

Make a difference while making a great income

Best value £ for lb
for fast weight loss
as proven on ITV's
Save Money:
Good Health



LighterLife[®]
Change your thinking



“ Find something you love
to do and you'll never have
to work a day in your life ”

Harvey Mackay

Welcome to LighterLife Mentors

An exciting franchise opportunity

At LighterLife we're passionate about helping people – it's what we're all about. LighterLife is the result of real women's experiences of overeating and obesity. Founding directors Bar Hewlett and Jackie Cox met over 25 years ago while volunteering on a weight-loss study and started LighterLife soon after. They still run the company today, although we've come a long way from holding our first group meeting around a kitchen table in East London. We now have a nationwide network of trained LighterLife Franchisees in both the UK and Ireland, and we're still true to our original values – helping people change their mindset and change their life.

The LighterLife Franchise has been running for over 20 years and we're delighted that you are thinking about joining us as a LighterLife Mentor. As a Mentor you'll really make a difference to other people's lives, being there to support and guide them at every stage of their weight-loss journey. You'll be in complete control of your career, running your business on your own terms, in your own time and being your own boss. You'll have real flexibility to work as many hours as suits you and fit those hours in and around whatever else you have going on.

It's estimated that 23.5m million people in the UK will be obese or overweight by 2025, each with their own reasons for being overweight. LighterLife enables clients to lose weight quickly and safely whilst discovering a whole new way of living. You'll help them choose the right plan for their weight loss and weight maintenance goals and support them each week throughout their journey. This booklet tells you about who we are, what we do, why we do it and why a LighterLife Mentor franchise could be for you.

With LighterLife you can make a real difference, whilst earning a great income. We can't wait to welcome you.

Jackie, Bar and Becca
LighterLife Founders

Who we are

We all know that to lose weight we need to eat less, so why do so many people struggle? While other diets focus only on what you eat, LighterLife is different in that it tackles why people overeat in the first place – because weight gain is as much about what is going on in the head as what is going into the mouth.

- We are the industry leader in weight management.
- Since 1996, our pioneering programmes have worked quickly and safely for the overweight and obese.
- Over 350,000 people have lost weight on the LighterLife Programme.
- Our programme helps people change the way they eat, think and live.

Our passion for health and wellness

At LighterLife, we totally understand the risks of being overweight and obese. That's why we've developed a programme that helps clients get the weight off as quickly and safely as possible, and then helps them keep it off, so they can enjoy the health benefits that sustainable weight loss brings – for good.

More than two decades of research

We've been researching weight loss and weight management for over 20 years, with our evidence regularly published in peer-reviewed journals and presented at major obesity conferences around the world, including both the European and International Congress on Obesity.

Nutritious plans

All our plans – from weight loss to weight management – utilise our nutritious food-replacement Foodpacks. They're all full of essential nutrients for good health, including 28 key vitamins and minerals, as well as being high in protein and a good source of fibre. What's more, we're continually developing them to make sure that with LighterLife our clients continue to have the best quality food replacements on the market.





Change your mindset, change your life

LighterLife is the only weight-loss programme that encourages clients to discover the real reasons why they overeat and gives them the chance to change things for good – by changing how they look at life. Our ground-breaking psychological approach, including techniques and tools from cognitive behavioural therapy, has gained kudos over the years as the world has gradually woken up to what we've always known – that successful weight management is as much to do with what's going on in someone's head as it is with what's going into their mouth.



Credentials you can trust



Who we're looking for

Are you looking for a new career where you will make a difference every day to people's lives? Would you like to be in charge of your own business with flexibility and great earning potential? This is your chance to break free from the humdrum and join our extraordinary team at LighterLife, the leading weight-loss company.

We're looking for dedicated, passionate and motivated people, just like you, who want to make a good living helping people transform their lives. People from all walks of life become Franchise Mentors. Are you driven by the desire to make a difference to people's lives as well as your own? Do you crave financial security or a better work-life balance? Would you like all the independence of being your own boss, whilst running a profitable business? Do you have the passion to succeed?

If your answer is 'YES', we offer the best of both worlds – the security and resources of a large, well-established organisation plus the freedom of being self-employed and doing a job you enjoy. And what's more, LighterLife is accredited as a Full Member of the British Franchise Association, which means you can be confident in the ethics and credibility of our brand and our Franchise package.

As a LighterLife Mentor you can...

- Work for yourself, with the support of an established organisation.
- Run a franchise that provides high returns with low investment.
- Be rewarded both financially and emotionally.
- Earn according to the time you invest.
- Make a real difference and help to reshape attitudes as well as people.
- Work flexible hours to suit you – work the hours you want, when you want.
- Enhance your earning potential through our recruitment and referral schemes.



The Mentor role...

Make a difference whilst making a great income

As a LighterLife Mentor you will provide clients with support, motivation, advice and the tools to lose weight. You'll recruit your own clients and meet them weekly to discuss their weight-loss goals, track their progress towards their goals, and motivate them to achieve their goals and change their lives.

Mentors work with clients to advise them on the most suitable plans for them, inspire clients to attend an appropriate group and support them in healthy lifestyle choices. As a LighterLife Mentor you will...

- Help transform the lives of people who struggle with their weight and also those who simply want to live a healthier lifestyle.
- Use your entrepreneurial skills (with help from the LighterLife Marketing Team) to find new clients and retain clients you already have, developing trusting and professional relationships with them.
- Sell Foodpacks and LighterLife groups to your clients so they return to you regularly.
- Utilise LighterLife nutritious food-replacement Foodpacks – the best quality food replacements on the market (and they taste great, too).
- Use your training, knowledge and expertise to recommend the most appropriate plan – from weight loss to weight management – to clients.



Supporting you all the way...



There's a fantastic team at our Central Office supporting our Franchise network. We all live and breathe LighterLife – it's not hard to be so passionate when you know that, whatever your role, you're helping to make an amazing difference to so many lives. We have the very best experts and talent in each of our departments– ranging from highly qualified scientists and nutritionists to IT professionals with decades of experience in the business.

We ensure that you are prepared and well equipped to launch and grow your business confidently. Training, ongoing business support and a wide range of resources are available when you become part of LighterLife. You will be supported every step of the way by the Central Office teams.

“ You work for yourself but with LighterLife's support, you'll never work alone”

Making a great income

Your training: new life, new skills

With many years of experience and knowledge of the weight-loss industry and franchising, we've developed a comprehensive training package that provides you with the skills you need to start, develop and grow your LighterLife Franchise. We know you'll want to get up and running as quickly as possible, so the online training package is available to you as soon as you sign up. 'The Hub' (our training website) is available 24/7 so you can fit your training in around your other commitments and you progress at a pace that suits you.

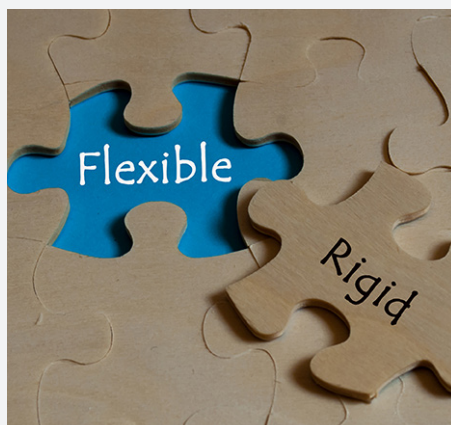
We supplement your online training with webinars and coaching sessions.

Your training package includes:

- 15+ hours of training.
- Combination of online and webinar coaching sessions.
- Bespoke online training hub including monthly modules and CPD training (Continued Professional Development).
- Ongoing coaching and business support.
- Dedicated training team to guide you through your training journey.

As soon as you have successfully completed your training you will receive your licence, which means that you can start your business and begin to earn money. And the beauty of our system is that you will be generating income every week, directly from your clients and into your bank account.

Unlike many businesses, LighterLife clients pay weekly or monthly in advance, so you can avoid the pitfalls of cash-flow problems, long lead times and bad debts.



Why LighterLife works

We combine effective, nutritious plans to help our clients quickly reach the weight they want with a groundbreaking psychological approach so they can change how they think about food, develop a much healthier approach to eating (and life in general) and live the life they want.

Our clients say they wish they'd found LighterLife years ago. It was over 20 years ago that we uncovered the power to change lives by following a VLCD (very low calorie diet) alongside group talking therapies. We've been researching the best quality nutrition and developing our weight loss programme ever since. Our nutritious food-replacement Foodpacks are full of essential nutrients, including 28 key vitamins and minerals. We're continually developing them to ensure our clients get the best quality Foodpacks on the market and are incredibly proud to have helped over 350,000 people.

Using recognised psychological techniques such as cognitive behavioural therapy (CBT) and transactional analysis (TA), we help clients to explore their own subconscious patterns of behaviour around food, so they will become more self-aware and better equipped to make smarter choices that will serve them well in the future.

The experts behind the programme

Because LighterLife is much more than just a diet, our experts are drawn from both a medical and a psychological background. Dr Kelly Johnston is Head of Nutrition and Research at LighterLife UK Limited and is also a Visiting Senior Lecturer in the Department of Nutritional Sciences at Kings College London.

Kelly says, "After all this time our programmes are still revolutionary, and there is simply nothing else quite like LighterLife. Not only do we provide complete nutritional support for rapid weight loss so you can reach your goal faster, we also offer counselling driven, group-based support throughout your journey to help you get to the root cause of why you started to overeat in the first place."

Find out more at our website
www.lighterlife.com





MAKE A DIFFERENCE

The obesity epidemic

The World Health Organisation calls it a “global epidemic” and describes obesity as one of today’s most blatantly visible – yet most neglected, public health problems. The Department of Health’s Chief Medical Officer has said that obesity poses such a threat to the country that it should be treated as a “national risk” alongside terrorism. Obesity, defined as abnormal or excessive fat accumulation that may impair health, is a chronic, relapsing condition which has more than doubled worldwide since 1980.

Here are the startling facts about obesity.

- The worldwide prevalence of obesity more than doubled between 1980 and 2014.
- It’s projected that up to 58% (3.3 billion) of the world’s adult population will be overweight or obese by 2030, including 70% of the UK population.
- In the UK, a quarter of all adults are currently obese.
- Obesity reduces life expectancy by nine years on average.

- Serious health conditions are linked to obesity, including type 2 diabetes, heart disease, high blood pressure, osteoarthritis, certain cancers, infertility, back and joint pain and strokes.
- The cost of obesity to the wider UK economy is £27 billion a year.
- The cost of obesity to the NHS is £6.1 billion a year.
- 16 million sick days are taken each year in the UK due to obesity.

LighterLife is the best weight loss programme available, and with a growing market of clients ready to lose weight with your help and expertise, there’s no better time to join us and make a difference.





If you look up,
there are no limits



Do different and you
will get different



Your time belongs to you,
spend it wisely

**We can't wait to hear from you.
Book your meeting with us now!**

Find out more:

Visit lighterlife.com

Email recruitment@lighterlife.com

Call 01279 636988



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