

HEALTH
GENERATION

A stylized human figure in shades of blue and teal, with arms raised in a 'V' shape, positioned to the right of the word 'HEALTH' and partially overlapping the word 'GENERATION'.



“The Road to Executive Director”

How to go ED in 30-60 Days Via Clients and Frontline Volume

Presented by:

Russ McCann & Amanda Decker-McCann



Russ McCann
&
Amanda Decker-McCann
Global Directors





This workshop is designed for Health Coaches who want to develop (or teach others to develop) a large number of frontline Clients in a relatively short period of time



- Is this possible?
- Does it make sense?
- Why do I want to be an ED?
- If I go ED fast, will it help my business down the road and not just for this month?
- Can I really do it in 30-60 days?
- How much time will it take each day/each week?

- How much will I earn?
- What does the average ED earn?
- What are the most important things I need to focus on?
- What skills do I need to master?
- What tools do I need?
- How many Clients will it take?
- Where do I find those Clients?

- How should I approach them?
- How should I use my Business Coach and Field Mentorship Team?
- How do I do this and still pay attention to other things that matter in my life?

4 Progressive Competencies



*"To Jump Start Your Business,
Balance Actions and Education"*

TNT - "Today Not Tomorrow"



Three Simple Questions

- Will It Work?
- Can I Do It?
- Will You Help Me?

“Let’s Go Get America Healthy”

Developing a Strategy to Grow Your Business

Client
Focused

Client Acquisition &
Support

Client & Team
Building Focused

Client Support & Building Teams of
Independent Health Coaches

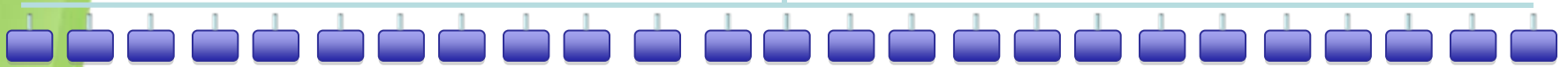
What You Earn for 30-60 Min./Day

- Assume 25 Clients X \$275/month = \$6,875 in Client orders
- \$6,875 x 35% = \$2,406/month
- \$2,406 x 12 = \$28,872/year
- Plus \$4,000 in Consistency Bonuses (\$1,000 x 4)

Total = \$32,872/year!

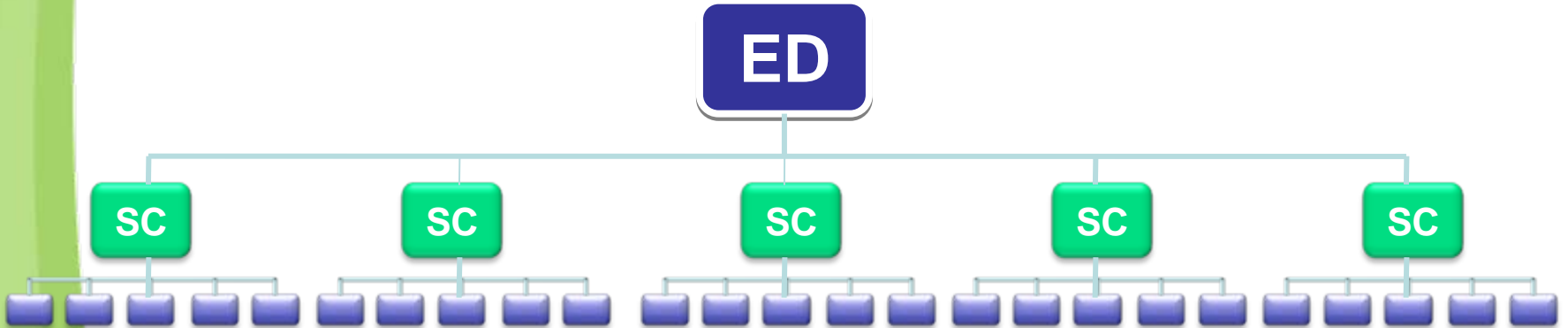
Reach Executive Director

ED

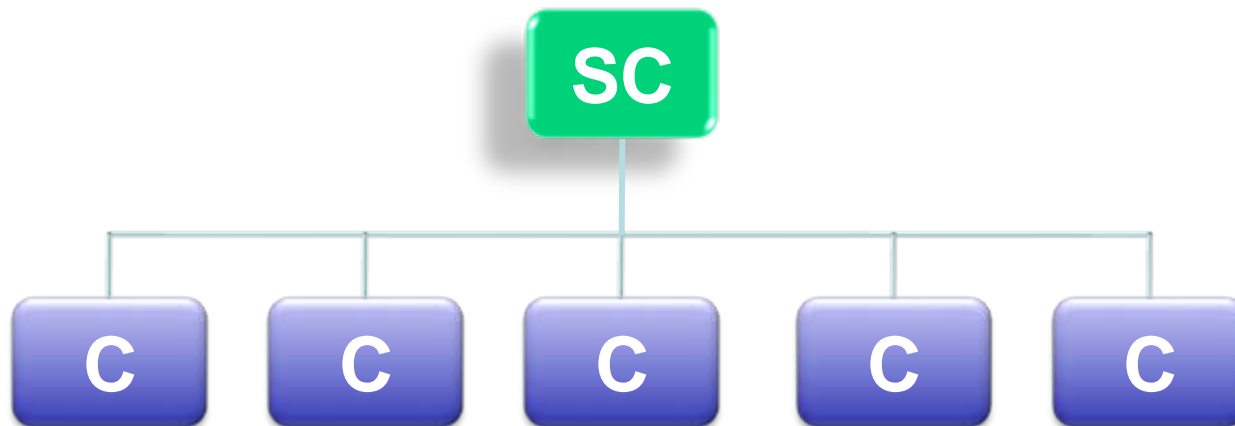


20-25 Personal Clients OR 5 Senior Coach Teams

ED



Reach Senior Coach



1. Five Clients or Health Coaches and a total of \$1,000 or more in volume
2. Average 1st order is \$275 - \$300

Actual Average <u>Monthly</u> Incomes*	
Health Coach	\$53.65
Fast Track HC	\$84.80
Senior Coach	\$416.76
Manager	\$1026.66
Associate Director	\$1599.88
Director	\$2286.32
Executive Director	\$3483.38
Average Top Leaders <u>Monthly</u> Incomes*	
Regional Director	\$5002.09
National Director	\$9827.90
Global Director	\$17,907.71
Presidential Director	\$56,823.04

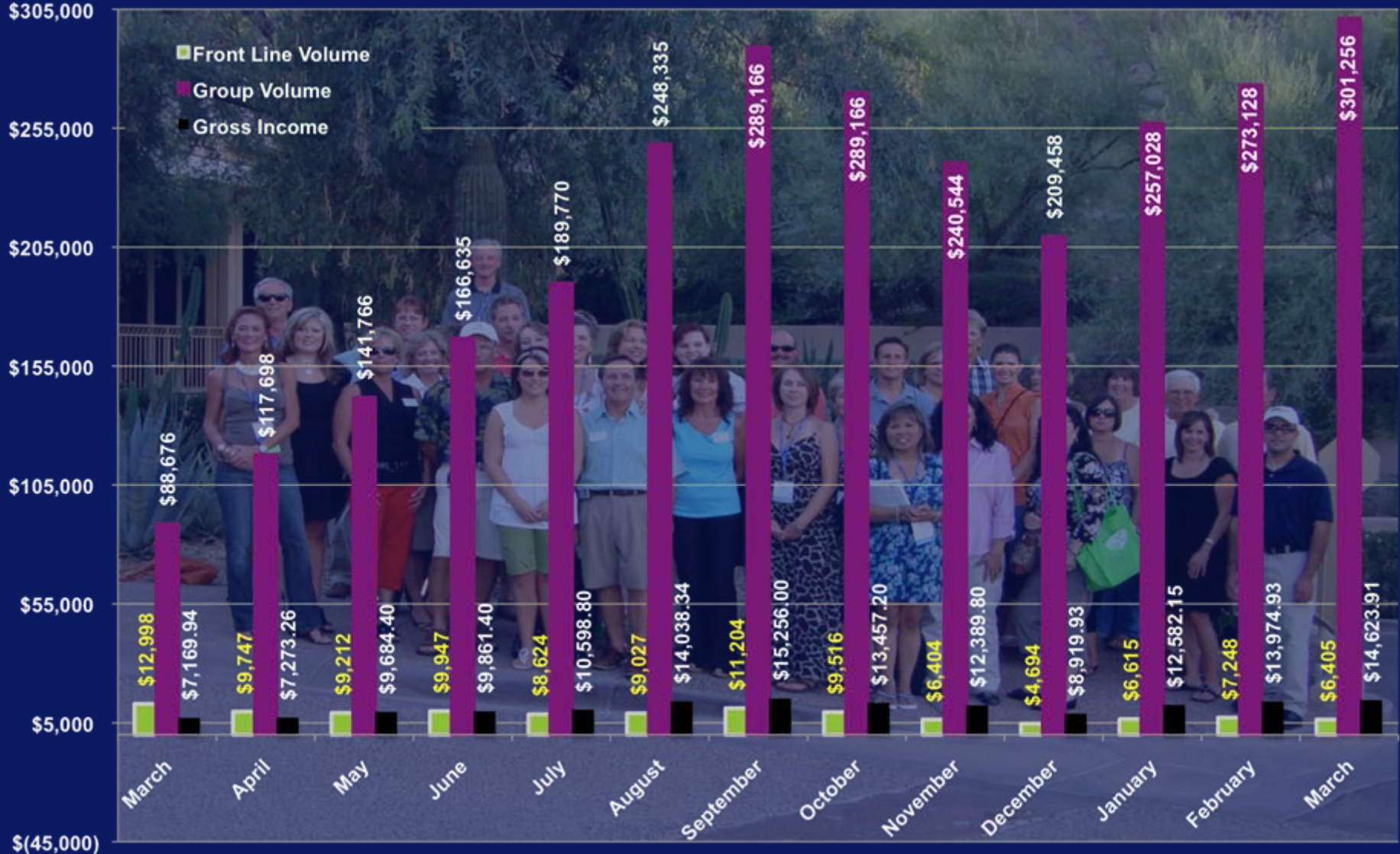


****Actual statistics
from June 2008***

There is no Guarantee of Future Income

Russ McCann & Amanda Decker-McCann

Global Directors



Do You Know What You Hold In Your Hands?

How to Acquire Clients in 5 Minutes or Less

- Share Your Story
 - Keep it Short, Simple & Exciting
- Identify their Interest
- Develop a Relationship
- Connect their Interest with what we have to offer. (Paint the Picture)
- Invite – “Let’s Get Started!”
- If they are not Interested, Next...
- Follow-up & Stay Connected

Road Ed Kit

- Business Blueprint
- 30 Day Journal
- 25 Order Forms
- 25 Client Tracking Forms
- 100 List Form
- My First Month's Training Goals
- Direct Deposit Form
- File Folder System

What to Provide Clients

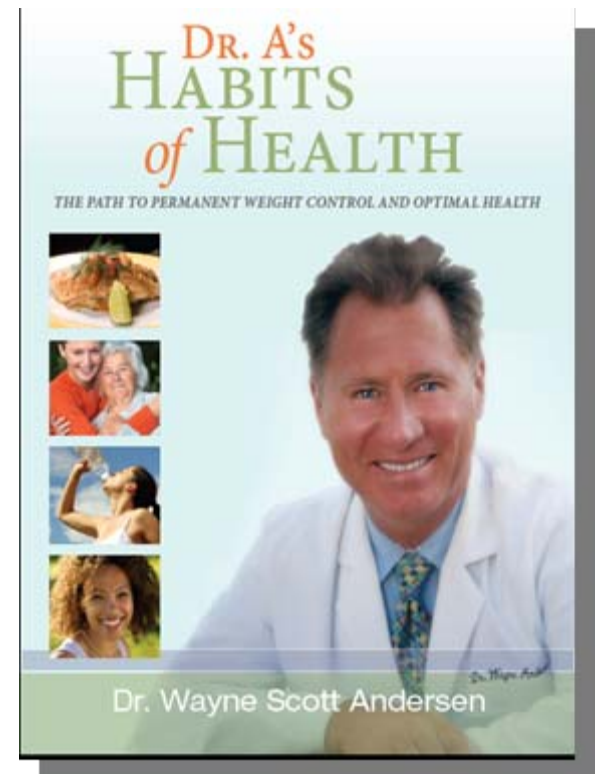
- Welcome Letter – Introduction
- HOH - Health Assessment
- 16-Week Habits of Health System Schedule
- Website User Name and Password
- Green Folder – New Clients
- Referral Pad

For Local Clients (if possible):

- HOH & Companion Guide

Success Keys

- Read the Blueprint
- Read the QS Guide
- Read Dr. A's Book
- Work with a Mentor
- Utilize 3-way calls
- Getting Referrals
- Create a Business Plan
- Use the Weekly Webinars



More Success Keys

- Use the TNT Site
- Becoming a Great Coach
- Lifetime BeSlim[®] Club Member
- Living the “Habits of Health”
- Attending National Convention
- Attending Super Saturday Events
- Participating in Local Events
- Remain a loyal Client of your Sponsor