



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

2010 – 2011

Table of Contents

- Company Overview3**
 - Who Are Clients?3
 - Who Are Members?3
 - Our Mission Statement4
 - Connect With Us.....4
- Live Well Membership Comparison Chart5**
- Team Live Well Membership6**
- Certified Live Well Coach and Leadership Membership8**
 - Requirements To Become A "Certified Live Well Coach" 10

“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, training and leadership development company with clients and Certified Live Well Coaches in eight 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. **Live Well Memberships are open to all USANA Associates Worldwide.**

Who Are Clients?

Our clients come to us from different backgrounds all wanting the same thing – optimal health. Our clients include weight loss seekers, world class athletes, parents wanting to instill good habits in children, business travelers looking for healthy & convenient options, and individuals wanting to increase energy, improve health parameters, or simply go from good to great!

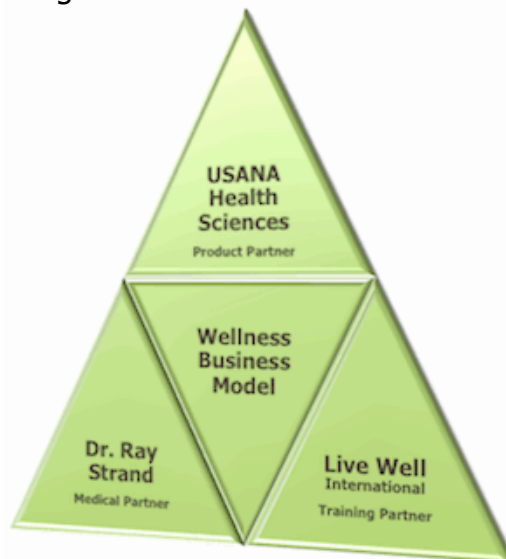
Who Are Members?

Our members are USANA Associates partnering with Live Well International to create a part- or full-time income using the Live Well Systems, Trainings, and Business Development Model; from the mom wanting to make a little extra income to the well-known Medical Doctor integrating our programs into his or her existing practice.

Other examples of members include entrepreneurs, business owners, chiropractors, nutritionists, Pilates, yoga and fitness instructors, life and sport coaches, presenters, massage therapists, acupuncturists and wellness practitioners who want to enhance their practices with the Live Well Programs and products.

Our Wellness Business Model

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.



Our Mission Statement

To provide the highest quality lifestyle programs, products and education for our clients around the world.

To provide an effective business model for Team Live Well and Certified Live Well Coaches with valuable coaching, training, and business development programs.

Above all, to inspire, teach and embody The Art of Balanced Living.

Connect With Us

On the web - <http://www.livewellintl.com>

On YouTube - <http://www.youtube.com/livewellintl>

Become a Fan on Facebook - <http://www.facebook.com/livewellintl>

Carmen Marshall on Facebook - <http://www.facebook.com/carmenmarshall>

Elizabeth Rider on Facebook - <http://www.facebook.com/elizabeth.n.rider>

Live Well Membership Comparison Chart

Your Live Well Membership gives you access to the Live Well Back Office Training Center with the benefits listed below.

Purchase at www.livewellintl.com → Store

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	Live Well 5 Day RESET Autoresponder Emails	X	X
8	Archived Webcast Library	X	X
9	Document Library and Audio File Library	X	X
10	Live Well Follow-up System	X	X
11	My Weekly Action Plan System	X	X
12	Team Live Well Yahoo! Group	X	X
13	Live Well Strategies e-Newsletter and Archive	X	X
14	Team Live Well Marketing Store	X	X
15	30% Savings on Dr. Strand's Programs	X	X
16	Secured Coaches Corner Access		X
17	Live Well Nutrition Seminar System™		X
18	Weekly Coach/Leadership Call with Carmen		X
19	Live Well Self Care Seminar Presentation		X
20	Creating a Go-RED/Leader Team System		X
21	Creating Local Leadership Teams System		X
22	Coach Marketing Store (Labels, Cards)		X
23	Live Well Email Address		X
24	Certified Live Well Coach Certificate		X
25	Certified Live Well Coach™ Title		X

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 → 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
- **Live Well 5 Day RESET Autoresponder Emails** – 6 days worth of tips and motivation for your clients doing the RESET
- 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

- **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 **draystrand.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
- Displays the **Team Live Well Logo**
- Includes both the **NEW! Online Health & Wellness Spa Seminar and Online Live Well 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!**
- **NEW! Wellness Center** with full descriptions of the **Wellness Programs** we offer, **Sensé Science-Based Skincare**, **USANA as our Product Partner** and **Dr. Strand as our Medical Partner**
- Details of **RESET, Phase I, Phase II, The Live Well Program, and 5 Week RESET Challenge Bootcamp** for your clients to read
- **NEW! Entrepreneurship Page with recorded Health & Freedom Presentation**
- **Easy sign-up for the Live Well Strategy e-Newsletter** for your clients and prospects
- **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!
- Check out the **Live Well International YouTube Channel** for a preview of a Personalized Live Well Website! www.youtube.com/livewellintl



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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
- Live Well Self Care Seminar Presentation
- 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:**

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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.