



L I V E W E L L

I N T E R N A T I O N A L

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MEMBERSHIP GUIDE

2009 – 2010



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“One of the true joys in life is to earn money doing something you're passionate about - that is also making a great contribution in the lives of others.” -- Bob Proctor



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Company Overview

Live Well International is a wellness, business and leadership development company with clients and Certified Live Well Coaches in seven countries. Founded by Carmen Marshall, Wellness Expert, USANA Diamond Director, and Million Dollar Club Member, Live Well International runs Wellness Seminars that focus on creating balance in nutrition, fitness, stress reduction, prosperity and purpose in life.

Team Live Well and Certified Live Well Coaches are USANA Associates who have partnered with Live Well as a **Training & Leadership Development Company** to create a part or full-time income utilizing Live Well's successful Wellness Business Model and training systems. USANA Associates working with Live Well position **USANA Health Sciences as their Product Partner, Dr. Ray Strand as their Medical Partner** and **Live Well International as their Training Partner**. USANA Health Sciences supplies the highest-quality products on the market, Dr. Ray Strand supplies the clinically proven, science-based health programs and Live Well supplies the wellness business and leadership training.



WELLNESS
BUSINESS
MODEL

Healthy for Life
Ray D Strand, M.D.



Live Well International Membership Comparison Chart

Your Live Well Membership gives you access to the Live Well Back Office Training Center and your own Personal Live Well Website.

Benefit		TEAM LIVE WELL	CERTIFIED LIVE WELL COACH
Annual Membership Fees		\$199 or 12 payments of \$19.95	\$499 or 12 payments of \$49.95 (\$299 Annual Renewal)
1	Personalized Live Well Website	X	X
2	Weekly Webcast Training (Every Monday)	X	X
3	Monthly Webcast Training with Dr. Strand	X	X
4	8 Week Business Action Plan/Training	X	X
5	Health & Wellness Spa Seminar System™	X	X
6	Live Well RESET Challenge Bootcamp System™	X	X
7	Archived Webcast Library	X	X
8	Live Well Follow-up System	X	X
9	Team Live Well Yahoo! Group	X	X
10	Live Well e-Newsletter	X	X
11	Team Live Well Marketing Store	X	X
12	30% Savings on Dr. Strand's Programs	X	X
13	Secured Coaches Corner Access		X
14	Live Well Nutrition Seminar System™		X
15	Weekly Coach/Leadership Call with Carmen		X
16	Creating a Go-RED/Leader Team System		X
17	Creating Local Leadership Teams System		X
18	Coach Marketing Store (Labels, Cards)		X
19	Live Well Email Address		X
20	Certified Live Well Coach™ Title		X

And much more! The above chart represents just the beginning. Detailed descriptions are listed below. Purchase your membership at www.livewellintl.com --> Live Well Store

TEAM LIVEWELL

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Team Live Well Membership

The Team Live Well Membership gives you tools, philosophies, strategies and systems that Carmen Marshall has personally developed and used over the past 10 years to grow her business. The Live Well Back Office Training Center was designed to help you build your businesses with both initial and ongoing training that is effective, streamlined and fun!

\$199/year, or 12 payments of \$19.95 - Purchase at www.livewellintl.com, Live Well Store

Benefits of the Team Live Well Membership

- Your own **Personalized Live Well Website!***
- **Weekly Webcast Training** (also archived and available 24/7) personally hosted by Carmen Marshall and other leading health, prosperity, business and lifestyle experts
- **Monthly Webcast Training with Dr. Ray Strand**, author of *Healthy for Life* and Live Well International's Medical Partner (You may also invite your Preferred Customers to Dr. Strand's Live Well Webcasts!)
- **8 Week Business Action Plan** that is integrated with the USANA eApprentice (for both new and veteran Associates)
- **Goal Setting Training** - both high-level (annual) and detailed (weekly)
- Carmen Marshall's **Health & Wellness Spa Seminar System™**, including detailed outlines, scripts, invites and more
- The **Live Well RESET Challenge Bootcamp System™** - Launched in 2009, this system generates HUGE volume and customers for life
- Online Training, from **Getting Started** to How to do **Wellness Seminars, 1x1's, Business Presentations, Lead People to Buy, Train your team, Find and Create Leaders** and much more!
- **Live Well Follow-up system** that enables you to properly follow-up and stay in contact with your clients and team members.
- Team Live Well **Document Library** and **Archived Webcast Library** containing Business, Product, Health, Dr. Strand and Personal Development Training
- **Team Live Well Yahoo! Group** Access
- Weekly **Live Well Strategy e-Newsletter** to educate Preferred Customers and Team Members

- Access to **Team Live Well Marketing Store** for Business Cards, Seminar Postcards, Return Address Labels and much more!
- Savings on **Dr. Strand's Team Leader Certification** and **drraystrand.com** – up to 35%, only available to Live Well Members!
- A community of **like-minded people with a common purpose** – to improve the quality of their own lives and others.

*Your **Personal Live Well Website** features:

- Includes picture, bio, certification, direct contact information
- Includes the **Live Well FREE Online Nutrition Seminar**, just click and play! Great for prospecting and training as customers access it through YOUR site
- **Link to your USANA Store to sell USANA products online from YOUR store!**
- Details of **RESET, Phase I and Phase II** for your clients to read
- Descriptions of **Team Live Well** and the **Certified Live Well Coach Program** for prospecting new Team Members and Coaches
- **Easy sign-up for the Live Well Strategy e-Newsletter** for your clients and prospects
- **Link to the Live Well Store** to purchase various items such as **Live Well Branding Items and Lifestyle Products**, bestselling business and personal development books such as Dr. Strand's, Dr. Christiane Northrup, Vital Choice products, and much more!
- **Customizable** through your Live Well Back Office Training Center
- Perfect **Prospecting** and **Credibility** tool!
- **Simple URL** to print on business cards, www.livewellintl.com/firstlast
- **Easy to set-up** and maintain, just enter information and go!
- See www.livewellintl.com/annlisagawenus and www.livewellintl.com/susansamuels for examples



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Certified Live Well Coach and Leadership Membership

\$499 1st year, or 12 payments of \$49.95 - Purchase at www.livewellintl.com, Live Well Store \$299/year Renewal, only \$100 more per year than the basic Team Live Well Membership!

Benefits of the Certified Live Well Coach Membership:

All of what **Team Live Well** has plus the following:

- Your own **Personalized Certified Live Well Coach Website!****
- **Coach Secured Area** on the Live Well Back Office with Coach Only info and links
- **Nutrition Seminar System™** including PPT Presentations, all documents and marketing tools - The Nutrition Seminar System is only available to Certified Live Well Coaches
- **Weekly Leadership Coach Call** (also known as the Go-RED Group Call) with Live Well Founder, Carmen Marshall. Topics include business and team development, marketing, presentation, personal development and coaching skills
- **Live Well Leadership Systems** – How to Create Your Own Go-RED (Go Ruby, Emerald, Diamond) Group & How to Create Local Leadership and Presentation Teams
- Coaches Document Library
- Access to the **Live Well International Marketing Store** including logos, business cards, email signature, return address labels, and note cards. The Live Well International branding is only available to Certified Live Well Coaches and is different than the Team Live Well business cards and branding items
- Your **own Live Well email address** (firstname.lastname@livewellintl.com)
- **Ability to brand yourself as a Certified Live Well Coach** for credibility or simply integrate the Live Well Systems into your current practice
- **Masterminding** with top leaders in Team Live Well

****Your Personalized Certified Live Well Coach Website features:**

- Includes picture, bio, certification, direct contact information
- Certified Live Well Coach Title
- Includes the **Live Well FREE Online Nutrition Seminar**, just click and play! Great for prospecting and training as customers access it through YOUR site
- **Link to your USANA Store to sell USANA products online from YOUR store!**
- Details of **RESET, Phase I and Phase II** for your clients to read
- Descriptions of **Team Live Well** and the **Certified Live Well Coach Program** for prospecting new Team Members and Coaches
- **Easy sign-up for the Live Well Strategy e-Newsletter** for your clients and prospects
- **Link to the Live Well Store** to purchase various items such as **Live Well Branding Items and Lifestyle Products**, bestselling business and personal development books such as Dr. Strand's, Dr. Christiane Northrup, Vital Choice products, and much more!
- **Customizable** through your Live Well Back Office Training Center
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Note: Leaders who do not necessarily want to call themselves Certified Live Well Coaches (if they have another business or job title they would like to use) would still purchase this membership for the leadership/team building training as the same tools are used for both Live Well Coaches and Leaders. These leaders position Live Well as their Training Company and still use their own company's branding/name for marketing.

Requirements To Become A “Certified Live Well Coach”

You may purchase the CLWC/Leadership membership at any time, even if this is your first day in USANA, and have access to all Coach Documents, Systems, Trainings and Leadership calls immediately. You are a “Coach in Training” until you have completed the requirements. We ask that you stay on mute on the Go-RED call while you are a coach in training, but highly suggest listening to the calls. ☺

However, to be certified by Live Well International and use the title Certified Live Well Coach™ or Live Well International Logo in any way, you must complete and be doing the following requirements listed below. This enables us to keep the integrity and caliber of our Live Well Coaches at the highest standard. You will receive a Certified Live Well Coach Certificate signed by Dr. Ray Strand when you pass and complete your Healthy for Life Team Leader Certification online test and have purchased the Certified Live Well Coach Membership.

1. **USANA Builder** or above
2. **Completed the 8 Week Training Schedule** on the Live Well Back Office Training Center
3. Completed the **Healthy for Life Team Leader Certification Program** with Dr. Strand and passed the final exam – Dr. Strand’s office will notify us quarterly
4. Doing **your own Wellness Seminars or 1x1’s**
5. Registered for a **USANA International Convention** (USA or Asia Pacific), and attend annually (unless extenuating circumstances)
6. **Active participant in all trainings**, including:
 - a. **Weekly Team Live Well Webcast Training**, Mondays, 7:00-7:30 pm MT or view recordings
 - b. Once a month **local Health & Freedom Presentations and/or Nutrition Seminars** in your area
 - c. **Local Super Saturdays or Live Well Weekend Trainings** as available
 - d. **Weekly Leadership Coach Call** (also known as the GO-RED Group Call), 8:00-8:30 am MT Monday mornings (you will have access to this call when you have purchased the Certified Live Well Coach Membership)
7. **USANA Life Master’s on autoship** and have completed and/or have ordered the **Recommended Business Tools** on the Team Live Well Back Office Area
8. Committed to the **Live Well Lifestyle** (being a product of the product)
9. Committed to being a **positive and proactive leader** and growing your business.
10. Always **working with integrity** with Live Well International, Team Live Well and USANA Health Sciences.