



FITLIF



***INDEPENDENT FIT COACH
TRAINING MANUAL***

FitLif Training Manual

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Chapter 1: What is FitLif?

FitLif is an entirely new fitness concept where members partner together to live their healthiest lives. Think of it like this: FitLif provides the tools and structure and the community of members provides the accountability and reward.

History shows that January is the busiest enrollment time for gyms because people intend to make a difference in their health by starting out the new year right. Unfortunately, within weeks most of those members have stopped visiting the gym. Those who joined with a friend, can often find much more success but even they can eventually lose motivation too.

So, we can see from this example that trying to make a difference in your health, alone, is a very difficult path for most. By adding the support of friends and teammates you have a much greater chance of reaching your goals. FitLif is designed to create the community and accountability necessary to enhance your success, but we didn't stop there. Our patented program adds the missing component to this equation – a financial reward for living a healthier life. FitLif actually pays you to get and stay fit. By asking others around you to join you on your fitness journey, you and they can earn significant income each month that is used as a financial incentive to motivate you to reach your fitness goals.

What does that mean? Essentially as you invite others to join FitLif and start their own fitness journey you will be earning income in your personal escrow account. Each month, you can claim everything you've earned when you log progress towards or achieve your personally set fitness goal.

Chapter 2: How It Works

Like most new members, you probably joined FitLif through a referral link provided to you by your FitCoach. As a new member, we want to make sure you are properly trained so you too can immediately begin building your own team and earning income.

When you completed your enrollment process, you provided a primary email address that is linked to your account. You will receive a welcome email within 24 to 48 hours of enrollment. This welcome email contains vital information to get you off to a strong start, please take time to read it carefully and watch the welcome video. You will also be receiving two other emails that will contain information on how to activate our Fitness Builder App and your Payquicker account. Download the Fitness Builder App on your mobile device and start customizing your workouts right away. You will also need to activate your personal Payquicker account so that you can start receiving your commissions. Payquicker is our exclusive payment partner and through them we offer you our personalized FitLif Visa credit card.

You'll also want to familiarize yourself with your FitLif personal back office. This is where you can keep track of your enrollees, view funds you have earned and claim those funds. Start by going to the FitLif website at www.FitLif.com.

In the top menu bar under members you will find a button called "My FitLif Office" clicking on that link will take you to the login screen. Enter your username and password to access your FitLif office. As a reminder, during your enrollment process you created both your personalized username and password.

Once inside you will find numerous tools to manage your business. The first screen you will see is the overview dashboard. From here you can search team members, message them directly, view funds earned and more. One of the most exciting things you can do as a FitLif member is to claim your monthly reward. Remember, you earn your reward by sharing our vision and building your personal team. Every new member you enroll pays either \$100 or \$250 straight into your escrow account. To claim your monthly reward, click on the E-wallet menu icon on the left side of your screen. This will open all options available to you under that menu item. Click on withdraw fund to claim your funds. You will be directed to enter your Payquicker company assigned unique key and your notification email. Upon claiming your first commission, Payquicker will mail you your personalized FitLif Visa card. The card will arrive in 7 to 10 days pre-loaded with the earnings you have claimed. In all future months, any earnings claimed will automatically be credited to that card. You can spend those funds directly by using the FitLif pre-paid credit card to make purchases or you can transfer the funds to another account. Simply log into your Payquicker portal at www.payquicker.com to manage your account.

Chapter 3: Your Personal Fitness Goal

FitLif is designed for everyone regardless of where you are in your fitness journey. Our program is about creating a community of accountability and providing the tools and resources to achieve their own level of progress while on their journey. We view fitness and a healthy lifestyle as a journey and not a destination. FitLif has been designed to be a lifelong program that rewards members for their participation. Because everyone is at a different place in their health journey everyone's goal will be different. For some, it may be as simple as walking a few times each week, others may want to eliminate sugar or fast food for the month. Some people will want to lose a little weight and others will want to increase their already high performance by running a marathon in a certain time or be able to lift increasingly heavier weights. The bottom line is this: FitLif lets you set your own goal because it's about YOUR personal fitness journey.

With FitLif, any goal is permitted on only two conditions:

1. The Goal is *measurable*.
 - a. For example, if you say that you want to lose 3 pounds this month that is an acceptable goal because you can measure your starting weight and measure your finishing weight and determine if you reached your goal.
 - b. Goals that cannot be used are subjective things like "I want to look better or I want to feel better". And both of those things may very well be true and might be exactly what you're seeking, but you will need to reframe them into measurable items that can be tracked which ultimately will help you reach that general goal of wanting to look or feel better.
2. The Goal is either *maintaining* your current health or *improving* your health.
 - a. Some people may be very content with where they are at in their fitness journey. In this case, think of FitLif as the guardrail on your fitness road. You can set your goal to make sure you maintain your weight, exercise frequency or other healthy habits you have developed.

Here's the quickest and easiest way to summarize this: *your fitness goal can be anything measurable as long as it is maintaining or improving your health!*

Chapter 4: Claiming Your Monthly Reward

With FitLif, each month, as your community grows, you will be earning money in your personal escrow account. These funds are available for you to claim once a month when you make progress towards or achieve your fitness goal. This is recorded by you in your personal fitness log just prior to claiming your funds each month. Your personal fitness log is part of your FitLif back office and is found under the menu item: Withdraw Funds.

The fitness log consists of two questions that need to be answered. You will answer these questions by typing in your response in two separate fields in the fitness log software. In the first field, you will need to state the fitness goal that you have been working towards. In the second field, you will need to confirm that you have made progress towards or achieved your goal. If you have met both of those requirements, once you click on submit, your funds will be transferred to your FitLif pre-paid Visa card. If you have not made progress towards your goal, don't worry, you will not lose the money in your escrow account. It will remain there as an incentive to help you reach your goal next month.

With FitLif, we want you to earn those funds, but only when you are earning them as a reward for living your healthiest life. That's part of the integrity of FitLif. We believe that the positive reinforcement used in our incentive program drives the best possible results. If our members lost their funds for not achieving their goals each month we believe that would create some potentially unhealthy habits and even foster a potential to cheat the system. With our design, members never should lie about their fitness goals, because the money is already theirs to claim and will remain that way. Not accurately recording your progress is only cheating yourself. Remember, as part of the enrollment process all members agree to our honesty policy and could run the risk of being kicked out of the program if caught.

The bottom line is this, if you miss your goal one month, don't fret, let those available funds motivate you to do better next month. And like everything with FitLif, share this with your team. Let them know you missed your goal but now you're super motivated to hit it next month. Your team will likely love your honesty and will rally around you in support and accountability in the coming months. That's what we're all about. FitLif exists to create a community offering accountability and reward!

Chapter 5: Team 4 Compensation Plan

The FitLif Team 4 Compensation Plan has been designed specifically to help members build a large community of like-minded, goal oriented individuals. We can't stress enough that direct person to person engagement is what we're about. It's through the power of this community that we create a system of accountability and reward.

Our direct marketing approach is very different from most multi-level style companies. In some MLM companies it's very difficult for distributors to make money. This is often because the company has created a program where it pays members out small percentages over many, many levels and sometimes an infinite amount of levels. Their hope is their members will benefit from the inherent power of duplication. We've all likely seen the example of a distributor signing up six people who in turn each sign up six other people, which quickly turns into tens of thousands of people. That is great in theory, but in practicality it rarely works out this way. When designing the FitLif program our research showed most people in network marketing can build a network down to level four, so we decided to focus our efforts on this concept. We created our Team 4 Compensation Plan because we believe it's more effective than other systems. FitLif has essentially created a single-level compensation system where a recurring monthly commission is paid on every member on your fourth level. Our compensation plan doesn't pay small percentages over many, many levels, but pays 100% of available commission on strictly the fourth level. This puts our members more in control of their own compensation. Our patented Team 4 Compensation Plan leaves less to chance because members can still have a manageable effect on building to their fourth team, however, it's still far enough away to allow the power of duplication to create a significant reward.

FitLif has also created a significant incentive in our compensation plan to dramatically encourage members to directly enroll at least four other members. This is facilitated through the tiered compensation plan and works like this: Your Team 4 monthly recurring payout is linked to the number of direct enrollees you have. For example, if you have only one direct enrollee, that means one member on your first team, then you can only earn up to a maximum of \$20 per person on your fourth team. If you have two direct enrollees, you can only earn up to \$25, with three direct enrollees your maximum commission only goes up to \$30 per person per month on team four, but when you have four or more direct enrollees signed up, that means four or more people on your team one then your compensation jumps all the way to a maximum of \$100 for each member on team four month after month. In fact, once a member has just four people enrolled under them, their minimum Team 4 compensation is \$35. That means with four individuals directly enrolled under you, you will earn from \$35 up to \$100 on every single member on your fourth team every single month.

Chapter 6: One-Time New Member Bonus

As you will remember, FitLif concentrates all available monthly, commissions exclusively on the fourth level. This is designed to provide a maximum recurring monthly incentive. Since you will need to build your team to this level to receive these recurring benefits, we have designed a separate one-time bonus structure to incentivize you and your team to grow to level four quickly. A new member bonus is paid out on the first month any member joins anywhere on your first four teams. That means you get paid on every new member added on your team one, team two, team three and team four.

Let's break down the specifics of this. There are two separate new member bonus amounts that are paid and these separate amounts are determined by which membership level a new member chooses.

When you sign up a new basic member you earn a one-time bonus of \$100 and when anyone on your team signs up a new basic member you get \$10 for each member added on teams two, three and four. This same structure is used when a new member chooses to enroll in the executive membership but the commission amount is significantly higher. For signing up an executive member your direct enrollee bonus is \$250 and when anyone on your team signs up new executive members you get \$25 for each member added on teams two, three and four.

Never before has a program like this been offered and our compensation plan is incredibly generous. It has been designed specifically to maximize the earning potential for our members. However, it is important to note: FitLif is not about making money for the sake of money, it is about using that money as an incentive to create the best version of you!

That's part of the integrity of the patented FitLif system and it's also what helps you promote our memberships in good faith. It's the idea that we are all on a fitness journey and by working together we create a community that offers: accountability, support and a financial incentive that can only be claimed by putting in the sacrifice it takes to live a healthier life.

Chapter 7: Your Role as a FitLif Member

When you join FitLif you become part of a community. A community that both gives and receives. It doesn't work unless you too do your part. Our members are called FitCoaches because their role is to encourage and support other members of the community. Your first objective will be to directly enroll at least four other members. This is the process of building your first team. As mentioned earlier, you will receive a one-time commission of either \$100 or \$250 for each new member you enroll. In addition to building the community, by enrolling new members, your job is also to support the community. The support function is best accomplished by reaching out to the members you have directly enrolled on your first team. Ask them about their fitness goals, share with them about your personal successes and failures. Be vulnerable and willing to share openly with your team. By doing so, those around you will also begin to open up and let you know what they are working towards, then you can do your part by encouraging and supporting them on their fitness journey.

The idea is simple, none of us have it all together and sometimes we just need the supportive touch of a friend to encourage and motivate us forward. Be that for those around you. Be encouraging, be supportive and help motivate your community to live their best lives. That's the entire idea of what FitLif is built upon. It's the idea that we all need each other to do our best. If you're an island unto yourself then you probably won't get much benefit from FitLif, but if you're a real person working hard each day and wanting to live your best life, then the FitLif community is for you!

Tell others about new workouts you're trying, share your meal planning techniques or any healthy recipes you may have. Since we are about community, sharing and posting your progress on social media should also be part of the equation. Remember to share your sales and enrollment techniques with your team. It's through this process that the reward part of the program is facilitated.

In summary, FitLif isn't just about cool apps and healthy recipes, in fact, that is just a minor part of what we are. FitLif is about being part of a community of like-minded individuals all working towards the common goal of living our best possible life. When selling FitLif memberships, you are essentially inviting someone to be part of our community. Remember, you are the face of FitLif, let them know they will not be alone and you will be there to support and encourage them on their journey.

You can make an enormous difference in the lives of those around you! Start by signing up four members in your first week. Just by doing that you'll already have more than covered your enrollment costs but more importantly you have just invited 4 new people into our incredible community. A community that cares for and motivates each other to live their healthiest possible lives.

Chapter 8: Building Your Team 1

Let's discuss the mechanics of enrolling members on your first team. Remember, FitLif is about building an enormous community of like-minded individuals that encourage and motivate each other to achieve their goals. In addition to providing awesome health and fitness tools, FitLif has also developed a patented system that pays members to get and stay fit. This reward system is facilitated through the process of building teams. Remember, your obligation in building your team is to provide encouragement and support to those you enroll. This is a critical part of the selling and enrollment process. You need to let prospective members know that they are joining part of an incredible community and specifically, they are joining your personal team. Let them know that you will be there to offer support and encouragement and their membership includes your commitment to their success. Show them convincingly that you want them to live their best lives in the same way you are trying to live your best life and together you can accomplish just that! Remember, FitLif isn't just about cool apps and awesome recipes it's a membership in an incredible community. Inform prospective members that by becoming your team they are joining with the entire FitLif community and they will no longer be alone on their fitness journey because together we all can live our best possible lives.

Once someone has decided to join your team, it is important to follow these simple enrollment steps.

1. You will need to either email or text your personal referral link to them. This is a very important step because it links the new member directly to your first team. If they sign up randomly on the website or from another member's link you might not receive your commission or credit for this enrollee.
 - a. To find your personal referral link log in to My FitLif Office found under the member's tab on our website. For easy access, your personal referral link is found in two different areas.
 - I. It is located at the bottom of your overview page listed under the title referral joining link.
 - II. It can also be found in the promotion tools menu on the left side of your screen.
 - b. Simply click on the promotion tools menu and then click on the menu item that says referral link. The main screen will now show you your link under the heading: referral joining link.
 - c. Simply highlight this link and copy it. You can then paste it directly in an email or text message. Any member joining through this link will be credited to you personally as your direct enrollee.
2. It's also important to explain our cancellation policy to new members. Inform them that they will be billed their first months and last month's membership up front but with FitLif, there are never any long-term contracts and members can cancel at any time in the future.

Chapter 9: Overcoming Objections

If you're not a seasoned sales professional it is very important to remember that rejection is part of the game. It can be discouraging but you must stay persistent. Like anything worth working for, a little bit of tenacity and persistence will get you through. Any sales professional will tell you, it often takes 50 or 100 no's to get a yes and every one of the no's can be a learning experience.

Let's start by going over a few sales strategies you might choose to use. First, we always recommend reaching out, in person, to those potentially interested in FitLif. Invite them out for coffee and explain our program in person. Continue to reach out to new people you meet through out each week.

Second, we recommend you start posting on your social media. Here are a few techniques you might want to use for your outward facing social media posts. Say things like:

"I'm starting a new fitness journey that pays you to get fit, would anyone like to join me?"

"I'm the healthiest I've ever been and I'm getting paid to do it, message me and I'll tell you about it."

"I've lost 10 pounds with the help of a new program that pays it's members to get and stay fit, can I tell you about it?"

You also have the ability to reach out directly to your social circle by direct messaging people through your various social media platforms.

When messaging you might say something like:

"Hi I'm starting a personal fitness journey with this incredible company that pays you to get and stay fit. Would you be interested in getting paid, for simply living a healthier life?"

"Hi, I'm making great progress in the gym and I'm getting paid to do it, can I tell you how you also can make money just by working out?"

There are countless other techniques and phrases that can serve as an introduction, for example you can say:

"Want to be healthier and get paid for doing it?"

"Get paid to get fit, ask me how"

Regardless of your initial introduction choice, it's important to continually test and refine your sales techniques and always try to learn from rejection. Ask your Fit Coach for help and offer your team help when you learn new techniques.

Here are some common objections you should prepare for:

1. It Seems Expensive

One response to this objection might sound something like this: “I’m sorry you feel that way because I must not have done a good job explaining FitLif. Our patented system can actually make you money well beyond your monthly membership cost. That’s really one of the best parts about FitLif, members can get paid to get fit. Think of it as an investment in your health. In fact, you owe it to yourself to try it for a few months and I’ll be here to help you so you can see how easy and effective it can be. If it doesn’t work, just cancel at any time because with FitLif there are never any long-term contracts.”

Here’s another way to re-direct when someone says it seems expensive, you might respond by saying, “Not really, it’s an incredible value if you think of it in the terms of starting a business. Where else could you start a business, with this much potential, for just \$100 or 200 per month. Look at it like a career investment that also leads to a healthier and happier life.”

2. This Sounds Like a Pyramid Scheme

Your response might sound something like this: “It’s not. Pyramid schemes are illegal and will always fail because they continually need new money to fund earlier participants. FitLif is a fiscally responsible organization that retains enough of membership fees to support its operations. By design, our monthly reward payouts will never bankrupt the organization.”

3. I Can’t Afford That Right Now

Your response can be: “I’m sorry because I must not have explained FitLif properly. Our program can actually make you money well beyond your monthly membership cost. Try it out for a few months and let me show you how this can be profitable instead of costing you money. And by the way, you get the added benefit of living a healthier life!”

These were just a few tips to help you begin the team building process. Remember, rejection is normal and often found in abundance. Stay persistent, you only need to enroll four people to qualify for your maximum commission. Don’t give up until you find them and then keep going and find even more because you now know you can do it!