

## **Inches-A-Weigh, Raleigh Location**

Inches-A-Weigh is a comprehensive weight loss program for significantly overweight women. The client wanted to start sending a package to prospects who respond to a lead generation offer for a free report on weight loss, and already had a DVD of member testimonials, a printed brochure explaining their three-phase system, and a report they planned to send with the materials I wrote.

### **The Letter**

The letter aims to get the recipient to watch the DVD and call for an appointment.

- During my interview of the client, I learned that sticker shock was a big issue—and prospects often had completely unrealistic expectations of what the program would cost. (The center is a little out-of-sync with the area of town it's located in.) So a secondary aim is to give the prospect a rough idea about the amount of their investment and decrease price resistance for the salespeople.
- Also, these women have heard it all, tried it all, and are now highly skeptical and sensitive about feeling “sold to.”
- Neither of the owners had ever struggled with their weight or I certainly would have incorporated the story.

### **Other Items**

- The second item is a lift note, which I suggested to tackle the most common objection (aside from price).
- The third was a piece I surprised the client with, because I felt it would alleviate the prospect's feelings of anxiety about going into a “gym” environment and what might be expected of them.
- I also suggested several “lumpy” promotional items to include in the package.

## Are You Ready to Kick Those Pounds to the Curb and Discover a Healthier, Happier New You?

Dear first name,

For one woman, it was the fear of never seeing her son grow up.

For another, anxiety about an upcoming high school reunion. Being tired of the muscle pain and memory loss caused by cholesterol drugs. Wanting to look good for her daughter's wedding. The shock of seeing herself in an unflattering photo. Building a new life in the wake of a divorce. A stern warning from the doctor about her blood pressure. And just being tired of feeling sick and tired.

The reasons women join us at Inches-A-Weigh are as varied as the seasons.

But their journey of losing dress sizes and gaining a more vibrant life all started by asking for more information. So congratulations -- you've already taken that crucial first step toward a smaller, healthier you!

It doesn't matter if you need to lose 30 pounds or 300. And it doesn't matter how many times you've ridden the gain-lose-regain rollercoaster. If you're serious about losing weight, Inches-A-Weigh can help.

In fact, I guarantee it.

Yes, **we guarantee that you'll lose 8-15 inches in just 3 weeks** if you follow the simple, safe program we create just for you!

Furthermore, you can get rid of your clothes as you peel off the pounds because these results will LAST. This isn't a crash diet -- you will actually discover **how to enjoy a sustainable, healthy lifestyle.**

I know you're probably a little skeptical. But Inches-A-Weigh offers a HUGE fundamental advantage that sets it apart from other programs you may have tried..

We give you **ALL** the tools you need to succeed.

Scientists have studied the thousands of Americans in the National Weight Control Registry, who have all lost at least 30 pounds and kept it off for more than a year. And they found that 89% of them succeeded through a combination of diet and exercise. So obviously, you need to have both elements for long-lasting success. But that still ignores one more critical ingredient...

### **Individual, one-on-one support.**

Going it alone is like taking the unpaved detour -- getting there is going to take a lot longer and be much bumpier than you expected. On the other hand, having professional help is faster and smoother -- like getting on a brand new freeway.

You're also MUCH more likely to reach your destination if someone is regularly checking on your progress and giving you a push or cheering you on when needed.

But most health clubs and weight loss centers only support part of the equation. They expect you to do the rest on your own.

That's why Inches-A-Weigh created a comprehensive program where **everything you need to succeed is under one roof**. So once you're a member, you have a one-stop shop for:

#### **1. Making realistic and sustainable changes to your eating habits as you...**

- Learn to eat healthy portions of **your own food**
- Meet with a Lifestyle Manager each week to plan three sensible meals and snacks a day so you **never go hungry**
- Stave off between-meal hunger cravings with delicious optional Inches-A-Weigh protein shakes and snacks
- Keep a daily food diary -- recent research showed that dieters who kept a daily food diary lost twice as much weight as those who didn't!

#### **2. Whittling your waist--and the rest of your body as you...**

- Sculpt your muscles, increase circulation and improve flexibility with our doctor-designed isometric toning tables

- Exercise **without the sweating, straining, pinching or discomfort** caused by typical, upright strength-building equipment
- Boost heart health and blast fat faster with five to 30 minutes of cardio training
- Benefit from **personalized attention** with only six member per class

### 3. Stay on track with one-on-one support and accountability as you...

- Weigh-in weekly and measure inches lost every other week so **YOU can see your progress** (Others will notice almost right away, but since we look at ourselves all the time, it's harder for us to see the changes in the mirror.)
- Review your food diary with a Lifestyle Manager each week -- creating **strategies to overcome any challenges** and celebrating your wins

### 4. Enjoy a comfortable, women-only environment as you...

- Talk, laugh and have **FUN** with a community of women who will support and motivate you
- Create **lasting friendships** as you share your struggles, strategies and successes

Best of all, **it's simple**. Just follow the meal plan you create with your Lifestyle Manager and attend 3 to 5 toning classes each week and you WILL shed pounds and inches.

### **Hear for Yourself What Raleigh Members Love About Inches-A-Weigh**

The enclosed DVD features Raleigh Inches-A-Weigh members sharing their stories of gaining energy, health and friends while losing dress sizes and cholesterol points.

Esther went to a woman's workout center for two years and never lost 20 pounds. But she's already lost that in a couple months at Inches-A-Weigh.

Joanne and other members lost weight with various popular diet programs, but ended up gaining all of it back.

You simply **MUST** have **focused individual support in both nutrition and fitness** to make the lifestyle changes that

will finally get you headed on a one-way path in the direction of their dreams.

It's like having a state-of-the art GPS guiding you on the fastest route to your destination, and telling you how to get back on track when you stray off course, instead of trying to find your way with an outdated map.

**One-on-one support is the ONLY shortcut that works.**

Obviously, all this personalized attention costs a little more than going to your typical health club or gym. In fact, it's about the cost of a dinner for two at Applebee's each week. But it's actually less than the daily prices those prepackaged food systems advertise.

Plus, **the return on your investment is enormous.** Just dropping 10% of your current weight will cut lifetime out-of-pocket medical costs by as much as \$5,300. And that doesn't even include what it will save you in food, clothes and gasoline.

It also doesn't include the extra \$7,093 that healthy weight employees earn over the course of a year because employers assume they'll have lower health insurance costs.

And don't forget, we offer a...

### **100% Risk-Free Guarantee**

Since Inches-A-Weigh has helped thousands of women across the country shed weight safely and effectively for more than 20 years, we KNOW our program works. That's why we can confidently **guarantee that those who follow the program will lose 8-15 inches in just 3 weeks.** With those kinds of results, you can't help but be motivated to keep going!

Imagine how it'll be to...

- Feel lighter, freer and younger than you've felt in a long time
- Fit into your skinny jeans again
- Wake up each day with more energy and vitality
- Shop for stylish clothes that flatter your new figure
- Stroll into a room with confidence
- Sit comfortably on the floor to play with your child or grandchild

- Feel sexy again
- Receive a better bill of health from the doctor
- Love your reflection in the mirror
- Discover your success has inspired someone else to begin the journey to healthier, happier life

Don't waste another day dreaming about "what if." Take the next step toward freeing the healthy, powerful woman inside by calling us at 919.872.1195 to schedule your free consultation today!

Sincerely,

[signature graphic]

Laura Cook

P.S. Don't forget -- you are **guaranteed to lose 8-15 inches in just three weeks** if you follow our simple program. There's nothing to lose but the weight!

P.P.S. I've enclosed the DVD I mentioned above as well as some other valuable information about Inches-A-Weigh and losing weight. Enjoy!

**Lift Note**

[Outside of folded sheet] **Not ready to call? Please read this note.**

[Inside] **You spend so much of your life taking care of other people—isn't it time to start taking care of you?**

It always upsets me when a woman questions whether she should spend time or money on improving her health and well-being. Because she's essentially saying that she is less important than the kids/husband/boss who may be temporarily inconvenienced by her decision.

**You DESERVE to be healthy and feel good about how you look.** This means making yourself enough of a priority to make that happen. And it means investing to achieve good health instead of paying the price to manage illnesses later.

I assure you, any temporary inconvenience is far outweighed by the benefits of having a healthier, happier, more energetic mom/wife/employee. You're not only better able to take care of others -- you will probably be around to do so for a much longer time.

So yes, you ARE worth it. And there's never a better time to start than now. So I hope you'll call and schedule your appointment today.

[Laura signature graphic]

**Extra Insert**

[6x9 cardstock]

**What to Expect At Your First Session**

Once you become an Inches-A-Weigh member, you start traveling the path to losing weight and improving your health right away.

At your first session, your Lifestyle Manager will:

1. Show you around the club, explaining where everything is and introducing you to our club "family."

2. Guide you through your first class on the six toning tables. Depending on your health, you may do 5-10 minutes of cardio afterward.
3. Take your "Before" photo and measurements so you can look back in a few months and see just how far you've come!
4. Set your goals, create your weight loss plan, and map out your first week of meals and classes.

You don't need any special clothes. Simply come dressed in clothes you'll be comfortable moving around in and a pair of sneakers. You may also want to bring a bottle of water with you to make sure you stay hydrated. We'll take care of everything else!