Good morning everyone!

Nice to see each and every one of you and welcome to Take Shape For Life. I’m excited to share and bring Take Shape For Life to you and explore what is possible for you on your Journey to Optimal Wellbeing.
[Next slide]
My name is XXXX, and...briefly tell your story.

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[Next slide]
You might have come in this morning wondering, Who is Take Shape For Life?

Well, we’re many things:

• A community of people who knows what it is like to have challenges in their health, but we’re also a community of people who have found something that works.
• A company committed to providing solutions for creating health and helping people transform their lives.
• A group of Health Coaches, Health Professionals, and Clients who come from all backgrounds, professions, and walks of life, but with one thing in common – their desire to improve their health and the health of those around them.

Over the next 30 – 40 minutes, you’ll learn more about Take Shape For Life, and we are going to bring it to life for you with some stories of transformation.

[Next slide]
Here’s a little of the national recognition that Take Shape For Life has experienced, based on our Optimal Health results.
Many people ask, what is Optimal Health? You might have come here today thinking “I just want to lose a little weight, what’s all this about Optimal Health?”

Optimal Health is the best health for you, and it can be achieved!

In Take Shape For Life, we often start with wanting to reach a healthy weight. However, that is just a start. We don’t just focus on weight or physical health, but on all of the areas of health. Someone may be eating right and physically healthy, but if they are stressed out, unfulfilled, or struggling financially, then they aren’t truly healthy. That’s why we offer solutions for all three areas of health.

This is our Trilogy wheel, and it’s a tool to help you gauge your health in each of these three areas. One a scale of 1 to 10, we want you to evaluate where you are. Perfect 10s might not be realistic for everyone, but we always want to be improving. As we explore each, I’m going to ask you to rate where you think you currently are, and then think about where you might want to be.

Healthy Body, Healthy Mind, and Healthy Finances are all interconnected and we help you work on all three as part of Take Shape For Life.
Today we are going to focus on 3 powerful areas of your life. We’ll begin with Healthy Body and focus on physical wellbeing. Then we’ll look at Healthy Mind and improving your mental wellbeing. Finally, we’ll explore how to achieve financial wellbeing with a healthy mind. Let’s go!
Let’s start with the first component, Physical Health...take a look at that Trilogy wheel. A Healthy Body is more than just being at an ideal weight. It also encompasses things like getting adequate sleep, being physically active, learning to eat correctly. What is your Healthy Body score? Now, this isn’t something that you need to share, but if you decide that this is an area that you’d like to improve, you’ll want to talk to your Health Coach to learn how to move closer to those 8, 9, & 10s.

[Next slide]
There are several key elements to being physically healthy. Right now, we are going to focus on reaching and maintaining a healthy weight, but the great thing about Take Shape For Life is that we offer support for each component.

[Next slide]
Now let’s hear from someone who has experienced success with Take Shape For Life...(please ask testimonial to share story briefly).

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**Click to make each of the 4 icons appear.**

OPTAVIA is grounded in who we are – 4 Components
We will go into detail on each one in slides 6-9

These components should look VERY familiar to you as these are the SAME as Take Shape For Life
1. Health Coach

- Caring, knowledgeable, one-on-one support
- Healthy lifestyle program
- Guiding towards healthy habits
- Providing encouragement and support

Health Coach Component Full Verbiage:

Your ability to provide caring, knowledgeable, one-on-one support to your Clients is what makes OPTAVIA™ different than any other healthy lifestyle program. Studies* have shown that most people, without additional support and the ability to change their habits, will go back to their old habits. Guiding your Clients and Health Coaches to healthy habits and providing them with encouragement and support are your top priorities.

What makes this program so unique? It’s the 3rd component of our comprehensive system – your personal Health Coach who will support you on your health journey. When we speak to Clients who have been successful, many state that having someone side by side, walking this journey with them has made all of the difference and been priceless. The products and programs work if you follow the protocols, but having that Health Coach is invaluable for providing that personal support, guidance, and encouragement.

In addition, you are surrounded by our Optimal Health Community for additional resources and support as you move toward optimal health.

[Next slide]
2. Habits of Health

- Dr. A’s Habits of Health System
- Contribute to their long-term success
- Small, consistent changes
- Sustainable results for life

Full Verbiage for the HOH Component:

Dr. A’s Habits of Health System contains everything your Clients need to replace any poor eating and other lifestyle habits they might have developed with healthy ones that will contribute to their long-term success. By making small, consistent changes in their habits, they can learn to sustain results for life.
Another significant approach to our comprehensive system is what sets us apart...the Habits of Health System. So what is so different about Take Shape For Life? It’s our ongoing process... we pick up where most diets leave off... we’re going to step you through the process... preparing for your journey, then reaching your healthy weight, which is just the starting point. Then, we’ll help you transition to healthy eating program, and the Habits of Health system, you’ll learn the habits and behaviors to create and sustain health for the long-term.

[Next slide]
Community Component:

Communicate the FEEL of the community. It’s each of these things, but so much more! The place where you can come and be supported. It’s personal, team, and peer support. It’s a community of like-minded people who are focused on creating health in their lives. Our Community is the attraction that binds both clients and coaches to one another. It’s a place for friendship and mentorship, and a place to learn and grow.

Put feeling into this!
COMMUNITY
Whether you are beginning your journey with Take Shape For Life® or planning your next phase, OPTAVIA™ welcomes you. We have a committed community that supports you with a clear plan and tools for your success. Our commitment isn’t just to weight loss or weight management, but to Optimal Wellbeing which means sustaining a life of thriving health. Our plans, products, and support are designed to help you integrate healthy habits into your life. In order to accomplish this, we’ve created a comprehensive approach built around a dynamic foundation of four components: Health Coach, The Habits of Health, OPTAVIA™ community & Healthy Fuelings.
You can share each of the bullets shown above and speak to what is most important to you and your audience.
Let’s hear about the Fuelings...

**Click to make each Fuelings photo appear**

Share or invite someone to share about their favorite fuelings.
OPTAVIA Fuelings provide the same scientifically proven nutritional profile as our portfolio of more than 70 fuelings does today (plus pro-biotics), so they are nutritionally interchangeable and can be used right alongside or in place of the delicious options you already know and love on the Optimal Weight 5&1 Plan. Most importantly remember that the behavior of eating every 3 hours is crucial to the success of all of our programs!
Our Fuelings Fit All of Our Plans

- Optimal Weight 5 & 1™ Plan
- Optimal Health™
- And other programs tailored to specific needs
Let’s begin with our Optimal Weight 5 & 1 Plan – it is our most popular program and the one that most people start with. You probably eat every day, right? Well, good news...we aren’t going to change that. We’re just going to provide you with a simple and structured plan and proven Fueling options to help you lose weight quickly, eating every 2 – 3 hours that creates a fat-burning state in your body to keep you feeling full and satisfied.

You’ll simply choose 5 Fuelings per day, plus 1 healthy lean & green meal. The meal replacements are healthy, convenient, with lots of choices, and are designed to with the proper protein/carbohydrate balance to help burn fat while protecting muscle. AND all of our Fuelings offer options that meet the needs of those with certain dietary restrictions. You’ll be feeling great and so glad that you made the decision to get healthy.

And don’t worry...you can still dine out. We’ve got a great dining out guide and your Health Coach can help you there as well. It’s so simple and easy to follow the 5 & 1!

The Optimal Health 3 & 3 Plan is perfect for those who are already at a healthy weight or to help you maintain your healthy weight. This is for folks who are close to or at their optimal weight and want to maintain or improve it. You simply have 3 balanced meals and 3 Optimal Health products per day, and there are different meal plans to help you accomplish your Optimal Health goals.
Ask yourself...can I eat everything 3 hours? Can you drink water (drinking water is a habit of health)? Do you want the support of someone who has either been in your shoes or if it’s not exactly your shoes, they have worked with others and helped them on their journey as well.

Here’s the biggest question...do I really want to be healthy? Many of you may be thinking...this won’t work for me, I’ve tried everything; I don’t believe. If you follow the program protocols and work with you Health Coach, it will work for you! Just do the program for 2 – 3 weeks; we’ll believe for you until you start to see results and then you’ll believe for yourself.

[Next Slide]
Healthy Body Stories Here

- Suggestion: ask the person who will be sharing their story to provide you with powerful visual – this picture is what Take Shape For Life represents in their life… and ask them to briefly tell their story.

“Average weight loss for Clients on the Optimal Weight 5&1 Plan™ with support is 20 pounds. Clients are in weight loss, on average, for 12 weeks.”

You might be asking yourself… okay, so how do I get started, but before we get there, I’d like for someone else to share their story. [Ask testimonial to share their story]

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You’ll find the most amazing support options that work best for YOU! You’ll get 30 days of food, arriving right to your doorstep, you’ll have your personal Health Coach. You’ll get program materials and a chance to participate or listen to our support calls. We have a great online community, mobile app, and social media presence so that you can be a part of this thriving community.

**NOTE:** If you would like, this is where you can talk about price of the program. Let them know it costs between $12 - $17 a day (This is the range between BeSlim and OPTAVIA Optimal) The program may work within your budget and your health goals that you want to achieve.
We’ve just covered our Health Body area of the Trilogy, and now we are moving to the Healthy Mind area.

Once you start getting results, people are going to start asking you...what are you doing? You look fantastic! You can opt to refer these folks to your Health Coach, or you could begin paying it forward and become a Health Coach yourself. Becoming a Health Coach means that you can help others and helps you be accountable to your own program. As you are coaching people and helping them with their program, it helps keep your own commitment level high.

At some point, you may want to pay it forward, whether that is today or in a few weeks once you are experiencing success. Let’s hear from someone who decided to pay it forward and how it impacted their life and the lives of those around them.

[Next slide]
The second part of the Trilogy of Optimal Health is what we describe as a Healthy Mind. We describe Healthy Mind as “organizing your life around what matters most”. Like physical health, a healthy mind is comprised of several areas. Ask yourself...Where are you now in terms of your relationships? Your engagement in your work? Do you dread Mondays and are looking forward to Fridays? Do you feel fulfilled? On a scale of one to ten, where do you think you are currently in this area?

Are you organizing your life around what matters most to you, right now?
Healthy Mind Stories Here

- Suggestion: ask the person who will be sharing their story to provide you with powerful visual – this picture is what paying it forward means to them. Ask them to briefly tell their story at this point.

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[Next slide]
What does organizing your life around what matters most mean to you?

- Enjoying life/having fun?
- Being stress free?
- Having good relationships?
- Spending time with loved ones/being with those you enjoy?
- Pursuing your interests and hobbies?

We don’t always think about the importance of a Healthy Mind, but it is important to overall wellbeing.
When we speak of Healthy Finances, we aren’t speaking strictly in terms of money...we’re talking about living an abundant life, whatever that means to you. What could it be?
- Take a moment and think about what this means to you?
- How would that feel?
So while we are on that subject...how financially unhealthy are we as a country?

Did you know that 40% of people plan on working until they drop?

That less than 62% have less than $1000 in savings to cover emergencies?

That 21% have no emergency savings?

These statistics show that most Americans could benefit by improving their financial health, which ultimately impacts overall health.
Remember, this is about looking at possibilities and getting you back in the driver’s seat of your life...what could living an abundant life mean to you? As a Health Coach, you have the opportunity to begin start shaping your future and taking control of your finances, all while helping others get healthy.

So let’s hear from someone who has transformed their life and are living more abundantly now because of Take Shape For Life...

[Next slide]
Have your testimonial share their story briefly...

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Please refrain from making any income claims (“last year I made $56,000” or “I quit my full time job” or “I earn XXX $ per hour)

Any testimonials should be very generic and use general statements.

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[Next slide]
Here are some advantages to being a Health Coach

• Freedom & flexibility – you can work anywhere and at any time...you work around your schedule.

• You get to help others and be compensated for it!

• You don’t have to worry about things like territories or inventory...you are not restricted to any geographical area...you can have Clients anywhere in the US!

• You’ll also enjoy the benefits of running a home-based business...check with your accountant or tax professional.
What could helping a few Clients look like?

Just by helping others and paying it forward, as a Certified Health Coach, you could potentially earn approximately $345 a month if you have 5 active Clients a month, who are ordering 300 in PV. Do you think you know 5 people who you could help? If you start increasing that number, you could potentially begin earning more... do you think you might know 15 people in your community who might benefit from Take Shape For Life? 20?

If you have 25 active Clients, you could potentially earn more than $2000 per month (based on each client ordering 300 in PV per month)!

*If in a larger meeting and comfortable*... how many folks in the crowd are helping at least 5 people get healthy (please stand and be recognized)? This could show the audience that it is possible to be a Health Coach and help 5 or more people each month.

**NOTE:** If you receive a question about how the amounts for 5 active Clients and 25 active Clients were calculated, here it is:

If you have 5 Clients, each with an order of 300 PV or more in a month, you earn $345 if you are a Certified Health Coach:

- 300 PV x 5 Clients = 1500 FLV
- 1500 FLV * 15% Client Support Commission = $225
$1500 \text{ FLV} \times 3\% \text{ Certification Bonus} = $45$

$1500 \text{ FLV} \times 5\% \text{ Client Support Bonus} = $75$

$225 + 45 + 75 = $345$

*Same thing with the 25 Clients, but the Client Support Bonus amount increases because FLV is greater than 6000 and the Client Support Bonus percentage increases accordingly (still assuming Certification):*

$300 \text{ PV} \times 25 \text{ Clients} = 7500 \text{ FLV}$

$7500 \text{ FLV} \times 15\% \text{ Client Support Commission} = $1125$

$1500 \text{ FLV} \times 3\% \text{ Certification Bonus} = $225$

$1500 \text{ FLV} \times 13\% \text{ Client Support Bonus} = $975$

$1125 + 225 + 975 = $2325$

*You can direct them to the Integrated Compensation Plan if they have further questions.*
You might be saying...this sounds great, and I’m ready to pay it forward. How do I get started as a Health Coach and what do I receive?

- You’ll receive support, training and mentorship to be able to coach & support others.
- You’ll be rewarded for your efforts...the more people you help, the more you’ll be able to earn.
- You’ll receive the tools and materials to start as a Health Coach.
- We’ll welcome you with open arms into our Optimal Health Community
- For an investment of $200, you can begin to pay it forward to those around you, immediately!
Do you want to make 2016 your best and healthiest year ever? If so, we can help. You might decide to get started with the program today, or you might decide that you want to go ahead and begin paying it forward as well. It only takes a minute or two to get started. Join us!
### Take Shape For Life® Income Disclosure Statement 2015*

#### 2015 Average Annual Income Ranges of ALL Health Coaches

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<th>Range</th>
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<th>Median No. of Months in the business</th>
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*Based on 2015 Average Annual Income Ranges of ALL Take Shape For Life® Health Coaches

These figures are not guarantees or projections of expected earnings or profits, and the income levels represented do not include expenses Health Coaches may have incurred in building their businesses. Take Shape For Life® makes no guarantee of financial success. Success with Take Shape For Life® results only from successful sales efforts, which require hard work, diligence, skill, persistence, competence, and leadership. Your success will depend upon how well you exercise these qualities.