



## Welcome to the Weight Loss Made Simple 'Lean Team'!

Congratulations on your positive decision to help make a difference!

Weight Loss Made Simple gives you access to a proven, predictable programme as well as intellectual property and a like-minded community to support you in getting results for your clients!

### Step 1: Before starting a new client

#### Phone a friend

When you first speak with any new or prospective client, ask them if they have one or more friends they would like to ask to join them on their programme. This provides them with additional first hand support, brings an additional client and enhances the time effective nature of programme delivery.

(You may want to consider offering an incentive for your client to 'buddy-up' such as a discount "per-head" on your time or a complementary product.)

#### Medical clearance

Where new clients are referred by their doctor, you will require a letter recommending their participation and certifying medical clearance. A full blood count including cholesterol levels and blood glucose would also be helpful.

### Step 2: At Commencement

#### Client Intake Forms

You will require each new client to complete a **Client Intake Form** to ensure their suitability for the programme and proactively manage any potential health risks by way of medical history or medications.

Healthpointe is not suitable for Type I diabetics.

Weight Loss Made Simple's **Client Intake Form** is a fillable PDF form they will be able to fill out and email to you in advance. It has relevant fields at the bottom of the document for you to add the appropriate details from their physical assessment (see below).

#### Physical assessment

For each new client their blood pressure, heart rate, weight, height, chest, waist, hip and thigh measurements and hip-to-waist ratio should be assessed. These will provide reference points to measure their progress as they pass through the programme.

#### The 'Secret of Success' – 9 Critical Questions

Half the battle in achieving results for your clients is being able to keep them accountable to their goal so it is very important that they have clarity on why they want to improve their health.

Interview your client and help them articulate their reasons to increase their commitment levels before they begin.

# Weight Loss Made Simple

## Coaches' Checklist

---



Ask the following 9 in questions IN ORDER. The responses do not need to be recorded but LISTEN attentively to their answers and be sure to **ASK ALL 9 QUESTIONS**:

1. "Why have you decided to get your weight under control?"
2. "Why is that important to you?"
3. "If you could achieve that, how would you feel?"
4. "And if you were unable to do that what would that mean?"
5. "Why does that worry you?"
6. "Have you tried before?"
7. "What do you think stopped you from achieving your goal in the past?"
8. "What will you do differently this time?"
9. "Are you ready to give it a go?"

Summarise their reasons in a recording of 60 seconds or less by following the script below. Use your phone to record the session.

- "Hi, I'm [COACH'S NAME], today's is the [DATE] and I'm here with [NAME]"
- "So [NAME], can you please tell us what your weight loss goal is?"
- "Why is that important to you?"
- "How will you feel when you've achieved your goal?"
- "Right, that means you're going to burn XXX kgs. When will you achieve this by?"
- "Are you ready to get started?"

**Send this video to your client** and encourage them to watch it every day.

Having each client provide this commitment is a great anchor point from which to hold them accountable and provide motivation throughout their journey. Both will reflect positively on you as their coach.

### Explain the programme to the client and their responsibilities to you (10 x W's)

1. Wake up
2. Wee
3. Weigh
4. Write it down (& txt to your coach)
5. Water
6. Walk/Workout
7. Water & Fibre
8. Wash
9. Whip up breakfast
10. Whole food supplements

### Homework

Set your client their homework of listening to the DVD and CDs included in their Healthpointe Pack (ideally all 3 during their first 3 preparation days.)

There are several supplementary titles which you can purchase and lend to your client over the 6 weeks of the programme. These CDs are designed as a support, educational and motivational tool for your client. Encourage them to listen to these regularly throughout their programme. This will increase their compliance levels as well as saving you time and energy.



We recommend the following order:

1. "Healthpointe Explained" - Ben Physick (HP Pack)
2. "The Healthpointe Advantage" - Dr Andrea Miller(HP Pack)
3. "The Slight Edge" - Jeff Olson (Recommended Supplementary)
4. "Dr Ross Walker On Nutrition" - Dr Ross Walker (Recommended Supplementary)
5. "It's the Source that Matters" - Frank Tennant (Recommended Supplementary)
6. "Omega 3 & Fatty Acids" - Dr Lou Chiodo (HP Pack)

### Step 3: Throughout the programme

#### Daily text support

Ask your client to text you the following information, first thing every morning:

- Weight
- Total number of steps from previous day
- Total carbs from previous day
- Their bowel habits (1-3 times per day)
- What CD they've listened to

#### Weekly touch point

- Weight
- Weekly steps
- Bowel habits
- Review food diary (either the Healthpointe journal or the Weight Loss Made Simple fillable PDF)
- Discuss challenges and successes

#### Weekly team walk

To build team morale, a culture of support and build a time efficient model of delivery for you we suggest scheduling team walks one or more times per week. This could also be utilised as each client's weekly touch point to optimise your time.

Time can be factored into the cost of the programme at \$10 per head per week (add to coaching fee on order form).

#### Is supplementation really necessary?

It is a fact that even the finest diet today cannot provide all the nutrients required for health due to depletion of our soils and increasing pollution of our environment. Every day we eat, drink, exercise, get stressed and are exposed to pollution, so we need to supplement with high quality, food state supplements on a daily basis. These will promote your clients long term health as well as their weight loss during their programme.

We want our clients to build the understanding that supplementation is for life. The recommended CDs by Dr Ross Walker and Frank Tennant should help to communicate why this is important for optimal health.



### Step 4: On completion

#### Client Testimonial

Ask your client for a video testimonial of their results and experience. We find clients are typically happy to do this at this time when they are proud of their achievement. Ask their permission to use their testimonial in any or all of the following channels

- Website
- Privately to new clients
- As part of a public presentation

Ask your client the following questions

- “Hi, I’m [COACH’S NAME], today’s is the [DATE] and I’m here with [NAME]”
- “So [NAME], we’ve completed the programme, how much weight did you lose?”
- “What was the highlight of your experience?”
- “How do you feel your success with this programme will affect your life?”
- “Do you feel that you’ve learned principles which go beyond simple weight loss and will help you live a healthier life in the long run?”
- “Would you refer [COACH’S BUSINESS NAME] to someone looking to improve their health situation?”

This can be attached to their pre commencement video and provides a powerful feel-good factor for them as well as a promotional tool.

#### Make them a VIP client

Register your client as a VIP client and set up their direct shipping shopping list. This can be tailored to their needs and shipped to them automatically to meet their supplement and product regimen.

As a VIP client they also receive two weeks complimentary access to the Healthclub resource and can subscribe for only \$49.95 per annum if they choose.