



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 Australia |AU.SHOP.COM. Effective for anyone who wants to build ongoing income through the TLS Weight Management 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 Management Solution. The market for Weight Management in Australia is large and growing! IBISWorld estimates 64.5% of Australians adult population is either overweight or obese - obesity has overtaken smoking as the leading cause of premature death and illness in Australia. Therefore causing Australians to take control of their weight management and as a result Australian consumers spend up to one million dollars a day on fad diets that have little effect on their weight and may be nutritionally unsafe. The TLS® Weight Management 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.

Reference: betterhealth.vic.gov.au

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 Management 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 Management Solution?

These questions need to be answered before you can commit to being a successful UnFranchise® Owner and TLS Weight Management 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, social, spiritual, intellectual, creative
- Income – Pay off debt, deposit for a new home, money for travel, university study loan, 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 energising 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 Australia Pin Level. For example, if your ongoing income number is \$10,000 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 27 Kilograms 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 Management 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 Management 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 Management 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 Australia UnFranchise® business along with attending Annual Convention 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 (circle the below)?

(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 management.

- | | | |
|------------|------------|------------|
| 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?

- | | | | |
|-----------------------------------|---------------------------------|---------------------------------|--|
| <input type="checkbox"/> SHOPPING | <input type="checkbox"/> GYM | <input type="checkbox"/> CHURCH | <input type="checkbox"/> ORGANISATIONS |
| <input type="checkbox"/> WORK | <input type="checkbox"/> ONLINE | <input type="checkbox"/> OTHER | |

18. When can you schedule a 1:1 and/or group TLS Weight Management 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 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: _____

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

A detailed Plan of action to reach \$10,000 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 400 Business Volume (BV) of MA Branded Products and 200 Internet Business Volume (IBV) each month.
- 2) I am qualifying for The Shopping Annuity Bonus each Quarter.
- 3) Build out 2 Business Development Centers (BDCs) completing 3 Sales organisations exceeding 5000 BV each and every week.
- 4) Each Sales Organisation 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 in two-thirds of the time or 18 Months. Sponsor 1 new Personally sponsored every 6 weeks or 2 each three calendar months.

Monthly Goals

- 1) Generate 500 BV and 200 IBV, personally using 100BV of MA branded product and generating 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 GMTSS 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 100 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 AU.SHOP;COM)
 - 6) Listen to an MA Audio
 - 7) Review 15 minutes on your AU.SHOP.COM site, au.tlsSlim.com and mini websites (Get to know your Business)
 - 8) Review 15 minutes on your UFMS, Downloads Support Tools, Management reports, Unfranchisetraining.com.au or Meeton.com
- Use the Momentum Sheet on www.unfranchisetraining.com.au to track your results. You will find this by going to unfranchisetraining.com.au→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	Appt Booked
1							
2							
3							
New Prospects	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	Call/Email Partner
V	Showed the Plan to:						
1							
2							
3							
4							

*To be implemented for at least 5 days / week

- It is very powerful to share your goals and action plan with your team, but speak to them as colleagues, not as their boss. Share your plan with them and see if they are *willing* to join you to get what *they* want.

Figure out how much BV it will take to achieve the commissionable income you want.

- 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

Using Base 10, Seven Strong – which is 10 customers/clients purchasing 30 BV per month and 100 BV used personally for yourself – equals 400 BV monthly for each UnFranchise Owner.

Keep in mind: When coaching clients, BV is usually much higher per client, but not everyone in your business will be coaching so stick with the standard Base 10.

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)
- In 12 months, you will need 24 UnFranchise Owners in your organisation. The goal is to sponsor eight (8) UnFranchise owners
- 24 Unfranchise Owners x 400 BV = 9,600 BV + your 400 BV = 10,000 BV
- 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: TIME + GROWTH + 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.

The numbers above are for creating \$1500/month.

- If you want \$3000/mo. double the amount of registrations.
- If you want \$4500/mo. triple the amount of registrations.
- If you want \$6000/mo. quadruple the amount of registrations.

(Base everything on Base 10 and everyone generating 400BV/month.)



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 Management 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 centimeters 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 Management Solution program. I feel so amazing. Not only have I lost 8 centimeters from my body, 23% body fat and 12 kilograms, 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 realise 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 realise how easy it actually is".

Example: "It is day 21 of my 21 TLS 21 Day Challenge and I am 3.6 kilograms lighter and have body fat of 5%. 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 getaway to hike to the Kokoda Trail. I am so proud of my accomplishment and personal growth since I began living the TLS Weight Management 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 Australia | AU.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 maximise 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 Management 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 Day Training in an area nearest to you. To search for trainings, go to unfranchise.com.au → Help & Training → NMTSS → Meeting Search. Use **Filter Options** for your searches.
- Update your Social Media pages to reflect your Market Australia | AU.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 (Market America support pages)

- Know your TLS Weight Management Solution hashtags: #tlsweightmanagement #findyourfit #TLS21days
- Become familiar with your business websites.
 - www.au.tlsSlim.com/yourURL
 - www.AU.SHOP.COM/yourURL
 - www.marketaustralia.com.au
 - Other sites including mini websites and international websites are available also
- Purchase a tape Measure & other TLS branded gear www.marketaustraliagear.com.au
(Reminder: It is recommended to wear your TLS Weight Management Solution Gear when you coach, travel, to the grocery store, gym etc...)
- Purchase a Body fat Analyzer through your www.AU.SHOP.COM/your URL website. Top favourites are the Omron and Tanita.
- Download the UnFranchise® media app on your mobile device to have educational audio's to listen to
- Schedule your local NMTSS 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 Annual Convention, International Convention or World Conference **Reminder: plan to attend at least one)**

*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 Annual Convention and if possible 1 International Convention or 1 World Conference. Much of your business education can be learnt online at unfranchise.com.au, unfranchisetraining.com.au, 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 start with you.

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

- TLS Weight Management Solution Health Guide & Journal (CODE 76487) **available for purchase**
 - This health guide is the first step in securing a weight management commitment. It will guide you through the 12 week program with ease.
- TLS Flip Chart - **available on unfranchise downloads→support materials→TLS**

- This flip chart is ideal to lead you through a TLS overview. It explains all the components and programs behind TLS in a PDF presentation.
- TLS Booklet - **available on unfranchise downloads→support materials→TLS**
 - 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 on unfranchise downloads→support materials→TLS and au.tlsSlim.com/yourURL**
 - 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 Management Profile Questionnaires- **available on download on unfranchise downloads →support materials→TLS and au.tlsSlim.com/yourURL**
 - This simple but comprehensive questionnaire is an invaluable asset for recommending a customised nutrition plan and supplement regimen.

Free Downloads:

Simply go to www.unfranchise.com.au →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.au under the “downloads” tab, you will see “support materials”. Here you will find printable downloads and sales tools for building your UnFranchise Business. . Simply change the category to TLS for all your TLS materials.

NMTSS:

Another great resource on your back office (unfranchise.com.au) 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 trainings, TLS® Overviews, Product Trainings and more.

Web Portal (AU.SHOP.COM/_____) (au.tlsSlim.com/_____)

Another valuable resource you want to familiarise yourself with your AU.SHOP.COM website. When viewing the TLS products, you will see tabs describing the benefits, ingredients, science, uniqueness & FAQs (*This information is also on au.tlsSlim.com*). We suggest you review and familiarise yourself with them, focusing on the FAQs since these will answer the majority of questions you will get from your clients.

Also on your unfranchise.com.au “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.](http://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.marketaustralia.com.au
 - This business recruiting website offers many videos as well as information for you and to have your prospects review them.
- [UnFranchiseTraining.com.au:](http://UnFranchiseTraining.com.au)
 - Here you will find downloads, handouts and information about TLS. You will also find an incredible amount of information for building your Market Australia| AU.SHOP.COM UnFranchise® Business. You'll see under the "Stores & Products → TLS tabs are all the materials for TLS Weight Management Solution.

TLS Social Media:

Follow Market Australia social media accounts [@marketaustralia](#) on Instagram and like us on Facebook for Market Australia exclusive content. Go the extra mile and follow Market America's social media accounts [@TLSWeightLoss](#) on [Twitter](#), Like us on [Facebook @TLSWeightLoss](#), Follow us on [Instagram @tlsweightloss](#), or Follow our boards on [Pinterest](#) 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 socialise with other TLS users at the official TLS Blog (www.au.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, hash tagging, and otherwise contributing to the online dialogue about TLS. Start utilising 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 au.tlsSlim.com site, TLS21daychallenge.com site (link available from your [AU.SHOP.COM](#) site) , TLS Weight Management Solution Health Guide & Journal, 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 au.tlsSlim.com, along with having the TLS Weight Management Solution Health Guide & Journal, 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 Day training, as long as you have a registered UnFranchise® business. However, please be sure to enroll in the next GMTSS TLS 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.

GLOBAL.SHOP.COM

In Australia, many U.S. products are made available through the Personal Consumption Program on GLOBAL.SHOP.COM. The launch of GLOBAL.SHOP.COM has been a tremendous success, bringing the most revolutionary products including TLS supplements, Isotonix, and more – to customers all over the globe. When you first visit GLOBAL.SHOP.COM, you will have the option to choose and save your ship-to destination country and your preferred language. Keyword search or browse thousands of products in one easy portal. With GLOBAL.SHOP.COM, online shopping is more convenient than ever! In addition to convenience and savings, GLOBAL.SHOP.COM also provides you multilingual customer support and exclusive brands available to over 200 countries around the world. Visit GLOBAL.SHOP.COM today to get access to your favourite personal consumption products now available nearly everywhere!

The Personal Consumption Program allows products that are available only in the U.S. to be shipped to Australia. Delivery should be expected in 7 to 14 business days from the ship date to all destinations worldwide. As a reminder, each Independent UFO and Customer is allowed to purchase up to a 90-day supply of each individual product per person, per order. These products are only allowed for personal use and cannot be resold. If you have family members in your household who use the same product, you should make those purchases separately to ensure proper delivery of those products ordered. Australian Customs will not allow entry of an order containing more than a 90-day supply of an individual product.

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

Name _____ UFO. ID _____

Region: _____ City: _____ State: _____

1. Attended TLS 101 TLS Trainer: _____

Date: _____ Location: _____

Attended TLS 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& Journal, (10) Individual TLS Supplements or TLS Kits, and I actively use my au.TLSslim.com site:

10 X TLS GUIDES & JOURNAL									
ORDER #									
DATE OF PURCHASE:									
10 X INDIVIDUAL TLS SUPPLEMENTS OR KITS									
ORDER#									
DATE OF PURCHASE:									

I regularly use my www.au.tlsSlim.com/ _____ and send my customers to it:

Yes: No:

3. My current email address is: _____

4. Must Like & Follow Market Australia and TLSweightloss on Social Media and make or comment on at least 5 posts relating to TLS on the Facebook and/or Instagram site.

Facebook: facebook.com/marketaustralia Instagram: @marketaustralia

Facebook: facebook.com/tlsweightloss Instagram: @tlsweightloss

DATE:	DATE:	DATE:	DATE:	DATE:
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5. Must share at least 5 posts from Market Australia (that are TLS related) or TLSweightloss general Facebook or Instagram on your personal page

DATE:	DATE:	DATE:	DATE:	DATE:
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6. Must host or help a customer host at least 1 TLS Online Party.

Date of Party: _____

Revenue Generated From Party: _____

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 trainings at least every 2 years?

- YES
- NO

Please Submit Documentation in **PDF FORMAT VIA EMAIL** TLS Administrator:

ausreception@marketaustralia.com.au

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. 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 Management Solution success stories with the 21 Day Challenge”).

B. You have options on how to sell TLS® Weight Management 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 Management Profile on your www.autlsslim.com/ site
- OR*
- (b) Fill out a hard copy (paper form) of the Weight Management 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 kilos 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 Nutrition Shakes." Share with them information about Nutrition Shakes 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 Nutrition Shakes, 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 au.tlsSlim.com), or the TLS flipchart PowerPoint Presentation (located on unfranchise.com→downloads→support materials→TLS).**
- 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 weight management profile. Sell them a TLS Health Guide & Journal guide and get them started on au.tlsSlim.com

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

- a. Make sure you download and print materials available from your unfranchise back office →Downloads→Support Materials→TLS):
- i. Minimum Materials:
- Weight Management Profile Questionnaires
 - All TLS Menu Plans

- TLS 21 Day Challenge Guide
- Purchase TLS Nutrition Shakes for taste testing (Vanilla Code: 76390 Chocolate Code: 76391)
- Print TLS Booklet
- Internet Access to:
 - 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 au.tlsSlim.com
 - Take orders

ii. Suggested Stock Inventory:

- TLS Nutrition Shakes (Vanilla Code: 76390 Chocolate Code: 76391)
- TLS Weight Management Health Guide & Journal (CODE 76478)
- TLS 21 Day Challenge Kit (CODE:721DAY)

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. Have TLS video's available on your au.tlsSlim.com site displaying while people are entering the room for the event.
2. Make sure everyone fills out a registration form (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 your au.tlsSlim.com website.)
 6. Have guests fill out paper Weight Management Profile (or take on au.tlsSlim.com while there (assuming everyone has a computer)
 7. Review the Menu Plans and Supplement handouts.
 8. Sample both flavours of the TLS Nutrition Shakes while having all TLS Supplements and the TLS Health Guide & Journal on display.
 9. 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”.
 10. Take orders
 11. For everyone that pays, provide them with their suggested menu plan
 12. 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 1-12*)

- 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 1-12*)

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

- 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 Management Solution is a program designed around you, your goals and your commitment level to achieving your personal health and fitness goals. It's customised to you the individual and designed to keep you on track to achieving your personal weight management goals and maintain a healthy lifestyle.
 - (b) TLS is the last weight management 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 the weight management 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 either Market Australia or 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 & Journal, the 21 Day Challenge Kit and/or other products you recommend as well as taking the Free Weight Management 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.au.tlsSlim.com/yourURL
 - You can also do a weekly or monthly follow-up call.

(Remember if they are looking for extra supplementation they also have the option to purchase TLS Supplements available from global.shop.com for personal consumption-these are products not available from you AU.SHOP.COM website)

- If you decide to run a support group, they can purchase a TLS Health Guide & Journal and use au.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 & Journal, 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, cheque or cash. Credit card options can be used by purchasing through your AU.SHOP.COM, au.tlsslim.com, global.shop.com or mini websites.

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) Tape measure – available for purchase on MarketAustraliaGear.com.au
 - (b) 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 AU.SHOP.COM website
 - (c) Digital Camera for before & after photos – available for purchase through your AU.SHOP.COM website
- ii. Full measurements (weight, body fat, chest, waist, hips, neck, bicep, and 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 au.tlsSlim.com, with a TLS Weight Management Solution Health Guide & Journal 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 au.tlsSlim.com, the TLS menu plans and the TLS Health Guide & Journal. 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 & Journal 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 attended Day 1 and Day 2 GMTSS TLS training and 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 training (to obtain level of TLS Trainer you must attend "The Trainer Training" held in the united states pass a test and meet the requirements including being a category 1 speaker bureau member).

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 management 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 a parent company of Market Australia |AU.SHOP.COM identifies market trends, capitalises 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 \$6 billion in sales since the company's inception, with over \$3 billion in commissions and retail profits earned
 - More than 200,000 UnFranchise® Owners & distributors worldwide
 - In nine countries (United 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.marketaustralia.com.au

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 Management 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 Management 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 GMTSS TLS 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 marketaustralia.com.au).
 - 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 Management 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 Australia.

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 Australia, 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