

THE PURPLE BOOK

Life Changer Launch Plan





HELLO LIFE CHANGER!

You may be thinking, “How do I get started building my own team and sharing these amazing products with the world?” Don’t worry! Total Life Changes has you covered with this little Purple Book. We’ve developed a three-step launch plan to help educate, inform, and prepare you with the right tools to grow your business faster than you’ve ever imagined. Best of all, you can go at your own pace. So let’s dive in & get started. Thank you again for joining the TLC Family!

What ‘The Purple Book’ Will Help You Launch

STEP 1 - Personal Goals and Information	3
STEP 2 - Mobile Apps & Product Education	4
STEP 3 - Contact Your Sponsor & Set Your Goals.....	5

And Help You Understand The Secrets

The TLC Customer Journey	6
The G5 Challenge (The Key To Your First Bonus).....	13
The 10-5-2 Model (Build Your Business).....	15

Step 1 - Personal Goals and Information

Verify Your Account Information

Login to your Portal (iOffice) at tlc-ioffice.com & confirm your profile for accuracy.

LIFE CHANGER ID: _____

PASSWORD: _____

Your unique website:

www.shop.totallifechanges.com/ _____

Share this with potential customers and business partners.

Set Your SmartShip & Become a Product of the Products

To manage your SmartShip, login to your Portal (iOffice).

1 Product 2 Products 3 Products

Select One

Your Business Goals

How many hours will you dedicate per week to grow your business?

0-10 11-20 20+

Select One

Your Health Goals

Weight Loss Mood & Energy Improved Diet Cleansing

Other: _____

Select One or More

Write 10 Reasons Why You've Joined TLC

Circle your Top 3 reasons.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Subscribe and Follow

Subscribe to TLC's Weekly Newsletter & Special Offers at TotalLifeChanges.com

Like & Follow @TLCHQ      

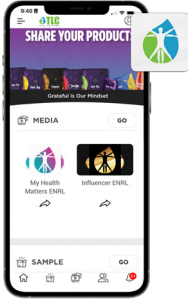
QUICK TIP!

SmartShip is a convenient program that automatically ships your favorite products each month. Login to your i-office portal to set up and manage your SmartShip preferences.

Step 2 - Mobile Apps & Product Education

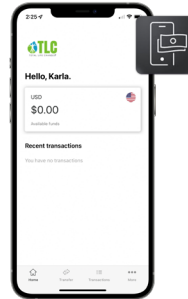
Download TLC Apps

My TLC App



Type: My TLC App

Payout Hub



Type: Payout Hub

Review and Understand

Review The Top 5 Product Guide



Review Product Catalog
Found in MY TLC APP



Review Policies, Procedures, Terms & Conditions and Compliance Documentation
Found in Help Center



Step 3 - Contact Your Sponsor & Set Your Goals



Contact Your Sponsor

Discuss the Following:

- Top 10 Reasons & Top 3
- Personal Health & Wellness Goals
- Income Goals & Timeline to meet Goals
- Your work history & amount of time you will dedicate toward your business

Your Sponsor's Information:

Name _____

Phone _____ Current Rank: _____

Email _____

You can find this information in your Portal (i-Office) at TLC-iOffice.com

Facebook Profile _____

Instagram Profile _____

Discuss Rank Goals With Your Sponsor

- Become Binary Qualified by adding team members to both your 'Left' and 'Right' Team

This can be managed in your Portal (iOffice).

Reach 'Apprentice' Rank in

ACTIVE WITH AT LEAST 40QV (ONE PRODUCT >\$54.95)
500 PAY LEG VOLUME REQUIRED

- 30 Days 60 Days 90 Days

Reach 'Director' Rank in

ACTIVE WITH AT LEAST 80QV (TWO PRODUCTS >\$54.95)
1,000 PAY LEG VOLUME REQUIRED

- 30 Days 60 Days 90 Days

Reach 'Executive Director' Rank in

ACTIVE WITH AT LEAST 80QV (TWO PRODUCTS >\$54.95)
5,000 PAY LEG VOLUME REQUIRED

- 30 Days 60 Days 90 Days

Reach 'Rising Star' Rank in

ACTIVE WITH AT LEAST 80QV (TWO PRODUCTS >\$54.95)
2,500 PAY LEG VOLUME REQUIRED

- 60 Days 90 Days 120 Days

Review the 'Compensation Plan' for more information about the Rank Chart and how to become Binary Qualified.





The TLC Customer Journey

Understanding the TLC Customer Journey

We Don't Build Customers, We Build Relationships

Everyone's journey will be different. Please encourage others to explore our community first; listen to daily live broadcasts, view videos on social media, and communicate with Life Changers just like you to learn more about our mission. Hundreds of thousands of women and men are introduced to product samples, and tens of thousands become preferred customers weekly. And when they're ready to inspire others, share the products, and the opportunity, we welcome them as Life Changers.



Sample Customer

"I AM READY TO TRY THE PRODUCTS!"



Preferred Customer

"I AM READY TO ADD THE PRODUCTS TO MY DAILY ROUTINE!"



Life Changer

"I AM READY TO SHARE THE PRODUCTS & THE OPPORTUNITY WITH OTHERS!"



Sample Customer

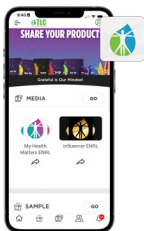
"I AM READY TO TRY THE PRODUCTS!"

Getting Others To Try Before They Buy

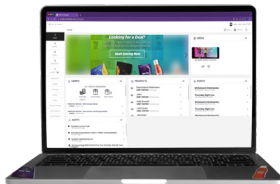
Sample the products in person or right from the MY TLC App. You can start by asking if they are interested in trying a product to help them feel better. Sample Customers begin their journey from the moment they receive their sample. While the Sample Customer is trying their samples, educate them on how and when to consume the product, asking if they have any questions, and checking up on what they liked the most about the product.

As the Life Changer, we encourage you to send messages to your Sample Customers, notifying them about what a Preferred Customer is and why they may find it very beneficial. We recommend using your My TLC App to communicate with your sample customers and prospects. When your Sample Customers start "feeling" the products and would like to experience a one-month supply, you can help them create a Preferred Customer account.

How To Send & Offer Samples



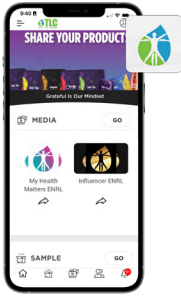
1. Share from the Mobile App



2. Share from the App via Laptop

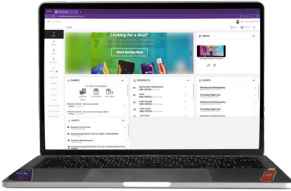


3. Sharing in Person



Sending & Offering a Product Sample With My TLC App

MY TLC App provides Life Changers with an abundance of business tools and the convenience of sharing product samples from the palm of your hand.



Access the MY TLC App From Your Laptop

You can access the MY TLC App from your phone on-the-go or from your laptop in the convenience of your home.



Sharing in Person

Affordable 10-packs of sample products are available for purchase in your i-Office portal to share in person.



Preferred Customer

"I AM READY TO ADD THE PRODUCTS TO MY DAILY ROUTINE!"

Key Members of Your Team

So, your Sample Customer has decided to become a Preferred Customer... that's great! Please continue to communicate with your customers. Make sure they understand how and when to consume the products. This will positively impact your customer retention.

Consider leveraging the G5 Challenge and the 10-5-2 Model to duplicate your organization's success (pgs. 16-18). Continue sampling products, follow-up, and inspire sample customers to consider a one-month supply of a top product (>\$54.95).

As your Sample Customers transition into Preferred Customers and our Preferred Customers become Life Changers, your organization will grow, continue to feel the results, and collectively continue to change lives worldwide.



They Receive a FREE Personal Retail Site for Referrals

Preferred Customers can earn points toward free products by simply sharing links to their FREE Retail Website. Preferred Customers receive 20 points for every product sale (>\$54.95).

They Can Earn FREE Product!

Preferred Customers earn 20 TLC Points for every product sale (>\$54.95). Every time they inspire three purchases, their next product is FREE.



Life Changer

"I AM READY TO SHARE THE PRODUCTS & THE OPPORTUNITY WITH OTHERS!"

Share the Products, the Business Opportunity, and the Community With Others!

Life Changers are empowered with access to amazing products, incredible technology to inspire and share them with others, and a rewarding compensation plan that grows exponentially as your organization grows. To build your team or family, continue sending & offering samples while promoting and encouraging retail sales. You just took the first step toward entrepreneurship; you are in business for yourself, but you are certainly not in business by yourself.



Access to Promo Items

[MyTLCshop.com](https://www.mytlcshop.com)

- Personalized product brochures
- Personalized mailing labels & business cards
- Personalized banners and catalogs
- Branded tablecloths, duffel bags, and more!

Access to i-Office Portal

[TLC-iOffice.com](https://www.tlc-ioffice.com)

- View Your Earnings
- Setup SmartShip
- Purchase Products
- Offer Samples
- Manage Your Team
- Filter reports

Access to Tools

[MY TLC App](#)

- Business Tools
- Marketing Tools
- Product Information
- Technical Support
- Compliance Tools & Social Media Suggestions

Get PAID!

- Qualify for G5 Bonuses
- Enroll in Daily Pay
- Earn Retail Commissions
- Earn Commissions from personal enrollments and team members

For more information on **'How to Get Paid'** please review the TLC Compensation Plan.



Opportunity To Help Change Lives

- Help others improve their health
- Inspire others to join and grow your organization
- Provide more Smiles On Investment than any other business



G5 Challenge

The Key To Your First Bonus

Make Your Investment Count!

TAKE ON THE G⁵ CHALLENGE*

LIFE CHANGERS
GET 5
BRAND NEW CUSTOMERS



TO PURCHASE ONE OR
MORE PRODUCTS*



**IN 30
DAYS!**

COMPLETE THE CHALLENGE AND RECEIVE

\$
\$50



LIFETIME MY TLC
APP ACCESS



G5
CERTIFICATE

*The "G5 Challenge" is a challenge for all Active TLC independent distributors known as Life Changers (LCs) to acquire five brand-new customers within a thirty-day consecutive period (one month) (the "G5 Challenge Qualifying Period"). Active LCs who complete this challenge during the G5 Qualifying Period are awarded an extra \$50 Bonus (the "G5 Challenge bonus") in addition to a \$20 retail commission per 40QV (>\$54.95) product sold. For example, within the G5 Challenge Qualifying Period, if an LC acquires five brand-new customers and each customer purchases one (1) 40QV product, the LC will receive the \$50 G5 Challenge Bonus, in addition to the \$100 retail commission (\$20 x 5, earned from each of the five new customer purchases).



The 10-5-2 Model

Building Your Business

The Building Blocks To Success

The 10-5-2 Model is a duplication system that can reach the masses. Life Changers can offer and send samples with the state-of-the-art MY TLC mobile application. Every brand-new Life Changer has access to sample credits. Begin building your global business from the comfort of your home and the convenience of your phone.

It's really that easy. Make your list of the first ten people you want to send a product sample to and your My TLC app will keep you posted on all of your prospect's activity. This dynamic app has built-in suggested scripts to get you started crafting your own personal messages for following up with your potential clients.

The 10-5-2 Model



10-5-2 Challenge

Another Chance for a Bonus!

10 TO TRY **5 TO BUY** **2 TO FLY**

**EARN AN ADDITIONAL
\$50 BONUS!**



What's the 10?
**SEND 10 SAMPLES
THROUGH YOUR APP
OR IN PERSON**



Get your 5?
**5 NEW CUSTOMERS
MAKES YOU
65 QUALIFIED**



Top it off with 2?
**SPONSOR TWO
NEW LIFE CHANGERS**

Let's Break It Down (10-5-2 Model)



Get 10 To 'TRY' The Samples

Send/Offer 10 or More Product Samples. Let's start by listing 10 people whom you could send samples to.

Need to know how to send Samples? See page 9 for more information.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Ten Potential Customers Received a Product Sample.



QUICK TIP!

Having trouble thinking of 10 people? Try sending to people you know: Friends, Family, Neighbors, Co-Workers Social Group Members, & Contacts Through Friends.





Get 5 Customers To ‘Buy’ The Products

Who Should I Ask?

- Friends
- Family
- Neighbors
- Co-Workers
- Social Group Members
- Contacts Through Friends

What Should I Say?

“I just partnered with a company named Total Life Changes, and I want to win this challenge. I need five customers to purchase one of our top products in my first 30 days. I already have “x” customers, can you do me a favor and try one of our products?”

QUICK TIP!

Use your **Top Five Product Guides** to provide your Customers more information about TLC’s amazing products!

DONT FORGET to let your potential customers understand the benefits of being a preferred customer. See page 10 for more information about the benefits of a preferred customer.



You can create custom business tools at affordable prices by visiting **MyTLCshop.com** to get started.



Get 2 Life Changers to ‘Fly’ For Commissions

Inspire Two People To Become Life Changers

**YOU BECOME
BINARY QUALIFIED!**



What does it mean to be Binary Qualified?

Binary Qualification requires YOU to have one personally sponsored Life Changer that is active with a minimum of 40QV on your left team and one personally sponsored Life Changer that is active with a minimum of 40QV on your right team.



What's Next? Announce That You're Open for Business!

- Go live on Facebook, YouTube, and Instagram, or maybe host a Live Webinar using Zoom. Tell the world who you are and why you're excited to begin changing lives!
- Post the date and time of your Launch Call on Social Media. Ask your upline for help identifying guests to use as live testimonies.
- Text potential customers and business partners and ask them to join your live broadcast.
- Access & Share The 5 Star Business Opportunity Webinars from the My TLC App.

Need Assistance?
Feel Free To Reach Out!

Contact Customer Service

Toll-Free: 888-TLC-9970 (888-852-9970)
Domestic Number: (810) 471-3812

Self-Service with the Help Center

TotalLifeChanges.Force.com

Like & Follow Us on Social Media

@TLCHQ |      

