

# The **BH** Solution

## NUTRITION TURN-KEY REPORT

*We simplify and support every aspect of providing nutrition so your business can profit and thrive while you transform your community*





## ***An Introduction to Balanced Habits***

Balanced Habits solves the dilemma when it comes to offering a proven, sustainable, and simple system of nutrition. The company was developed specifically for the fitness industry with a simple formula, focusing on real food, with a habits-based approach everyone can stand behind and implement. Your staff is trained and supported by a professional team of nutritionists, registered dietitians, lifestyle experts, and business & marketing professionals.

Since 2013, Balanced Habits has supported over 175,000 clients in reaching their goals across our network of 300 food coaches and 150 authorized partner providers in the USA and Canada. As former professional athletes, coaches, and gym owners, founders Paul and Carolyn Fetters have a lifelong passion for helping others reach their health, fitness, and weight loss goals. So if you're a company that prides itself on changing and improving lives as we do, we invite you to read through this report to learn how Balanced Habits can help you simplify and support every aspect of delivering nutrition to your customers.



Schedule Your Free Call Now

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# How is Balanced Habits Different from Other Nutrition Programs?

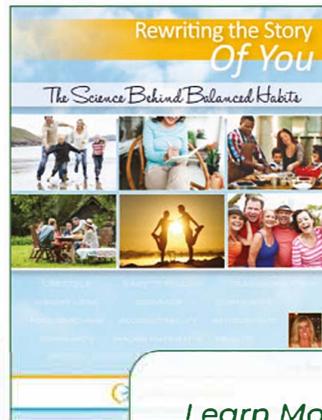
What separates Balanced Habits from the a reputable nutrition company, like Precision Nutrition? It's not necessarily the philosophy of nutrition, but rather the options and opportunity we provide. We're not trying to compete with them, and we're honored to be compared to them. See for yourself where we are more different than alike.



|  |   |   |
|--|---|---|
| Nutrition Certification (NASM)   | ✓ | ✓ |
| Short term & Long term Programming   | ✓ |   |
| Program Training   | ✓ |   |
| Program Materials (BOOKLET/FOOD JOURNALS/BH APP)                                 | ✓ |   |
| Technology (REPORTING/ORDERING/SUPPORT/ BH APP)                                  | ✓ |   |
| Marketing Resources & Support (PRINT/EMAIL/SOCIAL MEDIA)                         | ✓ |   |
| Business, Marketing, & Sales Coaching  | ✓ |   |
| Backed by a Team of Registered Dietitians, Nutritionists, and Nutrition Experts) | ✓ | ✓ |

# What Is Your Nutrition Philosophy Based On?

"Macronutrient based nutrition" offers a simple formula people can easily understand, manage, and implement. This approach takes into account what the body requires (protein, carbohydrates and healthy fats) to elicit a proper metabolic response. Unlike a diet program, that counts calories and employs other foolish tactics for short-term results, Balanced Habits provides solutions that are based on consuming real food in the right portions for proven results. Our programs allow a tremendous amount of freedom, which is essential to developing a healthy and sustainable lifestyle. In-fact, our company motto is: "Our goal is simple, it's to help you reach yours." With our certification and training support, your staff will be educated and guided how to coach your customers with our customized, yet scalable, macronutrient based nutrition programming. Our team of nutritionists, registered dietitians, fitness, and lifestyle experts, are all motivated to support and educate your team to excellence.



## **Learn More**

*about "macronutrient based nutrition" by reading "The Science Behind Balanced Habits."*

# What Comes Included In A Balanced Habits Partnership?



- ✓ Nutrition Certification
- ✓ Short term & Long term Programming
- ✓ Program Training
- ✓ Program Materials  
(BOOKLET/FOOD JOURNALS/BH APP)
- ✓ Technology  
(REPORTING/ORDERING/SUPPORT/ BH APP)
- ✓ Marketing Resources & Support  
(PRINT/EMAIL/SOCIAL MEDIA)
- ✓ Business, Marketing, & Sales Coaching.

# Nutrition Certification & Programming

## NUTRITION CERTIFICATION

Balanced Habits provides all the training necessary for an individual to be able to facilitate and coach the program desired in each facility. Our course content covers nutrition science, marketing, sales, core job requirements, as well as training on how to actually work with clients. The training received is enough to bring anyone up to Food Coach "ready" in just a matter of days so you can start supporting your clients better. Partaking in Balanced Habits Food Coach certification racks up 1.4 CEUs for one of the premiere Personal Training certification companies, NASM.



## NUTRITION PROGRAMMING



KICK START is our group event that is held 3 times each year where participants are encouraged to see what health and fitness goals they can accomplish in just 28 days. Nearly 75,000 participants have been able to KICK START their health and fitness since 2018 due to the camaraderie, support, and accountability that this community approach provides.

### Benefits Include:

- ✓ Being able to offer a scalable, profitable, community event for your members.
- ✓ Use as a Lead Gen to bring in new members from your community.
- ✓ Easy to promote and deliver while offering a nutrition program your whole team can stand behind.



LIFE is our long term one-on-one program offered to clients in 3, 6, or 12 month increments. Approximately 50,000 health seekers have been guided to incredible and long-lasting results through our LIFE program.

### Benefits Include:

- ✓ Offering 100% of the solution to your members' weight loss goals
- ✓ A customizable program structure for all members, no matter what their goal.
- ✓ Having an additional profit center for your business.



Nutrition Turn-Key Report

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# Program Materials & Technology

## PROGRAM MATERIALS

The two core Balanced Habits programs (KICK START and LIFE), our corporate wellness option (KICK START On the Go), and our lead gen programs (BOOST) are supported by paperback materials to assist Food Coaches while servicing their clients. Each booklet outlines the basics of their respective programs, includes frequently asked questions, tips, food options and ideas with proper portion sizes, and space for journaling providing the accountability required for a Food Coach to successfully identify areas of improvement for their clients. Balanced Habits also regularly releases digital versions of various Lead Generation materials such as our 3 Day Meal Plan, Pizza Recipes, and many more.



## TECHNOLOGY

The technology BH provides is one of our most valued assets. Using our proprietary algorithm, the technology we offer creates individual data bases and reports, tracking results and progress. Being able to provide progress reports to your members, demonstrating, what is occurring with their body composition offers a professional component that is extremely valuable. When the healthcare system joins the fitness industry, this asset will be required to take advantage of these new customers looking to the fitness industry for support with their nutrition.

In addition to Balanced Habits' unique calculation and client tracking software, we have also created an app for each program, for additional coaching, support, education and daily interaction. Each app is complete and ready to employ for any participant of a BH Programs. Let's face it, teaching someone how to properly eat is in large part counseling, which is where the app offers the greatest benefit and time-saving for our coaches.



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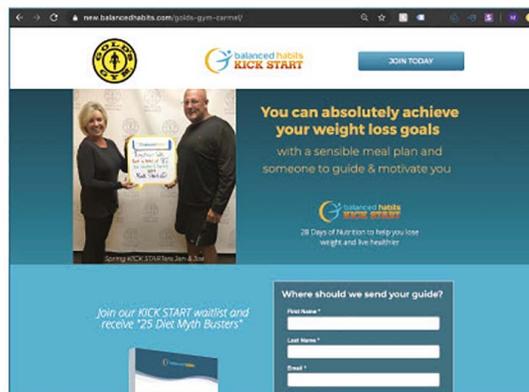
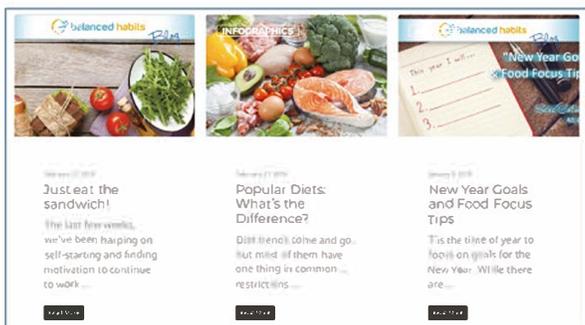
# Marketing Resources & Support

## MARKETING RESOURCES

In addition to providing the most comprehensive nutrition program on the market, Balanced Habits also goes beyond the simple delivery of our services by providing everything a business would need to successfully market your programs. Marketing for nutrition can be tricky and years of extensive R&D has allowed us to refine our strategies and pass our insights and resources to our Partners. Marketing resources include print ads and materials, email campaigns, done-for-you landing pages, lead generating eBooks, click and share social media posts, social media images and campaigns, and sharable online blog posts.

## SUPPORT

Marketing support includes monthly online group coaching, weekly updates and tips within our private Facebook groups, and the ability to schedule one-on-one consultations with BHHQ's marketing team.



# Business, Marketing & Sales Coaching

## BALANCED HABITS THINK TANK

Another feature that sets Balanced Habits apart from other nutrition programming companies is our business support. Balanced Habits hosts monthly, or weekly, support calls depending on the season and focus of our partners. Guided by our ever-expanding program Playbooks, the purpose of these calls is to review implementation and best practices, introduce new marketing materials and training updates, set goals and assess progress, and interact as a vast team of experts to make sure we are all well-supported and informed.



## PRIVATE GROUPS & CONSULTATIONS

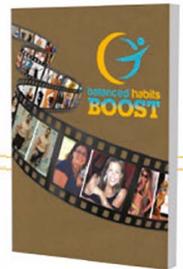
Balanced Habits also facilitates our community of Business Owners and Food Coaches through private Facebook groups. There you and your Food Coaches can ask questions, share successful strategies and insights, receive tips and guidance, and get notified of important events and updates. The staff at BH-HQ is also available for one-on-one consultations to help you strategize and find solutions to any obstacles you may encounter throughout the growth of your programs.



# What Are Your Various Membership Options?

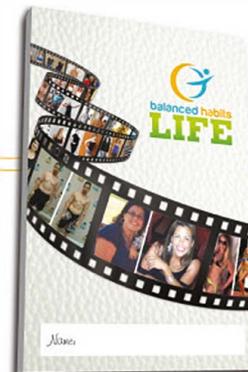
## TIER 1

**28 Day KICK START**  
**KICK START On the Go** (Corporate Option)  
**BOOST** (Comprehensive Lead Generation)  
**3 Day Meal Plan** & more (Lead Magnets)  
**BH App**



## TIER 2

**LIFE** (3, 6, or 12 months)  
**BOOST** (Comprehensive Lead Generation)  
**Balanced Habits Recipes FüdStar Club**  
**3 Day Meal Plan** & more (Lead Magnets)  
**BH App**



## TIER 3

**28 Day KICK START**  
**LIFE** (3, 6, or 12 months)  
**BOOST** (Comprehensive Lead Generation)  
**Balanced Habits Recipes FüdStar Club**  
**3 Day Meal Plan** & more (Lead Magnets)  
**BH App**

# What is the Potential Value of Each Program?

## RETURN ON INVESTMENT

Having multiple profit centers is a must in today's competitive climate.

By offering nutrition, you will be providing a high end program your members both need and would be willing to pay for, just like your personal training departments. It's time for the fitness industry to benefit from the high demand of a nutrition solution.

|  | Participants | Gross Revenue | Hard Cost | Staff Cost | Subscription | Net Profit | R.O.I. |
|--|--------------|---------------|-----------|------------|--------------|------------|--------|
| KS @ average \$229 (3 x a year)<br>Staff based on 45 hours at \$15.00            | 90           | \$20,610      | \$2,340   | \$2,025    | \$2,988      | \$13,257   | 155%   |
|  | 150          | \$34,350      | \$4,680   | \$4,050    | \$2,988      | \$22,632   | 152%   |
|  | 225          | \$51,525      | \$7,605   | \$4,050    | \$2,988      | \$36,882   | 140%   |
|  | 300          | \$68,700      | \$10,530  | \$4,050    | \$2,988      | \$51,132   | 134%   |
|  | 450          | \$103,050     | \$16,380  | \$6,075    | \$2,988      | \$77,607   | 133%   |

|  | Participants | Gross Revenue | Hard Cost | Staff Cost | Subscription | Net Profit | R.O.I. |
|--|--------------|---------------|-----------|------------|--------------|------------|--------|
| LIFE @ average \$149 x 6 mo (\$894)<br>Staff based on 10 hours per 6 mo program    | 50           | \$44,700      | \$3,450   | \$7,500    | \$5,388      | \$28,362   | 74%    |
|  | 75           | \$67,050      | \$5,175   | \$11,250   | \$5,388      | \$45,237   | 132%   |
|  | 100          | \$89,400      | \$6,900   | \$15,000   | \$5,388      | \$62,112   | 162%   |
|  | 125          | \$111,750     | \$8,525   | \$18,750   | \$5,388      | \$78,987   | 175%   |

|    | Participants | Gross Revenue | Hard Cost | Staff Cost | Net Profit | R.O.I. | Cost per Person |
|--|--------------|---------------|-----------|------------|------------|--------|-----------------|
| OTG Corporate KS (\$199 per), (Including fitness 2 x wk, Bootcamp (\$150 per wk) & 2 Seminars @\$250 ea)<br>Staff based on 30 hours at \$27.00 | 50           | \$11,050      | \$950     | \$810      | \$9,275    | 422%   | \$221           |
|  | 100          | \$21,000      | \$1,900   | \$810      | \$18,275   | 570%   | \$210           |
|  | 150          | \$30,950      | \$2,400   | \$1,620    | \$26,900   | 564%   | \$206           |
|  | 200          | \$40,900      | \$3,800   | \$1,620    | \$35,450   | 550%   | \$204           |

|  |                   |
|---|-------------------|
| Participants  | Yearly Net Profit |
| 90/50   | \$41,619          |
| 150/75  | \$67,869          |
| 225/100   | \$98,994          |
| 300/125   | \$130,119         |
| 450/125   | \$156,594         |

# How Do I Begin?

## BECOMING A PARTNER

- 1** **Schedule A Call**  
and complete a short business assessment to help us prepare for your consultation
- 2** **Attend Consultation**  
and determine which membership option is best for your club
- 3** **Sign Up**  
and begin your certification and training



## PROGRAM LAUNCH

