





Best Practices for dotFIT Nutrition Programming + Marketing Resources Overview





WHY dotFIT?



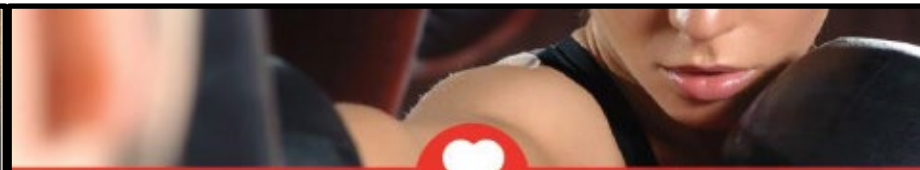
dotFIT CONNECTS THE DOTS BETWEEN NUTRITION, EXERCISE & MEMBER RESULTS

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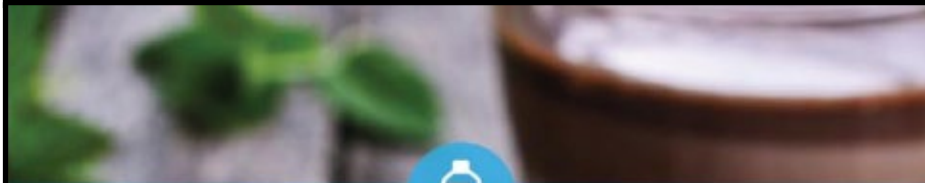
1

NUTRITION



2

EXERCISE AND
MOVEMENT



3

DIETARY SUPPORT



4

COACHING AND
ACCOUNTABILITY



Your Fitness. Connected.

dotFIT™



WHY dotFIT?



SCIENCE + SERVICE = SUCCESS

.....

*dotFIT delivers the **science** through the program and products so you can deliver the **service** your members need to succeed, which in turn helps drive your business.*



Your Fitness. Connected.

dotFIT™

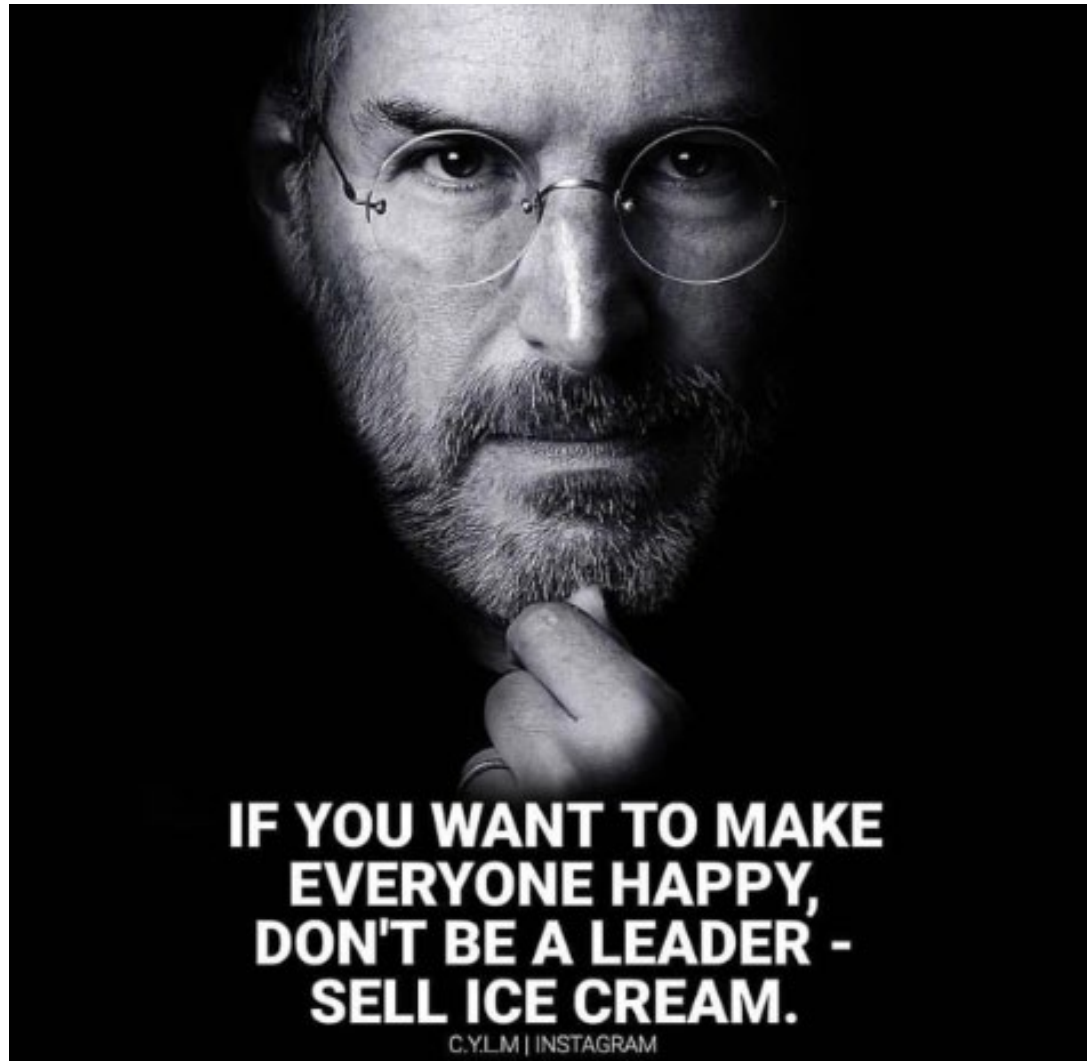


SCIENCE + SERVICE = SALES

- Top 5 Clubs in 2022 (monthly average including online purchases)
 - ✓ \$30,671 – Northwest Fitness Co. WA
 - ✓ \$21,142 – MUV Fitness, North Spokane WA
 - ✓ \$20,653 – MUV Fitness, East Spokane WA
 - ✓ \$19,724 – In Shape Fitness, CT
 - ✓ \$17,032 – UFC GYM, Torrance, CA



WHY dotFIT?



**IF YOU WANT TO MAKE
EVERYONE HAPPY,
DON'T BE A LEADER -
SELL ICE CREAM.**

C.Y.L.M | INSTAGRAM



Your Fitness. Connected.

dotFIT™



BEST PRACTICE: LEAD BY EXAMPLE

- Leaders **exemplify** and protect a dotFIT nutrition culture
 - ✓ They incorporate dotFIT nutrition into their services
 - ✓ They learn and use the products themselves
 - ✓ They create a team identity that values nutrition as a key service to drive results, retention, and revenue
 - ✓ They teach and train their team consistently and continuously





BEST PRACTICE: INSPECT WHAT YOU EXPECT

- Are trainers being onboarded with dotFIT?
 - ✓ Trainers follow **Getting Started** process in Trainer Account
 - ✓ Use **Certification Report** in Club Admin Account
- Are trainers being taught how to effectively present nutrition?
 - ✓ Use the **Forms and Sample Scripts** in dotFIT Tools
- Are trainers servicing their clients by creating dotFIT programs and entering measurements regularly to check progress?
 - ✓ Use the **dotFIT Member Usage Report** in your Club Admin Account



BEST PRACTICE: EDUCATE + REWARD

- Are trainers being taught and encouraged to present dotFIT products to every client?
 - ✓ Use [Quick Reference Guide](#) and [Study Guide](#)
 - ✓ Use Product Videos & One Pagers in [Product Resource Library](#)
 - ✓ Use [PDSRG](#) for deep dives
- Are trainers aware of [dotFIT Perks](#)?
 - ✓ Free CEUs to renew PT certification
 - ✓ Online 40% discount
 - ✓ Monthly [Fit Pro Rewards](#): online coupons + quarterly cash
 - ✓ Are you [submitting](#) Fit Pro Rewards numbers every month?
 - ✓ Neal's Ranch Experience



NUTRITION PROGRAMMING WITH RECOMMENDATION FORMS IN dotFIT TOOLS>[CLIENT FORMS](#)





Fitness Success Plan

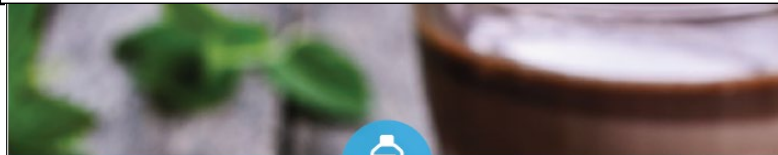


1

NUTRITION

Daily
Calorie
Intake
Target:

Recommended
grams of
Protein/Day
(1 gram per
pound of LBM):



3

DIETARY SUPPORT

☐

Weight Loss Bundle

☐

Muscle Gain Bundle

☐

Performance Bundle

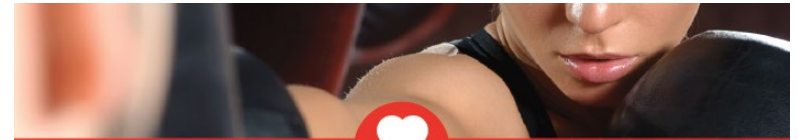
☐

Health/Playspan Bundle

Member Name: _____

Trainer: _____ Date: _____

Starting Weight: _____ Body Fat: _____ LBM: _____



2

EXERCISE AND MOVEMENT

Estimated
Daily
Calorie
Burn:

Coach's
Recommended
Steps
per Day
Goal:



4

COACHING AND ACCOUNTABILITY

S	M	T	W	T	F	S

Personal Training: PT Group Training: GT Classes: C Rest: R

Fitness Success Plan

Client Name: _____

Trainer Name: _____

☐ Weight Loss

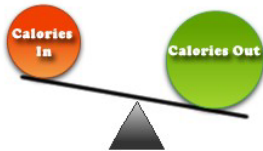
☐ Muscle Gain

☐ Improve Performance

☐ Health/Playspan



Weight Maintained
Isocaloric Balance
Energy In = Energy Out



Weight Loss
Negative Caloric Balance
Energy In < Energy Out



Weight Gain
Positive Caloric Balance
Energy In > Energy Out

Starting Weight: _____ Starting BF%: _____ Starting LBM (lbs): _____

Goal Weight: _____ Goal BF%: _____

Timeline for Goal: _____

Reason for Goal: _____

1 FOOD INTAKE RECOMMENDATION

Daily Calorie
Budget:

Suggested
grams of
Protein/Day:
(1 g/lb of LBM)

2 CALORIE BURN RECOMMENDATION

Daily Calorie
Burn:

Steps per Day
Goal:

3 WORKOUT PLAN ACCOUNTABILITY

M	T	W	TH	F	S	SU
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PT = Personal Training

GT = Group Training

C = Cardio

R = Rest

Nutrition Success Plan

Client Name:

Trainer Name:

4

SUPPLEMENT PLAN RECOMMENDATION

dotFIT
PURE PROMISE™

- ✓ 3rd Party Tested
- ✓ NSF Certified for Sport
- ✓ Practitioner recommended
- ✓ Effective dosages for results
- ✓ Safe to use as recommended
- ✓ Truth in labeling
- ✓ Accurate nutrient delivery

 Vegan Friendly



Step 3 : PERFORMANCE+SUPPORT

Workout Extreme Pre-Workout	NO7 RAGE Pre-Workout
Extreme Creatine XXL	Muscle Defender L-Glutamine
Creatine Monohydrate	Lean Pak 90 Therm Accel
Amino Formula Vegan Amino Formula	Carb Repel Weight Loss & Liver Support

Step 2 : PROTEIN/MEAL REPLACEMENT

Lean MR	Whey Smooth Protein	Pre/Post Workout Shake Formula
All-Natural Whey Protein	Best Plant Protein	First String Performance & Gainz Shake Formula

Step 1 : NUTRITIONAL INSURANCE & HEALTH

Active MV	Vegan MV	Super Omega-3 Fish Oils	Vitamin D-3	Superior Antioxidant	Digestive Enzymes
Women's MV	Over 50 MV	Super Calcium+	Ultra Probiotic	JointSkinCollagen+	Advanced Brain Health



TYPICAL SCENARIOS

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- Fitness Orientation/Starter Session
- Personal Training Session
- Nutrition Consultation
- Reassessments



STEPS

1. Discuss what the member wants to achieve.
2. Gather information and enter into dotFIT Program
 - Log into Trainer Account
 - Add Client
 - Log into Client Account
 - Complete 4 questionnaires
3. Use the Fitness Success Plan to explain how the client will achieve his/her goal.



BEST PRACTICE: MASTER PROBLEM SOLVING

Framework for Presenting & Closing Using the dotFIT Fitness Success Plan:

1. **Problem** – Identify the problem, need or want
2. **Affirm** – Reinforce the positive
3. **Agitate** the Problem - Point out the biggest mistake/myth that leads to failure
4. **Solve** – Provide a solution to the problem
5. **Call to Action** – Present options and ask your client to make a decision on how to solve the problem.



BEST PRACTICE: MASTER PRESENTING

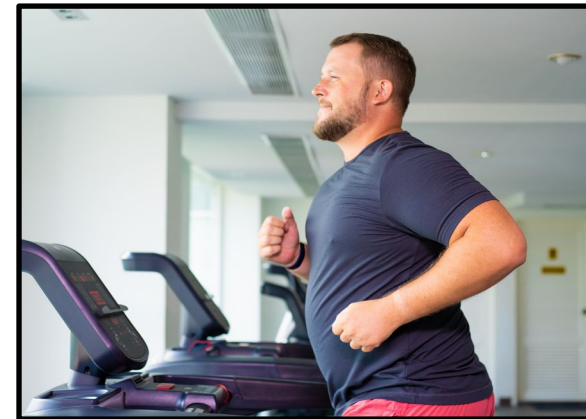
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Problem: Member wants to lose weight

Affirm the Positive: it's great you've already started exercising.

Agitate the Problem:

- Do you know anyone who exercises all the time, but looks exactly the same?
- That's because it takes quite a long time to burn enough calories to lose through exercise alone. Research shows that people who exercise 30 minutes 5 days a week lose ~1/2 lb/month.
- This is the biggest mistake I see people make when starting out. They work really hard and end up getting frustrated and quitting.





BEST PRACTICE: MASTER PRESENTING

Solution:

- A much more effective and efficient approach is to incorporate 4 elements, which we call the pillars of fitness: nutrition, exercise, including resistance training, dietary support, and coaching with regular accountability.
- People who do this lose up to 7 times more weight than those who only exercise. And those who resistance train regularly and eat more protein keep more muscle, protect their metabolism and maintain their results.

dotFIT
GROW STRONG.

Fitness Success Plan

1

NUTRITION

Daily Calorie Intake Target:

Recommended grams of Protein/Day
(1 gram per pound of LBM):

3

DIETARY SUPPORT

☐ Weight Loss Bundle
☐ Muscle Gain Bundle
☐ Performance Bundle
☐ Health/Playspan Bundle

Member Name:

Trainer:

Starting Weight:

Date:

Body Fat:

LBM:

2

EXERCISE AND MOVEMENT

Estimated Daily Calorie Burn:

Coach's Recommended Steps per Day Goal:

4

COACHING AND ACCOUNTABILITY

S	M	T	W	T	F	S

Personal Training: P.T.
Group Training: G.T.
Classes: C.
Rest: R.



BEST PRACTICE: MASTER PRESENTING

Agitate the problem:

- Do you know how many calories your body burns?
- Everyone is different. By knowing how much you burn, we can determine how much you need to eat to put you in a calorie deficit, so you lose weight and keep it off.

Fitness Success Plan

Client Name: _____

Trainer Name: _____

☐ Weight Loss

☐ Muscle Gain

☐ Improve Performance

☐ Health/Playspan

Calories In

Calories Out

Weight Maintained
Isocaloric Balance
Energy In = Energy Out

Calories In

Calories Out

Weight Loss
Negative Caloric Balance
Energy In < Energy Out

Calories In

Calories Out

Weight Gain
Positive Caloric Balance
Energy In > Energy Out



BEST PRACTICE: MASTER PRESENTING

Solution:

- We have the dotFIT Nutrition program to figure your numbers out for you and customize a plan you can stick to.
- You burn approximately X calories a day and you need to consume X amount to reach your goal in 90 days. (fill in the Success Plan)

1

FOOD INTAKE RECOMMENDATION

Daily Calorie Budget:

Suggested grams of Protein/Day: (1 g/lb of LBM)

2

CALORIE BURN RECOMMENDATION

Daily Calorie Burn:

Steps per Day Goal:

1

NUTRITION

Daily Calorie Intake Target:

Recommended grams of Protein/Day (1 gram per pound of LBM):

2

EXERCISE AND MOVEMENT

Estimated Daily Calorie Burn:

Coach's Recommended Steps per Day Goal:



BEST PRACTICE: MASTER PRESENTING

Agitate the problem:

- By reducing your calorie intake and increasing your activity level, you're asking your body to do more work with less food.
- Great for fat loss, but not so great for your energy levels, metabolism or muscle tissue.
- You need to be in a calorie deficit, not a nutrient deficit.





BEST PRACTICE: MASTER PRESENTING

Solution:

- We solve this problem with one of the fitness pillars, dietary support. This fills in the gaps in your diet with a high-quality multivitamin that suits your needs. That way you get nutrients without the calories.
- You may benefit from other essential nutrients if you're not eating enough of certain foods, especially protein, which exercisers and those losing weight need more of.

dotFIT GROW STRONG.		Member Name: _____															
Fitness Success Plan		Trainer: _____ Date: _____															
Starting Weight: _____		Body Fat: _____ LBM: _____															
<div>1 NUTRITION</div> <div> <div>Daily Calorie Intake Target: <input type="text"/></div> <div>Recommended grams of Protein/Day (1 gram per pound of LBM): <input type="text"/></div> </div>		<div>2 EXERCISE AND MOVEMENT</div> <div> <div>Estimated Daily Calorie Burn: <input type="text"/></div> <div>Coach's Recommended Steps per Day Goal: <input type="text"/></div> </div>															
<div>3 DIETARY SUPPORT</div> <div> <input type="checkbox"/> Weight Loss Bundle <input type="checkbox"/> Muscle Gain Bundle <input type="checkbox"/> Performance Bundle <input type="checkbox"/> Health/Playspan Bundle </div>		<div>4 COACHING AND ACCOUNTABILITY</div> <table border="1"> <tr> <td>S</td> <td>M</td> <td>T</td> <td>W</td> <td>T</td> <td>F</td> <td>S</td> </tr> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> </table>		S	M	T	W	T	F	S	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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<div>Personal Training: PT Group Training: GT Classes: C Rest: R</div>																	



BEST PRACTICE: MASTER PRESENTING

Solution:

- Use the dotFIT Program to fill in the Fitness Success Plan
- Start with the multivitamin:
 - The Women's MV is your nutritional insurance, it gives you nutrients without the calories to support your energy, health and metabolism
- Select a protein shake formula next
 - The LeanMR gives you extra protein and fiber to manage hunger and protect your muscle. Use this 1-2 times a day in place of your meals/snacks to double your weight loss.

3 DIETARY SUPPORT

☐ Weight Loss Bundle ☐ Muscle Gain Bundle

☐ Performance Bundle ☐ Health/Playspan Bundle

Nutrition Success Plan

Client Name: _____

Trainer Name: _____

4 SUPPLEMENT PLAN RECOMMENDATION

dotFIT PURE **PROMISE**

- ✓ 3rd Party Tested
- ✓ NSF Certified for Sport
- ✓ Practitioner recommended
- ✓ Effective dosages for results
- ✓ Safe to use as recommended
- ✓ Truth in labeling
- ✓ Accurate nutrient delivery

Step 3 : PERFORMANCE+SUPPORT

Workout Extreme Pre-Workout	NO7 RAGE Pre-Workout
Extreme Creatine XXL	Muscle Defender L-Glutamine
Creatine Monohydrate	Lean Pak 90 Therm Accel
Amino Formula	Carb Repel
Vegan Amino Formula	Weight Loss & Liver Support

Step 2 : PROTEIN/MEAL REPLACEMENT

Lean MR	Whey Smooth Protein	Pre/Post Workout Shake Formula
All-Natural Whey Protein	Best Plant Protein	First String Performance & Gainz Shake Formula

Step 1 : NUTRITIONAL INSURANCE & HEALTH

Active MV	Vegan MV	Super Omega-3 Fish Oils	Vitamin D-3	Superior Antioxidant	Digestive Enzymes
Women's MV	Over 50 MV	Super Calcium+	Ultra Probiotic	JointSkinCollagen+	Advanced Brain Health

Vegan Friendly



BEST PRACTICE: MASTER PRESENTING

Solution (continued):

- Use the dotFIT Program to fill in the Fitness Success Plan
- Select recovery or goal-specific product next:
 - The WeightLoss& LiverSupport will give your liver extra nutrients during fat loss without any stimulants.
 - The AminoFormula gives you all the essential amino acids in the right amounts to help with muscle soreness so you recover faster. It also tastes great!

3

DIETARY SUPPORT

☐ Weight Loss Bundle
 ☐ Muscle Gain Bundle

☐ Performance Bundle
 ☐ Health/Playspan Bundle

Nutrition Success Plan

Client Name:

Trainer Name:

dotFIT

Step 3 : PERFORMANCE+SUPPORT

Workout Extreme Pre-Workout

NO7 RAGE Pre-Workout

Extreme Creatine XXL

Muscle Defender L-Glutamine

Creatine Monohydrate

Lean Pak 90 Therm Accel

Amino Formula

Carb Repel

Vegan Amino Formula

Weight Loss & Liver Support

Step 2 : PROTEIN/MEAL REPLACEMENT

Lean MR

Whey Smooth Protein

Pre/Post Workout Shake Formula

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Best Plant Protein

First String Performance & Gainz Shake Formula

Step 1 : NUTRITIONAL INSURANCE & HEALTH

Active MV

Vegan MV

Super Omega-3 Fish Oils

Vitamin D-3

Superior Antioxidant

Digestive Enzymes

Women's MV

Over 50 MV

Super Calcium+

Ultra Probiotic

JointSkinCollagen+

Advanced Brain Health

4

SUPPLEMENT PLAN RECOMMENDATION

dotFIT PURE PROMISE™

☒ 3rd Party Tested
 ☒ NSF Certified for Sport
 ☒ Practitioner recommended
 ☒ Effective dosages for results
 ☒ Safe to use as recommended
 ☒ Truth in labeling
 ☒ Accurate nutrient delivery

Vegan Friendly



BEST PRACTICE: MASTER PRESENTING

.....

Solution

- Finally, people who get regular coaching and accountability get better results. No different than athletes who get coaching on their sport. It takes learning new skills and developing new habits to lose weight and keep it off
- That's where I come in. It takes about 90 days to establish some good habits, so I recommend we work together for at least that long.
- If we can meet at least 2-3 times a week in the beginning, that's ideal because it helps with consistency.





BEST PRACTICE: MASTER PRESENTING

.....

Call to Action:

- For Starter Session:

Present options: I recommend the Weight Loss Bundle for dietary support and accelerated results and either a 12-session package or a 24-session package. Again, the more often we can work together, the better. Which one works better for you?

- For PT Session:

- Let's get you started with the Weight Loss Bundle so you get faster results. I also want you to track everything you eat for the next week. That way we can identify how we can tweak your eating habits so you can lose weight for good.



BEST PRACTICE: MASTER PRESENTING

.....

Call to Action:

- For weekly weigh-in and stalled progress:
We know that you're taking in the same calories as you're burning, and that nutrition can move the needle the fastest. We can set some goals to improve your eating habits and incorporate a supplement or protein shake to control calories - or both. What sounds good to you?
- For 30-day Reassessment and little to no progress:
- Are you ready to get started on a complete program?
People who add a nutrition plan to their workouts get much faster results and coaching helps them learn lifelong habits. Present PT and product options.



TYPICAL SCENARIO USING FRAMEWORK

.....

Problem – Identify the need or problem the client has.

Ex: “Lose weight; excess fat; poor health.”

Agitate the Problem – Point out the biggest mistake/myth that leads to failure.

Ex: “The number one reason why people fail is that they focus on exercise and either leave out nutrition or try a quick fix or the latest fad diet. Do you know anyone who exercises all the time but looks exactly the same?”

Solve – Present the Solution.

Ex: “The fastest and most effective way to reach your goal is to eat the right amount for your body while getting enough nutrients, so you lose weight and keep it off while maximizing your metabolism and protecting your muscle. People who add a nutrition plan to their workouts lose up to 7 times more weight than doing exercise alone.

Call to Action – Present options; ask client to take action to solve their problem

Ex: “We have two options that can help you reach your goal. Which one do you prefer?”

One-liners that help people buy:

Personal testimony: “This is what I use” – 50% will buy

Make it compelling: “You can lose twice as much weight” – 85% will buy

Nutrition Success Plan

Step 1: Explain Nutrition Pillar

Understanding Food Intake

- Calories In vs. Calories Out
- Weight Loss: Calorie Deficit & Decreased Nutrients
- Weight Gain: Calorie Surplus
- Protein Needs (1 g/lb of LBM)
- Sustainability of food choices

Understanding Exercise & Movement

- Increase Calorie Deficit
- Increase Lean Body Mass
- Improve Cardiovascular Health
- Increased Nutrient Needs
- Increased Functionality

Understanding Supplementation

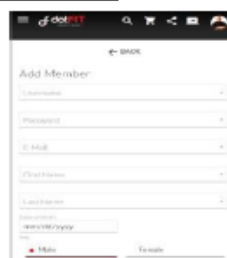
- The dotFIT Difference
- Nutrients without Calories
- Nutrient Delivery & Timing
- Maximize Performance
- Maximize Recovery

Understanding Professional Assistance

- Proper Direction
- Accountability
- Adapt with You
- Total Solution

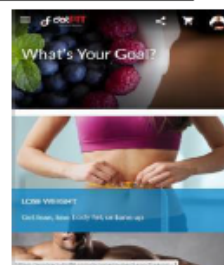
Step 2: Account Creation

Fill out all required information and click "Save" at bottom. Your New Member will automatically have a "Welcome Email" sent to them.



Step 3: Program Creation

Access your client's program through "Manage Client Proxy As" within their account to create their program.



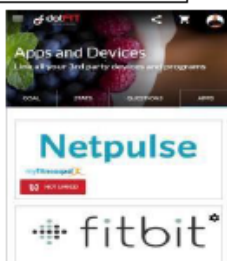
Step 4: Record Measurements

Record your client's measurements within the program (weight, body fat% & circumference measurements).



Step 5: Sync w/3rd Party Apps & Devices

If applicable, sync your client's program with any of the 3rd party Apps & Devices.



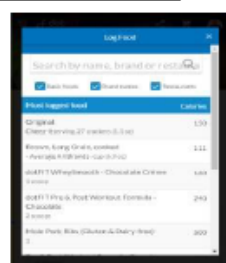
Step 6: Explain Calorie Goal

Explain what the calorie recommendations in the Green and Blue Circles represent and how they affect the goal.



Step 7: Quick Log (for Food)

Review how to use this tool (along with the filters at the top of the screen) to utilize the Calorie-King database for food logging.



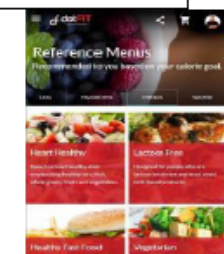
Step 8: Favorite Foods & Meals

Under "Food" and then "Log" review how clicking on the star to the left of the added food will make it a "Favorite" and the star to the left of the meal title will save all foods as a "Favorite Meal."



Step 9: Reference Menus

Review the provided reference menus and how to customize them for your client's needs.



Step 10: Dietary Support

Review your client's dietary support recommendations (Goal Bundle and/or Advanced recommendations) to fill nutritional gaps and assist with reaching their fitness goals.



Personalized Supplement Plan

Client: _____ Coach/Trainer: _____

Health

Multivitamin & Mineral Formula (choose one):

- ☐ ActiveMV
- ☐ Over50MV
- ☐ Women'sMV
- ☐ VeganMV
- ☐ Kids'MV

As Needed:

- ☐ SuperiorAntioxidant
- ☐ SuperCalcium+
- ☐ SuperOmega-3
- ☐ Vitamin D-3
- ☐ UltraProbiotic
- ☐ JointSkinCollagen+
- ☐ AdvancedBrainHealth

Weight Loss

- ☐ WeightLoss & LiverSupport
- ☐ CarbRepel
- ☐ ThermAccel
- ☐ LeanPak90

Muscle Gain/ Performance

- ☐ Recover&Build
- ☐ AminoFormula
- ☐ Workout Extreme
- ☐ NO7Rage
- ☐ CreatineMonohydrate
- ☐ ExtremeCreatineXXXXL
- ☐ Muscle Defender

Nutrition

Bars

- ☐ dotBAR Crisps (150 calories)
- ☐ dotBARs (160-190 calories)
- ☐ dotWAFERs (240 calories)

Shakes

- ☐ LeanMR (180 calories)
- ☐ WheySmooth (150-160 calories)
- ☐ AllNaturalWheySmooth (120-140 calories)
- ☐ BestPlant Protein (130 calories)
- ☐ Pre/Post Workout Shake (240-250 calories)
- ☐ FirstString (290-295 calories)
- ☐ Shaker Bottle (20oz or 28oz)

Personalized Supplement Plan

Client: _____ Coach/Trainer: _____

Health

Multivitamin & Mineral Formula (choose one):

- ☐ ActiveMV
- ☐ Over50MV
- ☐ Women'sMV
- ☐ VeganMV
- ☐ Kids'MV

As Needed:

- ☐ SuperiorAntioxidant
- ☐ SuperCalcium+
- ☐ SuperOmega-3
- ☐ Vitamin D-3
- ☐ UltraProbiotic
- ☐ JointSkinCollagen+
- ☐ Advanced Brain Health

Weight Loss

- ☐ Weight Loss & Liver Support
- ☐ CarbRepel
- ☐ ThermAccel
- ☐ LeanPak90

Muscle Gain/ Performance

- ☐ Recover&Build
- ☐ AminoFormula
- ☐ Workout Extreme
- ☐ NO7Rage
- ☐ CreatineMonohydrate
- ☐ ExtremeCreatineXXXXL
- ☐ Muscle Defender

Nutrition

Bars

- ☐ dotBAR Crisps (150 calories)
- ☐ dotBARs (160-190 calories)
- ☐ dotWAFERs (240 calories)

Shakes

- ☐ LeanMR (180 calories)
- ☐ WheySmooth (150-160 calories)
- ☐ AllNaturalWheySmooth (120-140 calories)
- ☐ BestPlant Protein (130 calories)
- ☐ Pre/Post Workout Shake (240-250 calories)
- ☐ FirstString (290-295 calories)
- ☐ Shaker Bottle (20oz or 28oz)



Marketing Resources Overview

Must be logged into Club Admin Account
Menu Icon>dotFIT Tools Overview>Marketing Resources

