



Fit Pro Rewards Program

Are you a Top Fit Pro? Do you aspire to be one?

Now you can earn **dotFIT Gear** that the Pros wear, get **free dotFIT products, iPads**, and even an exclusive California Weekend Escape at Neal's Southern California Ranch with the Fit Pro Rewards Program!

Details & FAQs:

*Go to www.dotFIT.com/FitProRewards for complete details and resources

Q: When does the Rewards Program begin?

A: The monthly program begins February 1, 2012 and runs through April 30, 2012. All Fit Pros are automatically entered. Remember, this is a Monthly Rewards Program, so everyone "starts over" again at the beginning of the following month, which means you can earn Rewards each and every month!

Q: What are the Rewards Levels? What can I win?

A: There are 5 Monthly Rewards Levels, and a 90 Day GRAND PRIZE

- **\$400 Entry Level:** (\$400-\$749 in dotFIT Supplement Sales in one month). Receive:
 - \$25 online dotFIT Product Coupon for your own personal use (Note: Coupon includes your "Trainer discount", which equals even more supplements for you!)
- **\$750 Gamer Level:** (\$750-1499 in dotFIT Supplement sales in one month). Receive:
 - \$50 online dotFIT Product Coupon
- **\$1500 Player Level:** (\$1500-\$2249 in dotFIT Supplement sales in one month). Receive:
 - \$100 online dotFIT Product Coupon
- **\$2250 Baller Level:** (\$2250-\$2999 in dotFIT Supplements sales in one month). Receive:
 - \$175 online dotFIT Product Coupon



- **\$3000 Elite Ninja Level:** (Top 3 Fit Pros above \$3500+ in dotFIT Supplement sales in one month). Receive:
 - iPad2 16GB WiFi

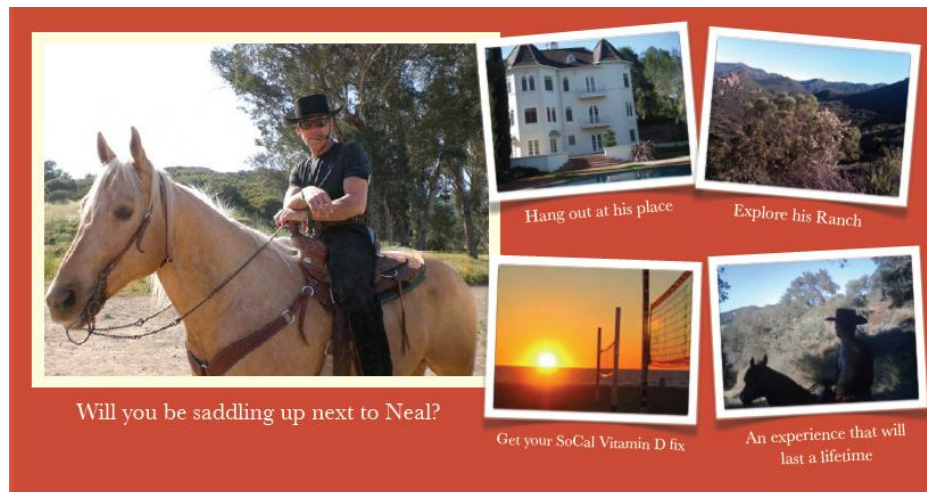
But wait, there's a Grand Prize, too!

90 DAY GRAND PRIZE:

Neal's CA.R.E. Package – The California Ranch Experience

The Top 5 Fit Pros in Total dotFIT Supplement Sales from February 1 – April 30th, 2012 will spend an unforgettable weekend with dotFIT Founder Neal Spruce at his exclusive Southern California Ranch (a Hollywood-favorite location for more than 85 movies and TV shows), hang out at his house, ride his horses, pick his brain (no-holds-barred), and make valuable contacts that can enhance your career in the fitness industry!

If you are serious about taking your fitness career to the next level, then *you want to be at Neal's Ranch.*



The California Ranch Experience with Neal Spruce

Q: How do I submit my results to win my Rewards?

A: Your club's Owner, General Manager or Fitness Manager must formally submit your total in-club and online dotFIT Product Sales by emailing them to FPRewards@dotFIT.com by the 15th of the following month (for example, Feb'12 Sales must be submitted by March 15, 2012). Any submissions after the 15th will not be accepted. Once we have your sales numbers from your

club's Owner, General Manager or Fitness Manager, you will receive your Reward information within 1-2 weeks.

[Download the Weekly Sales Tracker Spreadsheet here!](#) (right-click on the link, then "save target as" to your computer)

- Note to Crunch, UFC Gym and Steve Nash Fitness World Teams: Your Corporate Offices will be submitting your monthly dotFIT Product Sales for you. Please do not submit your own Sales data.

Q: Do all dotFIT Product Sales in a particular month count towards my Total?

A: All in-club and online product sales that you personally generated from clients, members, and people in your community count, *except for the following:* Products purchased for your own personal use, product sales that you did not personally generate, and powders sold in individual servings (i.e., smoothie bar shakes sales are ineligible).

Q: Do Armband Sales count towards my Total?

A: No. Armbands, Display Devices and all Armband Accessories are ineligible.

Q: Is there a limit to how many Rewards I can win?

A: There are no limits to how many Rewards you can win. However, there are only 5 spots available for the 90 Day Grand Prize trip to Neal's Ranch. Everyone starts over at the beginning of the month, so everyone has equal chance to win. In other words, if you hit a Rewards Level each month, you will earn Rewards *each month!*

Q: Is \$400 - \$1500+ per month in dotFIT Supplement sales realistic?

A: Absolutely! For example, the average supplement purchase is \$65 per member per month. The \$400 Reward Level can be achieved by just 7 sales, or even less if your average sale is higher. The \$1500 Reward Level can be achieved with just 23 \$65 sales.

Remember, 70% of all gym members use supplements each month, so there's a tremendous opportunity for you to achieve any level you desire! (Our Top dotFIT Fit Pro generated over \$8,561 in just one month!)



Q: What can I do to improve my monthly sales?

A: Here are 3 things that will immediately grow your supplement sales:

- Become a Master of the Products by visiting our [Product Education Resources](#). Print out [a copy of the new Supplement Quick Reference Guide today](#). Pick one product per day, learn everything about it, practice with your fellow Fit Pros or Manager (or even your dog), and then talk to everyone you meet about the benefits. People need your guidance!
- Set your sales goals by using [this Goals Worksheet](#) and break them down into achievable steps. If you're currently selling \$575 per month, but want to get to \$1500, it may seem like a huge jump. Instead, break it down: Let's say you want to increase your sales by \$925/month. At \$65 per sale, you only need 15 new sales to achieve \$1500. If you work 20 days per month, you need 1.3 new sales per workday. If just 30% of the people you talk to purchase supplements (a very conservative number), commit to talking to 5 new people about their recommended supplements per working day, and you'll exceed \$1500 by the end of the month. That's how the Top Fit Pros do it every month!
- Let us know how we can help you! Do you have a question about how to use a product effectively, simply email your Account Specialist, or call our R&D Team (877-436-8348). If you don't know who your Account Specialist is, email us at FPRewards@dotFIT.com. We are here to help!

So what are you waiting for? Take action today!

Here's the bottom line: If you're working with clients every day anyway, why not give them EVERY advantage and help them get achieve their health and fitness goals *as fast as possible*?

Remember, you can't out-exercise poor nutrition, so be sure to set every client and member up for success. That's what they're counting on you for.

Plus, isn't it much more fun to set new, exciting goals, and then work hard to achieve them? Use Fit Pro Rewards as your excuse to take what you do to a whole new level.

