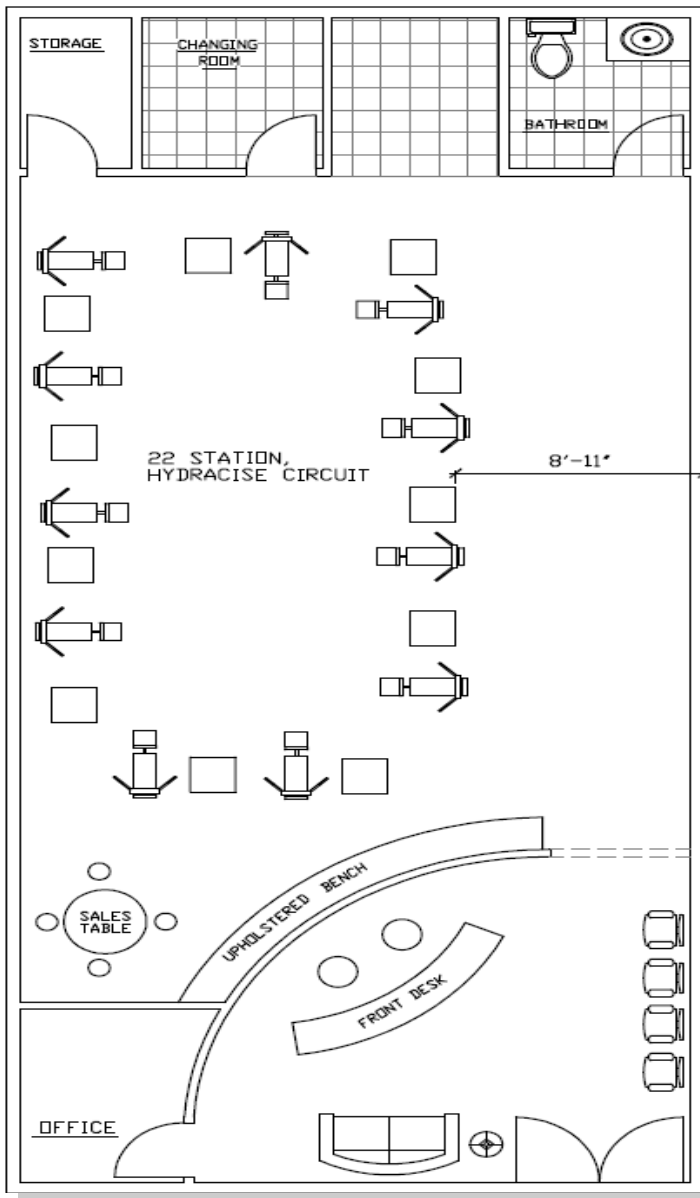


The Best "Start Up Price" In The Industry

\$19,995.00

No Monthly Royalties No Franchise Fee



- No Monthly Franchise Fee
- Less Expensive To Operate
- More Control Of Business Operations
- Not Told When And What To Advertise
- Freedom To Set Business Hours
- Building Site Selection Not Mandated
- No Pricing Restrictions
- No Long Term Franchise Commitment
- Best Starting Price In The Industry
- The "Quick Start 100" Plan
- State Of The Art Weight Reduction Machines



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Ameri Shape Weight Loss Studio® Licensing

- Almost half of the USA working population dream of being their own boss. So why not start your own exciting and rewarding weight loss studio in one of the Nations largest growth industries? Open your very own ***Ameri Shape Weight Loss Studio®***.
- ***Ameri Shape Weight Loss Studio®*** is simply one of the most exciting business opportunities in the country because it provides the main essential elements desired in a true turn-key business; A great lifestyle, excellent income potential, extremely low start-up costs coupled with personal health and wellness.
- With ***Ameri Shape Weight Loss Studio®*** you will always call the shots and enjoy true independent business ownership while benefiting from our corporate support and marketing. You will receive extensive start-up training and support from our team of highly skilled staff from site selection and lease negotiations through staff recruitment and training all the way to your Grand Opening and beyond.
- The ***Ameri Shape Weight Loss Studio®*** package includes everything you need to open and operate your business successfully without the usual restrictions of a long term franchise agreement. We have two exciting studio models to choose from, each with its own unique characteristics and potential.
- ***Ameri Shape Weight Loss Studio®*** and ***Ameri Shape Weight Loss Studio Plus®***
Two models and two financial plans allow you to tailor your weight loss studio business to your particular requirements and budget. Each studio model features the State Of the Art "Lazar Precision Cut" weight reduction equipment. ***Ameri Shape Weight Loss Studio®*** is the only business opportunity model to date, offering this high tech designed "Lazar Cut" weight reducing machines.
- ***Ameri Shape Weight Loss Studio®*** extensive, proven marketing material include high gloss materials to set your business apart and provide the marketing collateral you need to launch your new business.

Just the Right Level of Support at Just the Right Price!



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As the Owner/Operator of a **Ameri Shape Weight Loss Studio®**, you can count on the support you'll need to launch and run your business successfully. You will receive all the necessary daily operating materials to launch your new venture, plus full support with the best Grand Opening Campaigns in the industry. With Ameri Shape one of the main goals is to assist each location in reaching the first 100 new member mark in the shortest time frame possible, all while giving top notch service to each paying client. At Ameri Shape the clients come first.

The Benefits of Becoming a **Ameri Shape Weight Loss Studio®** Licensee:

- A Proven System & Comprehensive Training Program
- Professional Brand Recognition
- Business Growth Potential
- USA Based Training & Support
- Equipment, Marketing & Business Research & Development
- Protected Territories
- High Quality Marketing Materials
- Proven Step-By-Step Marketing Plan
- Low Start-up Costs
- Low Overheads
- High Profit Margins
- Superior Quality Equipment
- Website Lead Generation



Start-up Packages Include:

- A 16 to 20 Station Circuit Package
- Music and Queue CDs
- Start-up, Operations & Marketing Manuals
- Start-up Marketing Materials
- Monthly Review and Feedback

- 3 Day Business and Studio training
- Posters and Wall Charts
- Sneak Preview & Grand Opening Support
- Telephone & Email Support
- The industries only "**Quick Start 100**" program



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Q: Why should I consider the Ameri shape Weight Loss Studio license over a franchise?

There are many reasons, but the two most often are...You have total control of how you run your studio and what advertising you conduct. You will not have someone standing over your shoulder dictating each move. Probably, the next greatest reason is the financial saving in the beginning and every month for the life of your studio. If you pay a franchise \$600.00 per month for five years, you will end up giving them close to \$40,000.00 Now ask yourself, would you rather invest the forty thousand in your business / family or give it to a franchise somewhere. If the truth be known about many franchises in this industry, very few have great value after the initial honey moon stage after that you can definitely run the day to day without anyone's assistance.

Q: Does Ameri Shape mandate our location?

No. With our system one of the first steps is to find a suitable site. Ameri Shape Weight Loss Studio can assist you in deciding on the best location for the asking price in your market. Remember the highest price shopping center is not always the best. We prefer to find a good location with more affordable rent and spend the difference in the advertising budget.

Q: What is the term of the license agreement and is there a charge for renewal?

The initial agreement is for three years, thereafter renewable annually. There is a annual fee for renewal of the agreement if you so choose to stay on board. Our goal is to not force anyone into a long term commitment, we've heard this from many franchise owners before; "The greatest regret is having signed a franchise contract that locked them in for five to ten years".

Q: What help and support is given to new licensees?

All licensees receive complete support in all aspects of Ameri Shape Weight Loss Studio operation including recruiting and training employees, marketing, studio management and other operational areas. You will also receive grand opening support from an experienced Ameri Shape Weight Loss Studio consultant. Once open you are able to receive ongoing support and training from Ameri Shape Weight Loss Studio plus, unlimited telephone and email support.

Q: What training is offered?

The choice is yours. Either you can choose to have a consultant come out for the standard three day start up session to assist with your opening and hands on training or you can elect to do the Quick Start 100 Program, in which we will partner up with your location to help enroll the critical first 100 members. The choice is yours.

Q: How many staff members are employed in an average Studio?

In an average location a minimum of two to three new jobs are created.

Q: How long will it take to recoup my initial investment.

This depends on a number of financial variables. For instance rent, staffing costs, general financial management and whether you hire a manager or operate the location yourself. Typically payback can be achieved with 12 months of opening assuming that you are following all the suggested advertising steps and spending enough on advertising to generate interest in your market.

Q: What's the build out costs of a Ameri Shape Weight Loss Studio location after purchasing the start up package?

The build out cost will vary depending on the area of the country and the level of build out / decorating you choose to do. The least we feel it can be done for is around \$10,000.00 and this is for a moderate vanilla shell build out with not many electrical or plumbing changes and floor covering already in place by the landlord or shopping center. The highest is around \$30,000.00 plus and this is with major changes and hiring a professional interior designer to assist. Both models will work equally as well, it's based on your build out budget and creative skills. With Ameri Shape you can budget and shop around for the best material pricing and competitive bids. Ameri Shape doesn't make one penny off your build out and that's another reason you can save a tremendous amount with our system.



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Q: Do I have to be physically fit to operate a Ameri Shape Weight Loss Studio location?

The answer is no, in the same way that you don't have to be physically fit to run any business. We do find however, that most owners improve their health by default when operating a Ameri Shape Weight Loss Studio. You will feel naturally compelled to represent what you are helping other achieve.

Q: When considering potential locations for new studios, will care be taken to protect the interest of existing owners?

Every Ameri Shape Weight Loss Studio location exists within its own predefined territory, usually five miles around the location is enough to provide each owner with good protection. Only the owner of the radius area is permitted to open new locations within that territory. Owners are of course able to purchase further available territories for expansion.

Q: What is the satellite model I've seen mentioned?

The satellite model is for current business owners that would like to incorporate the Ameri Shape Weight Loss Studio into their existing business as a new profit center. The Ameri Shape model will work great along side other business, most specifically; tanning salons, chiropractic offices, and fitness centers. Other business opportunities could be just about any professionally operated business with at least 1000 to 1500 sq. ft of expansion space.

Q: Do I need to live in or near the area I am interested in developing?

No you do not but from your own point of view you may wish to live close to or within the area you develop.

Q: How can I reserve a location?

With a signed license agreement and a deposit of ½ the total cost or with an approved leasing agreement.

Q: If I have an existing business, will I have to change its name?

No, but we recommend you display the Ameri Shape® registered logo along with your existing signs. This is to your advantage since you are offering the professional weight reduction program.

Q: Do I need to have Business Experience to own a Ameri Shape Weight Loss Studio?

You do not need to have business experience to own a studio. We are looking for owners with basic "common business sense" who are willing to apply our business sales and service system. Although background in the Health & Fitness and Weight Loss business could be beneficial, but is not necessary because we provide a complete training program. It is also important to be able to create a atmosphere of high motivation, enthusiasm, and productivity for both your staff and your clients. You should know that you have strong management skills, sales skills, and a willingness and determination to follow the Ameri Shape Weight Loss Studio operating system. Ameri Shape is interested in individuals who possess a strong desire to succeed and who are willing to donate their best effort toward operating a successful Ameri Shape Studio.

Q: How long does it normally take to open my Ameri Shape Weight Loss Studio?

Upon site selection for your location, lease negotiation, financing, equipment delivery, grand opening plans and development of a marketing strategy, you will be ready to open your center. This process takes as little as 30 days. Financing and site selection can slow down the process, we recommend starting sooner in these areas if financing is going to be necessary.

Just the Right Level of Support at Just the Right Price!