

Transitions



lifestyle system[®]



“Conducting In-Home Support Groups”

By now most of you have familiarized yourselves with the dynamics of the Transitions Lifestyle System[®]. As word of the program's success spreads, more and more people are eager to participate and find out for themselves what all the fuss is about. Many Distributors have started their own in-home support groups and had amazing results!

To further grow your business and align you with opportunities to generate more Transitions[™] product sales, Market America developed a 12-week program to assist you in conducting your own in-home support groups. Starting someone on the program and forming your support groups has never been easier! Simply begin by getting to know your customer(s) and identify his or her commitment to losing weight and getting healthy. Next, invite them to an orientation in your home with other potential weight-management participants where they can preview the “In-Home Presentation” available on UnFranchise.com > downloads > sales aids. Finally, enroll interested participants in the program by having them purchase the Transitions Daily Journal. Once you have formed your support group, it's time to implement the 12-week program and be well on your way to success! Here's how it works:

Getting Started Tools:

1. Tape Measure (2-3 recommended)
2. Tanita Scale or similar scale used to measure weight, percentage of body fat and percentage of muscle
3. Transitions DVD series (code 6413)
4. Transitions Daily Journal
5. Transitions Dietary Supplementation
6. Download the “In-Home Presentation” (located on UnFranchise.com > downloads > sales aids)
7. Familiarize yourself with content and plan out your orientation meeting with potential customers
8. Establish a comfortable meeting location (be sure to allow for approximately 1.5 hours of meeting time per session)

Orientation to Program:

1. Organize group meeting at home with potential customers
2. Present the “In-Home Presentation” to introduce the Transitions Lifestyle System
3. Have interested customers order the Transitions Daily Journal
4. Download the consent form and have new customers sign it
5. Record customer measurements
 - Inches (Journal explains specific areas to measure)
 - Pounds (Keep consistent on time of day and clothing used during weigh-in)
 - Body Composition (Tanita Scale)

Week 1:

1. Watch segment 1 of DVD series "Why Can't I Lose Weight?"
2. Q&A session to address key concerns of group
3. Have participants sign the commitment page located within the Daily Journal
4. Review food list and recommended menu options found in the Daily Journal

Week 2:

1. Watch segment 3 of DVD series "The Misleading Label"
2. Q&A session
 - Each person discusses progress from week 1
 - Group offers feedback and encouragement
3. Reminders
 - Filling out the Daily Journal
 - Exercise tips
 - Supplementation
 - Stress reduction
4. Discuss optional recipes
5. Demonstrate how to order products on Web Portal
6. Have group evaluate labels from a variety of food products and how they fit within the Transitions Lifestyle System®

Week 3:

1. Watch segment 2 of DVD series "Getting Healthy – Mind & Body"
2. Q&A session to address key concerns of group (same process as prior week)
3. Reminders (same as week 2)

Week 4:

1. Share individual success stories
2. Q&A session to address key concerns of group (same process as prior week)
3. Record individual measurements
4. Reminders (same as week 2)
5. Review food list and recommend menu options found in the Daily Journal

Week 5:

1. Watch segment 4 of DVD series "Get Off The Sweet Stuff"
2. Q&A session to address key concerns of group (same process as prior week)
3. Reminders (same as week 2)
4. Review healthy alternative recipes that encourage group to stay off sweet foods

Week 6:

1. Watch segment 5 of DVD series "Good Fats, Bad Fats"
2. Q&A session to address key concerns of group (same process as prior week)
3. Discuss dining out options and exchange easy-to-make recipes
4. Reminders (same as week 2)

Week 7:

1. Watch segment 6 of DVD series "Detox Diet & Plateau"
2. Q&A session to address key concerns of group (same process as prior week)
3. Discuss dining out options and exchange easy-to-make recipes
4. Reminders (same as week 2)
5. Ask participants to share plateau success techniques and tips on successfully implementing the detox diet

Week 8:

1. Watch segment 7 of DVD series "Grains, Health & Your Weight"
2. Q&A session to address key concerns of group (same process as prior week)
3. Record measurements
4. Discuss dining out options and exchange easy-to-make recipes
5. Reminders (same as week 2)

Week 9:

1. Watch segment 8 of DVD series "Right Type Of Exercise"
2. Q&A session to address key concerns of group (same process as prior week)
3. Discuss different types of exercise, aerobic vs. strength training
4. Reminders (same as week 2)
5. Group discussion on ways to implement the program with our children and other loved ones
 - Family walks
 - Join a league
 - Join a local gym

Week 10:

1. Watch segment 9 of DVD series "Stress & Weight Gain"
2. Q&A session to address key concerns of group (same process as prior week)
3. Discuss stress reduction techniques and healthy ways to help reduce stress
4. Reminders (same as week 2)
5. Group shares tips for success (i.e., strategies to keep participants motivated)

Week 11:

1. Watch segment 10 on DVD "Staying On Track"
2. Q&A session to address key concerns of group (same process as prior week)
3. Discuss dining out options and exchange easy-to-make recipes
4. Reminders (same as week 2)
5. Coordinate a "pot luck" bon voyage dinner for final session with foods that fit into the Transitions Lifestyle System

Week 12:

1. Watch segment 11 of DVD series "Results For A Lifetime"
2. Record final measurements
3. Compare final results to original measurements
4. Group discussion on key elements of the Transitions Lifestyle System
5. Discuss how the Transitions Lifestyle System has changed individual lives!
6. Make suggestions for maintaining these results for a lifetime
 - Continue to fill out the Daily Journal
 - Stay away from high-glycemic carbs
 - Exercise
 - Stress reduction exercises
 - Continue to take the daily supplements
 - Share experience with the program with others
7. Review the "In-Home Presentation" and let group know where they can access it to help them get their own support groups started

GOOD LUCK!

**Transitions™ Complete DVD Series (code 6413)
contains all 11 segments needed for the
12 week program**

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