



# GUIDE TO BUSINESS PROMOTION



**Take Shape  
For Life<sup>®</sup>**

FUELED BY  **Medifast.**

## WELCOME!

Take Shape For Life is not just about bodies. We want your business to take shape, too! Whether you have a significant advertising budget or are hoping to create free buzz, this guide will help you take advantage of opportunities to promote your business to potential new Clients and Health Coaches.

Before you get started on devising a promotional strategy, you'll need to have an understanding of the permissions required from TSFL. In section 1, we'll go over how to tell your story while staying within the bounds of compliance. In section 2, we discuss the particulars of promoting yourself as a Health Coach—from the importance of using the correct colors of our logo to the need to include the registered mark that appears next to our corporate logos and names.

Once you've learned how to use TSFL logos and trademarks in your promotional materials, we'll give you an overview of how you can use each aspect of both paid media (e.g. print ads) and earned media (e.g. public relations and social media). We'll also let you know how to request permission from TSFL for each type of advertising and promotion.

Like all of the supportive pieces of our Bio-Network, the **Guide To Business Promotion** takes the guesswork out of revving up your revenue and reaching out to others with your personal brand. Refer to it for questions related to our logo and other trademarked materials used in print advertising, press releases, social media, and other promotion.

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## 1.0 How to Tell Your Story Compliantly

Telling your story is a big part of being a Health Coach. You are a living example of the power of Take Shape For Life, and your story is powerful, sincere, and inspiring! We're here to help guide how you tell it.

### 1.1 Federal Trade Commission (FTC) Regulations

The FTC regulates all advertisements displayed in America, including TV, Radio, newspaper, online, or any other type. As Health Coaches, you, like TSFL Corporate, are bound by the FTC regulations. That can be kind of scary, but that's why Compliance is here to help!

All advertisements must go through [compliance@tsfl.com](mailto:compliance@tsfl.com). We help confirm that your ads adhere to FTC regulations and TSFL Policies & Procedures. If you ever have any questions, just ask!

## 1.2 Most Commonly Used Approved Claims

The following bullet points are an abbreviated list of the most commonly used claims. Please see the *Permissible & Impermissible Claims Document* for a full list of approved claims. Please see the *Compliance Guide* for more detailed information about Compliance. Please see the *TSFL Policies & Procedures* for a full list of TSFL Policies.

- Lose up to 2-5 lbs per week
- Lose up to 20 pounds in your first month
- Recommended by over 20,000 doctors since 1980
- Clinically proven safe & effective
- Physician Recommended





### 1.3 Basic Testimonial Guidelines

What is a Testimonial? It's what you give any time you speak of your Take Shape For Life experience or another's Take Shape For Life experience. This includes: showing before and after photos, telling how much weight you lost, explaining health improvements, and even displaying photos of you in your old pants.

For every testimonial, include this disclaimer: Results will vary. **Typical results on the Medifast 5&1 plan are up to 2-5 lbs per week.**

FTC regulations state that our weight loss examples must be within the window of our typical results, even if you did lose more than what is typical. Our typical results are up to 2-5 lbs per week, or up to 20 lbs in the first month. **This is because all advertising must show what the average user can expect for himself or herself.**

**Permissible testimonial examples are:**

- I lost 10 pounds!
- I lost 15 pounds in a month!
- I lost 75 pounds!

**Impermissible examples are:**

- I lost 10 pounds the first week!
- I lost 44 pounds in 2 months!

Regulations are the same for medical claims. **Typical results show that with weight loss, 1. high blood pressure, 2. high cholesterol, and 3. type 2 diabetes are improved.** We do not have the clinical studies to advertise improvement of any other medical condition. **Again, these benefits come from weight loss. TSFL and the Medifast 5&1 Plan do not cure, prevent, diagnose, or treat any disease.**

**Permissible examples are:**

- Thanks to my weight loss, my high blood pressure lowered!
- Now that I've lost the weight, my type 2 diabetes has improved!

**Impermissible examples are:**

- Now that I've done TSFL and the Medifast 5&1 Plan, I'm no longer diabetic!
- Now that I've lost the weight, my sleep apnea has improved!
- My blood sugar went from 248 to 103!

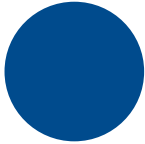
Please remember that these are industry-wide regulations that come from the federal government.

Submit all your ads to [compliance@tsfl.com](mailto:compliance@tsfl.com) with a Trademark & Advertising Request Form! You can find that form in your back office.

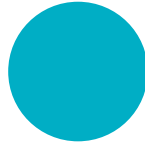
## 1.4 Logo and Name

Symbolic of the cyclical nature of our lives, TSFL’s tri-colored circular logo represents our trilogy of Optimal Health: Healthy Body, Healthy Mind, and Healthy Finances. The arrows show how one overlaps another to surround the dot in the center. That’s you, our well-balanced and well-supported Health Coach.

It is for these reasons that we ask you not to alter the logo in any way—either by using inexact colors or by substituting another font. And please don’t turn the wheel. Below are the correct colors for the logo for reference when creating promotional materials.



**PMS 288**  
Healthy Body  
“Take Shape”  
“Fueled by Medifast”



**PMS 7467**  
Healthy Mind  
“ForLife”



**PMS 376**  
Healthy Finances

In addition to our logo, the following are proprietary names that must appear unaltered in spelling and must contain the appropriate service mark:

- Take Shape For Life®
- Take Shape®
- TSFL
- Medifast 5 & 1 Plan®
- Medifast®
- BeSlim®
- Lean & Green™ Meal

Please note that permission is **required in advance of use** of any logo, proprietary term, or other trademarked TSFL property in any kind of promotional manner. So plan ahead! To get the required permission, you must submit a Trademark & Advertising Request Form to [compliance@tsfl.com](mailto:compliance@tsfl.com), which can be found in the Library on your co-branded site.



Horizontal Format



Vertical Format



Wide Format

**Transform Yourself**

Take one step now—Take Shape For Life. We make it easy to be free of excess weight, low energy, and poor health. Join us, and:

- Be Fueled by Medifast
- Be Empowered by your Health Coach\*
- Be Invigorated by the Habits of Health
- Lose up to 2-5 pounds per week

Let me coach you to Optimal Health!

Name: \_\_\_\_\_  
 Independent Health Coach ID#: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Website: \_\_\_\_\_

**Take Shape For Life.**  
FUELED BY Medifast

\* A Health Coach is not a substitute for a physician or qualified medical professional for monitoring blood sugar, cholesterol, blood pressure, and other health conditions. Consult your physician before starting any weight loss program.

**Transform Yourself**

Transform yourself by stepping up to Take Shape For Life. You'll be fueled by clinically proven Medifast Meals, encouraged by your free personal Health Coach\*, and inspired by the Habits of Health.

**Lose up to 2-5 pounds a week**

Let me help you transform your life.

Name: \_\_\_\_\_  
 Independent Health Coach ID#: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Website: \_\_\_\_\_

**Take Shape For Life.**  
FUELED BY Medifast

\* A Health Coach is not a substitute for a physician or qualified medical professional for monitoring blood sugar, cholesterol, blood pressure, and other health conditions. Consult your physician before starting any weight loss program.

**Transform Yourself**

Fast, safe, and effective, Take Shape For Life's program features the clinically proven nutrition of Medifast Meals, a complimentary Health Coach, and the Habits of Health—wW

- Complimentary Health Coach\*
- Safe, Effective Plan
- Easy Program
- Lose up to 2-5 pounds a week

Contact me for more information:

Name: \_\_\_\_\_  
 Independent Health Coach ID#: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Website: \_\_\_\_\_

**Take Shape For Life.**  
FUELED BY Medifast

\* A Health Coach is not a substitute for a physician or qualified medical professional for monitoring blood sugar, cholesterol, blood pressure, and other health conditions. Consult your physician before starting any weight loss program.

## 2.0 Paid Promotion

Paid media refers to publicity garnered through advertising, particularly through channels like print and the web. Depending on the size, audience, and medium of your advertisement, the cost of placing ads varies greatly. As a general rule, advertisements in small or local media outlets will cost less than larger national publications and stations. However, we only allow local advertising.

In this section, we'll walk you through the process for creating an advertisement in a print publication and on the web. Keep in mind that you must fill out a Trademark & Advertising Request Form before you place each ad, even if it is a duplicate request from a previously approved ad.

### 2.1 Print Promotion

Have you ever wondered how people and businesses place ads in a newspaper or magazine? You can purchase print space to promote your business locally.

Here's how you can create and place a print advertisement:

1. Call the publication's advertising department to get a rate card, which outlines their advertising fees, along with the size and frequency requirements. Often, it is less expensive if you agree to run the ad a few times. If you're concerned about cost, don't rule out Classified advertising; it's a great way to attract interest in your business and announce events or meetings.
2. Determine how you want your ad to look and what you want it to say, and create a mock-up of your ad. You may want to use a graphic designer or use one of the pre-approved ads from the Library.
3. Fill out a Trademark & Advertising Request Form, and submit it to [compliance@tsfl.com](mailto:compliance@tsfl.com) along with the mock-up of your ad.
4. Once it is approved, you're free to place your ad. Remember, you must submit a Trademark Request before placing each ad, even if it's a repeat of the last.

Along with sample ads, there are downloadable Before & After photos located in the Document Library in Office In Motion. These images are available for use in ads and other materials. All uses of these images require approval from Compliance with a Trademark & Advertising Request Form before they are printed or otherwise used to promote your business.





## 2.2 Web Promotion

Web advertising is a great way to reach thousands of potential Clients and Health Coaches for very little money. Consider a more pricey banner ad on a website like Entrepreneur.com, or place a less-expensive ad on a popular nutrition-related blog to gain Clients. NOTE: Advertising on the web through agencies and networks like Google AdSense and Facebook is not allowed by policy because those networks determine the websites on which your ads pop up.

### To create a Web ad:

1. Get approval for the site you wish to advertise on by emailing [compliance@tsfl.com](mailto:compliance@tsfl.com).
2. Fill out a Trademark Request Form, and email it to [compliance@tsfl.com](mailto:compliance@tsfl.com).
3. Once the site is approved for ad placement, contact its Web master for rates and specifications (ad size, pixels, etc.).
4. Find a Web designer who will work with you.
5. Submit request/ideas to the designer.
6. When the outcome is what you want, submit the artwork to [compliance@tsfl.com](mailto:compliance@tsfl.com).
7. Once approved, your ad may be placed.

Keep in mind that you cannot bid on any keywords that include proprietary words or phrases, which can be found in the *Compliance Guide* in your Office in Motion Documents Library. For further policies regarding online advertising, please consult section 4.11 of the Policies & Procedures, which is also found in your Office in Motion Documents Library.



## 2.3 Email Promotion

**Email Addresses** - Incorporating or attempting to incorporate the Company's name, any of Take Shape For Life's or Medifast's trade names, trademarks, service names, service marks, product names, or any derivative thereof into any electronic mail address is against policy.

### How do I create an approved email blast?

NOTE: First and foremost, all recipients must have asked or agreed to receive communications from the sender.

1. Get approval for the HTML email by emailing [compliance@tsfl.com](mailto:compliance@tsfl.com).
2. Fill out a Trademark Request Form, and email it to [compliance@tsfl.com](mailto:compliance@tsfl.com).
3. Once the e-blast is approved, find a Web designer to work with you.
4. Submit request/ideas to the designer.
5. When you are satisfied with the design and copy, submit it to [compliance@tsfl.com](mailto:compliance@tsfl.com).
6. Once approved, your e-blast is ready to go.

**What is SPAM?** Spamming, or the practice of sending an unsolicited or unwanted commercial email to prospects, is strictly prohibited and will result in disciplinary action or termination. Health Coaches may not use or transmit mass emails, unsolicited email, or spam relative to the operation of their Take Shape For Life businesses. If a Health Coach wishes to send an email or a group of emails, he or she must adhere to the following guidelines.

**All email lists need to be permission based.** We require that recipients have asked to receive communications from the sender or have a relationship with the sender.

### The following types of email conduct are considered bad lists and spamming:

- Emailing to any purchased list of email addresses from any source, regardless of what the claims of that source may be
- Emailing any non-specific email addresses, unless the recipient is a personal contact, and permission is clear (examples of these addresses are [postmaster@somedomain.com](mailto:postmaster@somedomain.com), [webmaster@somedomain.com](mailto:webmaster@somedomain.com), [sales@somedomain.com](mailto:sales@somedomain.com), and [business@somedomain.com](mailto:business@somedomain.com))
- Emailing to any distribution lists or mailing lists (e.g. email addresses that mail to more than one email address). Note: Distribution lists send emails to more than one individual, and permission has not been given directly by all individuals to receive such emails, past and future. Sending to one of these lists increases the likelihood of Spam reports.

**Use of *Healthy Habits* Newsletter:** Health Coaches may only send the virtual newsletter, *Healthy Habits*, to frontline Clients or personally known individuals (prospects) who have provided their addresses.





### 3.0 Press Releases

Think about it this way: Do you have a story to tell that you'd be interested in reading about? A press release is a written statement to the media designed to entice them to pick up your story. Written in the third-person, press releases typically announce a newsworthy story. Health Coaches with the rank of Executive Director and above are permitted to send out press releases. See the sample press releases at the end of this section for an example of how to format your own release.

You must fill out the Press Release Request Form (found in Appendix C in the *Policies & Procedures*), and have it approved by compliance prior to its submission. As part of the form, you must include the complete text of your press release as well as a list of each media outlet you intend to contact. Health Coaches may not send releases to national newswires (like PRNewswire and BusinessWire) and may not use the Medifast ticker symbol (MED) in any press materials. Press releases should only be sent to local media outlets.

#### **Below are some tips for writing an effective press release.**

- Devise a headline that grabs attention and says: This is a great news story! Ensure that your topic is relevant and timely, and avoid using language that sounds like a sales pitch.
- Write a subtitle that fleshes out your angle and further grabs the attention of the reader.

- The first paragraph (the lede) of your press release should provide the facts—the who, what, where, when, why, and how—of your story.
- Write a few brief paragraphs explaining your story and why it is important. Keep it brief; under one page is recommended.
- Include a quote from an expert. This can be you or another expert in the field, but you must receive approval on the quote before including it in the press release. For example, if you are writing a release about an event for people interested in the help of a Health Coach, include a quote about how external support is essential for long-term weight loss.
- End your press release with a short explanation of your business, briefly touching on your expertise and credentials.
- Always use the third person, she or they, not first person, I or we.
- Avoid overstatements and clichés. Sure, we think that Take Shape For Life really is the best thing since sliced bread, but avoid using those types of overused phrases.
- Address your query to the appropriate person. If you can't find the name and address of the assignment editor, health editor, or another appropriate contact, you can call the media outlet for a name or email address.

*\*See sample on the following page*

## SAMPLE PRESS RELEASE

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FOR IMMEDIATE RELEASE

Contact: (Insert Media Contact Name)  
(Insert Phone Number)  
(Insert Email Address)

Local Health Coach Helping People Lose Weight the Healthy Way

**YOUR CITY, ST, DATE – FULL NAME**, a local independent Health Coach, is helping residents lose weight and achieve optimal health. **LAST NAME** has lost over **XX pounds** himself/herself on the **Take Shape For Life** program. **Take Shape For Life** is a healthy weight-loss program featuring **Medifast** meal replacements, and results on the program are up to **2-5 lbs per week**. **Medifast** has been recommended by over **20,000 doctors** since **1980**. For more information, log onto **WEBSITE**, or call **PHONE NUMBER**.

As a **Take Shape For Life** Health Coach, **LAST NAME** mentors each and every one of **HIS/HER** Clients with compassion, knowledge, and professionalism. **HE/SHE** helps people restore their health and improve their quality of life. Along with **Medifast** Meal replacement products, **LAST NAME** offers long-term solutions to weight-management challenges while providing the informed, caring support **HIS/HER** Clients require.

(Insert personal paragraph: Medical background if you're a doctor and/or success if you've lost weight on the program.)

**LAST NAME** will support Clients through initial weight loss and teach the healthy habits, which shows Clients how to keep the weight off long term. Learn from someone who has successfully lost weight and kept it off by using the program **HIM/HERself**.

Studies show that for many individuals, peer support in combination with other weight-loss strategies significantly improves the chances for achieving weight-loss results and for sustaining those results long term. Ensure your success by using the one-on-one planning, ongoing support, and inspiring motivation offered by your free, personal Health Coach.

The **Medifast 5 & 1 Plan** for weight loss is as simple as eating five **Medifast** Meals and one **Lean & Green** Meal every day. No counting calories, carbs, or points, and no cooking complicated meals. Choose from over 70 nutritionally balanced **Medifast** Meals including shakes, bars, drinks, oatmeals, chili, soups, pudding, scrambled eggs, and more.

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### About **Take Shape For Life**:

**Take Shape For Life** is a wholly-owned subsidiary of **Medifast, Inc.** **Medifast** is the leading easy-to-use, clinically proven, portion-controlled weight loss program. **Medifast** has been recommended by over 20,000 doctors and used by over one million customers since 1980, and typical results on the program are up to 2-5 lbs per week. It is committed to enriching lives by providing innovative choices for lasting health.



### 3.1 General Talking Points

Below you'll find some of Take Shape For Life's strongest talking points. It's important to include your name and the URL of your co-branded site every time so that interested potential Clients will be able to contact you

Please remember that these bullet points are a guide; it is not necessary to include every point every time. Your audience wants to hear about and will try Take Shape For Life based on your personal expertise and experience, not a list of bullet points.

#### Core Talking Points:

- Take Shape For Life uses a healthy, proven weight-loss program with the unique support of a free Health Coach.
- People who mentor others to lose weight are more likely to experience lasting weight-loss success.
- Obesity and thinness are socially contagious, so finding a mentor and joining a support system like the Take Shape For Life Bio-Network supports weight-loss goals.
- Take Shape For Life uses the Medifast 5&1 Plan, and Medifast has been recommended by over 20,000 doctors since 1980.
  - Doctor recommendation is a core differentiator from other programs.

- With Take Shape For Life, you can expect to lose up to 20 lbs the first month and experience an average weight loss of up to 2-5 pounds per week
  - Must always be read as "lose up to 20 lbs the first month."
  - Must always be read as "lose up to 2 to 5 pounds per week."

#### Disclaimer must be in all advertising spots:

"Results will vary. Typical results are up to 2-5 lbs per week. You should consult your physician before beginning any weight-loss program. Call or go online for complete program and discount details."

#### Secondary Talking Points:

- Take Shape For Life is Fast, Safe, Simple, Satisfying, and Supported.
- You eat 5 Medifast Meals and 1 Lean & Green Meal each day.
  - Lean & Green Meal allows you to dine out, eat with your family, or eat at a restaurant if you have a lunch meeting.
  - Medifast Meals have over 70 options.
- Medifast Meals are scientifically formulated to keep you full and satisfied, so you'll feel little or no hunger.
- TSFL is fueled by Medifast.



## 3.2 Be Social

Social media has quickly grown into one of the most popular (and easiest) ways for businesses to interact with and receive feedback from current and potential customers. Social media allows users to share content, ask questions, and connect like never before. The most popular online networks include Facebook, Twitter, YouTube, Pinterest, and LinkedIn.

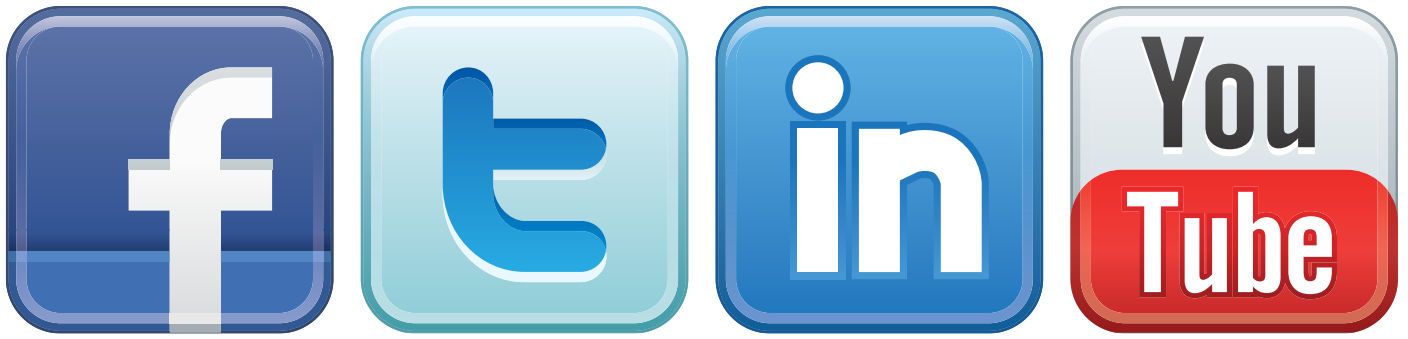
In the *Social Media Guide* and *How To Guides* available in the Library, we give you step-by-step instructions for creating accounts on some of the most popular social networks. In the following sections, you will find the Take Shape For Life Social Media Policy and an introduction to social networks that may be beneficial for you and your business.

## 3.3 Social Media Policy

- Because social media conversations are public, it is important that you are mindful of what you post. Below are guidelines for posting and sharing personal and business information on social networks. This is an abridged version of our complete *Social Media Policy*, which can be found in your Health Coach Agreement in the Library. Before using copyrighted pictures or weight-loss information, stories, and photos of others or other protected information, you must obtain permission from Compliance. Alternately, you can encourage your Clients to post their own photos on your social networks; this does not require TSFL approval or the inclusion of a disclaimer. If you post a testimonial photo, it must include the disclaimer: "Results will vary. Typical results are up to 2-5 lbs per week."
- Never discuss proprietary information, including sales data and plans, company finances, strategies, product launch information, unannounced technology, or anything considered confidential.
- Identify yourself, and be transparent. Disclose your name and, when relevant, your role as an Independent Take Shape For Life Health Coach.

As an Independent TSFL Health Coach, you are not a company spokesperson; therefore, you must add a disclaimer to your social media sites. It should say something like this: "**The opinions and positions expressed are my own and don't necessarily reflect those of Medifast, Inc. or its subsidiaries.**"

- You are not permitted to use Take Shape For Life or any derivative of a company trademark in your username or URL on any social network.
- Avoid any discussions involving financial topics and predictions of future performance.
- Don't cite or reference Clients, partners, or suppliers without their approval. When you do make a reference, link back to the source when possible.
- Ensure that your profile and related content are consistent with how you wish to present yourself to colleagues and Clients.
- Don't pick fights, be the first to correct your own mistakes, and don't alter previous posts without indicating that you have done so.
- Make sure that all claims comply with our Permissible & Impermissible Claims document. Don't make unsubstantiated claims about clinical studies and program effectiveness.
- Do not spam! Social Media is about engaging others in communication and building a relationship/dialogue, not simply posting the link to your co-branded website repeatedly. Treat communicating with someone in the social media space similar to how you would communicate with someone in person.
- Sending Direct Messages or Private Messages to users who have not requested information or inquired about your Health Coach services is strictly prohibited.
- Follow all other TSFL compliance guidelines. The same compliance rules that apply to advertising and/or soliciting potential Clients and/or Health Coaches apply in the social media space.
- Copyrighted images should not be used to represent you, whether as a profile or other identifier.



### 3.4 Popular Social Networks

#### Facebook

Nearly all businesses these days have a Facebook account, so consumers often turn to it to connect with brands and people. With over 800 million users, Facebook is the most popular social network, making it a valuable tool for word-of-mouth marketing. You can use Facebook to drive business and sales, create relationships with current and potential Clients, and create buzz about your business—all of which can grow your Client base and increase their lifetime value. You can set up either a Facebook Profile, which is primarily used for connecting with friends, or a Facebook Page, which would be specifically dedicated to your business. \*See the *Social Media Guide* in your Office in Motion Documents Library.

#### Twitter

Twitter is a social networking site that allows its users to send and read short messages, known as tweets. Twitter can be beneficial for your business because it provides a great way for you to build relationships with Clients and prospective Clients. Twitter is also an excellent educational tool; it can keep you up to date on the latest trends in your industry and allow you to receive and share information and resources. You can also use Twitter to position yourself as an expert in the industry. \*See the *Social Media Guide* in your Office in Motion Documents Library.

#### LinkedIn

With nearly 60 million users, LinkedIn is a networking site that allows you to connect with contacts in a more professional space than Facebook or Twitter. Users can post and find jobs, learn from industry leaders, and leverage their existing contacts to find future business opportunities. As a Health Coach, you can use LinkedIn to build your current network of Clients and even professional contacts you made before becoming a Health Coach. In your resume-like profile, you can make your role as a Health Coach known to your contacts, and brand yourself as an expert in your field.

#### YouTube

YouTube is a video-sharing website on which users can upload and share their own videos. You will have a channel that houses all of your videos, followers, and comments. As a TSFL Health Coach, you can create, upload, and share videos with your current and potential Clients, as well as friends and family.

You can create videos showcasing the weight-loss success of your Clients or videos featuring your own healthy lifestyle expertise. Your network can then pass along your content to others, driving traffic back to your site. The more traffic you send to your site, the better the chance of converting a visitor into an ordering Client! \*Please note that YouTube videos must be approved by Compliance (compliance@tsfl.com) before being posted. \*See the *Social Media Guide* in your Office in Motion Documents Library.



## 4.0 Optimal Events

Health Coaches are encouraged to get together with other Health Coaches in their Line of Sponsorship for training and motivational or business development purposes. These gatherings are deemed “Meetings” and/or “Trainings.” Since Meetings and Trainings are held between Health Coaches in the same organization, the Company does not need to be notified of their occurrence, and latitude is given to Health Coaches in how to train in these smaller environments using customized presentations.

Health Coaches may also wish to hold Client acquisition or business opportunity seminars that are advertised, promoted, or open to the public and consist of more than 20 attendees. These gatherings are deemed “Events.”

- The Income Disclosure Statement must be clearly displayed at all business opportunity meetings, according to the policies outlined in the *TSFL Policies & Procedures*.
- For any event, only Company-developed or Company-approved materials and presentations may be used. Any material or presentation must be submitted for review and approval. The Trademark Request Form can be found in the Office in Motion Document Library.
  - o Download the Trademark Request Form from your Office in Motion Documents Library.
  - o Fill it out.
  - o Email it to [compliance@tsfl.com](mailto:compliance@tsfl.com)

Telling your story in person is one of the most compelling ways to promote yourself.

Events such as regional trade shows, conferences, and health fairs are a great way to present your business to potential Clients as well as share the business opportunity with potential Health Coaches. Live events allow you to potentially reach thousands of people in one venue.

At events, you will represent yourself as an independent Health Coach, not as Take Shape For Life—the company or its representative. To display at events, you must be a Certified Executive Director and able to support the leads that you acquire through the event.

The Home Office reserves certain events as “corporate” events. This means that other Take Shape For Life representatives are not allowed to have space. With this in mind, you should always check with the Home Office to be sure that your proposed event is appropriate and available. Email [tradeshows@tsfl.com](mailto:tradeshows@tsfl.com) for availability.

Professional-looking materials and displays are the key to telling your story with the greatest success. Any materials you create for an event must be approved by compliance at [compliance@tsfl.com](mailto:compliance@tsfl.com).



