



**CULTURE
& BRANDING**





TOTAL LIFE CHANGES®

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Culture & Branding

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From Basement Beginnings to Global Enterprise:

Changing Lives...from an office in the basement.

Store holiday decorations. Set up a kid's playroom. Host family gatherings. Those are just some of the typical things that happen in a family basement. For our CEO Jack Fallon, it's where he created a one-of-a-kind company that has forever changed the lives of thousands of people around the world.

Following the same path that many people in his home state of Michigan took, Jack began his career in the automotive industry. But, after working on the assembly line at Ford Motor Company for over a decade, Jack really believed his true calling was somewhere else. Having been raised in the Midwest with a blue-collar mentality, Jack was ready to work hard, but knew whatever it was, it had to have a strong emphasis on family and helping others.

Jack continued working at Ford while he looked for that great new opportunity. A few of his Ford co-workers became involved in the home-based business industry and encouraged Jack to learn more. While there were many home-based products and service companies out there, none of them really appealed to him.

“...it had to
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Jack liked the idea of being his own boss, however, he needed to truly believe in the product. It had to be high quality, effective, and affordable for all. “If I was to reach my goal of helping others with their health and financial wellness, I would need to create the company myself,” he said.

So, in 1999, Total Life Changes (TLC) was born.

While still working on the line at Ford, Jack set up shop in his basement alongside his wife, Jenny, who was running her own business cutting hair in another corner of the basement. He knew the health and wellness category was very popular and had a strong growth potential, so he focused on finding the right item to start his business. After trying various products, he found the one that he believed would help TLC get off the ground: NutraBurst® Liquid Multi-Vitamin. And Jack was right...the product remains their #2 selling product today.

“Jack needed to truly believe in the product.”

“It was then that everything suddenly became very real...”

Once he found this product, Jack was faced with another start-up challenge: finding a manufacturer who was willing to take a chance on this new business. Many companies required larger quantities, but TLC didn't have the money to invest in a very large order...or the space to store it. Jack used his business prowess and spoke to the owner of a smaller company who not only allowed TLC to order a lower quantity, but also gave them a line of credit. Suddenly, a pallet of 5,000 bottles of product arrived at Jack's house and it was time to sell. “It was then that everything suddenly became very real,” said Jack.

He built a website and partnered with a programmer, who developed software to help drive people to learn more about the NutraBurst® Liquid Multi-Vitamin. Interest spread through emails and online ads, and the product began selling. Suddenly, Jack and

his mother-in-law, Loretta (who was recruited as TLC's first official employee) — along with three customer service representatives and various other family members — were fulfilling orders from the basement. It took them six months to sell the initial pallet, but interest was growing, so they ordered more pallets and kept on selling.

After incorporating in 2003 and working double-duty for eight years to help his company take off, Jack finally left Ford in 2008 to expand TLC and ultimately live a lifestyle that made him feel happier and healthier. And he wanted to help thousands around the world feel it, too.

**Changing Lives...with affordable,
effective products.**

After finding years of success with the NutraBurst® Liquid Multi-Vitamin, TLC expanded our product offerings to include a variety of other health and wellness items. TLC's second product, an all-natural weight-loss tea called Iaso® Tea, was introduced in December of 2008 and instantly became a hit. It continues to be the company's #1 seller.

When Jack began the business back in his basement, he knew the health and wellness category was where the TLC focus should be, specifically weight-loss and nutrition. He knew that if the company offered quality products that delivered results that people could see, they would get emotionally attached and want to share the TLC love with their family and friends around the globe.

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“ We only wanted products that would make our customers feel great about using them, and make our team feel excited about selling them. - Jack Fallon

To ensure our products will always drive that emotional response and be a success, TLC makes it a priority to continually look for solid products that are affordable, effective, and of the highest quality. TLC wants our products to be accessible to anyone who would like them, so we've worked hard to maintain a business model where the products are affordable in every market. And when it comes to the effectiveness of our products, TLC uses only the highest grade of vitamins and supplements. We know what products are working or selling, and before introducing any new product to the marketplace, we put it through testing and trials with employees, customers, focus groups, and more.

TLC also makes it a priority to stay on top of the latest nutritional news and trends, and we are always looking for opportunities to bring new products to the marketplace. Today, the TLC product line includes an array of wellness solutions developed to help people look and feel their best, including: vitamins, weight loss supplements, coffees, essential oils, skin care products, and more.

Changing Lives...around the globe.

While TLC was born in a Michigan basement, our products have made an impact far across the globe. Since the very beginning, some of the company's greatest success has come from throughout Central and South America. With high rates of response to our online marketing efforts, TLC's biggest early exposure came from Mexico, Peru, Colombia, and the Dominican Republic. This global reach via our website has enabled TLC to expand into shipping to more than 150 countries.

In 2012, TLC made our move out of the basement and into an office in Fairhaven, Michigan. The team stayed in that location for four years, before moving down the street into a new 21,000-sq-ft corporate headquarters and warehouse facility in 2015. With 14 offices already established around the globe and our headquarters/warehouse in Michigan, TLC is primed to keep the expansion going.

Part of that expansion includes our own backyard. In 2014, TLC began establishing a presence in the U.S. market, with locations in California, Texas, Illinois, North Carolina, Georgia, and Florida. And in 2016, the company headed to the Far East, expanding into locations throughout Japan. Combine that with the plan to grow the business deeper into Latin America, Europe, and Asia...and the TLC opportunities are vast.

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Changing Lives...for customers.

While there are many factors that have led to TLC's continued global expansion and increased sales throughout the years, one of the most powerful is our family of Life Changers (LC's). This group of global brand ambassadors are customers who feel so good about the success they have had with the TLC products that they want to share their experience and encourage others to try them. TLC realizes the value of our LC's and is dedicated every day of providing unlimited opportunities to help them build a business that makes them feel healthier and flourish financially.

TLC works every day with a vital responsibility in mind: to earn and keep the trust of our LC's. One of the ways we do this is by operating with a servant-leadership mindset. This means that no one person is bigger than the company — that TLC is owned

by every single LC who is working as a brand ambassador for our products. That ownership makes every LC feel an added sense of pride for both the products they are sharing with the world and the successful business they are creating for themselves.

From a hybrid binary compensation plan and unique bonus incentives to exclusive retail opportunities and special events, TLC rewards the success of our LC's in many ways. And, knowing that customer satisfaction is the foundation for an LC to expand their client base, TLC also makes it a priority to support the day-to-day efforts of our LC's. Whether it's providing innovative products that will create even more excitement and product buying interest, or developing technology solutions that make it more convenient for customers to shop and easier for LC's to grow their business...TLC is making it happen.

Changing Lives...into the future.

The future holds a great deal of excitement for TLC, and we have laid the groundwork to meet the substantial growth that lies ahead. From expanding into new markets to using the latest technology to develop new products or enhance existing ones — TLC will continue to invest in their products, processes, and people to stay on top of the health and wellness category.

TLC will do this by operating with the same foundational principles from our basement beginnings: be honest, work hard, and build trust amongst our customers and LC's all around the world. Our focus will continue to be on attracting loyal customers and enthusiastic entrepreneurs who are seeking industry-leading products that really work and are easily shared with others. "We're working hard every day to make sure our customers feel healthier and more energized, our employees feel inspired, and our LC's feel supported and excited for their unlimited income potential," said Jack. Because, at the start and end of each day, it's all about helping people make Total Life Changes.

“We’re
working hard
every day to
make sure
our customers
feel healthier
and more
energized.”

OUR PURPOSE:

Providing products and a
community that you'll feel.



You'll Feel It!

The TLC core values are the foundation to deliver this purpose. We rely on these to govern our decisions. This is how you'll feel it...

“No matter how big we get, we can't vary from what we are all about.”



OUR VALUES:



We are always hungry for more.

At TLC, we must stay ahead of the curve and strive for more. We are always looking for a better way to do things, and we want to cultivate a company culture that thrives on this concept. We can never become complacent or be satisfied with the norm. We will continually reinvent ourselves.



Passion is our fuel.

Our passion for delivering that feeling you only get at church or a rock concert is what drives us every day. Every call matters. Every interaction is a new opportunity to change someone's life. If passion drives us every day, our team and customers will most definitely feel it.



Having fun, we get more work done.

For us to operate at peak performance, we must have fun and be excited about what we do. Fun can be a catalyst for new ideas and problem-solving.



We love each other. Period.

At TLC we are a family. Families love each other and support each other in good times and bad. We don't expect everyone to always agree, but we require our team to approach every situation in love.



Grateful is our mindset.

Mindset can be the most significant attribute when approaching any situation. When faced with a customer that has a problem or seeing opportunity where things don't look promising, at TLC we do our best to remember where we came from as a company. We ask our team to remember how fortunate we all are to have each other and the lives we live to have a positive effect in this world. We know when we do this, we can deliver the feeling that can change a life.



Our standard is giving more than what is expected.

We don't believe in giving to get in return. When we can effectively give our team and our clients more than they anticipated they will be inspired to do the same. At TLC we believe this standard will generate a culture of pride, happiness, and fulfillment.



We don't just do what's easy. We do what's right.

Doing what is right is not always easy. We always give information that is true and will provide the best results. Misleading information, gossip, and "me first" attitude are all a detriment to the company we are building here at TLC. While they all come easy, they are not right. At TLC we are building a company that provides our team with the tools and mindset to do the right thing in every situation.

OUR PITCH:

You know that feeling you get at church or a rock concert? Total Life Changes provides that same type of feeling and community connection through our health and wellness products. You'll feel it right away.

Wouldn't you love to lose 5 pounds in 5 days?
I know of a healthy way to do that and keep it off.
You'll feel great!

It's just different here.



OUR BRAND:

We all have the basic tendency to use symbolism to understand concepts, characters, companies or brands.

Brand Character

Have you ever connected with a character in a movie or book? We all have the basic tendency to use symbolism to understand concepts, characters, companies or brands. These tendencies can be identified as archetypes, and there are twelve of them. Each of these has a powerful identity. The idea is that any brand can relate to one of the twelve models to help define the brand. As consumers, we connect with or relate to the personality and aspirations of the brand archetype. They are universal and they represent our fundamental needs and desires.

At Total Life Changes, we have identified a dominant and two sub-dominant archetypes. Our dominant archetype is the personality that comes out most. It's the one that drives what we do and connects us most with our audience. The two subdominant are traits that show themselves as more of a supportive role.

The dominant and two subdominant archetypes make up what TLC brings to the world.

“Life’s most persistent and urgent question is, what are you doing for others?”

- Martin Luther King, Jr.

DOMINANT ARCHETYPE

Caregiver

MOTTO:

Love your neighbor as yourself.

DRIVING DESIRE:

to protect and care for others

GOAL:

to help others

GREATEST FEAR:

selfishness and ingratitude

STRATEGY:

doing things for others

WEAKNESS:

martyrdom, being exploited

TALENT:

compassion, generosity

CAREGIVER BRAND EXAMPLE:

Volvo

SUB-DOMINANT ARCHETYPE

Magician

MOTTO:

I make things happen.

DRIVING DESIRE:

understanding the fundamental laws of the universe

GOAL:

to make dreams come true

GREATEST FEAR:

unintended negative consequences

STRATEGY:

develop a vision and live by it

WEAKNESS:

persuasive-energy

TALENT:

finding win-win solutions, making the complex appear simple

MAGICIAN BRAND EXAMPLE:

Disney

“Dream no small dream; it lacks magic. Dream large. Then make the dream real.

- Donald Wills Douglas

SUB-DOMINANT ARCHETYPE

Regular Guy/Girl

MOTTO:

All men and women are created equal.

DRIVING DESIRE:

connecting with others

GOAL:

to belong

GREATEST FEAR:

to be left out or to stand out from the crowd

STRATEGY:

develop ordinary solid virtues, be down to earth, the common touch

WEAKNESS:

losing one's own self in an effort to blend in or for the sake of superficial relationships

TALENT:

realism, empathy, lack of pretense

REGULAR GUY/GIRL

BRAND EXAMPLE:

Home Depot

“I understand the common man because I understand me in that regard, at least. - Vince McMahon



Brand Voice

Total Life Changes is a brand that speaks to all cultures and backgrounds. Our message should be simple and easy to understand. In order to stay consistent, TLC will include the following words in our marketing and branding.



CAREGIVER

Love, Protect, Care, Compassion, Generosity, Help, Support, Give, Nurture, Serve, Educate, Aid, Cause



MAGICIAN

Dream, Magic, Understand, Vision, Solutions, Simple, Vision, Invent, Leader, Transform, Expand, Modern



REGULAR GUY/GIRL

Common, Understand, Equal, Connect, Belong, Relationship, Empathy, Neighbor, Give, Good, Solid, Real



OUR BRAND IDENTITY:

Typography

Typography is a powerful branding tool when used consistently. This set of typefaces best represents the bold and strong feel of the brand and should be used across all print and web applications.

Gotham
Use for headlines
Sentence Case

Gotham
Condensed Black & Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Ludicrous
Use for special-headlines

Ludicrous
Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z

Gotham
Use for body copy
Sentence Case

Gotham
Book
A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z

Gotham
Use for sub-headlines
Sentence Case

Gotham
Bold
A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z

Color Palette

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience.

Corporate Colors



Blue
PMS: 7703
CMYK: 78, 23, 16, 0
RGB: 18, 154, 191
Hex: #129abf



Green
PMS: 360
CMYK: 62, 0, 96, 0
RGB: 107, 190, 74
Hex: #6bb24a

Secondary Colors



Orange
PMS: 021
CMYK: 0, 83, 100, 0
RGB: 240, 83, 35
Hex: #f05323



Dark Purple
PMS: 2627
CMYK: 84, 100, 32, 35
RGB: 60, 25, 82
Hex: #3c1952



Yellow
PMS: Yellow
CMYK: 0, 100, 0, 0
RGB: 255, 221, 0
Hex: #ffdc00



Purple
PMS: 2593
CMYK: 57, 94, 0, 0
RGB: 133, 55, 149
Hex: #853795



Red
PMS: 1795
CMYK: 10, 98, 93, 1
RGB: 215, 39, 46
Hex: #d7272e



Black
PMS: Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex: #000000



Pink
PMS: Pink
CMYK: 10, 94, 0, 0
RGB: 216, 46, 146
Hex: #d82e92



Blue
PMS: 2728
CMYK: 93, 78, 0, 0
RGB: 42, 81, 163
Hex: #2a51a3



Teal
PMS: 7716
CMYK: 83, 22, 47, 2
RGB: 147, 143, 0
Hex: #00938f

UNACCEPTABLE USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of some ways you should NEVER consider using the logo.

- A. Don't rotate the logo
- B. Don't squash or stretch
- C. Don't rearrange parts or create compositions that are not already provided
- D. Don't change color. (Reference the Color Usage section)
- E. Don't use logo variations next to the primary logo in the same design
- F. Don't add drop shadows or other text styles
- G. Don't use off-brand colors. (Reference the Color Usage section)
- H. Don't resize any part
- I. Don't remove "Total Life Changes" from logo



