

# Starting a Nutrition Club: What Do I Need for Success?



# Mission Statement

- To Keep Mark Hughes' dream alive with his vision of helping one person at a time by offering them a nutritional shake.
- Allows the opportunity to reach people in the community each day regardless of their economic status which brings them HOPE daily
- It allows everyone the chance to be incredible through the business opportunity. A little change to become a big person and change their view of the world.

# Basic Terminology

- **Central Club** – the main Nutrition Club in a central geographic area supporting all the surrounding Nutrition Clubs; it has minimum 2,000 sq.ft.; it conducts live training and activities for all the Nutrition Clubs in its area; it is usually operated by a TAB Team member
- **Central Club Owner** – person or persons who own the Central Club
- **Central Club Leader** – single person who is responsible for the Central Club in its totality



# Basic Terminology

- **Nutrition Club or Club** – the standard Clubs operated by Distributors; average 600-1,000 sq.ft. in size; composed of several “Stations,” can consist of one organization and has the flexibility to work with other organizations as a TEAM
- **Nutrition Club Owner** – person or persons who own the Nutrition Club
- **Nutrition Club Leader** – single person who is responsible for the Nutrition Club in its totality

# Basic Terminology

- **Stations** – a designated unit within a Club that operates independently of one another; composed of maximum 4 “Operators;” must all come from the same lineage
- **Station Owner** – person who rents the Station from the Club Owner and responsible for it in totality
- **Station Operators** – everyone who works in a Station
- **Service** – one (1) serving of Aloe, Tea, Shake



# Basic Terminology

- **Prospect** – person being invited to a Club
- **Consumer** – person taking service at a Club; also referred to as a Member
- **Customer** – person buying Herbalife products
- **Guest** – person invited to a Club activity, ie. HOM

Here's an ideal upgrading process:

Prospect → becomes a Consumer → becomes a Retail  
Customer → becomes an Herbalife Distributor



# Van Nuys Wellness Center



# What is a Nutrition Club

- It's a community service location where people from the community are invited to learn about health and wellness through the initial serving of Aloe, Tea and Shake
- The Club provides for its Members a safe haven; a place for them to go have fun, relax and make new friends, receive positive reassurance and a hug daily.
- The success of the Club is based on building trust and rapport with it's Members.



# Rules of Opening a Club

- Have the Service, Vocation, Vision and Mission of Mark Hughes to take good Nutrition, one person at a time.
- Must read the Herbalife Nutrition Club Manual and obey the Official Nutrition Club Rules.
- Must be a Herbalife Distributor to work in a Club. To be a Club Owner, suggested TAB Team. To be a Station Owner, suggested, World Team or above.
- Must complete the full training process for New Students.
- Must have visited at least 3 Nutrition Clubs.
- Must be open for Breakfast, Lunch and Dinner.



# Rules of Opening a Club

- Must be able to financially commit payment of rent based on the duration of Lease Contract
- A Club is composed of Stations; a Station is composed of a maximum four (4) Operators. Suggested rent is as follows:
  - Rent of Station = total rent + electric, gas, supplies + asset depreciation  $\div$  number of Stations
  - Ex: rent \$1,200/mo. + utilities \$300 + depreciation \$100  $\div$  4 Stations = \$400/mo. per Station or \$100/mo. per Operator
- It is not permitted to open a Club inside establishments like:
  - Gyms – Beauty Salons – Super Market – Restaurants – Swap meets – Malls

*Note:* You can put up a Club beside one of the above



# Rules of Opening a Club

- Upline Pres or TAB Team is responsible in ensuring the Club Owner has been trained on all the rules, processes and codes of conduct for a healthy and ethical Nutrition Club operation.
- Signage in commercial locations is only permitted when the lease requires it. And if required it must be a small sign with a maximum of 3 words. The language should not imply that there is a nutrition Club inside. Can say \_\_\_\_\_ Wellness Center
- No Herbalife trademarks may be used on the sign or window except for the pictures approved by Herbalife. Herbalife name and logo cannot be seen from window.
- Windows must have curtains or blinds to avoid visibility from outside that there is an existing Nutrition Club Inside.



# Rules of Opening a Club

- Display the Nutrition Club Advisory and the Good Hygiene Advisory found in the International Business Pack or Nutrition Club Launch Kit.
- Must be trained in all products.
- Must ensure all working in Club participate in activities at your closest Central Club (ie. monthly Recognition Parties); and Club members are informed and encouraged to attend too.
- Must be able to prepare all the Services and know the recipes; must know invitation process for Prospects; and know how to conduct Herbalife Opportunity Meeting (HOM).



# Rules of Opening a Club

- Even though a Club can be licensed as food service establishments by obtaining all the required city and state licenses and permits, they are not allowed to charge a fee for the Service (aloe, tea, shake). They can however, implement a door membership fee concept same as a Home Club.
- All products consumed in a Club are free. You are permitted to offer a membership or donation of \$4.00 to help cover your product , rent and operational cost.
- Money is made in the duplication of Distributors starting their own Clubs. So keep it as simple as possible.



# Rules of Opening a Club

- Success Formula:
  - Each Operator has 1 new Service (Guest) every day and by the end of his 90-day commitment, has accumulated at least 15 Services daily
- Food Sourcing, Handling and Preparation.
  - Maintain cleanliness in Club, especially the Kitchen area
  - All kitchen equipment must be cleaned thoroughly before and after every use and at night disassembled and left in pieces to dry.
  - Restroom and common areas must also be kept clean at all times. Cleaning duties will be on rotation basis.

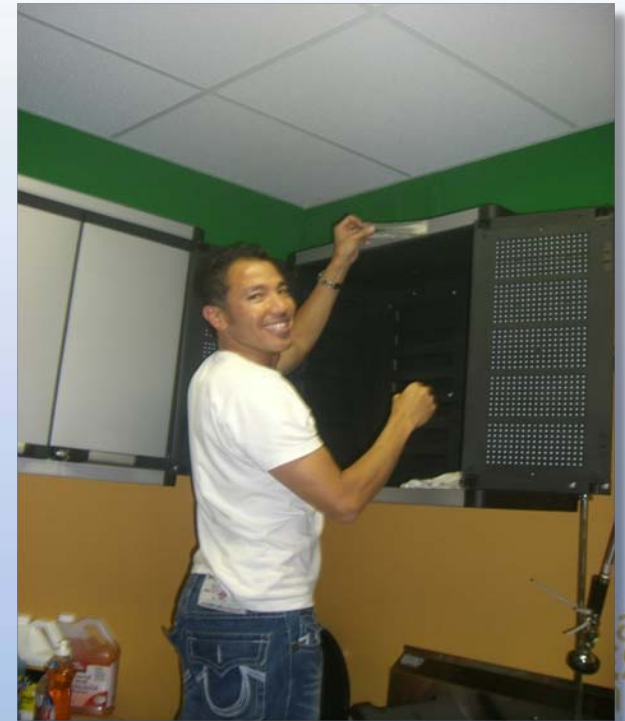
# Rules of Opening a Club

- Use disposable cups to serve drinks; unless a Member brings his own Shaker cup and prefers to use it
- Products
  - Kids below 8 years: do not use Aloe; below 13: do not use Tea
  - Always store your Herbalife products and ingredients in a cool, clean, well – ventilated space.
  - Always use purified water in preparing aloe, tea and shake; non purified water can be used after it is boiled.
  - If using ice, be sure it is made from purified water.

# Rules of Opening a Club

- Give out 500 invitations before you open a Nutrition Club.
- No Advertisement of Club through:
  - Flyers – Banners – Posters – Newspaper Advertisement – Magazines – Television – Radio – Internet
- Invitations to your Club need to be person to person or by word of mouth only.
- Tell your neighbors, friends, everyone you are opening a Club and help support your business.
- Invite neighboring businesses, local Chamber of Commerce
- Have a Pre-Opening and invite other Herbalife Distributors so you can practice for your Grand Opening day.

# Setting Up Your Club for Success!



# Color of Nutrition Club

- Dark Green – 16 inches from the Top
- Light Green – 56 inches in the Middle
- Dark Green – the rest on the Bottom
- The Separators
  - Light Green – 3M Masking tape
  - Dark Green – Scotch Decorate and Repair Tape
- Yellow Color: Name is Melted Butter



# Paint Colors for Nutrition Club

Purchased at Home Depot – Behr Brand



# Kitchen Set Up

- 3 Basin Stainless Steel Sink and Faucet – Model # SE15153N – Size 15x15x12 – Purchased from Star Restaurant Equipment and Supply Co. Phone 818 – 782 – 4460. Approx Sink Cost: \$375.00. Approx Faucet Cost \$53.00. These totals do not include delivery to your area/location.
- Husky Metal Front Base Cabinet approx cost \$89.96 – Purchase at Home Depot – Husky – Model # 17184342 – Internet/Catalog # 100607961 – Store SKU # 972512 (30WX19DX34H) . For space, you may also purchase the Husky Metal Front Wall Cabinet Store approx cost \$74.96 – SKU # 972 – 743



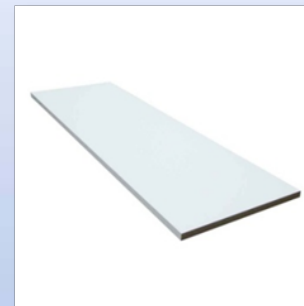
# Kitchen Set Up

- Water Filtration System – Purchased from Isopure Water – Speak with Tai at 877 – 541 – 6603. Waterstone (H – 5000) Under Sink Instant Hot Water Tank System; 102V approx \$199.00 AND Isopure (UC – DBL2) Dual Stage Under Counter Water Filter approx \$79.99. This does not include tax and shipping to your area.
- Note when looking for a filtration system, it is important to find out how many gallon it will output per hour and also you need at least a 2 (dual) stage to ensure pure and clean drinking water.



# Kitchen Set Up

- Counter Top or Shelving to make the top of the work Station studier – You may find a “remnant” of a counter top at your local hardware store (see peach/beige example below) or you may purchase shelving to mount on the top of the work Station. An example is from Lowe’s 97" L x 16" W White Shelf Item #: 7842 Model: LO7842 – the approx cost is \$17.97 each piece (see white shelving example below)



# Kitchen Set Up

- 1 Oster 4093 Classic Beehive Blender in Chrome (approx. \$65-\$70 in [Amazon](#)) per Station



# Kitchen Set Up

- Commercial Coffee Maker – Can find online or at a Discount Restaurant Supply Store – Only need to purchase these, if you do not purchase Under Sink Instant Hot Water System
- 1 Gallon Jugs of Water – You will use these to transport water from the sink to fill the Igloo Coolers or the Commercial Coffee Maker to heat and/or store water.
- IGLOO Heavy Duty 5 Gal Water Coolers



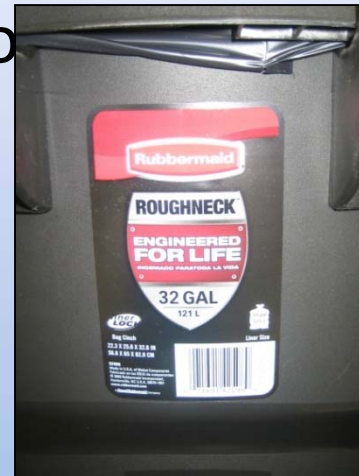
# Kitchen Set Up

- Optional Refrigerator – Purchased at Lowe’s – Frigidaire 18.2 Cu. Ft Top mount Refrigerator – Item # 293513 Model # FRT18L4JM, approx cost \$488.00 excluding tax and shipping. Lowe’s provided free delivery for this item.
- Instead of Refrigerator, you can use Igloo to keep ice, and water pitchers with ice to make the water cold for the shakes.
- Power strips to mount at work Stations to plug in blenders etc



# Kitchen Set Up

- Cases of 12oz Styrofoam Cups (or a better alternative is any bio-degradable cup) – purchase at any discount wholesale supply such as Smart and Final
- Table Napkins to serve drinks
- Paper Towel Holders for the Stations – Th based on what you feel yo
- Large Trash Can
- Trash Bags
- Sponges
- Paper Towels



# Main Area of Club

- Open and Close Sign
- Sign for Club Hours
- Post Club Name and Coach Names



*Welcome to Van Nuys Wellness Center*

*Coach Ann*



*Coach Lyn*



*Coach Sue*



*Coach Dan*



# Main Area of Club

- Post all permits and licenses
- Post any business affiliations, ie. local Chamber of Commerce
- Chairs – Purchased new Economy Black Chairs for approx \$22.00 each from Avi Maxim Wholesale. Phone (619)270-9450. This does not include shipping and tax. You may also choose to purchased used chairs which may be found on Craigslist or online
- Chair rail to protect paint on walls
- Optional small tables – if you prefer a café style setup
- Suggested – a big TV for showing videos



# Main Area of Club: Wall Hangings

- Your Club reflects YOU!
- Make your Club inviting! Put up posters and wall hangings that promote your business and tells your Prospects what the Club is all about
- When a Prospect walks in, it's easier to point out posters and show sample products and at the same time talk about them
- Your wall hangings are a “talking tool” – at the start to: 1) introduce your Club; and to 2) upgrade Consumers to be Customers



# Main Area of Club: Wall Hangings

**FULL COLOR HERBALIFE POSTERS**

Put your life into high gear. Herbalife.

HERBALIFE

24" x 36" \$13.20\*

It started with one man's dream...

Mark Hughes

18" x 24" \$8.80\*

HERBALIFE kids

Essential Nutrition for Healthy, Active Kids

18" x 24" \$8.80\*

Weight Loss Challenge

TOGETHER, THIS TEAM LOST A TOTAL OF: **916 POUNDS!**

20" x 24" \$8.80\*

Start Your Day the Right Way with a Healthy Shake

24" x 36" \$13.20\*

Want to lose weight?

3 Steps to Weight Loss

Weight Watchers Goal	
Weight	100 lbs
Points	1000
Calories	1200
Protein	20g

24" x 36" \$13.20\*

HEALTHY NUTRITION

24" x 18" \$8.80\*

UNHEALTHY vs HEALTHY

24" x 20" \$8.80\*

HEALTHY vs UNHEALTHY

24" x 18" \$8.80\*

**JONESVILLE PRINTING**

Phone 517.826.5027  
Fax 517.826.5037  
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We accept: VISA, MasterCard, American Express, Discover, PayPal

Package Price (all 9 posters) \$78.40 + shipping

To order posters, contact:  
laurapiatt@jonesvilleprinting.com

Or call 517-826-5027, cost ranging from \$8-13 or up.



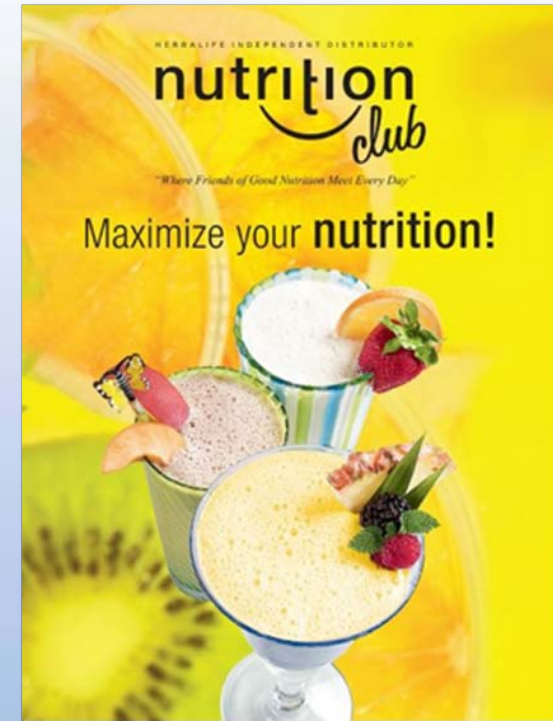
# Main Area of Club: Wall Hangings

## Optional Frames (Wal-Mart):

- “Mainstays” poster board frames; \$9-17 each depending on size
- “Mainstays” 8x10 frames, \$3.50+ depending on size
- “Your Zone” green frames, price depending on size



# Sample Wall Hangings



# Sample Wall Hangings

- Display your 3 core products on hanging shelves close to the entrance in succession – aloe, tea, shake; you can have other product displays at an inner location too



# Sample Wall Hangings

**nutrition club**

**NUTRITION**  
Provides healthy nutrition.

**RECOGNITION**  
Recognizes goals met and increases self-esteem.

**COMMUNITY**  
Strengthens bonds in the community.



**Daily basic nutrition**

- 1 Herbal Aloe Concentrate**  
A natural drink that soothes and promotes a healthy digestive system.
- 2 Herbal Tea Concentrate**  
Refreshing tea that provides the energy you need throughout the day.
- 3 Formula 1 Healthy Meal Nutritional Shake Mix**  
Provides the key daily minerals and vitamins your body needs at the cellular level.
- 4 Personalized Protein Powder**  
Protein powder that builds and maintains muscle mass, and may help you control your appetite.

**HERBALIFE.** Making the world healthier.

**nutrition club**

**mission**

THE PURPOSE of Herbalife® Nutrition Club services is to bring good nutrition to the people of our community, one person at a time.

NUTRITION CLUBS provide a valuable service to the community, informing people about the importance of proper nutrition and exercise for optimum health.

ADMISSION to the Nutrition Club is by personal invitation only and is not open to the public. The activities of the Nutrition Club include socializing, community building, recognizing members' health success and enjoying a healthy tea, shake and Herbal Aloe Concentrate. The products are not intended to diagnose, treat, cure or prevent any disease.

**HERBALIFE.** Making the world healthier.

**Partnership for Success**

July 21, 2002, was a momentous day for Herbalife. It was the beginning of an exciting new partnership between Whitney & Co., LLC, Golden Gate Capital, Inc., Herbalife and Distributors. Herbalife has joined forces with two long-term investors who are committed to continuing Mark Hughes' vision of changing the health and nutritional habits of the world.

Over the last few months, partners of Whitney and Golden Gate have been traveling the world meeting hundreds of Distributors. The new partnership is off to a great start, and here are some of the frequently asked questions (FAQs) we have heard about Herbalife's new partnership.

**QUESTION:**  
What happened to Herbalife's public shareholders?

**ANSWER:**

- Whitney, Golden Gate and Distributors partnered to purchase their shares
- In addition, Whitney and Golden Gate represent Herbalife's new shareholders who are world-renowned institutions, including the following:

Andrew W. Mellon Foundation	Ford Foundation	Pfizer
Bank of America	GE Capital	Procter & Gamble
California State Teachers' Retirement Systems (CASTRS)	Government of Singapore	Sainsbury
Columbia University	Harvard University	University of Michigan
Credit Suisse First Boston	JP Morgan Chase	Verizon
Deutsche Bank	Massachusetts Institute of Technology (MIT)	Wachovia
Duke University	Metropolitan Museum of Art	World Bank
	Morgan Stanley	Yale University

**QUESTION:**  
How experienced are Whitney and Golden Gate?

**ANSWER:**

- Whitney and Golden Gate have a long successful track record of partnering with many successful companies
- Built and developed multibillion-dollar industry leaders, such as Minute Maid, Compaq Computer and The North Face
- History of generating investment returns that are the best in their industry

**QUESTION:**  
How will Whitney and Golden Gate help Herbalife?

**ANSWER:**

- Investing in the development of innovative, high-quality products
- Providing resources to strengthen the Herbalife brand
- Providing Distributors with the tools and support they need to grow their businesses

**WHITNEY & CO.**  
PIONEERS IN SUCCESSFUL INVESTMENTS

- Established in 1945
- First U.S. venture capital firm
- Invested in over 250 companies
- \$3 billion of capital
- Headquarters in Stamford, Connecticut

**GOLDEN GATE CAPITAL**

- The principals have invested in more than 50 investments, with an aggregate value in excess of \$1 billion
- Dedicated to investing in change-oriented, high-growth businesses
- Special limited partners include Bain & Company and Sutter Hill Ventures
- \$700 million of capital
- Headquarters in San Francisco, California

**HERBALIFE.**

# Sample Wall Hangings

**HEALTHY NUTRITION**

Formula 1 Nutritional Shake Mix  
 + nonfat milk = 180 calories  
 No cholesterol  
 Almost no fat (1/2 teaspoon)

Add fruit for even more vitamins, minerals and fiber with no additional fat or cholesterol.

©2005 Formula 1, a Division of Unilever, Inc. All rights reserved. Formula 1, 800-333-3888

**EXCITING, TASTY SHAKES**

...WITH MORE PROTEIN FOR HUNGER CONTROL AND BETTER WEIGHT LOSS

REPLACE YOUR TEA OR COFFEE AND BURN FAT!

INCREASE YOUR NUTRIENT ABSORPTION AND FAT-BURNING ENERGY

JUMPSTART YOUR DAY WITH HEALTH-BUILDING MULTIVITAMINS AND MINERALS

**HEALTHY BREAKFAST**  
 Everything your body needs in the morning...

1 HYDRATION

2 ENERGY

3 NUTRITION

**START YOUR DAY THE RIGHT WAY!**

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# Sample Wall Hangings



Wall of Shame

# Restroom Supplies

- Toilet seat cover dispenser and toilet seat covers
- Paper towel dispenser and bi-fold/multi-fold paper towels for restroom – be sure to post a sign not to flush the paper towels down the toilet
- 10-13 gal. trash can and liners
- Toilet paper
- Toilet brush
- Air freshener
- Toilet bowl cleaner
- Anti bacteria hand soap



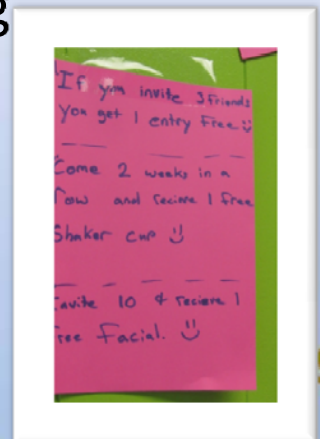
# Miscellaneous Supplies

- Large trash cans for the main area of the Club – number based on the size of Club
- Dish washing detergent
- All purpose floor cleaner
- Windex
- Clorox cleaner with bleach
- Sponges
- Terry cloth towels for cleaning
- Pledge



# Miscellaneous Supplies

- Broom and dust pan
- Vacuum – Bissell Power Force Bagless Model # 6584 from Wal-Mart, approx. \$50.00.
- Mop and bucket
- Big Announcement or Poster board to post photos, activities, events, various information
- Large white dry erase board with markers for training
- Digital weighing scale



# Summary of Responsibilities



# Club Owner Responsibility

- The Club Owner is responsible for the Club in totality
- Club Owner provides all Club supplies enumerated previously (except for Products):
  - Kitchen supplies
  - Restroom supplies
  - Miscellaneous supplies
- The cost of all these supplies are included in Station rentals.

# Station Owner Responsibility

- The Station Owner is responsible for a particular Station
- Station Owner provides:
  - Oster 4093 Classic Beehive Blender in Chrome (approx. \$65-70 in [Amazon](#))
  - Collects rent from his Station Operators
  - Pays rent to the Club Owner
- If a Station Owner is also an Operator, he is also responsible for providing his own products and tools enumerated in the next slides

# Station Operator Responsibility

The Station Operator is responsible for running a Station during an assigned time period. He provides ALL his products:

- Formula 1 (750g) – all flavors: Cookies 'n Cream, Piña Colada, Chocolate, Wild Berry, Tropical Fruit, Café Latte, French Vanilla
- Vanilla Protein Drink Mix (504g)
- Herbal Aloe Concentrate (120ml) – Original and Mango
- Herbal Tea Concentrate (3.5oz) - Original
- NRG Tea (2.12oz) – for people with high blood pressure



# Station Operator Responsibility

Please make sure you label all your Tools below:

- 3 pitchers (1 must be glass)
- 1 measuring cup – with 10oz and 12oz level clearly marked
- Herbalife measuring spoon – SKU # 8635
- 2 metal spoons – 1 soup spoon and 1 stirrer
- Sharp Knife Set
- Clip board to track number of shakes per hour
- Pens, pencils, markers, scissors

# Station Operator Responsibility

- Must Read the full contents of the Nutrition Club Kit – English SKU #5118, Spanish SKU # 5119
- Purchase Herbalife Nutrition Club Invitations – Spanish Set of 1000 SKU# 6925 or English Set of 1000 SKU# 6926
- Mark Hughes defined the path to succeed in Herbalife with a simple and easy method: USE, WEAR and TALK. Nutrition Club Button – English SKU # 8318, Spanish SKU # 8316 or 8317 or 8375



# Forms Needed at a Club

- Club Leader prints all Club forms from eBC:
  - Registration – First Time Visitors
  - Registration – Members
  - Registration – Operators
- Club Operators prints forms from eBC for own use:
  - Wellness Survey
  - Presentation Book Binder
  - Club Products Binder
  - Membership Card
  - Club Card 7+1 (optional)

# Distributor Work Area Signs

**No Food Allowed**

No Se Permiten  
Comidas Y Bebidas!

# Distributor Work Area Signs

## Leaders

Be Fair to the best of your ability

Be ready to forgive

Be ready to forgive yourself

Learn how to say "I'm Sorry"

Accept the pain, but not the Guilt

Trust in Herbalife, the Products  
and in the Future

Learn to TRUST yourself!

## Lideres

Ser Justo a Lo Mejor de tus  
habilidades

Preparate para Perdonar

Preparate para Perdonarte a ti  
Mismo

Aprende a decir "Lo Siento"

Cree en Herbalife, Los Productos  
y el Futuro

Aprende a confiar en Ti Mismo

# Important to Remember

- Four Important Factors
  1. Goal is to provide Service: Aloe, Tea, Shake
  2. No sales of nutrition plans on first three days that builds trust even if they ask. This way they feel you are not trying to sell them anything. Say: “we will discuss that later, I just want you to learn for now.”
  3. Once they have results, then get them on a program.
  4. After results, stress life time of nutrition and exercises and get them the IBP and offer them the 25% discount
- Two invitations in the Club:
  1. Invitation to be a Club Member (Consumer)
  2. Invitation to Discount the Business (Retail Customer)



# Important to Remember

- The Latino Market carries 68% of U.S. Market to which 70% of that is from the Clubs. \$316 Million worth consumed at the Clubs. Latino fastest growing market mainly do to the Club model. Makes up about 35% of the volume a Billion volume points worth.
- Two key aspects:
  1. Culture
  2. Execution
- Nutrition Club is a place to conduct your Herbalife Business and incorporate Healthy Breakfast, Wellness Evaluations, Shape Scans as well as WLC's, HOMs, etc.



# Important to Remember

- Success Formula:
  1. One new Service (Guest) every day for 90 days
  2. Accumulate 15 total Services per day after 90 days
- One new Guest a day is not difficult to achieve. You will often get more than this. You get Prospects from talking to them on the streets and literally walking them into the Club. If they cannot come immediately, give them one of the invitations with your name, address and phone number on it.
- Soon referrals will come by themselves from happy Members.
- Keep in Mind: – this is not retail nor a restaurant
- Jim Rohn build your house on the rock analogy – the Club is the house and the product results are the rock



# Important to Remember

- Doing the Wellness Surveys with each new customer gives you the power tool to help them resolve health problems and increase your sales as you go on throughout the month. Try NOT to sell products for ALL their health issues at one time.
- We get better results when we focus on 2 or 3 issues they have and then on another day go into a few more. A lot of our Members don't have a lot of money so spreading it out over a period of time makes it easier to afford the products, builds trust for our product line when they see they are getting product results on the ones they are using and thereby are willing to try more of them.



# Important to Remember

- On the Announcement Board, update the photos and information every few weeks – ie. before-after photos of Members, the monthly Recognition Party, HOM's, WLC's etc.
- Have both Distributors and Members and even their kids in the photos. People like seeing kids!
- Don't bring any newspapers or magazines into the Club because that does not promote people talking to each other.
- You can have a row of chairs in your Club and also have a few small tables if you like the café style look. This is optional.
- We always introduce Members to one another and encourage social interaction.



# Important to Remember

- Keep Club premises always bright, clean and cheerful.
- Clean and sanitize everything every night. The bathroom needs to be cleaned throughout the day since Members are drinking 36 ounces of liquid. Always have air fresheners and extra supplies handy.
- Have lively music in the Club all day. Vary loud music and softer background music. Dancing is encouraged usually late afternoon when one of the Distributors will come out and grab 1 or 2 Members and do a short dance. It's important to promote a FUN environment!



# Important to Remember

- Greet all who come to the Club with a hug or a kiss. And again when they depart. Members will come back when they feel you truly care for them and keep track of their progress.
- Ask Members how they feel! Spend time with them, and don't just serve and move on. Sit awhile talking.
- If you have a TV in the Club, have Herbalife videos play – ie. Mark Hughes DVD collection, various product trainings, Herbalife events and vacations etc. This will attract Members to know more about the business opportunity.



# Important to Remember

- Operators need to realize that the end goal is not how many \$4.00 Services they sell each day as that is not the way for them to achieve their financial goals. Rather, it's upgrading a Consumer to become a Customer and eventually a Distributor. And ultimately having Distributors become Operators who will duplicate the Nutrition Club method.

The ideal upgrading process is:

Prospect → becomes a Consumer (Member) → becomes a Retail Customer → becomes an Herbalife Distributor → becomes a Station Operator → becomes a Station or Club Owner

**DUPLICATE again and again and again!**



# Important to Remember

- The Nutrition Club model is just one method you can use in your Herbalife business. Do NOT stop doing what is successfully working for you now. That would be a big mistake. Just blend this method into what you are doing.
- You can and should still be doing things like WLC's, CFC's, HOM's, Leads, getting on Calls... schedule your day.
- Set and keep the hours you post. Be consistent so your Consumers know they can count on you.
- Always have FUN... laughter is contagious and it will spread to everyone going to the Club!



# Important to Remember

- Before becoming a Club Owner, it is recommended you complete first a 90-day plan as a Station Owner or Operator so you become familiar with the process.
- Two Virtues to Aspire to:
  1. Patience/humility
  2. Helping people get good nutrition and getting them healthy
- Feed Body, Mind, and Soul:
  1. Body – feed it good nutrition
  2. Mind – education of nutrition topics
  3. Soul – hugs, kisses and sharing



# Important to Remember

- Community built on Trust, Honesty, and Recognition
- Run Promotions: Example is a Basket – Give away to the person who invites the most new customers.
- Give the gift of Herbalife in meetings once a week.
- Keep it very socially interactive with special events and classes and various types of activities.
- Reminder to All Club distributors. Have discussions about things that were good – Celebrate and Fix