

BODY FX DIRECT

Pre-Launch Time Line

April 8th:

- Fast-Start Packs and Coach's Media Packs available for Order.

April 13:

- End of first commission week

April 19:

- First Weekly Commissions issued

May 1:

- Products become available in single units
- Websites become available
- Customers can begin placing orders
- Product Trials begin
- Lead distribution begins

June 15:

- First Monthly Commissions issued

Greetings!

The past few weeks have been an ***extremely exciting*** and an ***incredibly productive*** time period at BodyFX. Our Reps in the field have been busy spreading the word of our upcoming launch - and our home office staff has been busy working on all the components that will be necessary to fully launch the Body FX Direct program.

The great news is, ***everything is on track - and we will move to "the next Phase" of our Pre-launch on May 1st, 2013!*** On May 1st, we expect to have:

- An ample supply of products in the warehouse ready for shipment
- Two fully functional Distributor websites - one focused entirely on the products, the other highlighting both the products and the business opportunity
- The infrastructure will be in place allowing us to accept and process orders from both Customer's and Distributor's websites.
- The ability to ship products to your Customers and down line distributors in single unit orders
- A fully functional "back office" that will give you real time information and reporting needed to properly build and manage your business.

- All the components necessary to begin distributing leads to our Coaches

The month of May, 2013 will become our first "official" month of business! ***We expect it to be "record breaking"!***

Fast-Start Packs and Coach's Media Packs will be available even sooner!

Even though May 1st is fast approaching, we know from the daily outpouring of phone calls and emails that many of you would like to get started today! In your communications:

- You've told us that you are extremely anxious to try the products
- You've told us that you want to start creating your own, personal "product testimonials"
- You've told us that you wouldn't mind if an item was backordered in exchange for an early start
- You've told us that you wouldn't mind if your initial order arrived in two or three different shipments

Based on this, we have been pushing our product suppliers as hard as we possibly can, and we are now

projecting that as early as the week of April 8th, we will begin shipping product.

Thus, starting on Monday, April 8, we are going to allow you to go into your existing back office - and order your Fast-Start Package and Coach's Media Pack.

Upon receiving your order, we will immediately ship you the DVD sets that are included in the Coach's Media Packs. At the same time we will ship whichever nutritional products we have in the warehouse that day. Any items that have not yet arrived will be backordered and shipped upon arrival in our warehouse.

This means that your Fast-Start Package may end-up arriving in two or three different boxes. If you can live with that... great! You can place your order on April 8th - and you can be one of the very first people to experience the BodyFX product line.

Pre-Launch Websites!

Throughout the month of April, we will continue to use the "BodyFX Prelaunch" self-replicated distributor websites. This means that you will continue to be able to enroll Reps for "Free" - and these Reps will not have to pay the \$19.95 first year annual fee!

When you enroll a new Rep, they will immediately have access to their own "Back Office" - and if they choose to do so, they can immediately log into their Back Office and place an order for their Fast-Start Pack and Coach's Media Pack.

Fast-Start Bonuses!

Our Fast-Start Bonuses are designed to get money in people's hands right away! Each time someone orders a Fast-Start Pack, five levels of people will earn a Fast-Start Bonus. These Bonuses are paid out on a weekly basis.

The great news is, **we will immediately begin paying out these weekly Fast-Start Commissions!**

Our first commission period will start on Monday (April 8th) - and it will end at midnight on Saturday (April 13th.) On or before the following Friday (April 19th), we will issue our first weekly commission checks!

This will be an exciting milestone! We are expecting that many of you will see a very significant commission check (or bank deposit) for this first weekly pay period!

There is \$50 BV attached to each Fast-Start Pack

Each and every Fast-Start Pack sold will have 50 "BV" attached to it. This is over and above the five levels of Fast-Start Bonuses. "BV" is what our monthly "Uni-Level Bonuses" and "Infinity Bonuses" are calculated on. Having at least \$50 BV (in personal volume) is what qualifies you to earn your monthly commissions.

Since we will not be accepting "single unit orders" during the month of April, we are going to combine the months of April and May for purposes of calculating and paying "Uni-Level Bonuses" and "Infinity Bonuses".

This means that if you purchase a Fast-Start Pack in April, the \$50 in "Personal BV" that is generated when you purchase your Fast-Start Pack will automatically qualify you to earn Uni-Level Commissions and Infinity Bonuses on both April and May's volume! The first round of Uni-Level Commissions and Infinity Bonuses will be issued on or before June 15th.

Additional details and clarifications will be available in your back-office prior to April 8th.

Charter Coaches

While test marketing the JNL Fusion infomercial, we have amassed thousands of satisfied JNL Fusion Customers, and we are extremely anxious to turn these Customer Leads over to our Coaches. Our goal is to begin assigning these leads the first week of May.

From past business experience, we know that Coaches who have a personal product testimonial and a personal familiarity and understanding of the Products and DVDs will be better equipped to answer Customer questions and work with these Customer Leads.

For this reason, we are anxious to get both the Products and DVDs into the hands of as many Coaches as possible!

To encourage our Reps to become "early adapters" by placing an order for their Fast-Start Pack and Coach's Media pack at the earliest possible date, we are establishing a special incentive program.

Reps that purchase their Fast-Start Package and Coach's Media Package during the month of April will forever be known as "**Charter Coaches**".

Charter Coaches will be rewarded with a variety of special perks and benefits at our Grand Opening Celebration including:

- Photo Opportunities with James and Janna Kunitz
- A private reception
- Special reserved seating
- Other fun activities and perks

More importantly, **Charter Coaches will be rewarded with "extra leads" throughout our initial kick-off period!**

Complete details on the **Charter Coach's Incentive Program** will be released prior to April 8th. You may want to start making plans now to purchase your Fast-Start Pack and Coach's Media pack. All packs will be sent on a first-come, first serve basis - each

order will be time stamped - and the earlier your order is placed, the greater the potential rewards will be!

Product Trials

One of the things that we are most excited about is a series of "Product Trials" that are scheduled to commence on May 1st.

The purpose of these trials will be to develop an arsenal of powerful, fully documentable testimonials that can be incorporated into all aspects of our Customer Generation System.

Our product trials will feature one group of participants that only does the fitness program, a second group that only uses the Nutritional Products and a third group that does both!

The testimonials that are generated through these trials will be incorporated into a variety of marketing tools including:

- The Product DVD that will be included as a "Bonus" in the 12 DVD JNL Fusion package.
- The "Drip Emails" that JNL Customers will begin to receive
- Your self-replicated Product and Business Opportunity websites

Once our trials have been completed - and once the testimonials have been incorporated into the various promotional materials, then - and only then - can we begin operating at the level that will produce the maximum possible results!

Product DVDs

We are currently working on the BodyFX Product DVD. When completed, this DVD will be included in every set of JNL Fusion DVDs that are sold to infomercial customers. This Product DVD will help educate our JNL Fusion Customers on the

importance of incorporating BodyFX nutritional into their exercise and fitness regimens.

This specially produced Product DVD will also be a great tool for Reps to simply hand out to prospective Customers and Distributors. The DVDs will be available for purchase as a "sales aid" and quantity discounts will be available. Upon completion, ten of these highly effective Product DVDs will be included in your Fast-Start Package.

It's important to note that the Product DVD will be a "work in progress". Version one will contain tons of great product information, but since the Product Trials will not yet have been completed, it will not include the testimonials.

Once our Product Trials have been completed, the testimonials that are developed will be incorporated into a new "Version Two". "Version Two" will be even more powerful than the original version.

Anyone who receives "Version One" in their Fast-Start Pack will automatically be sent ten copies of "Version Two" at no additional charge. This is another way of saying "Thanks" to our early adapters.

Television Infomercials

Currently, we are continuing to test and perfect the JNL Fusion Television Infomercial. It is already pulling better than our previously most successful Infomercial, and we are extremely excited about the results and the future potential!

Once the Product Trials are completed, and once the product testimonials have been incorporated into the various DVDs, websites, and sales tools, the entire "Follow-up and Customer Conversion System" will be fully operational. When this happens, the Customer conversion rates will skyrocket.

As we approach that point, we will ramp-up the infomercials to an even "higher level" which will

result in a tremendous influx of volume flowing through the pay plan.

Grand Opening Celebration

Approximately ninety days after our program is completed and "fully implemented", we will host our Grand Opening Celebration! At this spectacular event, thousands of excited BodyFX Reps and Coaches will descend upon a "soon to be established" location - and together, we will celebrate the Company's arrival on the scene - and the success that our Reps, Coaches and Customers are experiencing!

It's an event that you won't want to miss. In the weeks to come, we will be announcing contests and incentives that will allow you to earn your way to this special extravaganza!

And don't forget... Our "**Charter Coaches**" will receive special recognition, special seating, a special reception, and other incredible perks at this once in a lifetime event!

More News to Follow

In the days and weeks to come, news will begin to flow at a highly increased pace! Look for more corporate videos - complete details on our Charter Coach program - and other exciting announcements.