

Increased Earnings Through KID-FIT Zones

This new KID-FIT Zone program is designed to help all those interested in KID-FIT network together to serve the most children possible while reaping the greatest financial benefits. Each one of us is an ally, not a competitor. The children of this world need ALL of us to help them. There are far too few people concentrating their efforts on helping children get fit, they need each and every person passionate enough to care.

A KID-FIT Zone is defined as an area in which a licensed instructor conducts KID-FIT classes and is attempting to gain more accounts in. A zone can only be as large as the license holder is able to service and is expressed in terms of zip codes.

For example, if you want your zone to be an entire county, you would need the ability to market to and serve that entire county so that anyone inside would be able to call you for classes and you'd be able to teach KID-FIT for them immediately. This would be done either by yourself or through additional instructor(s).

If you plan on teaching classes at just a few locations and do not want additional accounts you do not need to request your own zone. No one will be able to come in and take the accounts you have away (new licensees agree to this in the revised Terms and Conditions page before they purchase). They will however be able to go after *new business* in your area if they purchase the zone you are in.

Before another person is sold a license in your zone, we will personally contact you to see how it may be possible for you to work together to build business for both of you. If you do not want to work with them and prefer they do not receive a license or zone of their own, we will not sell them one provided you show account growth in your area yearly.

It's highly unlikely that anyone will attempt to serve the exact same area as you do. What may happen though is that someone else may want to serve an area that overlaps a section of yours. In that case, there are definite advantages in sharing parts of a zone with another licensee.

Advantages of having additional licensees join your zone:

- Co-operative advertising. Share the cost of ads in newspapers, phone books, magazines, etc.
- Co-operative marketing. Share the cost and effort of marketing presentations, direct mail, sales calls, etc.
- Co-operative purchasing. Save money by buying in bulk when you combine orders for t-shirts, equipment and promotional items for resale.
- More working capital for you - you share your experience with them
- Cover a larger area
- Earn \$\$ incentives for providing referrals. Send them accounts you can not handle or reach

- Gain more business from accounts they gain that are more closely located to you.
- Have an alternate teaching source should you have a conflict with one of your accounts.
- Work with someone who most likely will have different strengths than you have
- Gain a different perspective on the business and acquire a brainstorming partner
- Possibility of reaching an entirely new market within your area. ie. Chain of daycare centers, gyms, etc. depending upon what connections the new person has.
- Increase public awareness of what KID-FIT is in your area making it easier to sell.
- Increase market demand in your area.

Once you obtain your zone you automatically become an authorized broker for KID-FIT and increase your earning potential. As a listed zone holder you will have the ability to sell licenses to those in your area that are not able to contract out to you due to policy or funding. This would include non-profit organizations such as public schools, after school programs, Head Starts and other businesses such as medical centers, hospitals and clinics. Each license/grant prospect you refer can earn you a commission from the corporate office. Each purchased through the corporate office will result in a 10% cash commission upon receipt of funds. And, more importantly, a residual payment of 5% each year renewed without a lapse in time for as long as the account stays active. Plus, you are not tied up teaching these classes. Simply submit a monthly referral sheet listing each contact (obtained on the group site).

There is an additional fee to acquire a zone. It can be renewed each year for the same fee. Purchase through the KID-FIT web site and be very specific when requesting your region. List the zip code(s) you wish to handle. Allow some area for growth but be realistic. ***You may not cover more than a 20 mile radius.*** For example, if you are the sole teacher, you can only request a zone large enough for yourself to cover. You can add more area to your zone later as you grow and add additional instructors. The key word is growth. As long as you grow in the zip code areas you choose, you may keep them. If there is no growth you may only keep a zip code area until someone else requests it. Anyone interested in a larger zone area may purchase additional zones, subject to the above guidelines.

Should you grow large enough to service an entire state, another country or region of another country, you may purchase a Master KID-FIT License. As a Master License holder, **all** new sales of KID-FIT from your country or region will go through you and you will receive an agreed upon commission on each one. The Master License can be purchased for 1,3 or 5 years. Ask to see a sample Memorandum of Understanding (MOU) for fees and additional information if you wish to obtain a Master License.

Children worldwide desperately need to become fit and healthy. Together we can do a better job and reach more of them by opening our minds to helping each other instead of seeing each other as threats. Together, we will make a difference.