



Sample Revenue Models Compensation

Gym and fitness center owners utilizing the Take Shape for Life business model have the option of developing a stand-alone strategy simply serving clients in their facilities or additional revenue opportunities can occur if the Gym or Fitness Center Owner decides to refer other gym and fitness center owners, personal trainers, health care professionals, or qualified lay personnel to the Take Shape for Life program.

The revenue projections shown below are for a stand-alone strategy only

Stand-alone Compensation

\$ 999 or less in orders per month	= 20%
\$1000 - \$2999 in orders per month	= 25%
\$3000 - \$3999 in orders per month	= 27.5%
\$4000 - \$4999 in orders per month	= 30%
\$5000 - \$5999 in orders per month	= 32.5%
\$6000 or more in orders per month	= 35%

Sample Revenue Projections

Assumptions:

Average Cost on Weight Loss Program = \$250 per month Medifast Food

Average Cost on Maintenance Program = \$150 per month Medifast Food

Average monthly order = \$200

30 Clients per month

x \$250 (average monthly order)

\$7,500 Monthly Orders

\$7500

x 35 % Compensation

\$2,625/ month Compensation

As clients migrate to the maintenance program, this becomes reoccurring revenue for your business.

(Note: all examples are hypothetical projections and not income guarantees.)

50 Client Projection

50 Clients ordering per month (20 clients X 6 months minus 20% attrition)
x \$250
\$12,500 Medifast Orders
x 35% Compensation
\$4,375 Gross Monthly Income

100 Client Projection

100 Clients ordering per month (20 clients X 6 months minus 20% attrition)
x \$250
\$25,000 Medifast Orders
x 35% Compensation
\$8,750 Gross Monthly Income

Additional Income: Quarterly Retention Bonuses

- *\$250 bonus with \$2K/ month revenue x 3 months*
- *\$500 bonus with \$4K/ month revenue x 3 months*
- *\$1000 bonus with \$6K/month revenue x 3 months per quarter*

Note: Additional clients from referrals are common (co-workers, family, & friends) which also become part of the client support system as well as becoming new clients for other aspects your business.

The Take Shape for Life Program is Cost Effective

Cost Savings for Clients and Business Owner

- Diabetic and other medications may be reduced or eliminated
- Medifast is *cost neutral* (under \$2/meal or comparable to regular food)
- No additional fees (start up, initiation fees...) required by TSFL
- Field and Corporate support and training available
- No inventory or additional admin costs to your business
- Virtual support available for out of state clients & referrals

Building a Health Care Network

In addition to servicing clients, if you decide to refer and work with other fitness centers, gyms, personal trainers, health care professionals, and health advisors you will be compensated for building teams. A business structure of 5 separate Executive Director Teams (minimum volume for an ED is \$6000/month, average is \$16,000) with 10 EDs in each organization (total of 50 EDs) should produce a monthly income ranging between \$25k to \$40k/month.

(Note: all examples are hypothetical projections and not income guarantees.)