



# Marketing Starter Kit

# Optilife Affiliate Marketing Starter Kit

Welcome to the Optilife family! Your decision to affiliate with us represents a shared vision in the quest to redefine how people view health, and the path to achieve it. We started this business because we realized the limitations of our brick and mortar locations. In order to help millions, we need to be accessible to millions! Optilife Academy is the first course of its kind to offer permanent lifestyle solutions that could and SHOULD “sweep the nation”. We are passionate about our cause, and will continue to work to provide the best materials to our clients so they can live a truly Optimum Life. We need your help delivering it! The only way Optilife can truly make the impact it is designed for, is if we have a passionate and well educated group of professionals spreading the word!

## As a representative of this company, who should I approach to effectively access our desired population?

- Individual/Small Group Sales via local businesses, social media and word of mouth (see page 3)
- Licensing deals in wellness organizations (see page 17)
- Corporate wellness initiatives within companies of all sizes (see page 17)

## Affiliate Benefits:

Affiliates earn a 20% commission on every sale they are responsible for. This is automatically paid through the company PayPal. Keep in mind, that 20% includes 20% commission on licensing contracts with companies, corporate wellness groups and insurance organizations!

Remember, if you negotiate a licensing contract for 500 users at \$50 per user for a corporate wellness program, which is \$25,000 meaning you would make \$5,000 on the sale! The owners of Optilife make 20% as well. You make what the Founders make!

## What Affiliates will receive to raise awareness:

- Brochure with course content, testimonials and a bullet list of why Optilife is different
- Unique Affiliate code to put on brochures, post on social media and include in client outreach.
- Tracking of sales in the Affiliate Portal: <https://optilifeacademy.com/affiliate-home/>

## Habits Course Breakdown:

### Nutrition Section: Mindset and Relationship with food

- Attention to Lifestyle (A2L) – This section challenges the mindset of the participant, particularly in the areas of food and social norms.

- Eating for Life (E4L) – The E4L section addresses the participant’s relationship with food and myth busts “diet-mindset”.
- Guilt Free Diet – Offers a sustainable, non-obsessive plan and personal accountability.

**Exercise Section: We work through programs that will improve the participant’s mental and physical state, as well as provide a program for integration into daily habit.**

- Deep Breathing
- Foam Rolling
- Stretching
- Cardio
- Exercise
- Exercise with Mods

## ***Optilife Academy – Marketing Directly to Consumers***

At Optilife Academy we are zeroed in on creating an experience for our consumers that makes getting healthy incredibly easy. This starts from the moment the prospective consumer “raises their hand” by admitting they would like our help.

The following guide not only details the steps to take this prospective consumer through, but also how we want the consumer to feel throughout their journey with you (our affiliate.)

To build a consistent stream of revenue for yourself, we’d like you to picture all the actions that need to happen to make a sale as a list of “M’s” as follows.

1. Get **More** Leads
2. Get **More** to Respond
3. Get **More** to Show Up
4. Get **More** to Sign Up
5. Get **More** to refer

You will want to track this in a spreadsheet to track these number and see where you need to improve.

Each of these M, measurables, is correlated to specific question/thought the prospect is thinking at that point in time in their information acquisition. If you can answer their primary question they are thinking then they will be more likely to be attracted to your solution.

1. Get More Leads ►► Can you help me?
2. Get More to Respond ►► Can I Trust You?

3. Get More to Show Up ►► Are you going to make it fun, exciting, convenient or at least less painful?
4. Get More to Sign Up ►► Are you going to treat me like every day is the first date?
5. Get More to Refer ►► Can I bring my friends?

## Get More Leads

For the purpose of this manual, we define a “lead” as a prospective consumer. Leads are the lifeblood of your revenue, and by purposely creating a consistent stream of leads, you will create a consistent stream of income (given you can follow this guide.)

### *Leads are someone who has*

- Seen our social/web content
- Advertisements
- You’ve had an existing relationship or
- Strategically reached out to who has “raised their hand” to say they would like more information.

However, it’s not by chance that this person has interest in our product. Besides exhausting your personal contacts, social media followers, Facebook friends and LinkedIn connections you should be putting the Optilife message in front of people wherever they are.

Optilife was designed with the corporate office worker in mind

## The Optilife Client Avatar

- Corporate Office Worker (Males & Females)
- Age 35-65
- Married with children
- Mostly sedentary lifestyle
- Has multiple aches and pains from sitting all day
- Fears they may acquire disease from lifestyle & losing their independence
- Has desire to get healthy and active so they can be around for their family
- Doesn’t know where to start
- May fear seeing a fitness or nutrition professional face to face
- May be embarrassed to go outside or workout with friends

Therefore your messages in advertising and marketing yourself should satisfy the questions this person has.

There is one exception. You should 100% customize your messaging differently for males and females. Maybe you are someone who is more comfortable selling to one sex. That's fine; however, recognizing that comfort is critical. Being lazy and trying to make one umbrella message for males and females will not create extraordinary returns as each group thinking and takes action drastically differently.

Extraordinary means adding Extra to Ordinary, and Ordinary messages are lazy. Don't be lazy. You'll waste your own time.

Here's how to do just that.

## 1. Get More Leads

### Answer this question: Can you help me?

#### The Goal of Getting More Leads ►► Get Their Name, Phone Number and Email

A) To answer this question you have to understand the person that you are trying to help down to the minutest detail. Who are they as a person? What's their family look like? What's their job like? How do they think? What problems/stressors do they have? What thoughts hold them back from taking action?

Luckily we designed Optilife with a specific client avatar in mind, but this does not mean that it is the "ONLY" person Opti can help. Because Optilife is based in human emotion and habit building, its appeal is vast.

Know it or not YOU have a specific person that you appeal to currently, and as you learn and grow, you will be able to appeal to wider audiences.

With the goal of Getting More Leads, all of our education & content should be focused around showing this specific person we have a solution built specifically for them!

Put this content or advertising where that specific person is spending the most time.

If you're targeting Moms Ages 45-65 that work in offices, find the closest coffee shop to those offices to set up something of value to provide, or to at least to put flyers or signs.

#### Some examples of CONTENT that says we can help this person

Social content with pictures of people in an office stretching or doing exercise at their desk

Some nutritional advice for combating menopause

Split screen photos of exercise that correlate to getting up and down off the ground to play with kids.

“3 simple exercises anyone can do to start getting active and take control of their health”

“5 breakfast foods that will want to make you get outside”

The end of (\_\_\_\_) Pain (4 Simple Exercises)

How strength training can lower your cholesterol in 30 days

How to limit sugar from your diet combat diabetes and still love your food.

Again the key is that the **Headline** the **Pictures**, the **Content** and the **Offer** all cohesively come to the conclusion that we have a solution to their problem.

### **How to strategically approach a group or potential consumers**

Be on the lookout for common interest groups/clubs in your area in the spaces of

- Outdoor Activities
- Health Foodies
- Healthy Cooking Groups
- Fitness
- Parent Groups
- Geriatrics
- Pain & Injury Support Groups

Obviously strategically approaching a common interest group has a wider reach for potential consumers and could lead to greater personal return, but you'll need to provide great value to these groups before being allowed to speak to them.

### **OPTILIFE RULE #1 of Building Relationships ►► “Always Lead with a Giving Hand”**

There's a million ways to provide value to a group listed are just a few

- Offer to run a 30 Day (\_\_\_\_) Challenge that follows the course outline.
- Weight Loss
- Strength Gain
- Out of pain
- Clean Eating
- Healthy Habit Building
- Activity

\*Whatever is it make the results measurable.

Provide a “Simple Weight Loss” workshop to these interest groups or to a company detailing what success looks like and get “before” statistics (weigh-ins, measurables, before pictures etc.) and an End of Challenge workshop that details what success looks like on their own after.

Use this opportunity to pitch the continued use of Optilife Academy and how the course is a reusable for life resource that will never go out of style - If it worked to this point it will continue to work.

\*NOTE: A huge trend in companies are a large “Biggest Loser” Challenge, and these companies are dying for someone else to run them for them, not just to take the work off their hands, but to legitimize the process and have some sort of guarantee that it’ll work since it’s being run by a professional.

Provide these people a professional portfolio of how you can run their challenge.

### **How to approach an existing relationship of our solution to their problem**

Anytime you are initiating a conversation with a prospective consumer.

## **Always lead with a giving hand with no expectation of anything in return.**

In our experience it’s easiest to lead into an existing relationship with a very simple text based on what you know about the person. (Example Options Listed Below - **Pick ONE ONLY**)

“Hey (Name),

1. Are you still trying to eat better and get active?
2. Are you still looking to lose weight?
3. Are you still looking to build more confident energy?

Let me know...

The construction of this text is critical and proven to work, do not mess with the format. Ideally the question should be under 9 words. It should be a “yes or no” **OR** “this or that” question (such as ►► “are you looking to get active or eat better?”) and always end with the “command” “Let me know.”

This makes it very easy for that person that person to respond as well as leads you into a situation where you can provide this person **something for nothing**.

When they respond they are looking to (*enter what they need help with here*) you can provide them with some really easy action steps that are laid out in Optilife...BUT NEVER STOP HERE

Be sure you take the time to help them implement the valuable actions laid out in the content you provide them.

This is your opportunity to answer the next 3 questions in one swoop and create lasting change for this person by getting them signed up.

## The last thing you need to know about Getting More Leads

Studies suggest that a person with a problem needs to see your message **seven times on average** before reaching out for your help. You need to be the first person they think of when they decide to take action.

**REMINDER:** Never be afraid to ask for their information if you don't have it - The worst they can say is no.

## 2. Get More to Respond

### Answer this Question: Can I trust you?

**Goal of Getting More to Respond ►► Get them to schedule a phone orientation with you.**

Once we have established that we can help and we have collected the leads contact information, your next objective is to establish trust & value to them prior to having a consultation phone call or meeting with them.

And it's not just about building trust in the product.

When someone is making a buying decision they need to trust

- You as a person who will keep their word
- The actual platform as simple enough for them to have success with
- Optilife as a reputable company with shared values

These three factors have to be communicated with the lead prior to them being expected to answer their phone or show up.

### Social Proof

There are many ways to establish trust, but none of them are more powerful than social proof. This can come in the form of Showcases, Testimonials, Before and After pictures and much more.

**Creating customer showcases (written in 3rd person) or testimonial (written in 1st person)**



Before gathering testimonials or showcases understand that your repository of testimonials (which you will want to have on hand when speaking to people to show examples of people “just like them”) should not all be the same.

People connect to different values, therefore you should build a reserve of testimonials & showcases that speak to different values as well.

## Values

Get Showcases and testimonials that speak to your

- Capability (The Average Result)
- Ability (Speaking to YOUR ability to implement)
- Reliability (Speaking to you being on time & doing what you say you would do)
- Miracle (The most outstanding results that have happened from your clients)
- Stability (About people who have implemented Optilife as a long term solution)

Obviously your clients won't be sending you these testimonials and showcases written to your exact specifications unless you ask.

## How to get the exact showcase you want written

**Option 1.** Write it yourself using the following template.

1. **Star** (speak about their struggle to find the aforementioned values before signing up with you)
2. **Story** (speaking to their experience with you satisfying their values and using Optilife)
3. **Solution** (what does life look like now that they've worked with you and used Optilife)

Once you've written the showcase, email the client and ask for their permission to use it. Tell them to let you know if they want anything changed.

**Option 2.** Ask them to fill out the following questionnaire, make it into paragraph format send to the client for approval.

### Use the following email script

**Subject:** Quick Favor? (2 Mins)

*Hey (NAME),*

*Would you mind taking just 2 minutes of your day to fill out the following questions for me about your experience with myself and Optilife?*

*Your feedback is super valuable and will help us reach more people who are currently in the same*

*position you were when you started.*

1. What problem were you having before starting Optilife Academy?
2. What did the frustration feel like as you tried solving this problem before starting with Opti?
3. What is different about Optilife Academy that has made all the difference?
4. Describe the moment you realized Optilife was working for you
5. What does life look like now that your problem is being solved?

*I know your time is valuable and I want to thank you in advance for doing this.*

*You're awesome!*

*(Your Name)*

## **Case Studies/White Papers/Reports/Published Reviews & Testimonials from Related Industry Experts**

These are all ways to display that Optilife, as well as yourself personally are trustworthy.

**Case Studies** show a timeline of a what success looks like for a specific person or group of people

**White Papers/PDF** provide one tactic or habit from the course and explains how to implement it as well as describing the benefits of using it. This can be provided as a freebie in exchange for contact information.

**Reports/Published Reviews** use someone else's (a writer, reporter, professional reviewer) credibility to build trust within an audience. Sometimes to get an unbiased review, all you have to do is ask.

**Testimonials from Related Industry Experts** - If a client you are working with is in the health, fitness and wellness space ask them for a review of their experience with you and of the product to use with your testimonials. Their name carries a different type of weight to others.

The most effective way to use Showcases, Testimonials, Case Studies, White Papers, Reports, and Published Reviews is either by text or email.

Use the following script if you have had a conversation with the lead prior to setting up a phone call.

## FOR SENDING A TESTIMONIAL

Hey (Name)!

(Your Name) With Optilife Academy here.

I was just thinking about our conversation the other day and I remembered (Testimonial Name's) story. (He/She) has some eerily similar challenges as you were having and I wanted to share (his/her story with you.

If you like what you see I'd be glad to hop on a quick orientation phone call with you to dive a little deeper into if using Optilife is the right decision for you to improve your health.

There's no commitment necessary and I promise you, there's no sales pitch. I just want to see if Optilife is a fit for what you need from a health improvement program.

I'm available at (Earliest Availability) or (Second Earliest Availability)

Which of those works best for you?

## FOR SENDING A CASE STUDY/REPORT/PDF or something else of value

Hey (Name)!

(Your Name) With Optilife Academy here.

I was just think about our conversation the other day and how you said you were interested in a look inside the process & journey of Optilife, so I wanted to send you this (CASE STUDY/REPORT/PDF GUIDE.)

I hope this provides you what you were looking for and more.

If you like what you see I'd be glad to hop on a quick orientation phone call with you to dive a little deeper into if using Optilife is the right decision for you to improve your health.

There's no commitment necessary and I promise you, there's no sales pitch. I just want to see if Optilife is a fit for what you need from a health improvement program.

I'm available at (Earliest Availability) or (Second Earliest Availability)

Which of those works best for you?

## 3. Get More to Show Up

**Answer this Question: Are you going to make it fun, exciting, convenient or at least less painful?**

**Goal of Getting More to Show Up ►► Get them to actually answer the phone for your orientation with them.**

The biggest limiting factor for struggling businesses/entrepreneurs is that they simply **don't do what they say they were going to do.**

While unfortunate that these people don't stay true to their word, it creates a giant opportunity for you stick out as a reliable expert.

Getting more to show up is the single biggest opportunity for you to make more revenue without spending any extra dollars. It just takes organization and effort.

Make sure you get this step right. It will make or break you.

Remember the questions we are answering in this step is are you going to make it fun, exciting, convenient or at least less painful?

Health & Wellness aren't exactly synonymous with any of those words for most people, so if you can show that you can make it all of that, you'll be well on your way!

**Here's 17 strategies to increase your show up rate**

1. Tell them exactly what to expect during the orientation
2. Promise them the information discussed in the orientation will be confidential
3. Assure them there will be no high pressure sales pitch
4. Send 1 or 2 showcases or testimonials of results (if you haven't already done so)
5. Send a showcase/testimonial of a client describing their orientation experience
6. Send them a txt asking them to download the "Rate My Day" App on their phone, explain to them one of Optilife's founders created the app and it will give them a little peek into the type of simplicity that yields amazing results!
7. Tell them to txt you with any questions!
8. After scheduling their orientation ask them "Would you do me a small favor? Would you just give me a call if you need to reschedule? I'd really appreciate that. Thank You

9. Send them a reminder text 2 hours before their orientation.
  - a. "Hey (NAME), (YOURNAME) with Optilife here. Just confirming your complimentary orientation at (TIME) today. Could you send me a quick "Yes" if you can make it? Thank You!
10. If they are a referral, ask the person that referred them to tell them about what to expect during their orientation call.
11. Send them one "bite-sized" valuable piece of content a day until your orientation (with their permission!)
12. Give them a super simple meal plan to follow until your orientation and ask them how they've been feeling since starting the plan when you get on the phone for orientation.
13. Make sure they know exactly how long the orientation will take (20 Minutes)
14. Send them a list of FAQ's with Answers
15. Send them the "Preview Page" of the Course - Provided
16. Send them a "timeline" of what a client goes through when using the course
17. Send them a soundcloud audio of a custom list of habits that will help them

If you do all of follow through with all of these steps you will have not only dramatically increased your chances of them getting on the phone with you, but you'll have also increased your odds of closing the sale!

## 4. Get More to Buy

**Answer this question: Are you going to treat me like every day is the first date.**

**The Goal of Getting More to Buy ►► Make sure Optilife is right for them, and close the sale**

Okay... it's go time!

You've done everything it takes to get to the orientation

You've built shown you can help

You've built many strands of trust

You've provided value

You've made promises and KEPT them.

You've eliminated all fear and doubt they could have about getting on the phone with you.

You've given them NO REASON TO CUT YOU FROM THEIR TEAM

And this may sound bad, but none of it matters if you can't close the sale.

## The Phone Orientation

Below you'll see a script of how the orientation should flow. In parenthesis & in red you'll see notes about the how/why/what to do & not to do ☐ This is for your learning only, not to use with the lead.

**\*\*Before getting on the phone with the lead, be sure to have all their information on hand and in your head so you can give them your complete and undivided attention and headspace during their orientation.\*\***

You call

**LEAD:** Hello

**YOU:** Hey (NAME), it's (yourname) with Optilife calling your for your orientation. How are ya?

(NEVER....EVER ask " Is this (Name?) ►► It's a tell-tale sign you don't care or are selling them something)

**LEAD:** Oh Hi! I'm good, how are you?

**YOU:** Fantastic! How have (the resources you provided them) been working for you? Have you noticed any improvements?

**THEM:** I think I have!

**YOU:** That's great to hear! So tell me, why did you originally sign up to learn more?

**THEM:** Well I've been having (health issues/wanting to lose weight) and this seemed (like something I'm interested in)

**YOU:** Okay...awesome! So I have some notes here, but just tell me so I know were on the same page - what's your Big Goal? What are you looking to get out of this?

**THEM:** Well, I really want to (lose weight, get out of pain, get healthy etc.)

**YOU:** Great! I've seen this program do that all the time for people. So tell me, what has to happen through this program to not only be happy with your results, but for following this program to be the best decision you've ever made?

**THEM:** Huh....That's a good question. I guess it would have to (exceed my expectations/keep me motivated and consistent etc.)

**YOU:** Okay great! I'll show you how Optilife can do that for you. But first, just to make sure we're a good fit, I have a couple qualifying questions for ya. Okay?

**THEM:** Okay

**YOU:** Great! First requirement is actually that you have a goal, which we've already covered and decided you have a great one! So Congratulations You're off to a great start!

(With this line make sure you sound excited and happy for them! This is used as a primer to set the tone and get them out of the "fear of tests" feeling)

**THEM:** Haha...perfect!

**YOU:** Second requirement is that you can follow the guidelines of the program. Optilife is designed to be suuuuper easy to follow through with, but you need know you'll be watching videos, using printable worksheets and answering question related to the information provided.

Does that sound easy enough for you?

**THEM:** YEAH!

**YOU:** Fantastic!

Third is that you don't rush the process.

Habits are only sustainable when we are practice them daily, and don't try to do too much.

Have you ever set a health goal and tried to change so much of your life that you burnt out in less than a month?

**THEM:** YES :(

**YOU:** That's exactly what we don't want, we want you to take your time to comprehend everything, and use this not only for the immediate results that 98% of our clients get but as a resource that will teach you actions you can take to stay healthy the rest of your life.

Can you do that?

**THEM:** Yes...that's relieving honestly

**YOU:** Awesome! You passed the quiz! (Sarcasm) Just kidding, I just wanted to see if you're a fit to follow the program the way we intend, and you definitely are.

What I want to do now is show you a look inside the course to show you exactly what I'm talking about.

## 5. Get More to Refer

### Answer this Question: Can I bring my friends?

**Goal of Getting More to Refer** ►► **Have them realize the good that's happening and provide them the opportunity to refer their friends.**

There are two types of referrals.

Organic - If you followed every step above, you'll get some. These are a sign you're doing a great job. In fact, if you're not getting organic referrals you may want to review what steps you need to improve.

Orchestrated - You provide opportunities to refer their friends.

For an online platform like Optilife, there's really only two really great ways to orchestrate referrals.

**1. Follow Up with every person who signs up once a week, every week for the first 2-4 weeks. When they start talking about their results, tell them.**

"I'm so happy you're seeing such awesome improvements! Our hope is that we can help a million people just like you."

Can you answer a question for me?

**THEM:** Absolutely!

**YOU:** Who is the first person you think of that needs the same help you needed?

**THEM:** My friend \_\_\_\_\_

**YOU:** That's great, would you do me a favor? Could you just introduce us via email? I understand they might not know how great you've been doing, and I absolutely don't want them to feel ambushed in any way, but if I can help them in any way...it's worth it.

Could you do that?

**THEM:** For sure!

**YOU:** You're so amazing! Thank you.



# Optilife Academy – Marketing to Companies and Organizations

Corporate Wellness is growing quickly. Insurance companies are providing funds to groups of all sizes to spend on wellness initiatives. In this market, the insurance company, the wellness company and the corporation or business are all potential customers. It's a simple equation; Improving the health of employees (the insured) saves money on health expenses and premiums. In this model our course is preventive and offers a cost savings to both the insurer and employer.

## Sales Strategy/Pitch Points:

### Who Benefits and What will they receive?

- Our target population is the middle-aged male and female interested in working through a program to help them:
  - Increase Energy
  - Increase Mobility
  - Increase Flexibility
  - Increase Strength
  - Increase Balance
  - Improve Markers of Chronic Disease
  - Lose Weight as a side effect of quality lifestyle habits (1)
    - (1)  
<https://www.mediapost.com/publications/article/314901/study-finds-food-quality-matters-for-weight-loss.html>
- Optilife can benefit any adult looking to educate themselves on proper eating and activity practices.

## Outcomes Data

### Corporate Savings per year based on research of lifestyle change:

- **Eat Better- \$4,598/employee**  
Employees with poor diets cost 40% more in health claims than those with healthy diets.(3)
- **Lose Weight- \$6,159/employee**
- Overweight to morbidly obese employees cost between \$4,252 and \$8,067. (9)
- Each additional body mass index (BMI) point above normal weight costs \$194-\$222 per year per employee.(9)

- **Diabetes- \$2,203/employee**

- Between 2007 and 2012, the ADA reported the costs associated with diabetes treatment jumped 41 percent, from \$174 billion to \$245 billion – approximately \$13,700 annually per person. (3)
- Direct medical costs for those with diabetes are 2.3 times higher than costs without diabetes.
  - A Dietitian is a wellness professional trained in motivational interviewing and education, a combined skillset that maximizes the ability to affect change in patients. This course is a Dietitian based course with the advantage of time flexibility. The education and counselling techniques of a trained Corporate Wellness Dietitian is provided in a time sensitive format and at a reduced cost compared to actual in-person services.

3. "Diabetes Prevention Program Return on Investment." Diabetes Prevention Program Return on Investment (n.d.): n. pag. Change Lab Solutions, Nov. 2015. Web.

9. "The Association between Employee Obesity and Employer Costs: Evidence from a Panel of U.S. Employers." American Journal of Health Promotion : AJHP. U.S. National Library of Medicine, n.d. Web. 05 June 2017.

### **Testimonials on Company Site to Document**

- Weight Changes, Medication Reductions, Diagnosis Reversals
- Change in mindset
- Increases in quality of food
- Improvements in markers of strength, endurance, flexibility and balance

### **Key persons to reach out to:**

- Head of HR
- Employee Services
- Employee Benefits
- Wellness Coordinator

A phone call is always a great starting point. If you can leave a message, the email below serves as both a spoken or written message to leave to the contact.

## Sample Outreach:

Good Morning/Afternoon,

My name is Andrew Wade and I am reaching out to discuss offering our online wellness program to your employees. The Optilife Academy is a Do-it-yourself course designed by leading health professionals to guide individuals through proper eating, physical activity and personal habit development.

The Optilife Academy is the first course of its kind, and uses short videos, written content, action sheets and training tools to simulate working with an actual health professional on your own time. We would love an opportunity to speak to you about our program and how it can benefit your employees and your organization further, at your earliest convenience.

Thank you/In Health,

Andrew Wade

Optilife Academy Representative

## Communication Tips:

- You do not want to give them too much information in the first outreach. Concise offering of your reason for outreach, and an invitation to discuss further.
- If you do not hear anything within 5 days, follow up with a phone call or email, ask if they can help direct you to the person in the organization that would be appropriate for this discussion.
- Once you get a confirmation of willingness to meet, try to schedule an in person meeting.
- Going into the meeting you should know:
  - what the business does
  - approximately how many people it employees
  - the locations it has
  - considerations of the demographic employed (sedentary or active positions, normal hours or shift work)
- Be prepared with your data about the cost savings of improved eating and weight loss, as well as notes about how the course will help the client demographic they employee
- shift workers have a hard time finding consistent eating and portable activity opportunities
- sedentary populations struggle to schedule time for activity as well as planning of meals.

During the meeting, do not be afraid to ask how many employees they would want to provide access for. Make sure to mention the more employees, the lower the per user price gets.

### ***A Final Note from the Founders:***

#### ***How can we make a genuine difference?***

*Optilife was built with the aspiration of helping as many people as possible. The layout, content, and accessibility is designed to engage and motivate users to find progress towards their next level of personal health. As an affiliate of the Optilife Academy, you are a partner in our vision of helping as many people as possible. Use the information in this marketing kit as a resource and reference tool to communicate and raise awareness of the need for change. Use your course access to understand the content and why it is presented. Share this with a family member so you can see how their health improves. We are on a mission to change how people think about habits. The days of forced diets and improper exercise are over. We are proud to offer this to the world, and hope you are too!*

**Optilifeacademy.com**