



Implementing TSFL into a Fitness Center

A. In-house and local marketing:

- Counter signs
- Flyers
- Brochure holders
- Sign for windows
- Hanging banner
- Local and in-house advertising
 - Use testimonials of local people who have had success on the program (weight-loss)
 - Using clients who highlight their therapeutic results is also very effective (people who have gone off 1 or 2 medicines, or who are managing Type II diabetes using nutrition)
- Assign a marketing person to notify local doctors/chiropractors of this service

B. Set-up website and link from fitness center website.

C. Send letter or email to current members informing them of this new service. Optional: provide an incentive to members for referring clients

D. Have a couple employees of the fitness center (and/or their spouses) go on the program and get them excited about it (create walking billboards/testimonials that your patrons will see)

E. Provide incentives for personal trainers to refer clients to the program.

- F. Have at least one person designated as the lead TSFL person to be in charge of coaching.
- G. Set up and advertise for several Free Weight-loss and Wellness Clinics
- H. Each new client gets a welcome pak:
- Folder
 - Magnet
 - Do's and don'ts
 - Program overview
 - Quick Start Guide
 - DVD and/or It's Not your Fault CD
- I. Follow up on clients as per guidelines (Days 1, 2, 3, 7, 14, 21, 28, etc.)
- J. Plug clients into Support
- Support in Motion
 - Nurse's Call
 - Doctor's Call
- K. Develop client equity through the "Be Slim Club" (preferred client autoship program) and the referral program