This is a great place for clients to share questions, helpful hints and results.

Go here to join: <https://www.facebook.com/groups/470442746475544/>

Add your clients

*It is also strongly recommended that you attend at TLS 101/201 training.*

# STEP 1: Sell the TLS System

Here is a primer on how to bring up the biz or products in conversation.

OPTIONS TO OFFER	PRODUCT
7 Day Detox	Nutriclean kit [and Trim Tea, Thermochrome or Core] or Organic Complete Greens [instead of Nutriclean kit.
2 Week Fat-shredder	Assess with Find Your Fit Survey Other: Thermochrome, Core or Trim Tea]
21 Day Challenge	TLS 21 Day Challenge Kit

## Tools to help you Sell the System

Show the videos or [Send this email and follow up \[it contains first videos\]](#)

### OPTION 1

#### THE TLS 21 DAY SYSTEM/PRODUCTS [15 minutes] – more science



### OPTION 2

#### GENERAL OVERVIEW OF 21 DAY SYSTEM [6 minutes]



#### EXPLAIN THE KIT [PRODUCTS and TOOLS] [7 minutes]



## After the Sale: To-do list [with client]

✓ [Have client fill out order form \[sample\]](#)

[Note I have some options for those who cannot do the kit.]

*If it asks you for access info – just hit CANCEL and it will take you to form.*

✓ [Weight and Measure or have them do it themselves. \[how to video 3 minutes long\]](#)



✓ Let them know how you will be supporting their journey

- *Email [Facebook, website]*
- *Group Calls [Facebook, website, emails]*
- *Support classes [Facebook, website, emails]*

✓ [Register them as a preferred customer \[if they have not done so.\]](#)

- Log into Unfranchise.com with your email/password
- Click on [MY CUSTOMER](#) tab
- Choose [CREATE NEW CUSTOMER](#) In pull down menu
- Placement: [Auto](#)
- Password: [Choose an easy to remember password](#)
- Fill in all required information [Email is not required, but strongly recommended.]

✓ Order their kits [from [unfranchise.com](#) – ordering]

✓ Send them their LOG IN INFORMATION

✓ Add them to [TLS together Facebook group](#).

## STEP 2: SUPPORT YOUR CLIENTS SUCCESS

Choose an option for supporting their success.

**Option 1** – Email/Facebook Support [page 8]

**Option 2** - Group calls/email/Facebook support [Page 9/10]

**Option 3** - Weekly class/email/Facebook [Page 11]

# OPTION 1: Email/Facebook Support System

You can cut and paste content for your newsletter.

[Email #1- Prep/detox/log in](#)

[Send immediately]

[Email #2 – Phase 2](#)

[Send 2 days before Phase 2 starts]

[Email #3 – Progress/Resources](#)

[Send week 3]

Follow up with a phone call to discuss their results and next steps.

[Find your Fit/Supplement Recs]

[Email #4 - What's Next? Find your Fit/Supplements](#)

[Send 2 days before end of 21 days]

Remind them to use their other support tools:

TLSlim.com website

TLS Together Facebook page



## OPTION 2: Group calls/email/facebook support

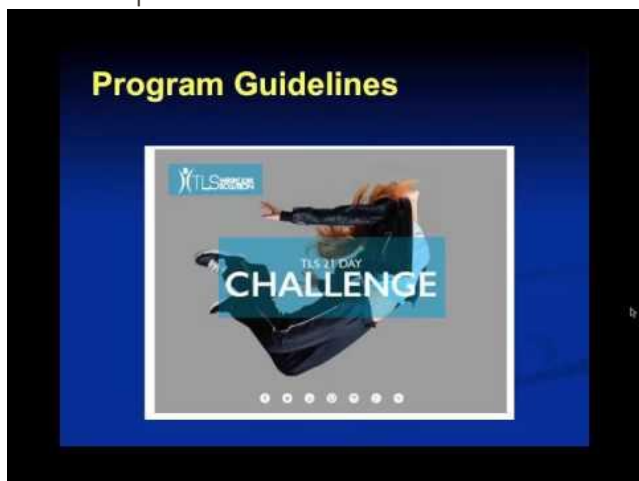
Subscribe to a conference service for group calls  
Recommended: zoom or Freeconferencecall.com

To prepare for your calls Listen to the following phone-coaching sessions with Dr. Nancy Miller Ihli

Dr. Nancy has a PhD in Analytical Chemistry and had the opportunity to serve as USDA's National Program Leader for Nutrition for the US. She is a trace element expert and did research on nutrient absorption and bioavailability. She has more than 70 peer reviewed scientific publications and loves to read the scientific literature (like other people might enjoy reading magazines or a good book :-). Dr. Nancy has lectured nationally and internationally and has a goal of explaining science in easy-to-understand terms.

[Email #1- Prep/detox/log in](#) [send immediately]

Call 1 Topic: Detox Week



[Email #2 – Phase 2](#) [Send 2 days before Phase 2 starts]

Call 2 Topic: Phase 2 – Week 1



[Email #3 – Progress/Resources](#) [Send week 3]

Call 3 Topic: Phase 2 – Week 2



[Email #4 - What's Next? Find your Fit/Supplements](#) [Send after call 4]

Call 4 Topic: Where to do from here?



# OPTION 3: Weekly class/email/facebook

[you can charge for classes]

## SUGGESTED CLASS AGENDA

- Start with calming activity [deep breathing, stretch]
- Option: Offer B vitamin Toddy
- Have everyone introduce themselves [first class]
- Have everyone share something positive that happened in their journey [other classes]
- Get baseline: Before photo, weight and measure [First class – Last class]
- Share Topic of the Week [review videos prior to class so you can discuss. [Or watch appropriate Video]

## CLASS 1: DETOX WEEK

Email #1- [Prep/detox/log in](#) [send immediately after product is sold and customer registered]

Video: [Detox Meal Plan](#)

Video: [Detox supplements](#)

Video: [Why eliminate dairy/grains](#)

[SEE AN ACTUAL DETOX CLASS HERE](#)

## CLASS 2: PHASE 2

Email #2 – [Phase 2](#) [Send 2 days before Phase 2 starts]

Video: [Phase 2: Menu Plan](#) – 6 minutes

Video: [Phase 2: Supplements](#) – 5 minutes

[SEE AN ACTUAL PHASE 2 ORIENTATION CLASS HERE](#)

## OPTIONAL

Video: [Exercise: What to do/What to Eat](#) – 6 minutes

Video: [Exercise: Interval Training and Order](#) – 7 minutes

Video: [Exercise: Cardio Interval Training](#) – 7 minutes

[SEE AN ACTUAL MID JOURNEY CLASS HERE](#)

## CLASS 3: ENRICHMENT

Email #3 – [Progress/Resources](#) [Send week 3]

Video: [Understanding Sugar and Sweeteners](#) -11 minutes

Video: [Reading Labels part 1](#) – 5 minutes

Video: [Reading Labels part 2](#) – 6 minutes

## CLASS 4: CELEBRATE RESULTS/DISCUSS NEXT STEPS

Email #4 - [What's Next? Find your Fit/Supplements](#)

Celebrate results [clients can bring inches/weight results or you can do there.

Video: [Where to go from here?](#) – 30 minutes

[SEE AN ACTUAL FINAL CLASS HERE](#)

# HOW TO MATCH CUSTOMER TO ADDITIONAL PRODUCTS

- ✓ [BROWSE THIS - Product Benefits and Science Handbook](#)
- ✓ [PDF - MA product ingredients Cross reference ingredients](#)
- ✓ [PDF - Gluten Free/Vegetarian Products](#)
- ✓ [PDF - Non-GMO MA products \[actually all products are tested for GMO – so list needs updating\]](#)
- ✓ [PDF - Part 1 NUTRIENTS DEPLETED BY PRESCRIPTION DRUGS](#)
- ✓ [PDF - Part 2 NUTRIENTS DEPLETED BY PRESCRIPTION DRUGS](#)
- ✓ [PDF - 7 reasons why ISOTONIX is superior.](#)

## **FIRST: It Starts with Food:**

*The TLS system educates the client on how to eat.*

*The TLS supplements to support the journey. [Identify via FIND YOUR FIT on TLS slim.com/domain]*

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## **SECOND: Fill in the gaps created by lifestyle and food quality**

### **For Most:**

- Daily Essentials [Multi, OPC3, CAL/MAG, ACTIVATED B]
- Hearth Health Omega 3 – for days you are not eating wild caught cold-water fish

### **Over 55**

- Antiaging Isotonix Essentials
- Hearth Health Omega 3 – for days you are not eating wild caught cold-water fish
- Opc3

### **Pregnant and Nursing**

- Isotonix Prenatal
- Hearth Health Omega 3 – for days you are not eating wild caught cold-water fish
- OPC3

### **Another Option [for the person who is eating well most of the time]**

- Organic Complete Greens
- OPC3
- Heart Health Omega

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## **THIRD: Add Complementary as needed to support health goals**

**SEE NEXT PAGE**

### THIRD: Add Complementary as needed to support health goals

#### To identify complementary, use the Nutriphysical

##### How to find:

Go to your *shop.com* site,

Click on *HEALTH AND NUTRITION*

Click on *NUTRITIONAL ANALYSIS [nutriphysical]*

#### Popular support products based on Health Goal

##### Seed the microbiome [both]

Probiotics 10  
Nutriclean Fiber

##### Digestive health [both]

Aloe  
Digestive Enzymes

##### Detox [choose one]

Hepatocleanse  
Organic Complete Greens

##### Bone Strength [one or both]

Calcium/Magnesium  
[In the Daily Essentials]  
Vitamin D with K2  
[In the Antiaging Essentials]

##### Joint Health [choose one]

Prime Joint [Isotonix]  
Glucosatin [non-isotonix]

##### Eye Health [one or both]

Prime Vision  
Astaxanthin

##### Immune Health [one or both]

Aloe and/or Isotonix Immune  
Vitamin D with K2

##### Blood sugar

Advanced Level 90 [as needed]  
Isochrome [Daily]

##### Energy/Mood [one at a time]

Awake [opt. to 5-hour energy]  
Mochatonix  
Acai – Isotonix  
Organic Complete Greens

##### Stress Reduction [choose one]

ACTS – daily  
BLISS – as needed

##### Sleep [choose one]

Turn Down  
Prime Dreamz

##### Antiaging [one or both]

Prime Secretagogue  
Resveratrol

##### Cancer Protective [choose one]

Resveratrol  
Curcumin  
Astaxanthin [skin]

##### Memory [choose one or both]

Prime Cognitin  
Prime Longevity

##### Mood/Attention

Acai [as needed]– feeling low?  
Turn Down – Serotonin support  
Turn up -Focus and energy

##### Weight Loss

FIND YOUR FIT profile]

