

## **How to Use the *Making Optimal Health a Reality* Presentation**

### **Overview**

The presentation ***Making Optimal Health a Reality*** is an essential tool for all new Health Coaches as they share the Take Shape For Life program with prospects. Think of it as the most important training a prospect will ever receive. The presentation shares all the personal benefits that await him/her and, at the same time, demonstrates exactly how he/she should share the program once becoming a Health Coach.

On the back of each page of the flip presentation are bullet points that highlight the essential information being conveyed on the page facing your prospective Client. What follows below is a more in-depth script for the presentation. After you have familiarized yourself with the script and practiced it, you will be ready to set it aside and then the bullet points on the back of each page will be your reference to keep you on track.

### **Okay, so let's go through a brief checklist of items to set up your presentation:**

- Make sure that your prospects have an idea of how long your meeting should take (30 – 45 minutes), and that they understand the purpose of the presentation.
- To help set their expectations and condition them to all the benefits within Take Shape For Life's Trilogy of Optimal Health, ask your prospects to listen to Dr. Andersen's Overview Message (866-284-6682) and/or refer them to Dr. Andersen's Web site ([www.drwayneandersen.com](http://www.drwayneandersen.com)) before your presentation meeting.
- Make sure that you have on hand all the materials that you will be leaving with your prospect after the presentation. If you do not, immediately order them from Take Shape For Life in the Back Office under Tools.
- The day before your scheduled presentation, call or email your prospect to confirm your appointment. This will also give you a chance to ask whether he/she has had the chance to go online to Dr. Andersen's Web site or listen to the Overview Message.
- Before giving the presentation, thank your prospect for making the time available for your meeting. You will be sharing your full testimonial during the presentation, but before you begin, you should also express the satisfaction you receive from sharing the Take Shape For Life program.

## **Do's and Don'ts during Your Presentation:**

- **DO** enjoy yourself. You are offering both the best option for getting healthy, and also an opportunity to do what you are doing. Let people see that being a Health Coach is fun and rewarding!
- **DO** maintain a connection with your prospect throughout the presentation. Make sure that you make frequent eye contact. The bullet points are to keep you on track, but they are not your focus—your prospect is. Occasionally, make a point by prefacing it with phrases like “Wouldn't you agree that...” or, “Did you know that...” This will make your presentation more like a conversation.
- **DON'T** ramble and keep the flow going. Don't fall in love with one page of the Presentation and spend too much time on it. If your prospect has a question that is answered later in the Presentation, acknowledge it as a great question, and ask his/her permission to respond to it at the point where the Presentation covers it. If your prospect is hung up on something and you've lost his/her attention, then deal with the question succinctly and move on.

## **The Presentation Set-up:**

- **Option One:** Sitting across a table from your prospect.
- **Option Two:** Sitting at a table at a 90 degree angle from your prospect (you are at the head; your prospect is on one side). This set-up is a little more intimate.
- **Option Three:** Sitting next to your prospect. This set-up is the most intimate, but will not allow you to refer to the bullet points on the back of each page. Once you are familiar with the Presentation, you might consider this option. The only negative is that by giving the presentations without any reference to guide you, your prospect might subconsciously feel that, should they consider being a Health Coach, presenting the program requires more training and professionalism than it does.
- **One last thought** before you begin sharing the Optimal Health Presentation with new prospects: You are opening the door to an extraordinary opportunity to everyone with whom you share our program. Not everyone will step through, but always keep in your heart the joy and satisfaction that comes from being the conduit to something truly amazing.

## **The Making Optimal Health a Reality Presentation Script**

### **Making Optimal Health a Reality Cover**

“Thank you for making this time available to consider what Take Shape For Life has to offer you. I know you told me you were interested in...losing some weight...getting off your medications...reducing your blood pressure...taking control of your health, etc.”  
(Confirm any previous conversations you have had with you prospect about his/her goals. Many times this will be about permanent weight loss or other health items; other times their stated goals might revolve around finances or finding more fulfillment.)

[FLIP]

### **The Trilogy of Optimal Health**

“...But Take Shape For Life offers so much more. If we can get our physical, emotional and financial needs all met, we can truly be our best. We call these three areas of health the Trilogy and where they converge (point to the center of the Trilogy) is where we find our Optimal Health. We’re going to focus much of our attention on physical health today, but Take Shape For Life is committed to helping people find the answers to all aspects of their health.”

“At Take Shape For Life, we have a mission we call Life in Motion – a process of creating a system, a plan, and a vehicle to support people living the lives they want and reaching the Trilogy of Optimal Health. Life in Motion is a new way of thinking and living. It takes life beyond merely surviving, to thriving, in a whole new world of Optimal Health, a world where a healthy weight becomes a creative part of oneself.”

(Transition) “So, as part of developing that Life in Motion, and much like going to see your doctor, we’re going to get started with a quick check-up to see where there are some opportunities for improvement.”

[FLIP]

### **The Path to Optimal Health**

“I know when I first did this assessment; I was surprised to see how out of balance my life was, and how that had a big impact on my overall health.”

(Have the Assessment Form in hand or in front of you, briefly give your story on where you started in each area, and if you were out of balance, how Take Shape For Life and the Trilogy have helped. Then slide the Assessment Form over to your prospect with a pencil or pen. Have your information already completed in the “Your Health Coach” portion of the form.)

“Let’s look at each of the three areas—physical, mental, and financial, in terms of an ideal situation. If you see areas on the assessment that you would like to attain, but may not have now, just circle them and then rate each area 1 to 10.”

“Okay, now let’s turn your assessment over and look at the Body Mass Index chart. Just find your height and weight on the chart. Where they converge will tell you what your BMI is. As you can see, as the BMI number goes above 24, the colors go from green all the way to red. We’ll discuss this more in a minute, but all of us would be healthier and more productive if we lived our whole lives in the green.”

(Transition) “Okay, now we have identified some specific areas of your health that we can focus on; and you should know you are not alone.”

[FLIP]

## **You Are Not Alone**

“Only a very small percentage of Americans are anywhere near a 10 in each of the areas of their health.”

“The number of truly unhealthy Americans outnumbers the truly healthy 4 to 1.”

AND “3/4 of all Americans are significantly affected by being overweight or by having chronic physical or emotional problems.”

“We Americans think we’re better off, but we rank below such countries as Costa Rica and Morocco in overall health.”

(Transition) “So, let’s take a look at why this happens.”

[FLIP]

## **Why Are We So Unhealthy?**

“Ten thousand years ago, there was virtually no such thing as being overweight. That’s because our body’s design fit the lifestyle back then perfectly. We used to have to hunt down or gather our food, and we used up a lot of calories doing so. We might go a while between meals, but our bodies stored and conserved energy very efficiently. When we got sick or injured, we slowed down our energy output, but since it also became hard to track down our next meal, our energy intake slowed down, too. When you couldn’t hunt anymore, you died! Life was shorter back then, but people were generally in excellent shape while it lasted.”

“Now, let’s fast forward to present day and our fast food society...”

“Our body design is the same, but our lifestyle has changed dramatically. We no longer are hunting down our food and many of our food options are very rich and unhealthy. This dilemma often starts at a young age when children get hooked on junk food, such

as sugary snacks, juice boxes, and sodas. This leads to an almost inevitable trend of calories in exceeding calories out. The gap in between is fat accumulation.”

(Transition) “So now, let’s look at why it is so hard to control our weight.”

[FLIP]

## **Our Bodies Today**

“Calorie-dense food is a new phenomenon. Just a couple of generations ago there was almost no such thing as processed food, and 100 years ago only the privileged were overweight. But now the cheapest food is also the most calorie-dense, so more people are affected.”

“The food industry is not our friend. They want to hook us on super-sized portions of food with way too many fat and sugar calories.”

“Just for a comparison, Americans’ average percentage of caloric intake from fat is 38%, while Japan’s is just 10%. It’s no wonder that our rates of heart disease and diabetes are the highest in the world while their rates are among the lowest.”

“And today’s high-tech lifestyle has removed almost all the energy expenditure that our grandparents knew as part of everyday life. We use the car instead of our legs, and get much of our entertainment in front of the computer or television rather than through outdoor activities. This lack of activity leads to muscle loss. After the age of twenty, the average American loses one pound of muscle a year. Since muscle is the part of our body that requires energy to sustain it, when we lose it, we put out fewer calories, making it much easier to gain weight as fat.”

(Transition) “And it’s not just a matter of weight that is the concern...”

[FLIP]

## **It’s Not Just Your Appearance**

“We are literally eating ourselves to death. A few minutes ago, you found your current BMI. Now, as you can see by looking at the BMI chart, from a health standpoint, anything over 24 starts to statistically raise your risk of serious problems. If it is over 30, it is an even greater concern.”

(Transition) “So now that we see that there is a real problem out there, where can we get help?”

[FLIP]

## **Where Are The Answers?**

“Doctors are great for taking care of actual illnesses such as infections or injuries, but not for health-related problems relating to lifestyle. As a matter of fact, chronic use of medications with all their side effects can actually lead to worsening health. Prescriptions have never solved the root cause of any health problem, but have contributed too many other serious injuries and deaths.”

“We’ve all tried one of the latest fad diets and we’ve all learned the same lesson – diets don’t work. You might lose weight for a while, but inevitably, it all comes back. This constant yo-yoing is unhealthy and discouraging.”

(Transition) “So, if we were to design a healthy program tailored to today’s society, what might it look like?”

[FLIP]

## **What If There Were...**

“It would undoubtedly have lots of great-tasting healthy food choices, foods that are quick and easy to prepare so that they fit our fast-food lifestyle; and meals that are low in fat and calories, while being high in nutrition.”

“And, it would undoubtedly surround you with your own personal support system—caring, like-minded people to provide you with all the information and support you need. Best of all, everyone coaching you to reach and maintain your goals would really understand your needs, because they themselves would have traveled in your shoes.”

(Transition) “So, if you put that all together, what would you have?”

[FLIP]

## **Real Answers for Real People**

“You’d have Take Shape For Life! Take Shape For Life combines the appealing variety of food choices from Medifast, a leader since 1980 in nutritious, low-calorie meal replacements, with revolutionary proven concepts that keep you eating at very short intervals. Then it adds what the Weight Control Registry cites as the most common factor in successful long term weight loss—effective support.”

“The Medifast meals come in 70 different high-quality selections, and have been clinically proven safe and effective.”

(Transition) “Now let’s explore in more detail how we surround you with all the ingredients to set your Life in Motion with Take Shape For Life—your answer to Optimal Health!”

[FLIP]

## **The Trilogy in Motion**

“This next slide shows how Take Shape For Life’s sole focus is on you. The wheel outlines the dynamics necessary to truly provide you the best chance of Optimal Health. As you can see, the wheel consists of two parts—the outer rim and the inner core. Our first level of focus is the outer rim of the wheel, which provides a shield to protect you from harmful aspects in your external life, such as junk food and stress, which have a direct impact on your **physical health**. If you look at the outer rim, you’ll see world-class products, proven concepts, your support team, and a solid company, which together, provide the most powerful plan to get you physically to your best health ever and keep you that way!”

“The inner rim of the wheel focuses on the core components of the Trilogy, which you can see are all interdependent. As we set your life in motion, our attention initially is on your physical health. But that would go for naught if we didn’t address the importance of balance in the other two areas of the Trilogy. Happiness and security are essential to truly help you build a solid foundation of lasting Optimal Health! Improving these areas, in addition to your physical health, is critical, and we will talk later about how our model can help!”

(Transition) “Let’s now look at all four of these ingredients for Take Shape For Life in more detail to show how they can provide you the most powerful protection from the unhealthy aspects of our society, and plan for your Optimal Health.”

[FLIP]

## **Medifast Foods**

“We have a wide variety of products for weight management, and we also have used our proprietary food technology to develop nutritionally engineered products for the specific needs of women, men, seniors, athletes, and even for people with medical conditions like arthritis and diabetes and as a safe alternative to hormone replacement therapy for women.”

“With over 70 food selections, you’ll never be bored. The products can be used by the whole family—a quick meal for moms and dads on the go, or a healthy snack for children.”

“Most of our products are soy-based, which gives you all the proven heart health benefits of soy, and many are Kosher.”

(Give your own experience with the products and offer your prospect a taste of one of your favorite product choices.)

(Transition) “Now let’s take a look at what stands behind our products.”

[FLIP]



## **The TSFL Corporate Team**

“Medifast and Take Shape For Life have been leaders in meal replacements for over 25 years and our programs have been clinically demonstrated as safe and effective by researchers from Johns Hopkins. In fact, over 15,000 physicians have endorsed our products since 1980.”

(Point to pictures)

“Here you can see the Company’s headquarters in Owings Mills, Maryland, and these are Take Shape For Life’s co-founders, Dr. Wayne Andersen, who is also the Company’s Medical Director and has been a pioneer in the field of critical care medicine. And this is Brad MacDonald, Medifast’s Executive Chairman, shown here at the New York Stock Exchange (NYSE:MED) on the company’s first day of being publicly traded.”

(Transition) “But Take Shape For Life is a lot more than just great products and a strong Company.”

[FLIP]

## **The TSFL Support Team**

“It’s also all the support you’ll ever need to get the results you want and to keep them for life. I’ll certainly be there for you, but you and I have a lot of backup. You’ll have access to our weekly interactive doctor’s and nurse’s calls, as part of our Virtual Clinic. You’ll be supported by the Health Institute, which designed training for me (and certified me), so that I am better prepared to coach you, and you’ll have access to the company’s toll-free line, should you need additional support.”

“Should you make a commitment to Take Shape For Life, you can enter the BeSlim® Club, which gives discounts for making a long-term commitment to health, and we even have a mentor program, which provides clients with more health knowledge, should they be interested.”

(Transition) “So, now that you understand the ingredients, let’s take a look at how Dr. Andersen has taken time-tested and proven concepts and designed a comprehensive plan for you, from weight loss all the way through our BeSlim® philosophy of lifelong weight control. This will truly set your life in motion.” (If the prospect is already at their target weight, acknowledge that weight loss is certainly not their primary concern, but that Optimal Health is a goal for everyone.)

[FLIP]



## **How it Works?**

“As we saw earlier, being overweight occurs in the gap created by calories in being greater than calories out.” (Point to the “Fat Accumulation” section on the chart)

“So, in Phase One of our program, we take your calories down to between 800 and 1000 calories on what we call the Medifast 5 & 1 Plan. (Point to 5 & 1 on the chart) This is where the design of the program is really great. You get to eat Medifast Meals every three hours and in about three days, your body will be in a fat-burning state without any significant muscle loss. This again was one of the findings at Johns Hopkins.”

“Within one to two days, most people will not be hungry, and will also be very satisfied by their food intake. You can expect to lose up to two to five pounds a week, and for the first three weeks, you will not be increasing your activity level. If you are exercising right now, you should cut it in half to start Phase 1. Then after three weeks, you will gradually start increasing your activity level. This does not necessarily mean jogging or going to the gym. It means putting your body in greater motion—taking more steps every day, using the stairs instead of the elevator, etc.”

“Once you approach your healthy weight, usually a BMI of 24 or less, you gradually start increasing calories—this is called Transition.” (Point to the “24” and Transition on chart.)

“By the time you arrive at your target weight, you will have brought your calories in/calories out into balance just like people 10,000 years ago. Our program works because it pays attention to how you were designed. And most important, we will have set your life in motion through our BeSlim® philosophy of lifelong weight control.”

(Transition) “To see if you are qualified for BeSlim®, I have one question to ask you...”

[FLIP]

## **Can You Eat Every Three Hours?**

“Can you eat every three hours?”

“Yes? Then you have what it takes to not only lose weight, but also to be in control of your weight forever. In Phase 1, your only focus will be to start your new habit of eating your Medifast meals every three hours. But once you set your life in motion, start losing weight, are feeling better, have more energy and are sleeping better, you will be at what we call your ‘Teachable Moment.’ (Point to this on the chart) You will be ready to learn and use the BeSlim philosophy daily. It’s easy.”

“Our research, including data from the Weight Control Registry of successful individuals with long-term weight loss, has identified six common success factors that make up the BeSlim® lifestyle.

The B is for BREAKFAST every day.

The E is for EXERCISE, at the right time and in the right amount.

The S is for SUPPORT, notice the S is capitalized.

The L is for LOW FAT meals, 5 – 6 times per day.

The I is for INDIVIDUAL plan, and I will help tailor your plan and food choices for you.

The M is for MONITOR. This is to make sure the pounds don't creep back, so when you're at target, just get some well-fitting jeans and every few days make sure they still fit."

"You are going to be the one to do it, but I'll be the one to support you during both Phase 1 and Phase 2 to make sure we keep you healthy!"

(Transition) "So, now let's talk about what you can do today!"

[FLIP]

## **What You Can Do Today**

"Well, in many decisions we make in life money is a factor, but in our program, we are simply exchanging the foods you're eating now for our healthy meals. Take Shape For Life will simply become your new grocer and the program will be cost-neutral. You'll simply order your products directly from the Home Office, and I'll be available to give you support for free."

"Do you agree that our program makes sense? We want you to succeed and take control of your health!"

- If they say "absolutely," "sure," or nod, assume the order and move forward.)
- If they say "I'll think about it" or "I'm not sure", then identify the objection by saying, "I know for a lot of my clients, they have been just about burned out by yo-yoing on diets, so I understand the hesitancy. This is not a diet. It's the promise of a healthier life, a life in motion, a world where a healthy weight becomes a creative part of you. A world where health and happiness become daily companions, where the first small successes lead to a future of fulfilled dreams. I've never met a person who didn't want something more out of life and I'd love to be your partner in getting it for you."

"So, now I want to give you some support materials for you to review during the four or so days it will take for your foods to arrive." (Briefly explain each piece.)

(Transition) "Before we go through your order selections, I'd like us to go back to your Trilogy assessment for a moment and look at our second level of support, which can truly provide Optimal Health."

[FLIP]

## **Where Will You Be in Five Years?**

“In our fast-paced lives, it’s hard to look five days ahead, let alone five years. Another way of looking at it is to ask yourself what areas in your current reality would you like to change? What areas would you be disappointed about if they were the same five years from now?” (Point to Healthy Body) We’ve focused mostly today on delivering a clear plan for success for a lifetime improvement in your physical health. As we look to the area of mental and emotional health, we can see that physical health supports having more energy and just enjoying life more. And let me share what’s happened for me since I’ve become a Take Shape For Life Health Coach...”

(Briefly share your own experiences in the areas of Healthy Mind and Healthy Finances as you go through the items on the chart in these two areas. Don’t pressure; as a matter of fact, you can point to the Company’s requirement of seven days minimum as a client before anyone is qualified for Health Coach. The prospect’s asking for more information is your cue to tell more.)

(Transition) “If you’re interested in learning more about the rewards of becoming a Take Shape For Life Health Coach and the ability to reach Optimal Health by setting your life in motion, I’ll be happy to give you the materials.”

[FLIP IF THEY ARE INTERESTED]

## **Start Living the Trilogy**

If they are interested in the Health Coach opportunity, briefly discuss Part 2 of DVD and the Business Overview. If they are not interested, then go directly to helping them with their first order.

## **Follow Up**

Set up a time to talk with your new Client once their product arrives and then set a firm date about a week after that to discuss their getting going as a Health Coach if they have already expressed interest. A Client does not have to have reached their target weight to be an effective Health Coach, just committed to their program. As a matter of fact, Clients who become Health Coaches deepen their own personal commitment by being responsible for supporting others.