



Rite 4 Life / Ideal Protein Practice Plan for New Clinics

Purpose

This Practice Plan features the most important steps a new Ideal Protein Clinic should take right away (*first week*) in order to achieve ultimate success.

Step 1 – Get Your Office Prepared

Your Clinic Start-up Order contains EVERYTHING you need to get started.

1. Assign a dedicated Ideal Protein Consultation Room
 - a. It should have a closable door or at least a screen for some privacy so your Clients can feel comfortable as they discuss their personal issues and objectives with their coach, and get weighed and measured each week.
 - b. Stock your Ideal Protein Consultation Room with:
 - i. Scale and Body Composition Analyser (if you have one)
 - ii. Body Tape Measure (cloth)
 - iii. Digital Camera
 - iv. Calculator
 - v. Open Shelving (for Ideal Protein sample storage)
 - vi. At least three comfortable chairs
 - vii. A small desk or table for Coach to take notes
 - viii. Model/Dieter Release Form
2. Unpack your Clinic Order CAREFULLY! PACKING SLIP IS ALWAYS IN BOX # 1
 - a. Reconcile the Packing List with the items you have actually received immediately
 - i. Take special note of any Backordered-Items
 1. We will send your Backordered-Items automatically once they become available; however, you are always welcome to confirm all the details by contacting your local Rite 4 Life Representative.
3. Schedule your Conference Call and Initial Clinic Training with your Rite 4 Life Representative.
 - a. Plan four (4) hours minimum for your training, depending on how many staff members will be involved.
 - b. Training will be scheduled for after your Start-up Order has arrived.

4. Choose a high-traffic area, like your waiting room, to display your Ideal Protein Marketing Materials:
 - a. Make sure all staff can provide clients with a good program overview and be able to answer basic questions, “show your colours” at reception, and have a plan for the obvious question to your receptionist: “What is this?”
 - b. Posters (frame before mounting for best presentation).
 - c. Brochures (a clear plastic brochure holder is recommended).
 - d. Fat Model (2.3 kg).
 - e. Ensure these Ideal Protein promotional tools are on-hand and displayed as well:
 - f. Waiting room shelving with enough room for your Ideal Protein display boxes.
 - g. Small white board to display the Cumulative Kilos and Centimetres lost by your dieters. Update weekly.
 - h. Wall of Fame displaying photos and/or wellness messages from happy dieters.
 - i. Book of Life containing photos and outcomes information for prospect viewing.
 - j. Make sure that multiple copies of "Your Last Diet" and "Health Profiles" are available for interested parties at the front desk.

Step 2 – Get Yourself and your Staff on Protocol:

Entire staff should review the documents, forms and other information contained in your Clinic Manual.

Our most successful Clinics are the ones where the Owners, Credentialed Health Professionals, and Support Staff have lost weight and achieved a new level of wellness THEMSELVES!

1. Within your first three weeks: GIVE YOURSELF A FEW PERFECT WEEKS on Protocol. Your business depends on it!
2. Be able to confidently and passionately recount YOUR OWN Ideal Protein success story.
3. Choose your first dieter group CAREFULLY! They are your most important dieters!
 - a. This first group will provide fantastic testimonials for upcoming workshops/open houses.
 - b. DO NOT attempt to convince anyone to get on the Protocol. They need to be motivated to do it for THEMSELVES! No cheating is tolerated so the dieter must be motivated and committed.
 - c. If you do not have enough Staff members for an initial dieter group, tap friends, family, trustworthy and motivated patients etc.
 - d. Encourage new Clients to participate in the Protocol as couples or with a friend. The support structure and camaraderie will help them achieve their goals.
 - e. During the first 2-3 weeks, your outbound message regarding Ideal Protein is that you are "...introducing an exciting weight-loss and wellness program that was designed for French athletes...to Burn Fat, Preserve Lean Muscle, and Restore Wellness and Vitality". The idea is to build some curiosity, momentum and buzz for your first Open House.
 - f. Keep an erasable white board updated with the cumulative kilos and cm's lost for your initial dieter group.

Step 3 – Assign Your Ideal Protein Coach(es)

THE MOST IMPORTANT DECISION you will make towards your ultimate success with Ideal Protein is your selection of an empathetic, strong and likable Coach.

1. For many Clinics, there is already an obvious choice; however, as much as you can, keep your options open. In many instances, your best Coaching choice is NOT the person with the most appropriate background nor the one who simply needs more to do.
 - a. Ideal Protein is a 25-year old, turn-key protocol. Coaches DO NOT have to have a nutrition or dietary background, although it can be helpful in certain circumstances.
 - b. If possible, let your Coach reveal themselves. It is not unusual for a Patient who becomes EXTREMELY passionate toward Ideal Protein to eventually assume a part-time, or full-time, Coaching role.
 - c. Personal success on Ideal Protein is a BIG Plus!
 - d. Don't underestimate the power of strong personal and professional connections in the community as you evaluate Coaching candidates.
 - e. Qualify your dieters on a scale of 1-10 with 8 being a passing grade.
 - i. Ideal Protein is most effectively marketed through "Word Of Mouth"—the most powerful form of Marketing. The more people your Coach knows, the more people will hear about and be interested in Ideal Protein.
2. We recommend you incentivise your Coach with a share of your Ideal Protein margin.
 - a. The exact amount is up to you, depending on your specific situation.
 - b. This 'share' of the business, or ownership stake, gives your Coach even more incentive to find creative ways to market Ideal Protein and talk about it when they are in social settings away from work.
 - c. Determine specific Ideal Protein Coaching hours for your Clinic
 - d. Just because you now have samples in your Clinic does not mean you have suddenly become a 24/7 convenience store for your Patients. (Block Schedule...have them plug into your schedule).
 - i. Inform your Clients that Ideal Protein is a professional service just like the ones they are used to receiving at your Clinic, and that they will need to order online and in advance as they complete their weekly Consultations
 - ii. Try to have hours available in the morning and in the afternoon to accommodate various Client work schedules.
 - e. Use block scheduling so your Coach does not have to be distracted by other responsibilities while attempting to concentrate on Ideal Protein.
3. We suggest that you assign/train more than one Coach as a backup, and then be able to easily integrate this backup Coach once you reach the 40 Active Client mark. 40 Active Clients is what we have found one Coach can effectively administer him or herself.

Step 4 – Do Your Homework

1. ALL Coaches must read and become very familiar with Section 2 of the Clinic Manual. The Explanation of the Health Profile and FAQ's (Medical) must be read and completely understood by all Coaches.
2. ALL Coaches must read and become familiar with the Clinic Manual Table of Contents in order to find answers to common questions. 99% of all answers are in the manual.
3. All Coaches must read and use the Consultation Outline and Consultation Script during Client Intakes.
 - a. Always give a copy of the Consultation Outline and Script to your Client at the conclusion of their Intake.
4. Provide access to your Coaches to your Rite 4 Life/Ideal Protein management site, complete with Library, Articles, Shopping Cart, Recipes, and a host of other valuable tools and resources.
5. All Coaches and Reception Staff memorise this Elevator Pitch: "Ideal Protein is a medically designed and professionally supervised wellness protocol dispensed only by healthcare professionals. It is a muscle-sparing, fat-targeting weight loss protocol that was created for athletes in France over 25 years ago. You will lose an average of 1-3kg per week without exercise. Ideal Protein has a beginning and an end where we not only take the weight off and make you healthy; we show you how to keep it off. A Health Profile and Your Last Diet are available at the front desk if you would like to learn more or get started. Our next Ideal Protein Open House with free food samples is scheduled for: (insert date/time)."
6. All Doctors, Nurses and other Staff are encouraged to memorise their own personal Elevator Pitch for Ideal Protein. Make sure your emphasis is on simply referring them to the Clinic's Ideal Protein Coach and attempting to improve their health, weight and dependence on various medications—not simply pitching or hawking a product

Step 5 – The Ideal Approach—3 Open Houses in 12 Weeks

By following The Ideal Approach, Ideal Protein's controlled growth model, you will effectively control your inventory; build word of mouth and 'buzz'; protect your existing practice and staffing model; and enable a steady stream of high-quality referrals which will keep your new wellness business growing for years to come.

Week 1 – Congrats! You are now an Authorized Ideal Protein Clinic.

Week 2 – Receive your Initial Clinic Training from you IP Representative and schedule Open House #1 for Week 4. Identify staff interested in starting the diet.

Week 3 – Get the word out for your first Open House and place a new Sample Food order.

Week 4 – Conduct Open House #1 for 25 people or more.

Week 5 through 7 – Coach up your 15 new Clients.

Week 8 – Conduct Open House #2 for 35 people or more.
Goal is to put on 25 new Clients.

Week 9 through 11 – Continue to Coach up your 35 Clients.

Week 12 – Conduct Open House #3 for 45 people or more. Goal is to put on 30 new Clients.

- a. Use the Ideal Approach/Open House Checklist to ensure a smooth and successful Open House.
- b. After Open House #3, you should have 60 + Clients total on your roster.
- c. Talk to your IP Representative about effective ways to market your Open Houses inside and outside your Clinic.
- d. Incentivise your Testimonial Clients with free boxes of food if they bring new Clients to the Open Houses.
- e. Ask the ENTIRE STAFF to help get the word out about your special event featuring the last diet you'll ever need and free food samples.

Step 6 – Ask Your Best Clients for their Personal Referrals

If you are a sole proprietor or practice owner, you already know the power of personal referrals. As your Clients praise you for their weight loss and renewed energy level, be sure to take the opportunity RIGHT THEN to ask for their personal referrals. You can tell them you are happy to provide a free box of food for every referral they bring in who ends up becoming a new Client.