



**WORKING AGAINST GRAVITY**

**BUSINESS PROGRAM**

**BENEFITS PACKAGE**

**FOR INDIVIDUALS**

# Enhance Your Client's Experience



People come to you with the goal of transforming their lives. Maybe their goals are improved health/lifestyle, body composition, performance or a combination of the three.

When it comes to nutrition and lifestyle change, most people need accountability, guidance and individualized nutrition advice and support. That's why we created the WAG Business Program. We're here to help you facilitate filling these needs for your clients and creating a bigger transformation in their lives. In the process, you'll also grow your knowledge and passion as a nutrition coach.

# What You Get as a WAG Business



## Client Results

- You will be able to provide the same nutrition service to your clients that has worked for over 15,000 people. We've worked with everyone from the world's most elite athletes to individuals just learning about nutrition and lifestyle change. This program is proven to produce results for anyone willing to put the effort in.
- The WAG Business Program will help you give your clients nutritional support to reach their loftiest goals!

## A New Career

In the business of personal transformation, it's not just the lives of our clients we want to transform! This could be a full-time career for you! What is better than getting paid to do something you love?

## A New Revenue Stream

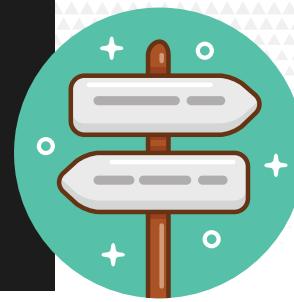
- At 10 clients you will make between \$600-\$1000/month.
- At 25 clients you will make between \$1500 and \$2500/month.
- At 50 clients you will make between \$3000 and \$5000/month.
- At 100 clients you will make between \$6000 and \$10,000/month.

This does not include the increased lifetime value of your customer due to an improved customer experience and greater transformation.

## Referrals, Referrals, Referrals

- Your job as a coach is to guide and support your clients in achieving their goals. And, as they feel more and more confident in their results, they're sure to spread the word! By doing your job well, you'll gain more clients through word of mouth.
- For the first two years of Working Against Gravity's existence, we did ZERO paid marketing. Not because we are against marketing, but because our members were walking billboards for us in their communities. Their friends, family members, colleagues, and gym buddies all wanted to know what they were doing and they shared that experience with them organically. The mind-body payoff your clients will experience from a well-balanced nutrition is going to inspire meaningful conversations!

# How it Works



## 1. Intro Wizard (Questionnaire)

We will send you a questionnaire to fill out that helps us understand your business better so we can tailor our support system just for you.

## 2. Coach Application

The next step is to fill out a coach application. This is the same application we would give any of our own coaches and includes a brief writing component. What we are looking for is basic writing skills rather than technical knowledge of nutrition. We will teach you everything they need to know to transform your clients' bodies from the inside out!

Next, we'll give you some feedback based on your application. If you choose to move forward, you will begin the coach training course.

## 3. Coach Training Course

You will begin the WAG Coach Training Course under the direction of one of our Head Coaches. Your Head Coach will support you through every phase, reviewing your work when necessary. Here is a general outline of the course:

- Step 1. Committing to Client Transformation
- Step 2. Prerequisite Reading and Base Knowledge
- Step 3. Begin WAG Coaching Manual
- Step 4. Intro to Creating Macro Profiles
- Step 5a. Sample Client Check-ins
- Step 5b. Advanced/Challenging Client Check-ins

This manual will be constantly updated, and you will also receive ongoing education accordingly.

## 4. Ongoing Support for You and Your Coaches

- You'll have a weekly check-in with your WAG Head Coach for the first month upon becoming a WAG Certified coach! After that, you'll have a check-in once a month. Before each check-in, you will fill out a survey and receive support from a WAG Head Coach. This is the exact same support that every WAG coach receives!
- Unlimited support via the Private WAG Business Program Facebook Group. Having software issues? A client issue? Want some direction for further education? All of this will be provided in the Facebook group.

## 5. Software Training

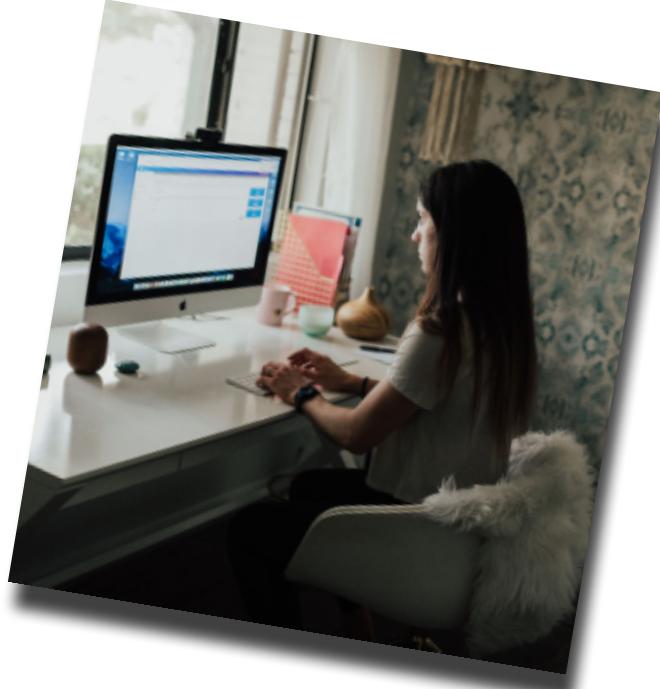
Next, you will be trained to use Seismic, a digital locker where all primary communication between you and your clients will be stored. This training will cover adding and removing clients, setting and changing macros, responding to check-ins and messages, and other beneficial software features.

# How it Works



## 6. Prepare for your Business Launch

- We will provide details and suggested wording you can add to your website to educate potential clients about the program, how it works and how to sign up. We will work directly with you to make sure everything is working correctly.
- We will provide you with an email series to send out to potential clients (ex: if you have an email list) explaining the new program! Hopefully, this will help you increase sign-ups.
- You will start your own private Facebook group for your nutrition clients to ask questions, inspire each other, etc.



## 7. Launch Program to Members

**Onboard your first clients, receive payment and start!**

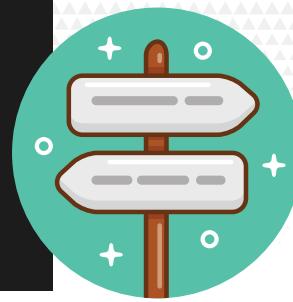


## Seismic Pricing

We created Seismic from scratch to support both you as a coach and your clients in optimal progress. Here, all information, data and communication can be easily stored and referenced. We are constantly improving Seismic to keep up with the needs of our coaches and clients.

Making sure Seismic is always running smoothly takes some hard back-end work and our tech team is always available for you. Seismic is also where your clients can access their Knowledge Base (see below). You'll find our pricing breakdown on Page 8.

# What Else Is Included?



We want to give you every possible resource to help your business succeed. So, we're including the following resources:

- Business Program Startup Guide
- WAG Marketing & Customer Experience Course
- Business Program Knowledge Base

## Blueprint & Marketing Course

- How to price your program
- Efficiency guidelines and how to handle a high client workload
- Admin support
- Free access to our Marketing & Customer Experience Course
- WAG Standards
  - Best practices we've learned from working with over 25,000 clients
  - Advice from veteran coaches



## Knowledge Base

- "How to's" of tracking for beginners
- What you need to get started (apps, scale, and other essentials)
- How to make the most of your check-in
- Ways to access the community and other resources
- Common tracking mistakes - how to spot them and how to solve them
  - Food options
  - Tracking alcohol
- Constantly updated with strategies, resources, and information to help people make the most of the service.

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We want your clients to wake up everyday feeling like the best version of themselves. We want to build a community sustained by mutual support, guidance, and inspiration. We want to work with you to prove that progress is for everyone – whether you're working with competitive athletes or someone who is just beginning to learn about health and nutrition. You're the expert at knowing where and when to share your program with your community. And, we are the experts at nutrition coaching! It's only natural that we come together.

We can deliver the most comprehensive and effective programming to more men and women who need it. By joining forces, more of your clients will see the results they are after. Period. We look forward to making that a reality for you!



# How the Business Program Works

The WAG Business Program is inside of Seismic, our custom built platform. Seismic supports you as a coach and helps your clients make optimal progress. As a business owner managing, your day to day is easy because all information, data and communication can be easily handled right inside the software.

## **Progress Tracking and Analysis**

Clients can log and monitor their progress over time using real data such as body weight, measurements, stress levels, energy, hunger and sleep.

## **Coach-Client Interaction**

Our Check-In feature makes it easy for clients to submit all of their weeks data in an easy-to-read format, speeding up the time it takes the coach to review. The messaging platform means that you can reach out for support at any time while keeping all of your conversations stored in one place.

## **MyFitnessPal Import and Auto-Sync**

Seismic removes the work of manually entering in MFP data by syncing the clients MFP account to their Seismic account and loading the data for them! This makes the check-in process for the client simple, quick and accurate.

## **Progress photos**

Clients can upload up to 4 photos per check-in to help them and their coach monitor progress. It allows for side by side view and tracking how many weeks there is between each photo.

## **Calendar**

Important dates are often connected to nutrition goals – the calendar feature keeps the coach and client aware of upcoming events that might impact the clients nutrition plan.

## **Reporting, Billing and Discount Codes**

Run reports, process payments and create discount codes for your clients.

and much more!

**Here's a demo of the Seismic App in action.**

# PRICING



**\$65/month**

Up to 5 clients  
All the powerful features listed on page 7

**\$250/month**

Up to 25 clients  
All the powerful features listed on page 7  
Referral program that awards clients and friends  
Customize automated templates sent to new clients at sign-up  
Waitlists control new clients at sign up

**\$500/month**

Up to 75 clients  
All the powerful features listed on page 7  
Referral program that awards clients and friends  
Customize automated templates sent to new clients at sign-up  
Waitlists control new clients at sign up

Receive referrals from external sources & apply coupons

Gather feedback with surveys from clients during membership

View the health of your business with an easy to use dashboard

Robust reporting all about client membership & coaching quality

Coach management features to make running a team of coaches easier

## ENTERPRISE

Up to 75+ clients

All the powerful features listed on page 7

**CONTACT US**