Build a Life... You Love Living

TEAM MEMBER TRAINING

FIRSTFITNESS NUTRITION®

FIRSTFITNESS NUTRITION®

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Our Core Values

Faith, Family, and Freedom guide our actions, decisions, and relationships, helping individuals thrive in health, life, and business.

Faith

We recognize God as the source of all blessings and live by His principles.

Family

We believe honoring family creates balance and harmony in life and business.

Freedom

Live your best life by embracing wellness and achieving financial independence.

Rev. 9/2026

Welcome
to FirstFitness Nutrition

Nigel & Rudina Branson

Congratulations!

We are excited that you have made the decision to **join our team** of passionate FirstFitness Nutrition Team Members who are committed to **helping change people's lives physically** and **financially**.

FirstFitness Nutrition (FFN) is defined by a commitment to our Core Values and the desire to **help improve** the **quality of life** for our Customers and Team Members.

There has never been a better time to join FirstFitness Nutrition than **right now**. We have a proven track record of success and are a company young at heart, with the **excitement** of a **start-up**.

We are proud of our past—but driven by our future!

Whether your goal is to take control of your health, earn additional income, get out of debt, or achieve financial independence, you have chosen...

the right company

with **the right products**

and **the right opportunity!**

The goal of this training is to teach what you **need** to **know**, **what** to **say**, and **what you need** to **do** to build a successful FFN business.

Now it's time to **prepare you** for **the journey** that **lies ahead** by making the **road** to **success** with FirstFitness Nutrition as **simple as possible**.

To Your Future Success,

Nigel Branson

Nigel Branson
President & Co-Founder

Rudina Branson

Rudina Branson
Director of Corporate Operations

Welcome to your

New Adventure

People choose FirstFitness Nutrition for many reasons, and no matter what your reason is...

we are excited that you have joined our team!

This training provides you with the **knowledge** and **tools** you need to **build** your **FirstFitness Nutrition business**.

Your success is based on helping Customers get results with our Products and Team Members achieving their goals with our Opportunity by offering the added value of a relationship, your knowledge, and support.

We are dedicated to making a positive impact in people's lives and that begins with YOU!

Make a Decision...

Treat your business like a profession, not a hobby!

- **Commit** to **working** your FFN business every day.
- **Practice** the **skills** in this training until you become confident.
- When you **talk** to **people** about FFN with passion and enthusiasm, they will want to know more about what you are doing.

Plan for Success...

Your business will only grow as fast as you do, so invest in yourself!

Read books, listen to podcasts, watch videos, or any activity that will…

- Help you maintain a **positive mindset**, stay **focused**, and be **inspired**.
- Increase your **belief** and **confidence**.
- Develop your **leadership skills**.

Take Action...

Success is based on the action steps you take every day!

- Implement our **Use–Connect–Share** strategy.
- Stay focused on finding Prospects, contacting, inviting, and presenting.
- **Promote** your **business** to get people interested in the Products and Opportunity.

Don't Let Others Distract You, and Never Give Up!

Building a life you love living will take time, hard work, and commitment... but it will be worth it!

Let's Get Started!

Getting Started Checklist

This checklist outlines what you **need to do** to **get** your **FFN business started**.

Complete the following activities within the **first 72 hours** of joining FirstFitness Nutrition.

STEP 1 Connect with Your Sponsor or Upline Leader

Make sure to connect with your Sponsor or Upline Leader to **help you set up** and **launch** your FFN business.

Office2Office

Your Virtual Back Office
that **allows you** to...

- Manage your FFN business
- Place your product orders
- Track your business activity
- Access training & marketing tools
- Plus, much more

STEP 2 Set Up Your FFN Website

Go to **firstfitness.com/login**, which will take you to **Office2Office**.

From the left-hand menu, select "**My Office**" > "**My FFN Website**" to upload your profile picture and contact information.

STEP 3 Create Your Smart Ship Order

A Smart Ship order is a recurring order of your **favorite FFN products** that is **automatically shipped** to you at the same time **each month**. We recommend setting up a minimum **100 PV Smart Ship** order to **qualify** for certain **bonuses** and **commissions**.

In **Office2Office**, from the left-hand menu, select "**Shop**" > "**My Smart Ship**".

STEP 4 Download our Mobile App

Go to the **Apple App Store** or **Google Play Store** and search for "**OfficePower+**" to install on your smartphone or tablet.

During the registration process, enter company **ID# 190** or **FirstFitness Nutrition**.

OfficePower+
YOUR VIRTUAL OFFICE ON-THE-GO

Scan QR Code
to download app

Only $11.99 a month!
No Contracts • Cancel Anytime

STEP 5 Complete the Team Member Training

Once completed, you should start **contacting** and **inviting** people on your list to a presentation.

You've Got This

Some of the many opportunities you have with FirstFitness Nutrition are to:

- Earn extra income
- Work part-time or full-time
- Be your own boss—set your own hours
- Work from home or anywhere you choose
- Spend more time with your family
- Get paid what you're worth

Dream Big & Work Hard

To turn your dreams into a reality, you need to determine...

"Your Why" & "Set Realistic Goals"

to keep you focused and motivated!

Determine

Your Why

Determining your **"WHY"** is the secret to your success—it's your **reason** & **purpose** for building your FFN business.

Until you know **"WHY"** you are doing something, the **"WHAT"** is irrelevant, and the **"HOW"** is unimportant.

Your **"WHY"** will become the **driving force** that **motivates you** to get up each morning, do what it takes to accomplish your goals, and never give up.

What Do You Really Want?

(CHECK ALL THAT APPLY)

- ☐ To earn extra income.
- ☐ To work from home.
- ☐ To spend more time with family.
- ☐ To get out of debt.
- ☐ To start a college fund.
- ☐ To help people.
- ☐ To make a difference.
- ☐ To improve my health.
- ☐ To be able to retire comfortably.
- ☐ To make a career change.
- ☐ To reduce my financial stress.
- ☐ To save up for a vacation.

☐ Other: _____

_____

What would having these things mean to you and your family?

_____

_____

_____

_____

> "Find your **WHY** and you'll find your **WAY**."
>
> —John Maxwell

It's important to share your "Why" and "Goals" with your Sponsor...

Set Your Goals

Goals + Action Plan = Success

Identifying your goals is the first step to achieving them. Setting goals provides a **clear picture** of **what you want** to **accomplish with your FFN business**.

My Health & Wellness Goals

What would you like to improve in terms of your health and wellness?

_____

_____

_____

Do you want to lose weight?

GOAL WEIGHT	BY WHEN

What would hitting that goal weight mean to you?

_____

_____

My Business & Income Goals

With FirstFitness Nutrition, you can choose your pace. The more time you devote to your business, the faster you will be able to reach your goals.

How many hours do you plan on working your business?

_____

How much income would you like to earn each month?

1ST MONTH	6 MONTHS	1 YEAR

or Upline Leader so they can help you turn your goals into a reality.

3 Elements
for Your Success

The Products
Our Products are changing lives!

Since 1989, FirstFitness Nutrition has been creating nutritional products that incorporate the latest innovations in science. They contain a combination of essential nutrients, botanical extracts, and plant-based ingredients.

Whether it's weight loss, wellness, cleansing, energy, or skin care, we have outstanding products to meet your needs. Millions of people have used these products for one simple reason—**they work!**

The Compensation Plan
One of the most generous in the industry!

FirstFitness Nutrition provides a unique, home-based **Business Opportunity.** Whether you want to grow a retail customer base, build a network organization, or both, our Compensation Plan provides nine avenues to achieve financial independence.

YOU
You must believe in YOU!

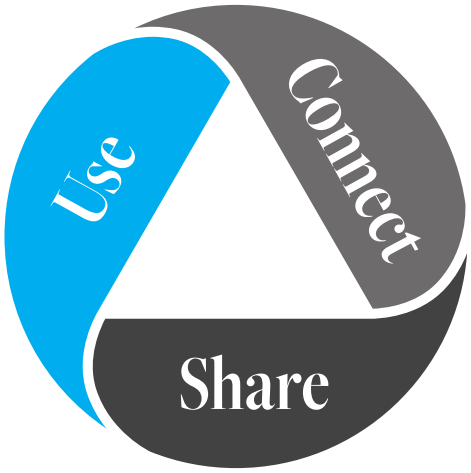
YOU are the most important element to your success. Believing in yourself will open up endless possibilities in your life. Most people have been conditioned to doubt themselves. Eliminating your fears and self-doubt will build self-confidence. Everything you have in your life is a result of your belief in yourself and the belief that it's possible.

Believe It Believe that you can do it regardless of your circumstances or what anyone says.

Visualize It Think about what your life would look like if you had already achieved your dream.

Take Action Don't let fear stop you. Nothing happens in life until you take action toward your goals.

Learn the Basics



This Team Member Training focuses on teaching you the basics to building your business.

You will learn three simple words: Use–Connect–Share and how implementing them into your daily activities will help you stay on track with your wellness goals, meet new people, and build a successful FirstFitness Nutrition business!

Use the **products** every day

- Become a "**product** of **the products**."
- The results you get from using the products will give you the belief and confidence you need to recommend them to others.
- People will notice the change in you and ask... "What are you doing?"

Connect with **people** every day

- **Promoting** the **products** and **your business every day** will allow you to connect with people from all walks of life.
- FFN provides you with an array of traditional marketing materials, as well as online and social media tools.
- Learning how to utilize these tools will let people know that you are open for business!

Share your **story** every day

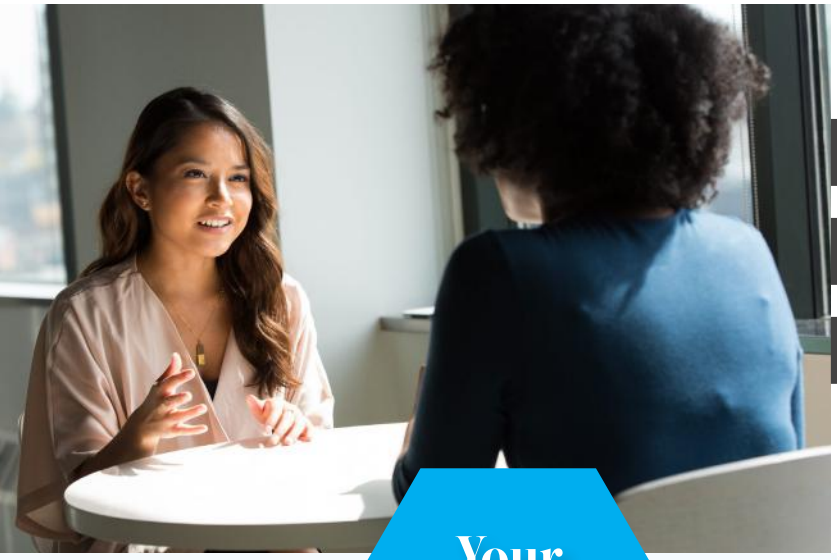
- One of the most important elements to a successful FFN business is the ability to "**Share Your Story**" with people every day.
- Your story is your personal experience with the FFN products and business opportunity.

Share Your Story

One of the most important **skills to master** in building a successful FFN business is...

Sharing Your Story

with **passion** & **enthusiasm!**



BE BRIEF

BE SINCERE

BE AUTHENTIC

Your Business Story

Your Product Story

Someone Else's Story

Your story is simply how the FFN Products and Opportunity have...

positively impacted your life!

It creates an **emotional connection** with people, who often turn into Customers, Team Members, and friends.

- To **Retail Products**, you must share your story.
- To **Enroll Team Members**, you must share your story.
- If you don't have a story yet—share the success stories of other people in FFN.

Steps to Building

Your Story

#1

Background

Before starting FFN, where were you at in your life? How did you feel?

Many people forget this part, but here's why it's so important: it makes you **more relatable**.

Even If you've been with FirstFitness Nutrition for a while, you still want to talk about what you did before starting the Products and Business.

Examples: overweight, unhealthy, lack of energy, frustrated, financially stressed, wanting more family time, etc.

#2

Dislikes

Share what you didn't like about your life or how you felt before FFN.

Most people you know are probably lacking or are frustrated in one of these areas: **Health**, **Money**, **Time**, or **Security**.

When sharing your dislikes, make sure to touch on one of these areas.

Examples: I didn't like my appearance, constantly felt exhausted and hopeless, frustrated at work, overwhelmed with bills, struggling to picture a brighter future, etc.

#3

Solution

How has FFN positively impacted your life?

Example 1: Using Trimsulin, I've lost 25 lbs and went from a size 10 to an 8. I feel so much better and now have… more energy, a healthier lifestyle, better self-esteem, etc.

Example 2: My FFN Business is so rewarding! It allows me to be a stay-at-home mom and finally get paid what I am worth. I am excited to have found something that I am passionate about.

#4

Future

What are you most excited about for your future?

Talk about the possibilities ahead with energy and passion. People will fall in love with your excitement!

Example: I am inspired by the changes I have made in my life, thanks to FFN!

I am happy, healthy, and living my life on purpose, and I look forward to helping others do the same.

Write
Your Story

SAMPLE STORY

Background
Before FFN, I was living a life of quiet desperation. I was obese and on a lot of medications. We were living in poverty and depended on my husband's income to survive. Then tragedy happened, and he became disabled.

Dislike
I was overweight, desperate, and hopeless. Financially, we were struggling to live day to day while most struggle living paycheck to paycheck.

Solution
Using FFN Products, I lost 88 lbs, went from a size 20 to a 4, and I feel fantastic! As a result of my weight loss success and sharing my story, I built an FFN business and earn over $3,000 a month part-time.

Future
FFN has changed my life! I now live a life free from obesity, food addiction, and medications. I'm a stay-at-home mom, excited about my future, and look forward to helping others to change their lives both physically and financially.

Write Your Story

Taking Your Photos

Your "Before & After" photos are very powerful tools when sharing your story with others.

Your Photos

Your "before and after" photos let people **see** and **believe** that **real change** is **possible!** When people see your results, they will want to know how they can achieve their weight loss and wellness goals.

Remember, take your **"before"** photo **prior** to **starting** the FFN Products. A well-planned "after" photo will show how significant your transformation has been using the FFN products. These photos will **inspire people** to **try the products**.

Checklist for **Better Pics**

- Use a **well-lit area** with a **plain background** to limit distractions. (Avoid trees and busy backgrounds.)
- **Before:** Wear clothing that shows your **current body shape**.
- **After:** Stand up straight and **wear clothing** that **shows your results**. (Avoid oversized shirts, baggy outfits, and busy patterns—solids are usually best.)
- **High-resolution photos:** Hi-res photos are usually 8-12 megapixels (MP) with a file size of 750KB - 2MB+. Google your phone make/model to learn how to check your settings.

Building Your Business

Contact | **Invite** | **Present** | **Follow-Up**

To build a successful business, you need to consistently find Prospects so you can contact and invite them to learn more about the FFN Products and Opportunity.

In this section of Team Member Training, you'll learn how to create a list of Prospects and how to contact and invite them to a presentation.

Before you contact and invite...

Get familiar with the FFN presentation tools and resources!

- For **In-Person** or **Online Presentations**, go to **name.FirstFitness.com** and select "**Opportunity**" to show the **Opportunity Video** or **Slideshow**.
- Following the presentation, click "**Join**" to show them the **Enrollment Options**. If they'd prefer to try the products first, no worries—help them place an order as either a regular Customer or a VIP Customer.

Create
Your List

It's not what you know; it's who you know that matters.
This should be your mindset when creating your list. Your list is a crucial tool for building your FFN business. Create a list of EVERYONE you can think of—it doesn't matter if you think they would be interested or not.

Do not pre-judge people—make this list as comprehensive as possible.
The more people you put on your list, the more people you will remember. Their circle of connections will come to mind, and your list will continue to grow.

Start by making a list of at least 50 people.
Begin creating your list with family, friends, neighbors, and contacts in your social and networking groups.

Update your list daily—it should never stop growing.
Your list is what keeps you in business and should never stop growing. As you meet new people, you will add them to your list.

Product
People who...

- **Want to look, feel, & perform better**
- **Want to lose weight**
- **Are health-conscious**
- **Need more energy**
- **Use skin care**

Opportunity
People who...

- **Are frustrated with current circumstances** (finances, debt, job, career, etc.)
- **Are financially motivated**
- **Are working multiple jobs**
- **Want to earn extra income**

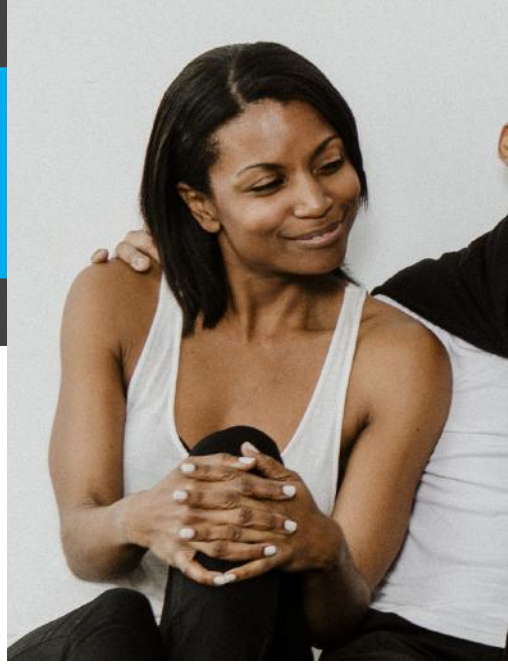
Tips for Creating Your List

- **Use the Memory Jogger to identify people in your life you might have otherwise overlooked.**
- **Go through each category and start writing down the names that come to mind.**
- **Add to your list daily as you think of new names or meet new people—do not pre-judge your contacts.**

Remember, every person on your list also has a list!

Memory Jogger

Who do you know?



Family & Friends

Aunts/Uncles
Best Friends
Brothers/Sisters
Children
College friends
Cousins
Facebook Friends
Friends
Grandparents
High School Friends
Mother/Father In-Laws
Neighbors
Nieces & Nephews
Parents
Roommates
Work Friends

Professionals

Assistant
Boss
Business Owner
Business Partners
Co-Workers
Custodian
Department Manager
Human Resources Manager
New Employee(s)
Office Manager
Public Relations
Receptionist
Teacher
Vendors/Suppliers

Service Providers

Accountant
Architect
Attorney
Banker
Carpool
Cashier
Chiropractor
Construction
Day Care
Dentist
Dermatologist
Doctor
Driver/Uber
Dry Cleaner
Education Professional
Electrician
Esthetician
Fitness Instructor
Flight Attendant
Florist
Food Delivery Driver
Hair Stylist/Barber
Insurance Agent
Law Enforcement
Lawn Care
Mailman/Delivery Courier
Makeup Artist
Massage Therapist
Mechanic
Medical Assistants
Nurse
Optometrist
Orthodontist
Painter
Party Planner
Personal Trainer
Pest Control
Pet Groomer
Pharmacist
Photographer
Physical Therapist
Plumber
Realtor
Repairman
Roofer
Salesperson
Social Worker
Travel Agent
Vet
Waitress/Waiter
Web Designer

Common Interests & Likes

Associations/Club Members
Book Club
Church
Coffee Shop
Dancing
Gym/Working Out
Hobby Buddies:
- Bowling
- Camping
- Fishing
- Football
- Golf
- Tennis
- Other sports

Network Marketing
Nutrition

Characteristics

Active Lifestyle
Adventurous
Always Hosting Get-Togethers
Ambitious
Bright
Business Owner
Cheerful
Common Interests
Dislikes Job
Easygoing
Enjoys Personal Development
Enthusiastic
Friendly
Fun to be Around
Goal-Oriented
Hard Worker
Health-Conscious
Impressive
Influential
Likable
Loves to Help Others
Mover & Shaker
Multiple Jobs
Natural Leader
Open-minded
Organized
Outgoing
Professional
Recently Lost Job
Team Player
Trend-Setter
Well-Connected
Well-Spoken
Works a Second Job

Who lives in a different city?
Who lives in a different state?
Who haven't you listed yet?

Remember, everyone you know or meet is a Prospect!

Contact List

Name	Product	Business	Phone/Email	Date of Contact	Notes and Tools Used	Next Contact	Next Contact	Result

Contact List

Name	Product	Business	Phone/Email	Date of Contact	Notes and Tools Used	Next Contact	Next Contact	Result

Types of Presentations

Invite Prospects to...

In-Person or Home Presentation

There's nothing quite like the impact of a face-to-face presentation—it adds that personal touch that leaves a lasting impression.

Whether you choose a coffee shop setting or opt for the comfort of hosting at home—In-Person Presentations are the key to propelling your business forward and unlocking immediate income opportunities.

Invite as many people to these events as possible and keep the momentum going by scheduling more as your team expands.

3-Way Calls with Your Sponsor

If you want to add credibility or don't feel comfortable doing a presentation by yourself, ask your Sponsor or an Upline Leader to join you on 3-way calls with your Prospects.

Online Presentation

FirstFitness.com (name.firstfitness.com)

Use your website to promote FirstFitness Nutrition. Customers can purchase products and Team Members can join your team.

Company Webinars

Tuesday nights @ 7:30pm CST 8:30pm EST

Our weekly Zoom Webinars focus on the Products, Opportunity, and Training, plus success stories that generate interest and excitement.

Local & Regional FFN Events

Events are a great way to show the FFN Products and Opportunity. Events provide engagement, testimonials, excitement, and motivation.

Watch a Video

Share videos about the FFN Products and Opportunity with your Prospects.

Your Personalized Website

name.firstfitness.com

The FirstFitness Nutrition Mobile App

OfficePower+

Contact & Invite
to a Presentation

We've designed a collection of **conversation icebreakers** and **openers** to empower you to share the exciting **FFN Business Opportunity.**

Feel free to **choose the approach** that **resonates with you** for each unique situation and watch your business thrive! When inviting, some people are simply not interested. No problem! Instead, spend more time with those that are **open** and **interested**.

Start Every Conversation with Impact!

Warm GREETINGS

Begin with a friendly inquiry and show genuine interest in the other person's life:

Hi (Name), how have you been?

How's the family?

What's new?

Career ASPIRATIONS

Inquire about their current job and future aspirations:

How's work? Is it something you see yourself doing forever?

If you could change your career path, what would you love to pursue?

Entrepreneurial DREAMS

Plant the seed of entrepreneurship:

Have you ever contemplated the idea of owning your own business?

After discussing Career Aspirations and Planting the Seed of Entrepreneurship, use one of the engaging Warm or Cold Market Openers on page 24.

Contact
Your List

This next step is crucial because it's all about making your **prospect feel valued**, **appreciated**, and **excited** to **share their thoughts** or achievements with you.

Warm Market Openers

Warm Market
People you know

- Family/Friends
- Business Associates
- Social Media Connections

OPTION #1	OPTION #2	OPTION #3
You've always been so supportive of me, and I really appreciate that. I am starting a new business that I am very excited about. I'd like to get your opinion on it. Would you mind taking a look at it and let me know what you think?	I'm involved in something that I am really excited about. I'm working with some very successful people, and I thought of you. Would you mind looking at what I'm doing and let me know if you would be interested?	I've always respected the way you've done business, and I know you've been very successful. I started a business that I'm really excited about. Would you please take a look at what I'm doing and give me some advice?

Cold Market Openers

Cold Market
People you don't know or have met in passing

OPTION #1	OPTION #2	OPTION #3
You've always provided great service, and you have an awesome personality. **Wait for their response.** Would you be open to earning additional income?	You appear to be very successful. May I ask what you do for a living? **Wait for their response.** Do you keep your options open to earning additional income?	You seem to be very outgoing. I bet you have a lot of friends and know a lot of people. **Wait for their response.** Have you considered getting involved in a home-based business to earn extra income?

Invite
to a Presentation

Once you've received a positive response to the **openers**, it's time to invite your Prospect to a Presentation by asking one of the questions below.

Invite to an Opportunity Presentation

Would you be willing to meet with me (in-person, zoom, or event) **to show you what I'm doing?**

Wait for their response.

If **yes**, how soon can we get together?
(Schedule a time or go to name.firstfitness.com/opportunity)

If **no**, can I send you a video to watch?

OR

Invite to Show Opportunity Video

Do you have time right now to take a look at a short video?

Wait for their response.

If **yes**, **send** the **video promptly** or take them to **name.firstfitness.com/opportunity** to **watch** the **video.** Then, follow the **call-to-action steps** on page 26.

If they can **watch it later**, ask: **When do you think you could watch the video?**
Wait for their response.

Okay, great. I will call you back on _____ (day that they mention).

Show
the Presentation

Once you have set an appointment with your Prospect, we recommend **showing the FFN Opportunity Presentation**—which provides an **overview** of our:

- Company
- Opportunity
- Products
- Success Stories

Show the Presentation...

To begin, start by sharing **"your story"** or someone else's story, how you **got started** in FFN, and **why you're excited** about your business.

Invite Customers/Team Members to **share** their **Product/Business success stories**.

Show the FFN Opportunity presentation at **name.firstfitness.com** > click on Opportunity

Call TO Action

After the presentation, there's a simple call to action process to follow to see what level of interest your Prospect has.

First, make this statement below to your Prospect:
"After watching this presentation, people generally fall into one of three categories."

#1 I like what I see… and I am ready to get started.
#2 I am interested… but have some questions.
#3 I would like to try the products.

Then ask them this question:
"Based on what you have seen today, do you see yourself as a ... **1**, **2**, or **3**?"

If they respond with:
#1 **Enroll them** on your FFN website or via the OfficePower+ app.
#2 Answer their questions + **enroll them** or **retail products**.
#3 Ask what products they are interested in, then **retail products**.

Presentation Success Tips

- Get familiar with your **FFN website** (name.firstfitness.com)
- **Review** the **Opportunity presentation** several times.
- **Attend** a presentation to **see how other Team Members host** their FFN Presentations.

  Examples of presentations to attend: online (zoom, webinar, etc.), in-person, or a local event.

Follow Up

after the Presentation

The Need for Follow-Up is Immediate...

Some people **do not make decisions** the **first time** they **hear** or **see something**. So, you might have to follow up with them two or three times before they decide.

Effective Follow-Up Tips

- If your Prospect has not made a decision but has expressed an interest in the Products or Opportunity, schedule a follow-up call/meeting.
- Contact all Prospects within 24 to 48 hours after doing a presentation.
- If possible, ask your Sponsor or Upline Leader to join you on the follow-up call/meeting.

Promoting Your Business

Building a successful business at FirstFitness Nutrition is based on consistently promoting the Products and Business Opportunity. You can attract new Prospects, Customers, and Team Members by actively promoting your business every day.

To support your growth, we have specially designed the following tools to help you effectively promote your FirstFitness Nutrition business.

Your FFN Website
name.firstfitness.com

Your **personal** FFN Team Member website is where you can **market** and **promote** the Products and Opportunity.

Helpful Tip...

Make sure to **add your FFN website** address (name.firstfitness.com) **to all promotional items**, including social media posts, brochures, flyers, etc.

Our Mobile App
OfficePower+

OfficePower+
YOUR VIRTUAL OFFICE ON-THE-GO

OfficePower+ integrates with your **virtual back office** and **social media**.

- **Track** your **business activity**
- **Promote** your business **on-the-go**
- **Send** prospects **videos** and **flyers**
- **Place** your **orders** and Customer orders
- **Enroll** Team Members

Only $11.99 a month!
No Contracts • Cancel Anytime

Scan QR Code
to download app

Download on the App Store

GET IT ON Google Play

FirstFitness Nutrition provides you with an array of business tools, social media tools, brochures, flyers, buttons, apparel, and marketing materials.

When you utilize these tools, it lets people know that you are...

open for business!

Social Media
Tools to Get Social

One of the **best ways** to **promote your FFN business** and attract new Prospects, Customers, and Team Members is by staying connected **using social media**. Most people are already using social media—you should be too!

You will... Build relationships • Increase engagement • Create brand awareness

You can **share** tools like **photos**, **short videos**, **PDFs**, and more. To get more engagement, share your interests and hobbies—don't just post before and after photos.

Log in to **Office2Office**, to download **FFN Social Media Images**. (firstfitness.com/login > Social Media Images)

Apparel
FFN Branding

When people ask... What is FirstFitness Nutrition?

It's a **health** and **wellness company** that helps people **lose weight**, **improve** their **health**, and get in the best shape of their lives!

You can also **earn extra income** by helping other people do the same!

FFN Shaker Cup
Conversation Starter

When someone asks... what are you drinking in that cup?

I'm drinking a **Trimsulin® Control**, **Body FX shake**, **Trimbolic**, **Energy**, **Rehydration**, **Pre-Workout**, etc.

Share what the **product does** and **what you like about it**.

Would you like to **try it**?

Wear the Button

Conversation STARTERS | **People** STOPPERS | **Sales** GENERATORS

Wearing the Button every day lets people know you are open for business!

When asked about your Button, say...

Thanks for asking. My name is _____, what's yours?
Wait for their response.

It's great to meet you, _____!
Are you asking for yourself or someone else? Wait for their response.

I am using (or my company has launched) the **world's first plant-based GLP-1 Weight Loss Program**—it's called **Trimsulin. It works 2X faster** than those **weight loss injections—without** the **harmful side effects.**

Trimsulin® helps control cravings, reduces your appetite, promotes fat-burning, supports healthy blood sugar levels, enhances gut health, and you get to eat real food!

I'm so excited about this because it really works—(tell your story or someone else's story)
Example: I've lost _____ lbs. and feel _____!

Show the brochure or video and ask...

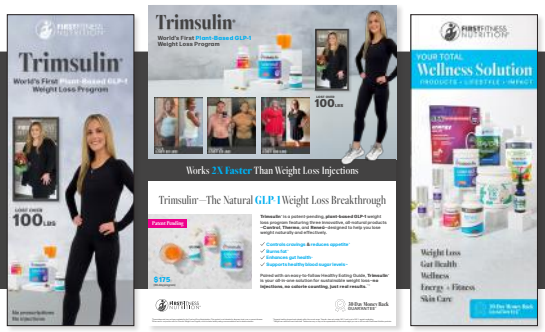
Would you like to try Trimsulin®?

It's only $175 for a 30-day supply, which is less than $6 a day, and includes a 30-Day Money-Back Guarantee!

Handout Brochures

Catalogs or Flyers

Powerful LEAVE BEHIND Tools



The Trimsulin® Brochure, Product Catalog, and flyers are **effective marketing tools** for generating new leads. Make sure your **contact information** and your personal FirstFitness.com website is on the **back** of **the brochures/flyers**.

Cold Market Prospecting

To attract new leads, you can **promote** your **business** by **handing out** and **leaving brochures/flyers** in beauty salons, doctor's offices, gas stations, local business, or anywhere else allowed.

Mail Brochures

The Post-It Note Method

Hi, (Name). I've lost __ lbs with this program!

Please call or text for more more info!

John Smith | 555.555.5555

An **effective strategy** to **generate new leads** is to **mail brochures** to your friends, family, and contacts in your social and networking groups. Also include them in your correspondence and bills.

Remember, **everyone** is a **potential prospect** or **knows someone** who would be **interested** in our **products**.

Important! When mailing brochures, we recommend attaching a **personalized Post-It Note** and inserting it in an envelope **you addressed by hand** (no labels).

Hi, (Name). I'm getting great results with these incredible products! If you know anyone who wants to look, feel, and perform better, please call me.

John Smith | 555.555.5555

Tip: You should **follow up** with a **phone call** to the person you mailed the brochure/catalog to within 7-10 days to see if they are interested, want to order, or to ask for referrals.

Log in to **Office2Office**, to **order Brochures** or **download Flyers**.
Brochures: (firstfitness.com/login > Place My Order > Sales Tools)
Flyers: (firstfitness.com/login > Training & Tools > Product Training & Tools)

Share
the Trimsulin® Video

Another great way to **promote your business** and **generate interest** in the **weight loss market** is to share the **Trimsulin Promotional Video**.

We've created engaging **icebreakers** and **openers** to help you use this valuable tool to connect with potential Customers.

Trimsulin®
GLP-1 Weight Loss Program

Start Every Conversation with a Warm Greeting

Begin with a warm greeting and genuine interest:

Hi (Name), how have you been? How's the family? What's new?
Wait for their response.

I'm calling to **share something** that **I'm really excited about,** and since **I value your opinion,** I would like to tell you about it and **see what you think!**
Wait for their response.

I am using (or my company has launched) the **world's first plant-based GLP-1 Weight Loss Program**—it's called **Trimsulin. It works 2X faster** than those **weight loss injections—without** the **harmful side effects.**

Trimsulin® helps control cravings, reduces your appetite, promotes fat-burning, supports healthy blood sugar levels, enhances gut health, and you get to eat real food!

I'm so excited about this because it really works—(tell your story or someone else's story)
Example: I've lost _____ lbs. and feel _____!

After greeting your Prospect and telling them what you're excited about, invite them to watch the video.

Invite to Watch Video

Name, I have a 3-minute video that I'd like to show you. Do you have time to watch it now?

If **yes**, **send** the **video promptly** or take them to the Trimsulin® page on your FFN website (name.firstfitness.com/trimsulin) to **watch** the **video.** Then, follow the **call-to-action steps** below.

If **no**, ask: **When do you think you could watch the video?**
Wait for their response.

Okay, great. I will call you back on _____ (day that they mention).

Call to Action

What do you think about it?

Wait for their response.

If Interested

That's fantastic to hear! It's only **$175** for a **30-day supply,** which is **less than $6 a day**, and includes a **30-Day Money-Back Guarantee.**

Or—you can **Shop & Save** as a **VIP Customer** to get even more benefits! Join our **monthly Smart Ship subscription program**, and you'll receive...

- **Free shipping**
- **20% back** in **reward points** (redeemable for free products)
- **A monthly savings** of **$49.88**

How would you like to order?
Would you prefer a **one-time purchase** or to join as a **VIP Customer** & **save?**

If Not Interested

I completely understand. I'd greatly appreciate any referrals if you know someone looking to **lose weight.** And, of course, I'm here to chat anytime you want.

Closing

Thanks again for your **time** and **support.** Take care, (Name)!

Always remember to follow up with them.

Ask for Referrals

Referrals are **essential** to growing your business. They **build relationships** and **create new Prospects** to talk to about the FFN Products and Opportunity.

When Contacting Prospects or Showing the Presentation

If someone is not interested at that time, you could ask them:

Do you know anyone who would...

- Be **interested** in our **Products** or **Opportunity**
- Want to **earn additional income**

When Customers Purchase Products or Get Results

"Thank you for your purchase or congratulations on your results!"

Do you know anyone who would...

- Also **like** to **lose weight**
- Be **interested** in **getting results** like you

Social Media Interaction

When people respond to your **social media posts** about their **positive experience** with the **FFN Products,** you can **use this opportunity** to **ask for referrals.**

Send a message: **"I am so excited to hear about your results!"**

Then ask...

Do you know anyone who would...

- Be **interested** in **trying** the **FFN Products** to get results like you
- Want to **lose weight**, have **more energy**, get **glowing skin**, etc.

Remember, the more referrals you ask for—the more you will get!

Team Member
Resources

FFN Website
FirstFitness.com (name.firstfitness.com)

Office2Office
Go to **firstfitness.com/login** to access:
- Product Training & Tools
- Business Training
- Compensation Plan
- Place your Personal Orders
- Downline Reports & more

FFN Contact Information
FirstFitness Nutrition
10550 John W. Elliott Drive, Suite 300
Frisco, TX 75033
972.820.2100

Customer Service & Call-In Orders
800.621.4348
Mon - Fri, 8am - 5pm CST
customerservice@firstfitness.com

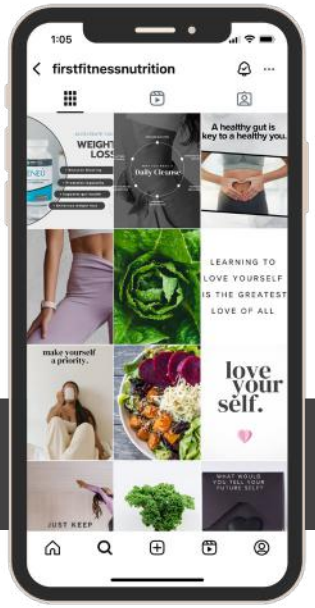
zoom

Company Webinars
- Tuesday Nights at **7:30pm CST** (8:30pm EST)
- To **watch**, go to **zoom.us/join** and enter **Webinar ID: 853-6640-5183**

Get Connected
with FFN

Sign Up for Text Alerts
Text **"Connect"** to **855-786-1315**

Follow Us on Social Media
@FirstFitnessNutrition on
Facebook, Instagram, and YouTube



Welcome to the FFN Family!
Let's **change lives together.**

FIRSTFITNESS NUTRITION®

YOUR TOTAL

Wellness Solution

PRODUCTS • LIFESTYLE • IMPACT