

THE PURPLE BOOK

Life Changer Launch Plan



TOTAL LIFE CHANGES®



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'. This launch plan will guide you through the necessary steps 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

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And Help You Understand

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Step 1 - Personal Goals and Information

Verify Your Account Infromation

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

LIFE CHANGER ID:

PASSWORD:

Your unique website:

www.retail.totallifechanges.com/

Share this with potential customers or business partners.

Set Your SmartShip & Become a Product of the Products

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

40 QV

80 QV

120 QV*

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

Improved Diet

Mood & Energy

Detoxing

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 and follow **@TLCHQ**

Allow notifications to stay up to date on current news & promotions.

Step 2 - Mobile Apps & Product Education

Download TLC Apps

☐

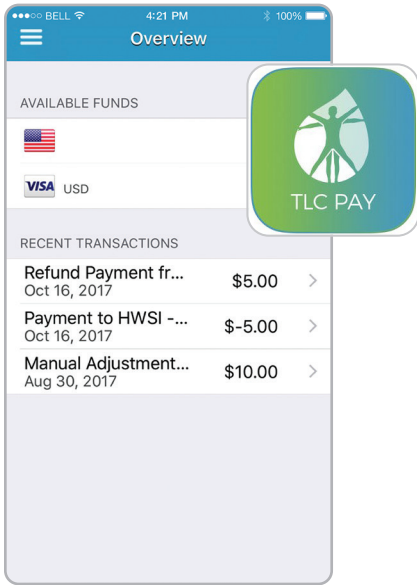
Total Life Changes 5in5 App



Type; Total Life Changes 5in5 App

☐

TLC Pay

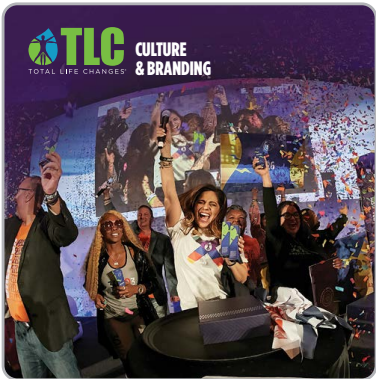


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Review and Understand

☐

TLC Brand & Culture Guide



☐

TLC Family System Success Guide



Get To Know Your TLC Products

☐

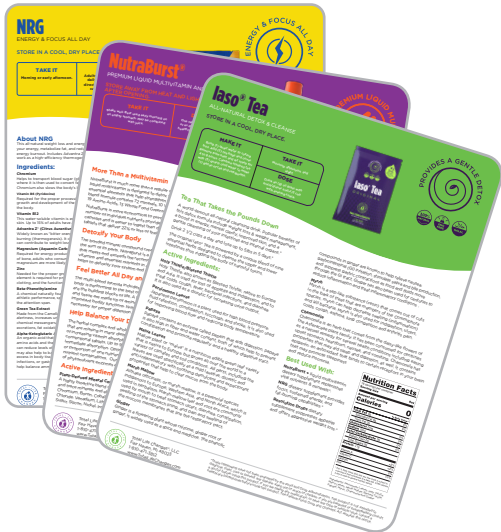
Review and Understand The Top 5 Product Guide



☐

Review and Understand The Product Facts You'll Feel Sheets

Found in iOffice Resources



Send/Offer 10 or More Product Samples

List 10 people whom you could send samples to

1. _____

1. _____

2. _____

2. _____

3. _____

3. _____

4. _____

4. _____

5. _____

5. _____



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.

Why is it Important to Send/Offer Samples?

We are a product-based company. TLC’s all-natural products work well & offer immediate gratification. We believe it is important to build an organization made of satisfied customers and dynamic business partners. Sharing samples is the fastest way for people to consume the products and feel the results. You can follow up and convert sample customers into Preferred Customers quickly with product samples.

Review the ‘Family System Success Guide’ for more information about the evolution of a customer

10-5-2 and YOU

We encourage every Life Changer to consider following our simple strategies for success. This method is known as the 10- 5-2 model. Get 10 people to TRY (sample) a product, Get 5 customers to BUY a Top Product (>\$49.95) and inspire 2 people to join your team to FLY with you to qualify for commissions.

To keep things exciting, we challenge you to complete the G5 Challenge. Earn an extra \$50, ten free samples, a letter of recognition and a custom G5 pin.

To learn more about the G5 Challenge and the 10-5-2 model, see page 7.

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 (ioffice) at tlc-ioffice.com.

Facebook Profile _____

Instagram Profile _____

Discuss Rank Goals With Your Sponsor

Reach ‘Apprentice’ Rank in
*ACTIVE WITH AT LEAST 40QV
(ONE PRODUCT >\$49.95)
500 PAY LEG VOLUME REQUIRED*

- ☐ 30 Days
- ☐ 60 Days
- ☐ 90 Days

Reach ‘Director’ Rank in
*ACTIVE WITH AT LEAST 80QV
(TWO PRODUCTS >\$49.95)
1,000 PAY LEG VOLUME REQUIRED*

- ☐ 30 Days
- ☐ 60 Days
- ☐ 90 Days

Reach ‘Rising Star’ Rank in
*ACTIVE WITH AT LEAST 80QV (TWO
PRODUCTS >\$49.95) 2,5000 PAY LEG
VOLUME REQUIRED*

- ☐ 30 Days
- ☐ 60 Days
- ☐ 90 Days

- ☐ Become Binary Qualified by adding team members to both your ‘Left’ and ‘Right’ Team
This can be managed on your Portal (iOffice).



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

TAKE ON THE G⁵ CHALLENGE

GET 5
BRAND-NEW
CUSTOMERS



TO PURCHASE
A TOP PRODUCT



IN 30
DAYS!

COMPLETE THE CHALLENGE AND RECEIVE

\$
\$50



5 samples
of each



Custom
Pin

Retail To Recruit Mindset (10-5-2 Model)



Get 10 To ‘TRY’ The Samples

Haven’t sent your Samples? See page 5 for more information.

Get 5 To ‘Buy’ The Products

Who Should I Ask?

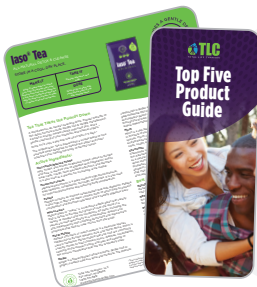
Ask your Sample Customers & Your ‘Warm’ Market:

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

What Should I Say?

Here’s an example of what you can say to your “Warm Market”:

“I just partnered with a company named Total Life Changes and I’m trying to win this challenge. I need to get five customers in 30 days and I already have ‘x” customers, can you help me out by purchasing one of our top products?”



QUICK TIP!

Use your **Top Five Product Guides & Facts You’ll Feel Sheets** to provide your Customers more information about TLC’s amazing products!

Get 2 to “Fly” For Commissions

Inspire Two People To Become Life Changers

YOU BECOME
BINARY QUALIFIED!



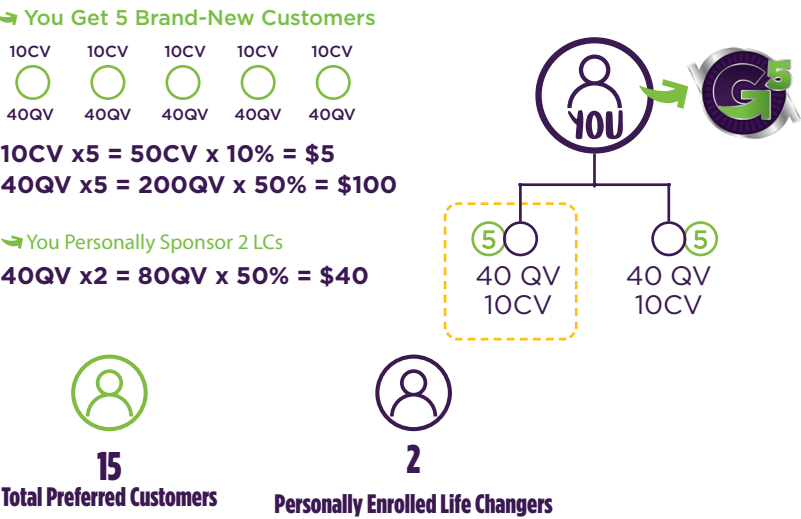
What does it mean to be Binary Qualified?

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

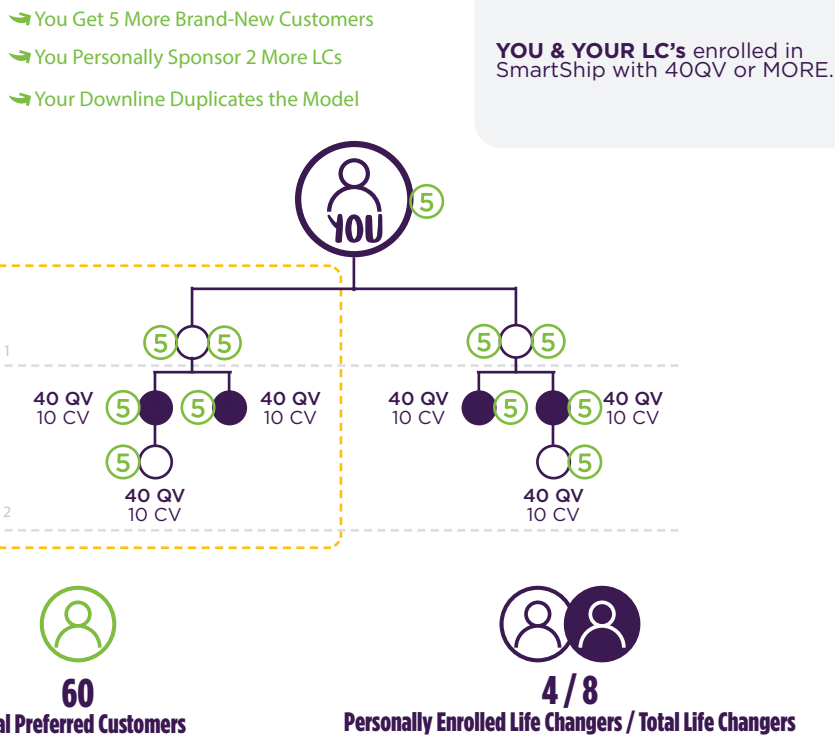
Build On the 10-5-2

How you can succeed using the 10-5-2 Model

Your First Week



Your Second Week



Your Third Week - Team View

You've achieved the Apprentice Rank!



- = Preferred Customer (PC)
- = Personally Sponsored Life Changer
- = Life Changer (LC)
- = 5 Preferred Customers

FIRST WEEK EARNINGS

\$201

EARNING BREAKDOWN

Guaranteed Retail Binary 10CV x 5 = 50CV x 10%	\$5
Retail Bonus 40QV x 5 = 200QV x 50%	\$100
Fast Start Bonus 40QV x 2 = 80QV x 50%	\$40
G5 Bonus Bonus Received when you get 5 brand new customers.	\$50
Binary from LC + Retail CV 10% Pay Leg (10CV + 50CV)	\$6

SECOND WEEK EARNINGS

\$168

EARNING BREAKDOWN

Guaranteed Retail Binary 10% of 50CV from Retail Customers	\$5
Retail Bonus 50% of product volume	\$100
Fast Start Bonus (FSB) 2 Personally Enrolled	\$40
Binary from LC + Retail CV 10% Pay Leg (30CV + 200CV)	\$23

THIRD WEEK EARNINGS

\$219

+100 SAMPLE CREDITS!

EARNING BREAKDOWN

Guaranteed Retail Binary 10% of 50CV from Retail Customers	\$5
Retail Bonus 50% of product volume	\$100
Fast Start Bonus 2 Personally Enrolled	\$40
Binary from LC + Retail CV 10% Pay Leg (90CV + 650CV)	\$74
Apprentice Bonus In Sample Credits	\$100

Qualifying Volume (QV)
Value attached to a product

Commissionable Volume (CV)
Value or amount paid out, dependent on Rank Level

Pay Leg Volume (PLV)
Total CV from your lesser earned leg (team) eligible for commissionable pay out

Duplicate 10-5-2 For 6 Weeks

A quickview of your organization and projected earnings if you and your team duplicate the 10-5-2 model weekly.

Your Fourth Week - Team View

YOUR WEEK EARNINGS
\$555.40



600

Total Preferred Customers



8 / 80

Personally Enrolled Life Changers / Total Life Changers

Your Fifth Week - Team View

You’ve achieved the Executive Director Rank!

YOUR WEEK EARNINGS
\$1,952.80



1,815

Total Preferred Customers



10 / 242

Personally Enrolled Life Changers / Total Life Changers

Your Sixth Week - Team View

You’ve achieved the Regional Director Rank!

YOUR WEEK EARNINGS
\$5,049.98



3,645

Total Preferred Customers



12 / 728

Personally Enrolled Life Changers / Total Life Changers

*PLEASE NOTE: The 10-5-2 Model demonstrates building an organization of retail customers and Life Changers that are active with a minimum of 40QV. All LC’s shown have a minimum of five new customers & two personally sponsored LC’s with five new customers weekly.



What's Next? Schedule a Launch Call!

- ☐ Sign up for a Free Conference Call number or create a Zoom account to host a Meeting or Live Webinar.
- ☐ Post date and time using Facebook & Instagram
- ☐ Text potential customers and business partners

What To Write:

Make it your own. We suggest telling the world that you are open for business. You are excited about a new opportunity to improve your health and earn supplemental income. Post the number, access ID and time of the call in your time zone.

QUICK TIP!

Use the Tea Talk Presentation, the Family System, or the full Business Opportunity Presentation in your Resources (totallifechanges.zendesk.com) to guide your call.

For all other product, marketing and business related tools please visit, totallifechanges.zendesk.com.

