

Why we are not an **MLM**

It is up to us to “frame” our business to potential HCs or HCPs so they are not left with the perception that we are in some way a Network Marketing or Multi-level Marketing business. However, it is true that some people are entrenched with concepts that they are quite confident of despite complete ignorance of our business. Some people are completely confused about this and, if they get it in their heads that they think this is a form of Multilevel marketing, in their mind it will be.

The debate to consider is whether or not to say **MLM** or Network Marketing in the presentation or let them ask if they have that concern. If we bring it up in a defensive way, in some ways like a used car salesman saying, “This car has never been in wreck”...if he says it - even once – it might raise a flag and the customer is likely to think the car has been in one heck of a wreck. It’s the same potential problem with saying we are not an **MLM** or Network Marketing. By mentioning those words, the prospect may wind up thinking we are one of those types of businesses. I prefer to head it off at the pass before it ever comes up by explaining exactly what we are.

Obviously we are not multi – level marketing in any form (hybrid or not). To even be compared to those businesses really drives me crazy. I am not trying to parse words or be cute like calling a car a jet when it indeed is a car. But, we are very different from those kinds of businesses. We are not in even in the same genus, let alone species!

So, let me share how I like to “frame” it:

We are a professional health services company

We are similar to the way a financial advisor builds his/her business. They provide personalized financial advice, we provide personal health coaching. I won’t go into what exactly a financial adviser does, but suffice it to say he/she can work alone, build teams, and/or manage larger organizations (like we can!)

We are not sales people selling stuff people don’t want or need. Clients don’t even order from us, they order directly from the company. The company pays us to coach them. Our focus is on the long-term health of client and not on selling a box of **Medifast** meal replacements.

Health Coaches can be completely client (or patient) focus. To **a HCP, we offer a value added service**

BTW, we are the only professional coaching model in America delivering these kinds of services.

Here are some other points:

- We are client focused and not recruiting (of HCs) focused. This is a big distinction between us and MLMs
- We are not a wholesale buying club. We don’t buy wholesale and try to recruit the world to buy wholesale. This is underscored by the fact that a HC pays retail – same as clients – and the average HC generates about \$1500 in revenue to end user clients
- HCs are not *distributors* of products, don’t inventory, and are not sales people. Clients order directly from the company and pay the company directly
- All Health coaches must be trained and authorized by the Health Institute in order to receive compensation. Further, most, then get an additional Professional Certification - by the Health Institute - through additional continuing education courses (does this remotely sound like an **MLM**?)

- Building a network of other HCs or HCPs is totally optional
- We have no quotas, pressure, hype, manipulation, etc. which is not always the case in many Network Marketing companies
- Our company was co-founded by a physician!
- We offer compensation that rewards people based on competencies they acquire and their personal inclinations regarding how they want to operate their businesses.

1. TSFL pays us for the competencies of being a great HC (the client does not pay for this)
2. If someone chooses to build a team, TSFL pays the Business Coaches and Business Leaders for executing these additional competencies. The mentored HCs get the support from Business Coaches and Business Leaders for free.

- Think of what we do as a parallel model of how a HCP already builds a medical practice. The way we grow TSFL is very similar.

1. If a solo doctor is in his/her own practice, he/she gets paid for providing professional medical (health) services to patients
2. If the doctor wants to reach more people, he/she may hire other doctors (establishing a clinic!) and determine a fee structure to pay those doctors. Within this structure, the original doctor can now reach more patients and he has leverage his assets and his time thus earning more money to correspond with more responsibility and business skills he is incorporating in his/her practice. These newly learned business skills are, by the way, skills - management/administrative/training – that are very different from doctoring. He is now also providing income to the junior doctors working for him/her.
3. Now, if the original doctor is really business driven, he/she may open another one, two, three (or more) clinics in his area. (Again, helping more people get health, providing more income to more employed doctors, and earning more personally because he has leveraged time.

These 3 steps are the same thing that a HCP does in his/her TSFL business

Here is suggestion to add to your repertoire the next time someone says something off the wall like this is an **MLM**...

Simply say to them in an incredulous way, “What in the world gave you that idea? Is that what you think this is? (and subtly laugh) Oh, that’s too funny... well; I guess I haven’t done a very good job at explaining what it is that we actually do if you think THAT we are an **MLM**! Let me tell you EXACTLY what we are. We are a professional health services company...etc.”

Once you get someone to understand that we are teaching people how to first lose weight and then second how to live the BeSlim lifestyle, there is no way a person could think this is an **MLM**.

Dan Bell, Presidential Director

