

TLS 21 Day Challenge: Coaches Training Guide

What is the TLS 21 Day Challenge?

The TLS 21 Day Challenge is a simple and straightforward program, created for shedding excess weight healthily, but quickly. This challenge is broken into two phases: Phase 1 is a cleanse - a fresh start for your body that prepares it for the second step, Phase 2. This is the fat-burning phase, where body fat is lost. This short-term program challenges customers to start living a healthy life for their own long-term benefit.

The TLS 21 Day Challenge includes a comprehensive guide, list of power foods, suggested supplements and a food tracking sheet for additional support.

Who Should Do the Challenge?

The TLS 21 Day Challenge is ideal for anyone over the age of 18 years— whether participants need to lose 2-9 kilograms, or if they want a jumpstart before starting another TLS program. Since the Challenge is both short and cost effective, it allows a wider group of people to partake in the Challenge.

Getting a Customer Started

It's simple and quick, just like the Challenge, because we want participants to get started as soon as possible and become the healthiest version of themselves.

- 1. Purchase the TLS 21 Day Challenge Kit.** Give customers kits from your personal inventory or help customers order TLS 21 Day Challenge Kits online. Once they're equipped with our products, they'll be well on their way to becoming a lean, mean, fat-burning machine! The kit will be available for order through au.shop.com.
- 2. Take Before and After photos.** Remind customers to take photos before they start the Challenge, and once they've completed the Challenge. Photos should be full-body shots (from head to toe) consisting of one (1) shot from the front, side, and back. Ideally, they should be dressed in form-fitting athletic wear or swimwear. The outfits worn for "Before and After" photos should be as close to identical as possible and the photographic area should be well lit. We would love to feature your customers' successes. Send all testimonials and photos to FindYourFit@marketaustralia.com.au and we will send you back a client testimonial form for client's to complete, sign and return.
- 3. Asking friends and family if they want to take the TLS 21 Day Challenge too!** Ask customers to invite their friends and family to join them on their journey into health and wellness!

Who Should Sell the Challenge?

All UnFranchise Owners can sell the TLS 21 Day Challenge. Previous knowledge of TLS is a plus, but it's not required. All the information you and your customers need is in the 21 Day Challenge Guide. Whether you're an expert on TLS, a new Market Australia UnFranchise Owner or you're just interested in supporting your customers — you're all qualified to sell the Challenge!

How Do I Sell the Challenge?

Selling the TLS 21 Day Challenge is as clear-cut as the Challenge itself. There is also flexibility in terms of commitment. After selling the kits you can let customers to do the Challenge on their own, you can set up a Challenge group with multiple customers starting together, or you can simply follow up with your customers throughout their Challenge. You may decide to take the Challenge yourself, take it with your customers, or choose to simply sell the challenge kits without partaking— it's really up to you!

1. **Purchase TLS 21 Day Challenge Kits for your personal inventory.** You can buy the kits on au.shop.com.
2. **Promote the 21 Day Challenge using the provided support materials.** Support materials include social media images, TLS 21 Day Challenge infographic, the TLS 21 Day Challenge Overview video and the before and after photograph tutorial video.
3. **Secure customers.** The best way to secure customers is to ask for their order. When a customer is ready to commit, it is important to get the Challenge kit to them ASAP — whether you are selling the TLS 21 Day Challenge Kits from inventory or they're purchasing from your website.
4. **Sell the 21 Day Challenge Kits to customers**

Once you sell the kit you're done — giving you extra time to find new customers and sell more kits! Should you decide to support your customer through their journey, you can develop a follow-up method that works for both of you.

Why You Should Sell the TLS 21 Day Challenge?

So, what's in it for you? Firstly, the TLS 21 Day Challenge is easy to sell and explain to customers, since in-depth knowledge of TLS is not required. There are also plenty of support materials available to help you promote the Challenge and consequently, your business. In addition, it's a short term commitment for both you and your customer — making it easier to procure participants.

Secondly, while the TLS 21 Day Challenge is intended for all age groups, it is especially designed for younger generations. This target market prefers a short-term program with rapid results. This means you can boost your business quickly; resulting in more sales and new customers for you. Another major difference is the cost of the Challenge. Since the Challenge is financially viable for your customers, it enables you to sell additional products to further support their goals. What's more, since the products are all included in one easy to order kit — it's simple for you to sell and effortless for customers to purchase.

Lastly, your profit margin per kit is substantial. What's more, you will have repeat customers — getting big results in a small amount of time equals devoted customers for life who truly believe in the products. We've helped tens of thousands of people find their fit —transforming their bodies and changing their lives. Change your life, and your customer's lives for the better today with a little help from your friends at TLS.

Can someone who takes the TLS 21 Day Challenge become my business partner?

Absolutely, the TLS 21 Day Challenge is a great way to not only build customer share, but also business partners. Generally, when a customer loses weight and feels great through the TLS 21 Day Challenge, they will recommend the program to their friends and family. We suggest asking your customers "Have you ever considered helping people lose weight with the TLS 21 Day Challenge and becoming a TLS Coach?" This is your first step to prospecting a new partner.