



**HERBALIFE®**

**Being Organised, Responsible &  
Serious About Your Herbalife Business**

**escape** powered by **Reebok**  
the fitness store for fitness professionals

**GOLD'S GYM**

**HOLMES PLACE**  
Health Clubs

*Virgin*

**TECHNOGYM**  
The Wellness Company

*Fitness First*

**y m c a** fit  
Fitness Industry Training

LA fitness

David Lloyd

everyone  
ACTIVE

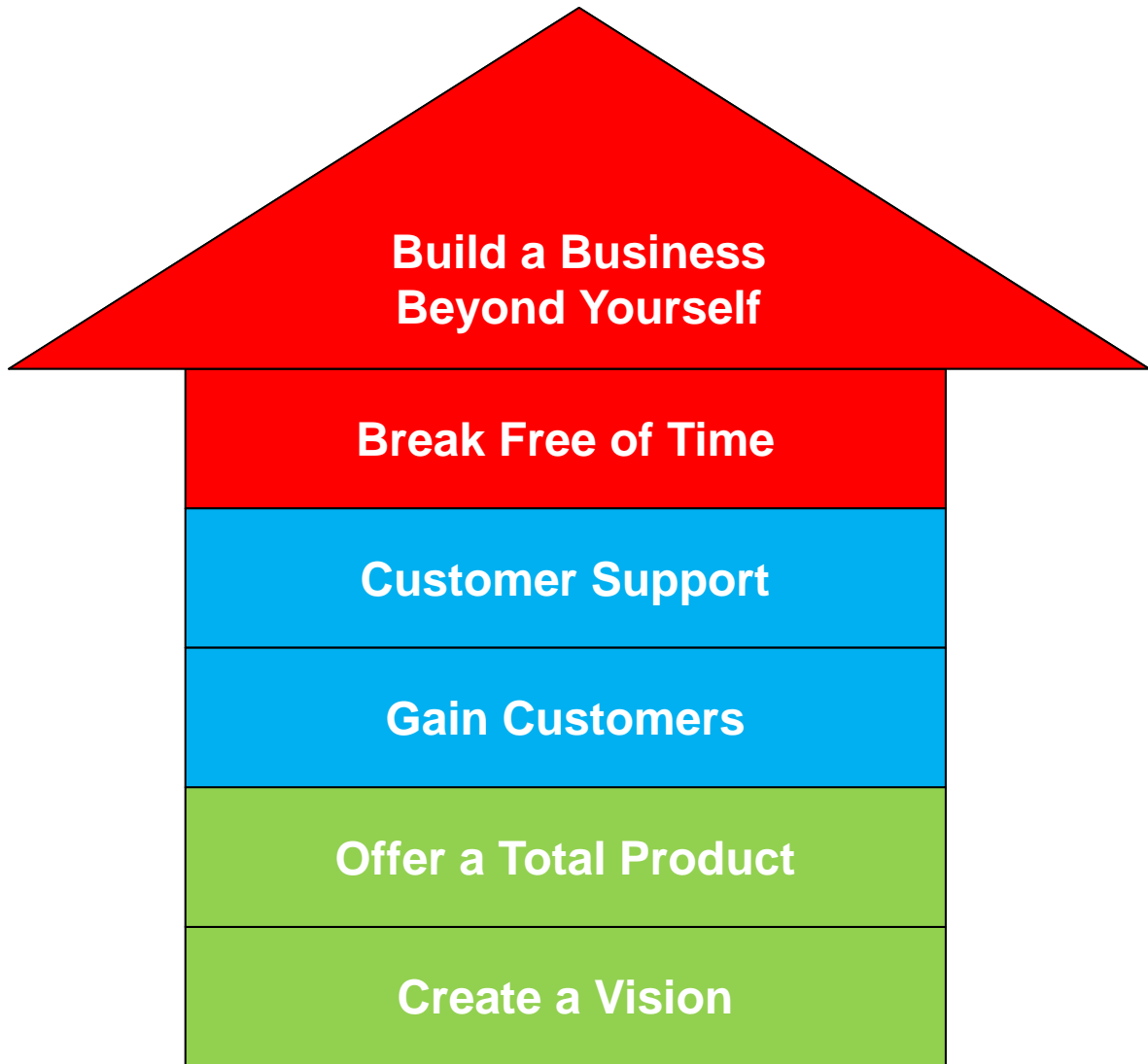
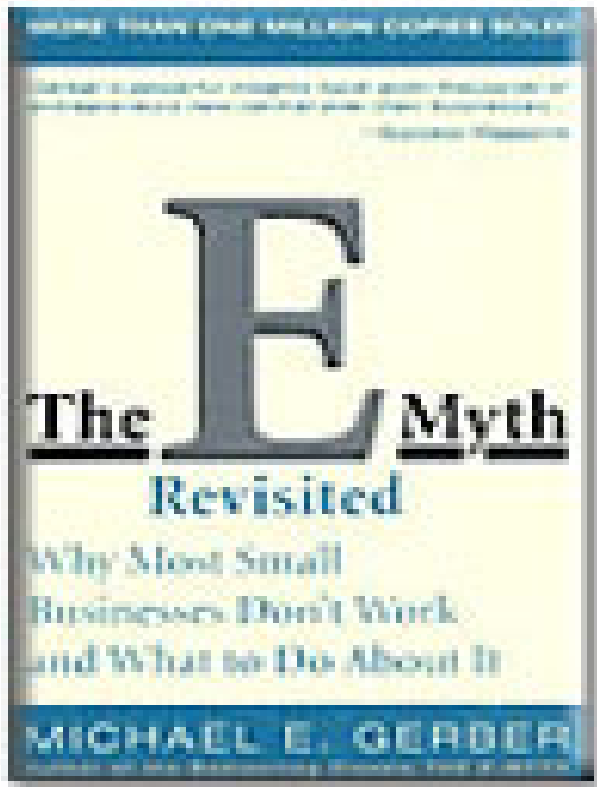
  
DC LEISURE MANAGEMENT LTD

  
Vivafit  
Franchise

 **NAUTILUS**

 **BODYPUMP**

 **HERBALIFE**  
Independent Distributor



# Step 1 – Create A Vision

## FINANCIAL PROJECTIONS

### INDIVIDUAL PT PROFIT & LOSS FORECAST

#### ASSUMPTIONS

##### STEP ONE FORECAST GYM INSTRUCTION INCOME

Rate of pay per hour	£6											
Number of hours per week	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
	40	40	30	30	25	25	20	20	10	10	0	0

##### STEP TWO FORECAST PT F2F INCOME

Desired number of new PT clients per month	4											
No of consultation required if ratio is 10 to 1 (10%)	40											
No of conversations required if ratio is 10 to 1 (10%)	400											
Average % of clients lost per month 10%	10%											
Average sessions per week per client	1											
Earnings per session	£13			£15			£17			£22		

Number of clients per month	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Clients at start of month	0	4	8	11	14	16	19	21	23	24	25	26
New PT clients	4	4	4	4	4	4	4	4	4	4	4	4
Lost clients	0	0	1	1	1	2	2	2	3	3	3	4
Clients at end of month	4	8	11	14	16	19	21	23	24	25	26	26
Average sessions per month	16	30	43	55	66	75	83	91	95	99	103	103

##### STEP THREE FORECAST CLASS/GROUP INCOME

Average class/group earnings per session	£13
No of classes/group per week	2

##### STEP FOUR FORECAST ONLINE PROGRAMME INCOME

No of clients from consultations is 1 from 10 (10%)	4	Number of expected new Online clients per month
Online programme sales price	£29	

##### STEP FIVE FORECAST HERBALIFE INCOME

No of clients from consultations is 2 from 10 (20%)	8	Number of expected new Herbalife product clients per month
Average no of clients lost per month is 33%	33%	
Av Herbalife product sales per customer per month	£50	

Number of clients per month	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Clients at start of month	0	8	9	10	11	11	12	12	12	12	12	12
New Herbalife clients	4	4	4	4	4	4	4	4	4	4	4	4
Lost clients	0	3	3	3	4	4	4	4	4	4	4	4
Clients at end of month	8	9	10	11	11	12	12	12	12	12	12	12

#### INCOME

Gym Pay	£ 960	£ 960	£ 720	£ 720	£ 600	£ 600	£ 480	£ 480	£ 240	£ 240	£ -	£ -	£ 6,000
Personal Training	£ 208	£ 385	£ 564	£ 715	£ 983	£ 1,125	£ 1,252	£ 1,367	£ 1,427	£ 1,487	£ 1,753	£ 1,753	£ 13,029
Classes/Groups	£ 104	£ 104	£ 104	£ 104	£ 104	£ 104	£ 104	£ 104	£ 104	£ 104	£ 104	£ 104	£ 1,248
Online Programmes	£ 116	£ 116	£ 116	£ 116	£ 116	£ 116	£ 116	£ 116	£ 116	£ 116	£ 116	£ 116	£ 1,392
Herbalife Products	£ 480	£ 562	£ 616	£ 653	£ 677	£ 694	£ 705	£ 712	£ 717	£ 721	£ 723	£ 724	£ 7,984
<b>TOTAL</b>	<b>£ 1,868</b>	<b>£ 2,137</b>	<b>£ 2,120</b>	<b>£ 2,308</b>	<b>£ 2,480</b>	<b>£ 2,638</b>	<b>£ 2,657</b>	<b>£ 2,779</b>	<b>£ 2,604</b>	<b>£ 2,667</b>	<b>£ 2,696</b>	<b>£ 2,697</b>	<b>£ 29,653</b>

\*\* Becomes supervisor in 7 month

#### DIRECT COSTS

Herbalife Product Costs	£ 360	£ 365	£ 401	£ 379	£ 393	£ 451	£ 352	£ 356	£ 359	£ 360	£ 361	£ 362	£ 4,499
<b>TOTAL</b>	<b>£ 360</b>	<b>£ 365</b>	<b>£ 401</b>	<b>£ 379</b>	<b>£ 393</b>	<b>£ 451</b>	<b>£ 352</b>	<b>£ 356</b>	<b>£ 359</b>	<b>£ 360</b>	<b>£ 361</b>	<b>£ 362</b>	<b>£ 4,499</b>

#### OPERATING EXPENSES

Miscellaneous	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 600.00
<b>TOTAL</b>	<b>£ 50</b>	<b>£ 50</b>	<b>£ 50</b>	<b>£ 50</b>	<b>£ 50</b>	<b>£ 50</b>	<b>£ 50</b>	<b>£ 50</b>	<b>£ 50</b>	<b>£ 50</b>	<b>£ 50</b>	<b>£ 50</b>	<b>£ 600</b>

#### NET PROFIT BEFORE TAX

	£1,458	£1,722	£1,669	£1,880	£2,037	£2,137	£2,255	£2,373	£2,195	£2,257	£2,285	£2,285	£ 24,553.39
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# Step 1 – Create A Vision

## REQUIRED ACTIVITY LEVELS

Number of Prospective Clients: (100)

- Number of Conversations – 1 in 10
- Number of Referrals

Number of Personal Consultations: (10)

- Number of Booked Reviews – 1 in 5
- Number of Inductions - 1 in 5
- Number of PT Consultations – 1 in 5

Number of New Clients: (2)

- PT – 1 in 10
- Group – 1 in 5
- Online – 1 in 5
- Herbalife 1 in 5

# Step 1 – Create A Vision


## IDEAL ACTIVITY SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am							
6.30					PT		
7am							
7.30					PT		
8am							
8.30					PT		
9am							
9.30				Lose & Shape up	SPIN		
10am				Exercise		PT	
10.30				Lose & Shape up			
11am	BOSU		PT	Nutrition	PT	PT	
11.30	PT						
12pm		PILATES	MEETING	PT	PT		
12.30	PT		MEETING				
1pm		PT	PT	PT			
1.30	PT						
2pm							
2.30							
3pm							
3.30	PT						
4pm							
4.30	PT						
5pm		PT	PT				
5.30							
6pm	PT	PT	PT				
6.30							
7pm	PT	PT	PT	PT			
7.30							
8pm	PT	PT		PT			
8.30							
9pm							

# Step 1 – Create A Vision

**THE WHY**





**PHASE ONE**  
**BUILD A SOLID CUSTOMER BASE**  
**WITH SOME SECONDARY RETAIL**  
**INCOME**

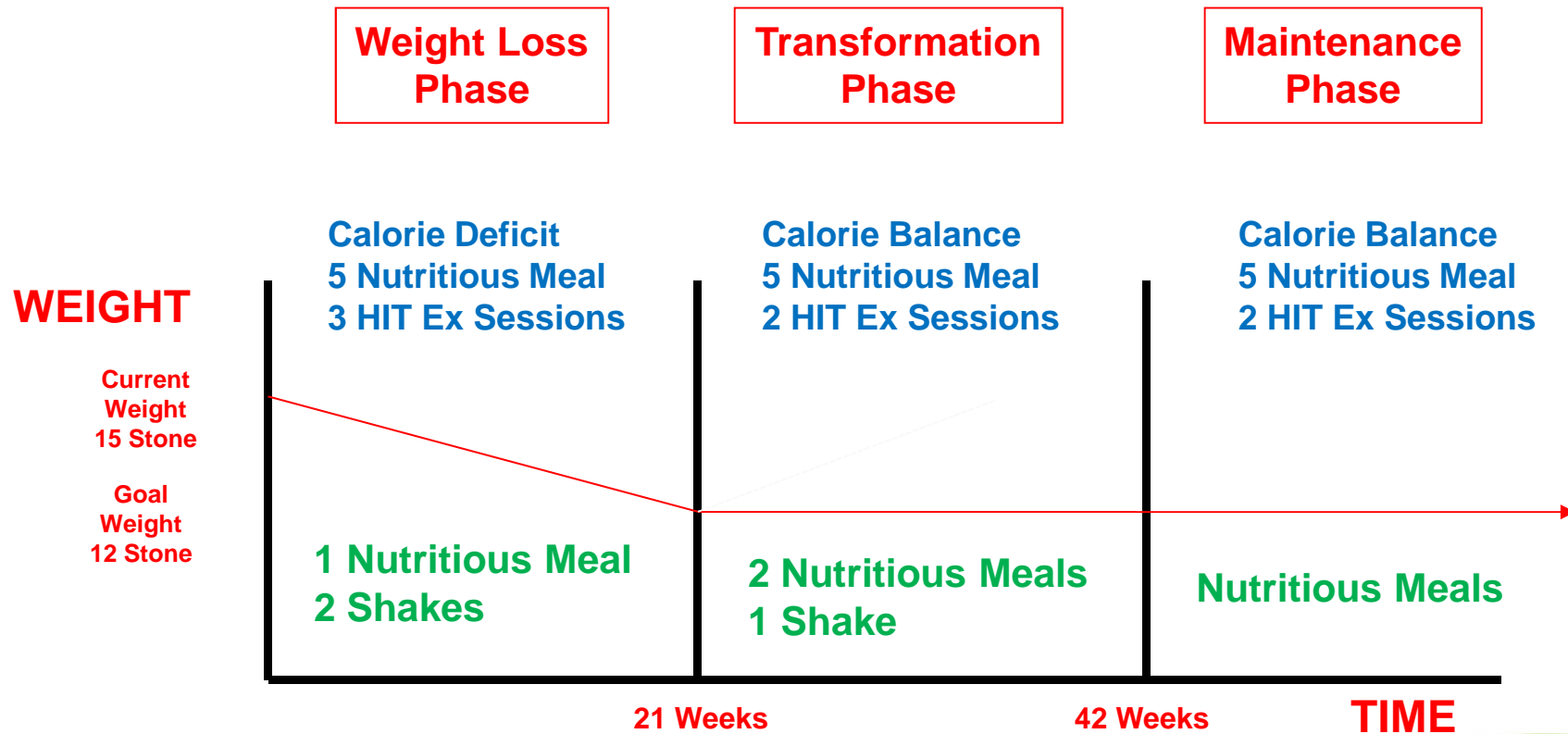
**Get 20 Keep 20!**

# Step 2 – The Product

**WEIGHT LOSS** → **IDEAL SHAPE**

- Focus on delivering what people want
- Key principles to achieve what they want
- The journey they need to undertake
- The primary products they can provide
- The secondary products or support products that make it faster and easier
- Why Herbalife
- Which product packages
- Why MLM

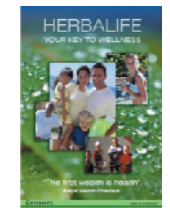
# The Customer Journey



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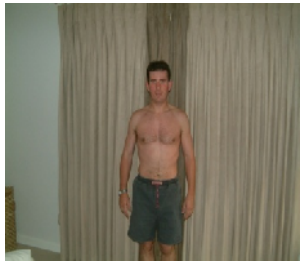
# Step 3 – Get Customers

- Use, Wear, Talk
- Leads – in club promotions, colleagues appointments or personal COI via 100 list
- Member Engagement using BFT BI
- Consultations – carry out Personal Consultations or Small Group Workshops
- Gain results – testimonials
- Referrals – ‘who do you know’ – eventually beyond the club

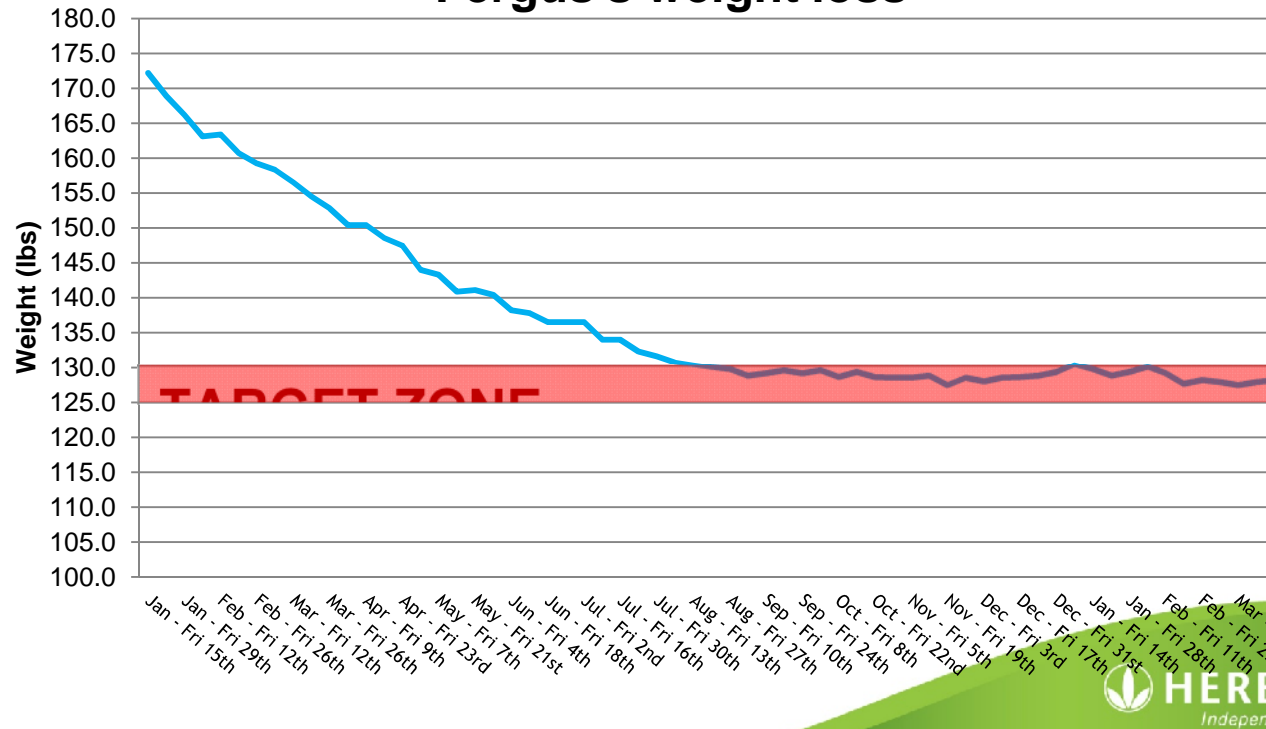


# Step 4 – Keeping Customers

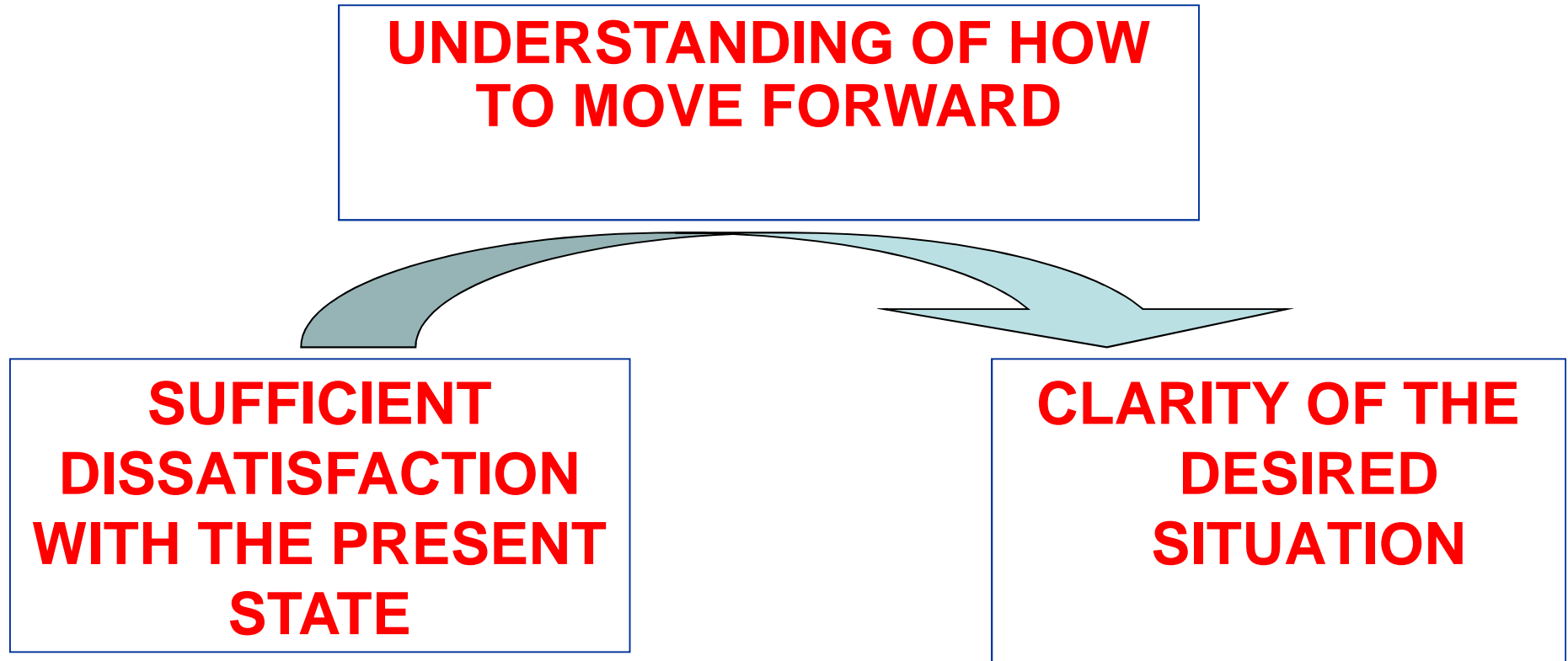
## SETTING YOUR CUSTOMERS UP & MEASURING PROGRESS



Fergus's weight loss



# 3 Things Required For Change



**Individuals can rarely discover these for themselves!**



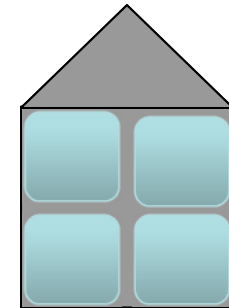
**PHASE TWO  
OVERCOMING THE  
LIMITATIONS OF TIME**



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# Step 5 – Time Efficiency

- Work with people in Groups
- Offer an Online Programme
- Discount Customers and building beyond your current customer base



# Phase 3 – Financial Independence



# Active Mentoring Process To Master The Model



- Monthly 'Stretch' Goals
- Personal development focussed on developing a high performance attitude
- Weekly Trackers and Mentoring Call
- Ongoing training through Success Schools and Herbalife Events

# Does It Work?

- No of Supervisors Jan 2011, 6, Jan 2012, 58
- 17.7% of distributors are Supervisors
- % of Supervisors Ordering is 78%
- Average VP of Ordering Supervisor is 2,442
- Retention of Supervisors – 96%
- Royalty Points:
  - February 2010 - 629
  - November 2011 – 4,000



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