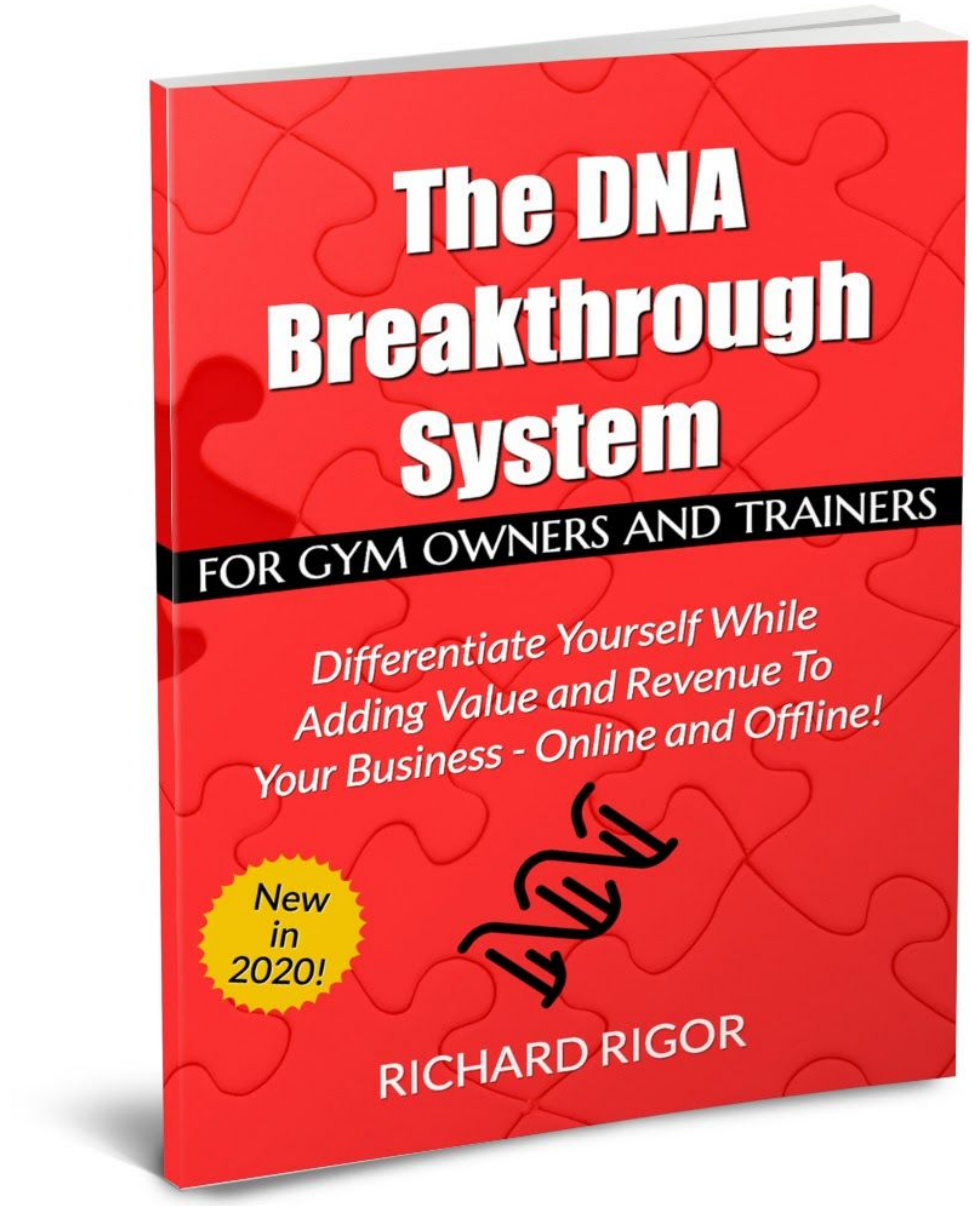


The IDLife DNA Nutrition and Fitness test - ***Once per lifetime***.

Yes, this DNA test is only needed to be taken once.

Let your clients know because it'll **unlock a wealth of knowledge** about their body.

Okay, I'm going to give you the system steps right up front, then backfill with the details later. Cool? Let's go...

Step 1.

Exclusively promote that you offer DNA Nutrition and Fitness testing to establish personalized programs. This will immediately **differentiate you from other gyms and trainers**.

What other gyms right now do you know offer DNA testing to personalize their programs? You can **be the first in your area** and start promoting this fact to your clients and on your social media *by tonight*!

Step 2.

Have them take the **ID Assessment online** - This let's our system provide nutritional recommendations based on their responses. This technology takes into consideration what medications they're currently taking, their dietary habits, allergies, and much more!

Other gyms don't offer this, but you will!

Step 3.

Setup a **Strategy Session** with the client/member who purchases the DNA Kit. By the way, this kit currently includes a $100 coupon towards their personalized vitamins they have recommended (Step 2).

This strategy session (or consultation) should be set up after they receive their DNA results report - typically 3-4 weeks after they submit their DNA sample kit.

This strategy session **reinforces** that the program you are providing them is personalized because you take into account **their genetics**.

The DNA report displays easy-to-read solid data and it's not general information based on the masses. Again, it's a report based on **their own genetic profile**. This is powerful and this is where our industry is headed.

So with the DNA report, you as their coach/trainer will review with them what it says about their genetics and personalize their program for them, or adjust what they're currently doing based on this genetic information.

Step 4.

Repeat this process with another client, nurture the system, and follow up with clients to recommend additional supplements only if needed (or wanted, like Pre and Post workout, Energy, Power Couple, etc.)

Alternative option: Hold a seminar at your gym (if you're local to me in Birmingham, AL or surrounding areas, myself or someone on my team can help). Use the seminar to talk to a larger group of people instead of 1-to-1.

DNA testing is the future in our industry. You're going to **see and hear about it much, much more**.

So why not be on the front end of this growth trend and reap the benefits of being an early adopter and **adding value** to your clients while earning an **extra paycheck**?

Different is better than better.

Being able to offer DNA testing to your audience and using that info to create a personalized program will set you apart from all the "noise" of other gyms.

How Do I Get Paid?

Again, I'm going to get right to it and then backfill with more details in a bit, okay?

Sell the initial DNA testing kit (currently $249) and you get paid $75.

Then, when your client purchases this (their monthly personalized vitamins),

you get 20-30% in retail commissions. We have a full line of supplements ranging from pre-workout, hydration, sleep strips, energy, shakes, and more… you still get 20-30% in retail commissions.

Example: Let's say an average monthly personalized vitamin order (in our company, it's known as IDNutrition) plus any other additional supplements is $80. (My average customer orders are a bit closer to $100.)

Then let's say you're at the 25% commission level. $80 x 25% = $20.

And now in our example let's say you build up to 50 members and clients taking their IDNutrition.

50 x $20 = $1000/month.

And get this… there are **9 additional ways to get paid** - mainly in the form of bonuses as you **grow and build** your business and hit benchmarks.

By the way, the company pays you weekly and monthly. I've chosen to get paid through a prepaid card so it's easy and instant access to my earnings.

You can also choose to push the money straight to your bank account. It's completely up to you.

If you're a gym owner, and especially if you have trainers working for you, **this opportunity is a no-brainer**. (You'll get paid on **their** sales.)

Because you can bring your trainers on as associates selling DNA kits and supplements so they make money (and create an extra revenue stream for themselves), while you make money as well based on their sales. It adds up over time.

And if you're a solopreneur trainer, it's still a no-brainer. Why?

Leverage.

Initiate the work once, then nurture the system.

By nurturing the system, you provide great service and guidance to your clients (as I'm sure you're already doing), and in return you have happy clients purchasing their supplements on a monthly basis because they know you, like you, and trust you with their fitness and health.

Now let's look at this from a business model standpoint.

I like to use the acronym DARES when I do consulting with business owners.

Digital - Though the supplements are physical products, the marketing, engagement, and sales can all be done digitally through your phone!

Automated - Ordering is fully automated online.

Recurring - Our supplements can be put on scheduled delivery, so your clients don't have to remember to order each month.

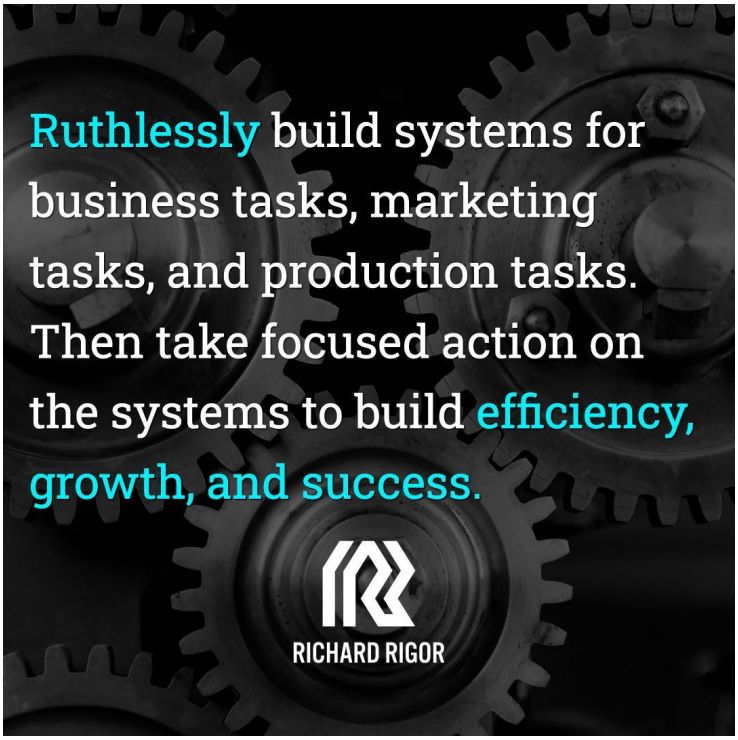
Evergreen - Supplements aren't going to go out of style - ever!

Scalable - Absolutely scalable. And that's the core beauty of this business. Yes, we have a game-changing product with our DNA testing, but the **opportunity to scale this business is real** and I want to share it with like-minded business owners.

But don't take my word for it… I could put you in touch with some of my senior team members who are just several months ahead of me who are already doing this full time and/or are creeping in on having their paychecks equal that of their gym salaries or day jobs.

Ultimately, the choice to move forward is up to you and how you view yourself doing in this business.

The cash outlay to start is *miniscule* compared to missing out on this genuine opportunity to **plug this system** into your existing fitness business and **create an extra paycheck** each month (that you can continually grow).



Let's simplify…

1. Get clients to **order DNA kit** and send their sample in.
2. Have them **fill out the online health assessment** so our system can personalize and recommend vitamins.
3. Once they receive their DNA report, **schedule a strategy session** with them. It's just like any 1-to-1 session, but this time you're armed with **undeniable info about their genetics**.

You, as the expert and their coach, will go over this information (data) with them and provide your professional guidance using the information from the DNA report that they'll receive (in a PDF file).

This DNA report displays easy to read solid data - it's not information based on the masses.

It's a report based on **their own genetic profile**.

Now think of this process as a 3-step system, and the 4th step is to **repeat and continue nurturing existing clients**.

And the way to scale this is simple too…

Get your trainers involved doing the same thing using this system. They get paid. You get paid. **That's leverage**.

Look, DNA based nutrition and fitness is the future in our business. Companies like 23andme, ISSA, and even Jenny Craig, are moving into the DNA space.

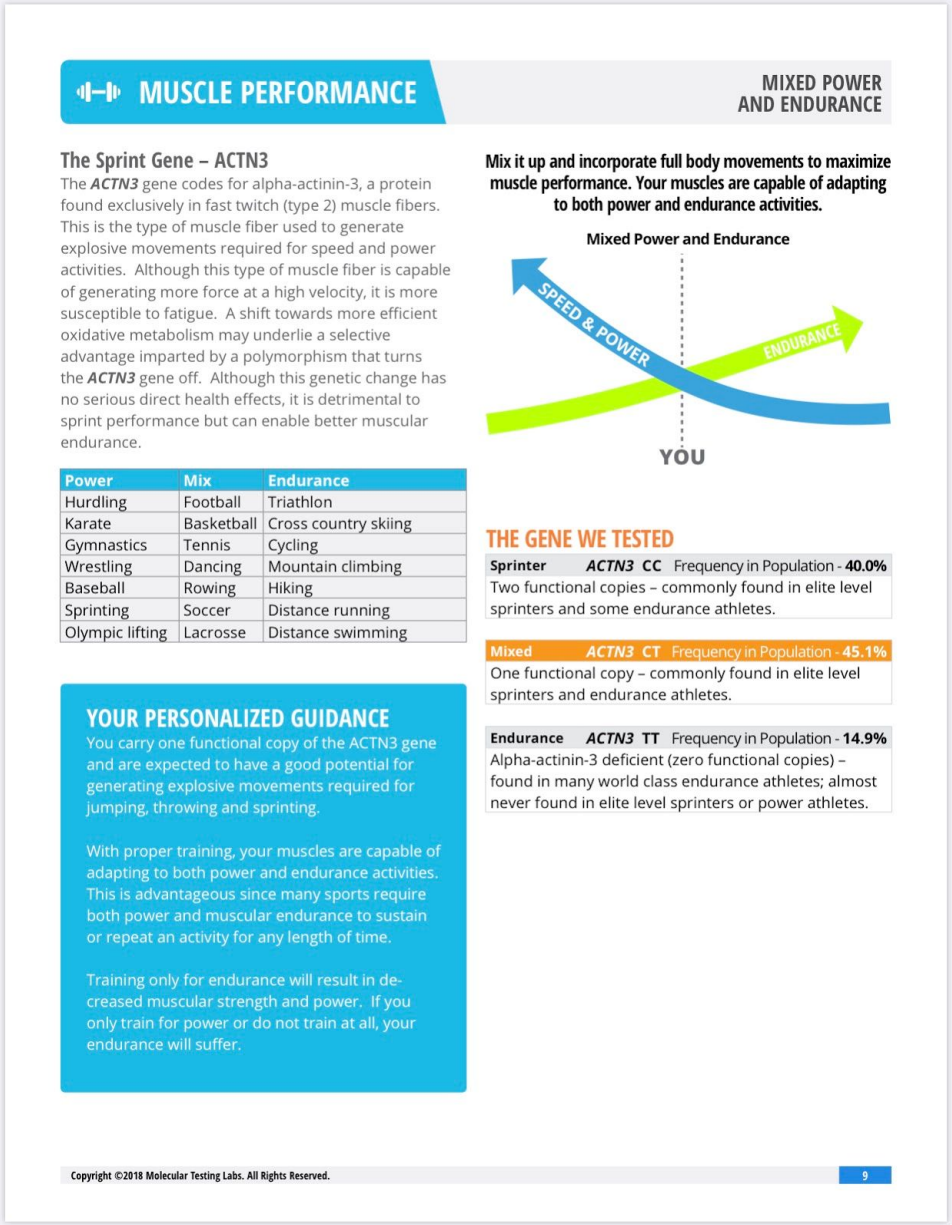
So why not be at the forefront of it all?

And reap the benefits of being an early-adopter and pioneer in this emerging DNA nutrition and fitness space.

Below you'll find an example page from my own DNA report.

This one is on **Muscle Performance**.

There are 23 genetic markers tested, and I'm going to show you a few more, but let's just start with **Muscle Performance**.



MUSCLE PERFORMANCE

MIXED POWER AND ENDURANCE

The Sprint Gene – ACTN3

The ***ACTN3*** gene codes for alpha-actinin-3, a protein found exclusively in fast twitch (type 2) muscle fibers. This is the type of muscle fiber used to generate explosive movements required for speed and power activities. Although this type of muscle fiber is capable of generating more force at a high velocity, it is more susceptible to fatigue. A shift towards more efficient oxidative metabolism may underlie a selective advantage imparted by a polymorphism that turns the ***ACTN3*** gene off. Although this genetic change has no serious direct health effects, it is detrimental to sprint performance but can enable better muscular endurance.

Power	Mix	Endurance
Hurdling	Football	Triathlon
Karate	Basketball	Cross country skiing
Gymnastics	Tennis	Cycling
Wrestling	Dancing	Mountain climbing
Baseball	Rowing	Hiking
Sprinting	Soccer	Distance running
Olympic lifting	Lacrosse	Distance swimming

YOUR PERSONALIZED GUIDANCE

You carry one functional copy of the ACTN3 gene and are expected to have a good potential for generating explosive movements required for jumping, throwing and sprinting.

With proper training, your muscles are capable of adapting to both power and endurance activities. This is advantageous since many sports require both power and muscular endurance to sustain or repeat an activity for any length of time.

Training only for endurance will result in decreased muscular strength and power. If you only train for power or do not train at all, your endurance will suffer.

Mix it up and incorporate full body movements to maximize muscle performance. Your muscles are capable of adapting to both power and endurance activities.

Mixed Power and Endurance

THE GENE WE TESTED

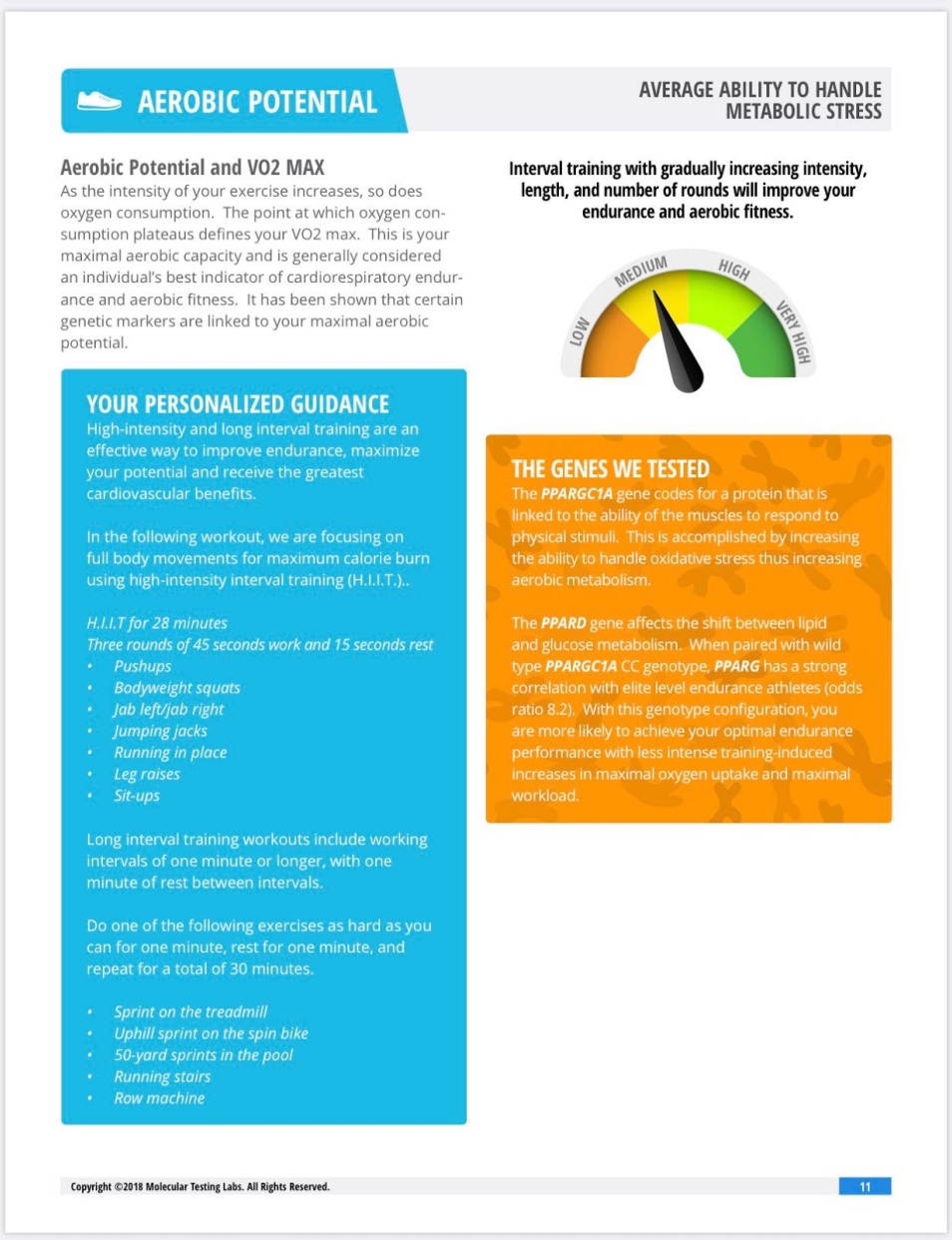
Sprinter ***ACTN3*** **CC** Frequency in Population - **40.0%**
Two functional copies – commonly found in elite level sprinters and some endurance athletes.

Mixed ***ACTN3*** **CT** Frequency in Population - **45.1%**
One functional copy – commonly found in elite level sprinters and endurance athletes.

Endurance ***ACTN3*** **TT** Frequency in Population - **14.9%**
Alpha-actinin-3 deficient (zero functional copies) – found in many world class endurance athletes; almost never found in elite level sprinters or power athletes.

Each page in the report has a similar format to this.

Here's Aerobic Potential. You can see in the orange colored block that it tells which genes were tested along with some background information on that particular gene or genes.



AEROBIC POTENTIAL

AVERAGE ABILITY TO HANDLE METABOLIC STRESS

Aerobic Potential and VO2 MAX

As the intensity of your exercise increases, so does oxygen consumption. The point at which oxygen consumption plateaus defines your VO2 max. This is your maximal aerobic capacity and is generally considered an individual's best indicator of cardiorespiratory endurance and aerobic fitness. It has been shown that certain genetic markers are linked to your maximal aerobic potential.

Interval training with gradually increasing intensity, length, and number of rounds will improve your endurance and aerobic fitness.

YOUR PERSONALIZED GUIDANCE

High-intensity and long interval training are an effective way to improve endurance, maximize your potential and receive the greatest cardiovascular benefits.

In the following workout, we are focusing on full body movements for maximum calorie burn using high-intensity interval training (H.I.I.T.)..

H.I.I.T for 28 minutes
Three rounds of 45 seconds work and 15 seconds rest

- *Pushups*
- *Bodyweight squats*
- *Jab left/jab right*
- *Jumping jacks*
- *Running in place*
- *Leg raises*
- *Sit-ups*

Long interval training workouts include working intervals of one minute or longer, with one minute of rest between intervals.

Do one of the following exercises as hard as you can for one minute, rest for one minute, and repeat for a total of 30 minutes.

- *Sprint on the treadmill*
- *Uphill sprint on the spin bike*
- *50-yard sprints in the pool*
- *Running stairs*
- *Row machine*

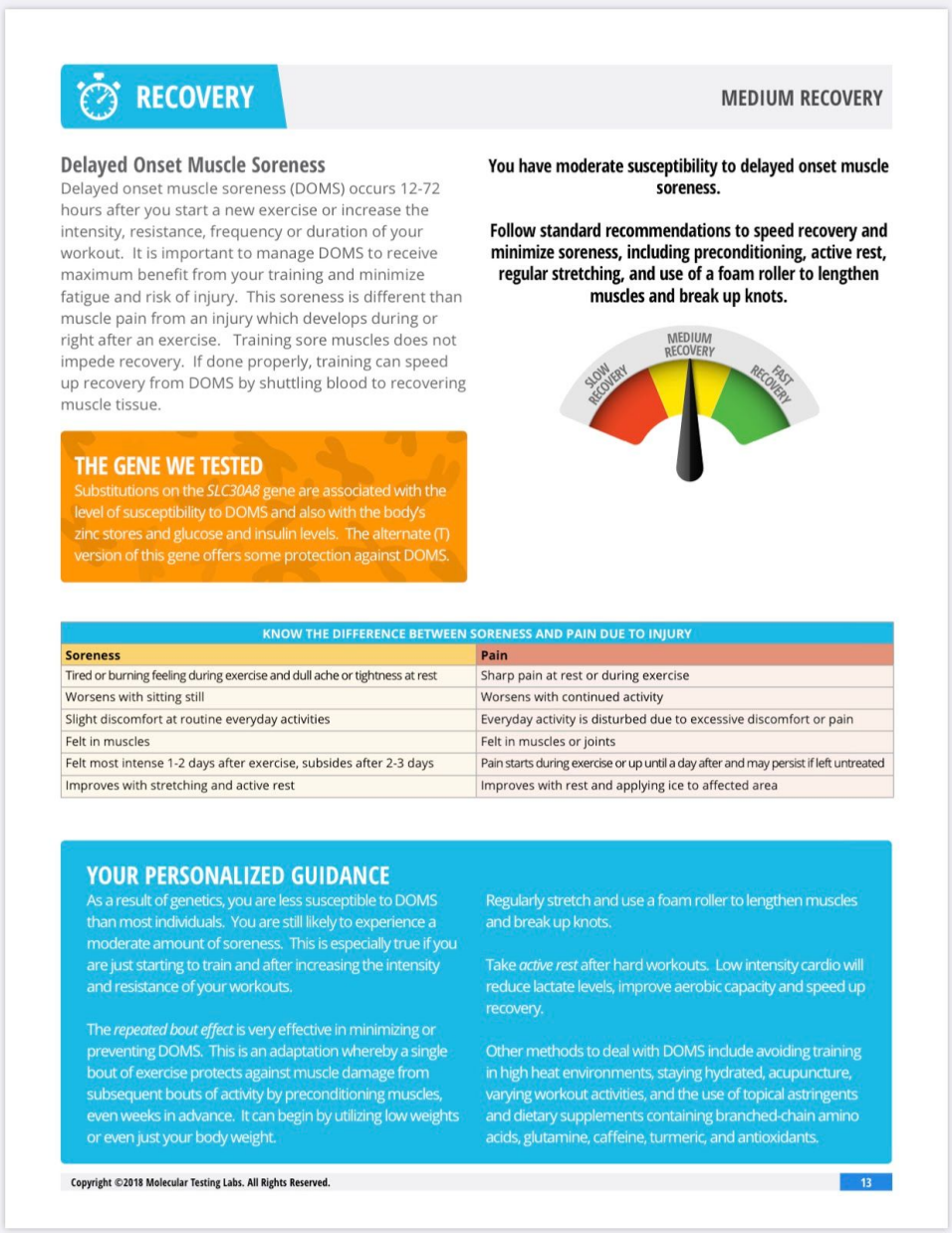
THE GENES WE TESTED

The ***PPARGC1A*** gene codes for a protein that is linked to the ability of the muscles to respond to physical stimuli. This is accomplished by increasing the ability to handle oxidative stress thus increasing aerobic metabolism.

The ***PPARD*** gene affects the shift between lipid and glucose metabolism. When paired with wild type ***PPARGC1A*** CC genotype, ***PPARG*** has a strong correlation with elite level endurance athletes (odds ratio 8.2). With this genotype configuration, you are more likely to achieve your optimal endurance performance with less intense training-induced increases in maximal oxygen uptake and maximal workload.

And here's an example of **Recovery** and the potential for the susceptibility of someone getting DOMS (delayed onset muscle soreness).

From these examples so far, can you see the value the DNA report provides and how you can market that?



RECOVERY

MEDIUM RECOVERY

Delayed Onset Muscle Soreness

Delayed onset muscle soreness (DOMS) occurs 12-72 hours after you start a new exercise or increase the intensity, resistance, frequency or duration of your workout. It is important to manage DOMS to receive maximum benefit from your training and minimize fatigue and risk of injury. This soreness is different than muscle pain from an injury which develops during or right after an exercise. Training sore muscles does not impede recovery. If done properly, training can speed up recovery from DOMS by shuttling blood to recovering muscle tissue.

You have moderate susceptibility to delayed onset muscle soreness.

Follow standard recommendations to speed recovery and minimize soreness, including preconditioning, active rest, regular stretching, and use of a foam roller to lengthen muscles and break up knots.

THE GENE WE TESTED

Substitutions on the *SLC30A8* gene are associated with the level of susceptibility to DOMS and also with the body's zinc stores and glucose and insulin levels. The alternate (T) version of this gene offers some protection against DOMS.

KNOW THE DIFFERENCE BETWEEN SORENESS AND PAIN DUE TO INJURY	
Soreness	**Pain**
Tired or burning feeling during exercise and dull ache or tightness at rest	Sharp pain at rest or during exercise
Worsens with sitting still	Worsens with continued activity
Slight discomfort at routine everyday activities	Everyday activity is disturbed due to excessive discomfort or pain
Felt in muscles	Felt in muscles or joints
Felt most intense 1-2 days after exercise, subsides after 2-3 days	Pain starts during exercise or up until a day after and may persist if left untreated
Improves with stretching and active rest	Improves with rest and applying ice to affected area

YOUR PERSONALIZED GUIDANCE

As a result of genetics, you are less susceptible to DOMS than most individuals. You are still likely to experience a moderate amount of soreness. This is especially true if you are just starting to train and after increasing the intensity and resistance of your workouts.

The *repeated bout effect* is very effective in minimizing or preventing DOMS. This is an adaptation whereby a single bout of exercise protects against muscle damage from subsequent bouts of activity by preconditioning muscles, even weeks in advance. It can begin by utilizing low weights or even just your body weight.

Regularly stretch and use a foam roller to lengthen muscles and break up knots.

Take *active rest* after hard workouts. Low intensity cardio will reduce lactate levels, improve aerobic capacity and speed up recovery.

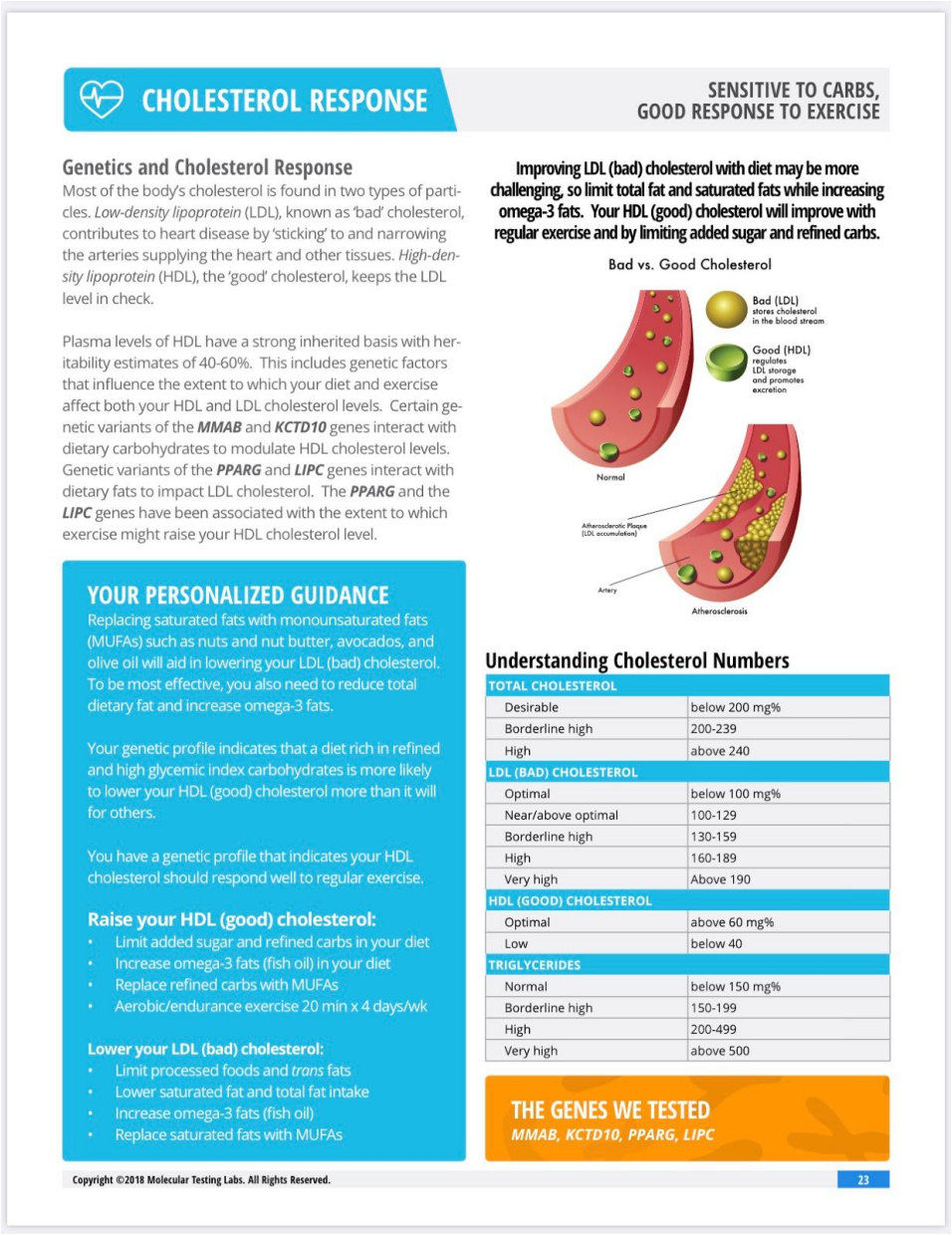
Other methods to deal with DOMS include avoiding training in high heat environments, staying hydrated, acupuncture, varying workout activities, and the use of topical astringents and dietary supplements containing branched-chain amino acids, glutamine, caffeine, turmeric, and antioxidants.

Let me show you a couple more examples...

This one is on **Cholesterol Response.**

Yes, it's absolutely true that genetics play a role in cholesterol, and this page gives insight to that.

If you have an older clientele base or as your clients get older, their focus on overall health becomes even more of a priority.



CHOLESTEROL RESPONSE

SENSITIVE TO CARBS, GOOD RESPONSE TO EXERCISE

Genetics and Cholesterol Response

Most of the body's cholesterol is found in two types of particles. *Low-density lipoprotein* (LDL), known as 'bad' cholesterol, contributes to heart disease by 'sticking' to and narrowing the arteries supplying the heart and other tissues. *High-density lipoprotein* (HDL), the 'good' cholesterol, keeps the LDL level in check.

Plasma levels of HDL have a strong inherited basis with heritability estimates of 40-60%. This includes genetic factors that influence the extent to which your diet and exercise affect both your HDL and LDL cholesterol levels. Certain genetic variants of the ***MMAB*** and ***KCTD10*** genes interact with dietary carbohydrates to modulate HDL cholesterol levels. Genetic variants of the ***PPARG*** and ***LIPC*** genes interact with dietary fats to impact LDL cholesterol. The ***PPARG*** and the ***LIPC*** genes have been associated with the extent to which exercise might raise your HDL cholesterol level.

YOUR PERSONALIZED GUIDANCE

Replacing saturated fats with monounsaturated fats (MUFAs) such as nuts and nut butter, avocados, and olive oil will aid in lowering your LDL (bad) cholesterol. To be most effective, you also need to reduce total dietary fat and increase omega-3 fats.

Your genetic profile indicates that a diet rich in refined and high glycemic index carbohydrates is more likely to lower your HDL (good) cholesterol more than it will for others.

You have a genetic profile that indicates your HDL cholesterol should respond well to regular exercise.

Raise your HDL (good) cholesterol:

- Limit added sugar and refined carbs in your diet
- Increase omega-3 fats (fish oil) in your diet
- Replace refined carbs with MUFAs
- Aerobic/endurance exercise 20 min x 4 days/wk

Lower your LDL (bad) cholesterol:

- Limit processed foods and *trans* fats
- Lower saturated fat and total fat intake
- Increase omega-3 fats (fish oil)
- Replace saturated fats with MUFAs

Improving LDL (bad) cholesterol with diet may be more challenging, so limit total fat and saturated fats while increasing omega-3 fats. Your HDL (good) cholesterol will improve with regular exercise and by limiting added sugar and refined carbs.

Bad vs. Good Cholesterol

Understanding Cholesterol Numbers

TOTAL CHOLESTEROL	
Desirable	below 200 mg%
Borderline high	200-239
High	above 240
LDL (BAD) CHOLESTEROL	
Optimal	below 100 mg%
Near/above optimal	100-129
Borderline high	130-159
High	160-189
Very high	Above 190
HDL (GOOD) CHOLESTEROL	
Optimal	above 60 mg%
Low	below 40
TRIGLYCERIDES	
Normal	below 150 mg%
Borderline high	150-199
High	200-499
Very high	above 500

THE GENES WE TESTED

MMAB, KCTD10, PPARG, LIPC

And here's the game-changer. If any of your clients or members are on a low-carb or keto diet, our DNA kit tests for the **MTHFR** gene.

In a nutshell, if you have a variant or mutation of this gene, you lack the enzymatic activity needed to convert folate into its active form - methyl folate. Methyl folate is essential for a process called methylation, which is a metabolic process occurring in every cell of our body.

Some symptoms of having this MTHFR gene mutation may be: fatigue, brain fog, depressed mood, migraines among others.

FOLATE

STANDARD FOLATE REQUIREMENTS

Vitamin B9 – Folate

Folate refers to both the natural folates found in food and to folic acid, the synthetic form found in fortified foods and supplements. Folate is essential for brain development and nerve function. It helps control levels of homocysteine in your blood, an amino acid that may be associated with heart disease. Also, an inadequate folate status during early pregnancy increases the risk of certain birth defects.

You should consume the recommended daily amount folate from foods to ensure adequate intake.

GOOD FOOD SOURCES OF FOLATE

Food	Quantity	Calories	% Daily Value
Lentils	1 cup	230	90
Pinto beans	1 cup	245	74
Garbanzo beans	1 cup	269	71
Asparagus	1 cup	40	67
Spinach	1 cup	41	66
Black beans	1 cup	277	64
Avocados	1 fruit	322	41
Turnip greens	1 cup	29	42
Broccoli	1 cup	55	42
Beets	1 cup	75	34

YOUR PERSONALIZED GUIDANCE

You have a version of the MTHFR gene associated with normal folate metabolism. Ensure an adequate intake of folate-rich foods. Since many of the processes in folate metabolism also require vitamins B6 and B12, ensure adequate amounts of these in your diet to maximize the absorption and metabolism of folate.

Recommended daily intake of folate:

Males over 13 years:	400 mcg
Females over 13 years:	400-600 mcg
Pregnancy, all ages:	400-600 mcg
Breastfeeding females, all ages:	500 mcg

THE GENE WE TESTED

A common variant in the ***MTHFR*** gene has been associated with lowered folate and elevated homocysteine levels in the blood. The ***MTHFR*** gene codes for methylenetetrahydrofolate reductase, an enzyme that activates folate (or folic acid) by adding a methyl group to it. Activated folate goes on to transfer its methyl group to other nutrients and substances, essential to form neurotransmitters, create immune cells, process hormones, produce energy and detoxify chemicals. If you inherited two copies of the (G) allele, you should have normal folate metabolism.

Google MTHFR and you'll see a lot of info on this and how it relates to health. **It's cutting edge** and we test for the MTHFR gene in our DNA kit.

What's next?

If what I've shown you **excites** you and **motivates** you, become an associate on my team so you can be promoting and **marketing this by tonight!** (We don't waste time.)

Text me before or after you enroll, so I can give you the proper onboarding and get you set up for success, and introduce you to my team (we have private Facebook Groups and Messenger for most of our communications).

I will **teach** you our marketing, **advise** you on strategy, and **help** you **make your first sale!**

205-396-4523
richard@gymboost.io

RICHARD RIGOR

Click to get started now!