

The logo for Ameri Shape weight loss program features the words "Ameri Shape" in a bold, blue, italicized sans-serif font. A small blue five-pointed star is positioned above the letter 'i' in "Ameri". Below "Ameri Shape", the words "weight loss program" are written in a smaller, red, italicized sans-serif font. To the right of the text is a stylized graphic element consisting of a red curved line with a blue base, and a red shape resembling a comb or a series of vertical bars, all set against a background of overlapping light pink and white geometric shapes.

Ameri Shape
weight loss program

Marketing Campaign Brochure

About The Marketing Program

AmeriShape is an effective marketing and weight loss program that is easy to follow, providing ongoing coaching support by In-Shape America! and your trainers! Ameri-Shape is the our company name and In Shape America is the actual program name.

We are a realistic approach to health and weight control because we teach our customers to make adjustments they can live with forever. We encourage eating real food, not pre-packaged meals, and each individual's progress is monitored by monthly food diary and fitness reviews. Ameri-Shape! will implement a proven marketing plan and bring the new members through your door as well as sign them up for you. Your club only has to "offer" the exercise facilities and monthly ongoing support.

Each month these new clients and future clients will look to your business as their source for healthy weight loss. This results in ongoing product and program sales, thus additional revenues for you.

50 to 100 New Members

Ameri-Shape! has developed membership building promotions that can successfully generate new revenue within your business. In most instances you will see 50 to 100 new members in just a few short weeks.

Features and advantages offered to you with our programs:

- High profit margins
- A proven marketing plan
- Advertising support
- Additional revenue availability
- Full training and support
- Professional Image
- Operational simplicity

In Shape America!

Get YOUR Body Back!
36 Week Challenge

Make
me
thin.
again

Scratch
and
WIN

**Pre-Sales
Grand Opening**

Top 10 Reasons To Promote!

1. No Investment, No Risk , No Liability
2. New Profits---cash Flow
3. Money For Remodeling Or Putting In The Bank
4. Edge On Competition
5. Hundreds Of New "Buddy Referrals"
6. Thousands In Free Advertising
7. Professional Weight Loss Program That Works In All Markets
8. Increased Enrollments (Hard To Get Members "Couch Potatoes" & De-conditioned)
9. Trained Professionals To Handle Promotion
10. Enroll 80% To 90% Of All New Tours Per Day

Dear Club Owner

- Does generating additional revenue of \$50,000 to \$100,000 in new member contracts interest you?
- Is your club located in a city or town of 10,000 population or greater?
- Have you experienced a difficult time in reaching the "TRUE" weight loss market?
- Would you rather not risk your money on a membership promotion?
- Are you tired of seeing the weight loss centers enrolling members that you could be helping?

The Industry

- Americans spend more than \$40 billion per year trying to lose weight.
- Most people fail to lose weight because programs offered today are unachievable, too expensive, too complicated and unrealistic to follow.
- 66 percent of Americans over the age of 18 are considered overweight. This weight gain trend is growing each year because Conventional Dieting methods just do not work.

Ameri-Shape! along with the help of your facility can make a difference for the millions of people struggling with their weight problem. The In Shape America marketing program is the solution.

Question and Answers

Q: Are there any up front fees that MY CLUB will have to risk?

A: Absolutely not! We make our money and yours through the revenues we generate as a result of our promotion alone. You will find that the money generated from the promotion is beyond your normal revenues. This is new money that you are not currently tapping into in your market. (We show you how) The promotion will run smoothly in conjunction with your regular operations. The club has nothing to lose and only new members to gain. This promotion will add to your monthly net sales and not replace existing sales.

Q: Is this just another low priced promotion that will under cut my current members or cash out my market?

A: Absolutely not! It's just the opposite. It is usually priced the same or a little higher than your current program prices. The good part about it is that we will work with you to set the best rate for your market. We understand the importance of gross receivables and building the club's monthly draft revenue is one of our top goals.

The In-Shape America! Weight Loss Program suggested monthly retail cost is \$39 per month on average. This membership is written up on a standard membership agreement and is paid monthly by bank draft.

Q: What type of promotion would be best for my club; cash down or monthly contracts?

A: We evaluate each club's demographics and take into consideration what the owner needs the most before we make our recommendation. We understand the importance of gross receivables and building the club's monthly bank draft is at the top of our list.

Q: What market will I be reaching with this marketing program?

A: Our program targets with laser precision those who are more inclined to start a professional weight loss program that join a club. By offering a dual strategy of nutrition and fitness that is tailored to their needs, the response is a resounding YES!

Q: How are expenses handled?

A: With our turnkey program all expenses are handled by us. First we prepare a marketing agreement that is signed off on by both parties. ISA then advances all the necessary costs to run the campaign.

Q: What is the expected return on the pieces mailed?

A: This varies with each market but after 12 years we have been able to refine the process into very predictable terms. Responses range between 0.5% to 1.5% and higher.

Q: What results have other clubs seen?

A: On average we are able to consistently enroll 75-150 new members in each campaign.

Q: What is required of the club owners, managers and employees?

A: Your complete support, enthusiasm and energy! Our team will train your staff on phone calls, appointment setting and our sales manager will handle all sales, but the staff must be behind us 100% and ready to embrace all the new members coming in.

Q: How long does it take to complete the marketing plan?

A: We can usually wrap everything up in 3-4 weeks. In some circumstances this could be shorter or longer. We are not as concerned with time as much as we are with maximizing the success of the campaign.

Q: What is the difference between a receivables building promotion verses a cash promotion?

A: A receivables building promotion is one that is based upon selling long term membership agreements to build your club's monthly membership revenue and a cash promotion is based more on selling short term memberships to raise cash for specific needs.

Q: How will this effect my normal sales and does ISA take all walk in's?

A: ISA only sells the prospects it generates through advertising. Because ISA prospects are drawn in to the weight management program they are easily screened. Your normal sales should continue as usual.

Q: How many times per year can this program be implemented?

A: We recommend 2-3 campaigns per year. This way it remains fresh and exciting. It's like a shoe, the more you wear it the older it looks. We use our hands on experience to make the right recommendations.

Questions and Answers

Q: Is this a licensed program and can I use the materials any time I wish?

A: Ameri-Shape has invested heavily in the development and refinement of our business and marketing processes and is a trademarked program that cannot be used outside a licensing agreement. However, the knowledge and expertise you gain as a witness of our processes can be beneficial in reshaping your views on advertising and what really works. We are happy to see you prosper above and beyond our contract.

Q: Is the nutrition plan complicated and difficult to administer?

A: NO! In fact, it is so simple that often, those accustomed to following complex systems feel deflated initially. This is overcome with good coaching, patience and support. It's all about burning calories, fueling the body and eating for good health. Anyone can pick up our plan and do it. That's why we call it the "All Natural NO DIET Plan."

Q: How much money will I have to risk or pay out of my pocket?

A: NONE with our Turnkey program.

Q: What happens if the program doesn't do as well as expected?

A: We are responsible for fronting the expenses, thus, assume the financial risks. In the unlikely event that our goals are not met, you owe us nothing. The worst case scenario is you will have new members bringing new energy into the club.

Coaching Support

Commitment to your new clients is our number one priority. We recognize that individuals have individual needs and Ameri-Shape! along with your facility provides special attention and monitoring for each customer on the weight loss program and fitness program.

Each new member enrolled on the All Natural "No Diet" Weight Loss Membership will be provided the InShape America! "No Diet" Work Book System, Fifteen Day Nutritional Take Off Plan, Grocery List plus ongoing "Coaching Support" to assist with any questions concerning the program.

At Ameri-Shape! we are personally committed to and believe wholeheartedly in our company, and our system. Working together as one with your club is the key to success for many people who desire to lose weight. We would like to offer your club the first opportunity in your city to host this promotion and experience the rapid and exciting growth of this system. Should you have any questions, please call John Rogers at (888) 541-0714. We are now scheduling for the next six months and promotions are conducted in the order they are received. The next step is to request the promotion agreement - review it - sign off and send back in.

Q: How are the monthly payments handled and will I get reports on who is and is not paying?

A: All memberships generated by ISA are billed through a national billing company with a stellar financial record and verifiable history. Membership dues are collected by this third party billing company and dispersed per our signed agreement. Your share of the revenue will be directly deposited into your account each month.

Q: Is it possible to purchase the In Shape America marketing program and conduct the marketing program myself?

A: The short answer is YES. However, to insure that you are making the right decision to run our campaign on your own, we ask you to complete an application and consultation. In most cases we can approve you to run your own campaign with our guidance.

Q: What is the advantage to running the campaign myself?

A: The biggest advantage is you can make more money, providing you are willing and able to advance the expenses to initiate the campaign and are confident in your ability to learn and execute our plan with some training. The best way to find out is to start a discussion with Ameri-Shape. Call John R. today at 1-888-541-0714