

Your Business Foundation

Congratulations and welcome to your Business Blueprint, your training platform that makes the process of growing and scaling your coaching business simple to understand and easy to execute.

As a TRILIVY™ Health Coach, you've taken an exciting step toward building a business that can improve lives while creating income and fulfillment for yourself.

This Business Blueprint training is designed to help you launch quickly, confidently, and successfully by:

- Helping you focus on the activities that matter most and
- Accelerating your path to creating a successful Executive Director business.

Our Proven System

Our training is built on a proven system that's been successfully used by thousands of coaches. It was designed to help you get started quickly, confidently, and successfully.

The sooner you begin, the sooner you can start making an impact! Plus, you can earn up to \$3,500 in New Coach bonuses during your first 3 months through the Coach Accelerator Bonus (Impact Multiplier program*) that we'll be discussing a little later.

But first, let's explore the foundations of TRILIVY™ and why they're significant.

Who Is TRILIVY™?



TRILIVY™ represents a new evolution in health and wellness—a company focused on helping people achieve and sustain optimal metabolic health.

We are a community of Health Coaches and Healthcare Professionals united by a shared Mission:

“Lifelong transformation through metabolic science and human connection”

A Strong Foundation

As a new Coach with TRILIVY™, you are aligned with our parent company **Medifast**:

- A debt-free New York Stock Exchange company with over 40 years of clinical heritage, endorsed by thousands of health care professionals, and a history of helping millions of people improve their health.
- You're also connected to the Medifast Metabolic Health Institute, providing ongoing education and professional development to strengthen your skills and knowledge as a Coach.

Together, these resources provide the foundation, support, and credibility to help you build your business.

Our Focus: The Trilogy of Optimal Health

Many people spend a large part of their life pursuing three things: a healthy body, a healthy mind, and healthy finances. Yet many never achieve lasting success—not because they lack desire or ability, but because they don't have the right system, support, or vehicle for change.

That's where we make a difference!

At TRILIVY™, we call our **Complete Offer** the **Trilogy of Optimal Health**:

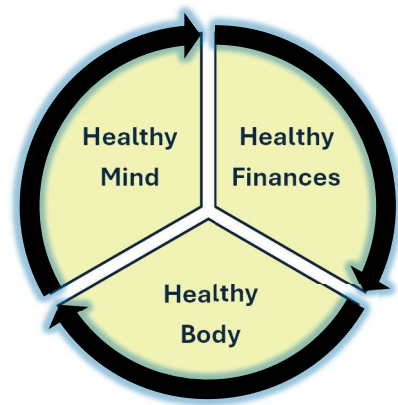
- Healthy Body
- Healthy Mind and
- Healthy Finances

A **Healthy Body** - Means creating better physical health through improved metabolic function, healthy habits, and sustainable lifestyle change.

A **Healthy Mind** - Means developing confidence, resilience, purpose, and emotional well-being.

And **Healthy Finances** - Means pursuing greater financial opportunity through our powerful business model along with personal and professional growth.

When aligned, people experience balance, fulfilment, and lasting transformation.



Our Impact and Why Our Model Works

Our model works because everyone benefits.

- **The Client benefits** with support with accountability that leads to improved health, improved habits, and long-term transformation.
- **The Health Coach benefits** from meaningful work, income, and the satisfaction of helping others.

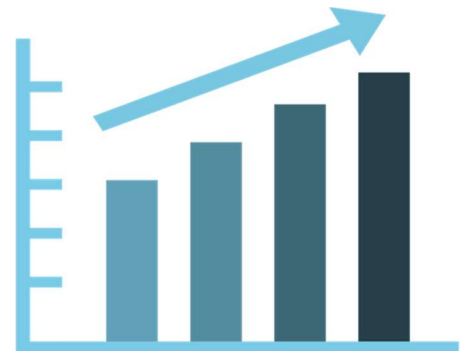
When Clients succeed, Coaches succeed. When Coaches succeed, our Mission expands. Everyone benefits.

Why TRILIVY™ Is Such a Powerful Business Opportunity

We are entering one of the largest health opportunities of our generation.

Today:

- More than 90% of Americans show signs of metabolic dysfunction.
- Over 72 % of Americas are overweight and over 40% are considered obese. *(CDC NCHS Data Brief No. 508, September 2024)*
- Millions struggle with preventable chronic health conditions.



People are searching for solutions, accountability, and guidance... and we have answers!

- As awareness of metabolic health grows, so does the demand for solutions.
- The global metabolic health economy is emerging as a \$300 billion to \$500 billion opportunity* over the next decade! *(*IQVIA April 21, 2026)*

TRILIVY™ is uniquely positioned to meet this need through science-based programs, proven systems, innovative technology, and our professional coaching model.

Our Unique Business Model

At TRILIVY™, we are building something different.

Our unique business model borrows elements from several types of businesses including financial services, healthcare, direct sales, franchising, and internet marketing. However, it is not defined by any one of these models.

TRILIVY™ makes no guarantee of financial success. Success with TRILIVY™ results from successful sales efforts, which require hard work, diligence, skill, persistence, competence, and leadership. Please see the TRILIVY™ Income Disclosure Statement (bit.ly/idsTRILIVY) for statistics on actual earnings of Coaches

TRILIVY™ represents a new category of business - a Professional Health Coaching and Lifestyle Transformation Company dedicated to helping people improve their health and create lasting lifestyle change.

What Makes TRILIVY™ Different?

For Clients, TRILIVY™ brings together three powerful components:

- **First, Professional Health Coaching and Community Support**
Coaches provide accountability, encouragement, and guidance to help clients create sustainable lifestyle change.
- **Second, A Proven Lifestyle Transformation System**
Clients learn lifelong habits through Dr. A's Habits of Health System, a comprehensive framework designed to help people create optimal health.
- **And third, Science-Based Programs, Products, and Protocols**
TRILIVY™ offers clinically proven science-based programs and that help clients improve their health while simplifying the journey.

Together, these three components create a comprehensive system that helps people achieve results—and maintain them for life.

It's important to recognize that Coaches are not salespeople. Instead, we are guides and advocates that help people achieve better health outcomes. We simply reach out to people to help them determine if what we offer is a match with what they are looking to accomplish. If it is, we coach them to success either as a client or a Coach.

Our objective is simple: Help **more people create health**. When we do that consistently, the financial rewards follow.

A Fair and Profitable Compensation Plan

Whether your goal is to earn additional income, build a rewarding part-time business, replace a full-time career, or create significant financial means, TRILIVY™ offers a path that can support your goals.

Compensation is organized around three Stages of Competency:

- Health Coach
- Business Coach and
- Business Leader

Each stage represents increased competency, greater impact, and greater opportunity.

Our business is an apprenticeship model. You'll begin with support from your sponsor and other business mentors and you'll learn skills and develop confidence as you go. You're in business for yourself but not by yourself. As competency grows along with your business success, you'll unlock more opportunities to earn.

What determines a Health Coach's income?

Health Coaches are compensated for acquiring and supporting clients. The more clients you acquire and serve, the greater your income.

What is a Business Coach's income based on?

Business Coaches are Coaches who sponsor and mentor other coaches. Business Coaches are rewarded financially on revenues generated by Coaches on their teams who are not yet Executive Directors.

What determines a Business Leader's income?

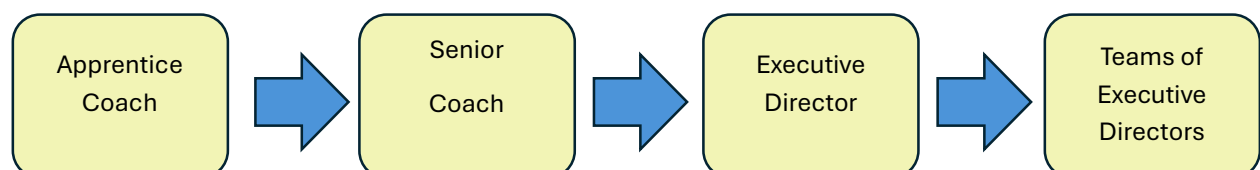
Business Leaders are paid for developing organizations of successful Executive Directors.

- An Executive Director is a Coach who is supporting around 18 to 20 or more Clients and earning \$2500 or more per month.

The Growth Path with TRILIVY™

A simple way to look at the Growth Path for a Coach is:

- Get started as an Apprentice Coach
- Grow to Senior Coach with 5 clients,
- Grow to Executive Director with 20 or more clients,
- And from there, expand your impact by sponsoring Coaches and developing and leading teams of Executive Directors



Each stage builds on the one before it, creating a clear and proven path for growth.

The following is an illustration to outline the potential earnings over time for a TRILIVY™ coach who is actively building their business. These examples are for illustrative purposes only and are not guarantees of earnings. Actual results vary based on factors including effort, skill, client acquisition, leadership development, market conditions, and individual circumstances.

Income Potential of the Compensation Plan*

Time	Clients	Leadership Rank	ED Teams	Monthly Earnings*
First Month	5–15	Senior Coach	0	\$962 – \$5,542+
3–6 Months	20–30	Executive Director	0	\$2,170 – \$4,000+
3 Mos–2 Yrs	20–30	Regional Director	1	\$3,000 – \$5,000+
6 Mos–2 Yrs	20–30	Sr. Regional Director	2	\$3,500 – \$6,000+
6 Mos–2 Yrs	20–40	National Director	3–4	\$5,000 – \$10,000+
1–3 Years	20–50	Global Director	5–6	\$10,000 – \$25,000+
2–5 Years	20–50	Sr. Global Director	7–9	\$15,000 – \$25,000+
2–5 Years	20–50	Presidential Director	10+	\$20,000 – \$25,000+

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Choose the Business You Want

One of the most attractive features of ™ is its flexibility.

You can choose to:

Build a Client-Centered Business - Focusing exclusively on coaching clients and creating a reliable monthly income.

Or...

Build a Leadership Organization - where you continue to coach Clients while also sponsoring and developing other Coaches, expanding your impact, and providing the largest financial opportunity for you.

Both paths are valuable. Both create meaningful impact. And both can be financially rewarding.

Reaching Executive Director and Why It Matters



The Business Blueprint is designed to provide the training, tools, and knowledge you'll need to reach Executive Director within your first six months.

Executive Director represents a strong Client-based business serving approximately 20 or more Clients and generating \$2,500 or more per month in income. It is the point where Coaches begin to see the true potential of their businesses.

At Executive Director, you'll want to continue to grow your client base but now expand your impact by helping other coaches do what you've done... also reach Executive Director.

The New Coach Accelerator Bonus... the Impact Multiplier Opportunity

To help you get off to a quick and successful start on your road to Executive Director, you can earn up to an additional \$3,500 in New Coach bonuses during your first three calendar months through our New Coach Accelerator program.

Here's how it works:

- As soon as you acquire your first 5 Clients any time in your first three months, you'll earn an Impact Multiplier Bonus of \$500
- When you acquire the next 5 Clients, you'll earn an additional Impact Multiplier Bonus of \$1000
- And with the third set of 5 Clients, you'll earn a third Impact Multiplier Bonus of \$2000

Earn up to \$3500 in additional bonuses in your first 3 months as a Coach!

The total New Coach Accelerator Bonus available to you in your first 3 months is \$3500!

What are You Looking For?

Take a moment to think about why you are here and what you want to accomplish. Ask yourself:

- What do I want to create?
- How many lives do I want to impact?
- How would an additional \$1,000 per month improve my life?
- What opportunities would \$2,500 per month create?
- What would financial independence look like for me?
- What kind of legacy do I want to build?

It's vitally important that you begin your journey with some clear goals in mind because they are the fuel that powers your journey.

"Your 'why' becomes the fuel that powers your journey!"

The clearer your vision becomes, the more purposeful your actions will be.

Your "why" becomes the fuel that powers your journey!

To help you with your goals, we have created a New Coach Goal sheet that you will find in the Resource Library

Your Next Steps

Here are seven recommendations to get a strong start:

1. Get Started Immediately - Commit to making a serious effort in your new business. The **Start Building Guide** will lead you step-by-step.

2. Set Your Business Goals - Goals with strategy and timelines focus your efforts.

3. Do Something Every Day - Consistent action creates consistent results.

4. Follow the *Start Building Guide* - Learn the system. Trust the process. Stay coachable.

5. Stay Connected to Your Support Team - Your Sponsor, Mentors, and the TRILIVY Community.

6. Focus on What Matters Most - *Acquire clients. Support clients. Change lives.*

7. Earn Your Impact Multiplier - In your first 3 months, focus on welcoming your first 15 clients, earn \$3500 in bonuses, and build momentum in both impact and income.

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Final Thoughts

You don't need to know everything; you simply need to help the next person.

- And, when you help enough people improve their health, you create impact.
- When you create impact consistently, income follows.
- And when you help others learn to do the same, you build something much bigger than – you create a legacy of transformation.

Welcome to TRILIVY™. We're excited to be part of your journey and look forward to seeing the lives that you'll impact along the way!

