



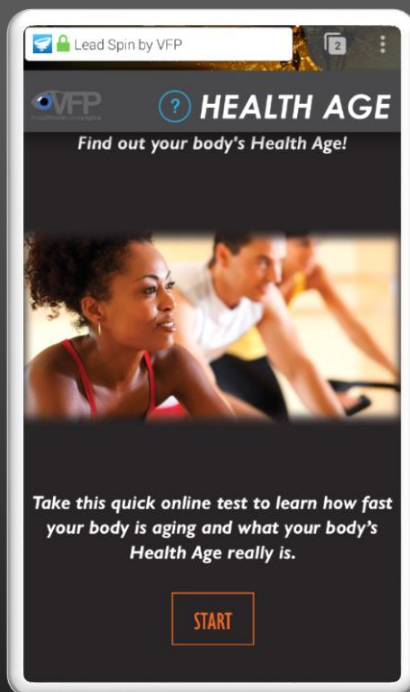
LEAD SPIN[®] by VFP

WHAT IS LEAD SPIN[®]?

Lead Spin[®] is an online lead-generation app designed to provide your club website visitors with a visually-rich 3-minute experience.

- Customizable to your club's branding
- Concise forms gather visitor information quickly and efficiently. User-friendly with minimal scrolling needed
- Uses the same proven formulas as the VFP club desktop application
- Mobile responsive
- Desktop, iOS, and Android compatible

WHAT DOES LEAD SPIN[®] HAVE TO OFFER MY WEBSITE VISITORS?



By providing a few key answers to bio, lifestyle, and health history questions, visitors have their health age immediately calculated for them. They can then choose from a selection of lifestyle changes they wish to make. Based on those choices, their Goal Health age is calculated. They are also given the opportunity to select special offers from your club.

HOW DOES LEAD SPIN[®] BENEFIT MY CLUB?

- Innovative lead generation tool increases sales
- Direct your website visitors to your nearest club location *
- Club owners receive automated daily notification reports, including:
 - Contact info for all leads
 - Whether your leads selected an offer, and which offer they chose
- Visitors have their information saved so they can later be pulled up within your club's VFP desktop



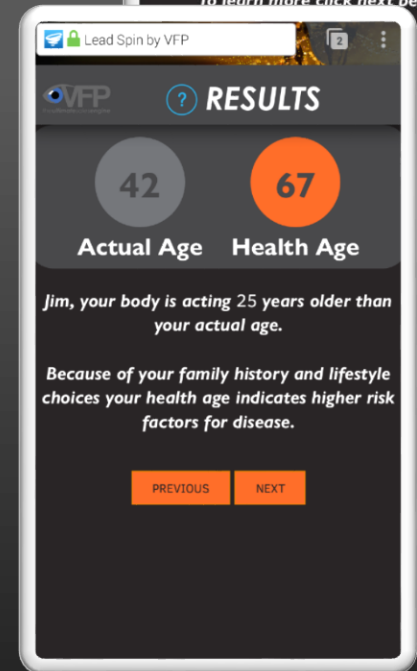
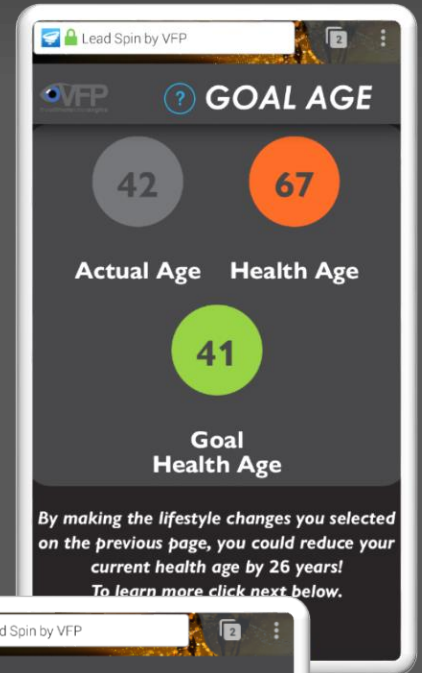
Lead Spin® - Customizations

WHAT WE PROVIDE YOU

Lead Spin® was built with the ability to customize it to your club's branding and website.

Here are the ways we can modify **Lead Spin®** so it fits your needs and matches your club branding:

- **Theme**
 - Color scheme to match your club's website
 - Light/Dark themes
 - Customizable font selections
- **Logo and images**
 - **Lead Spin®** uses your logo
 - You select the home page image
- **Club coupons**
 - Offer 2 or more club coupons which can be updated regularly
 - Select where you want to redirect your visitor when they click on a coupon
- **Notifications**
 - Select which club employees receive daily notification reports of your **Lead Spin®** visitors *
 - Emails sent out to your leads are personalized for your club
 - Leads are notified of your closest club location *





Lead Spin® - Requirements

WHAT YOU PROVIDE US

So that we can best customize and brand your **Lead Spin®**, we ask that you provide us with the following:



- **Style Guide** for your club
 - Color palette
 - Logos (and variations)
 - Fonts used
- **Images**
 - **All** images should be large enough to be crisp on a 960px-wide website layout (1024 display screen sizes).
 - Home page image.
 - Coupon images (for as many offers as you wish to display).
- **Text**
 - Title text you wish to display. This text shows up at the very top of the browser window. We require that “**Lead Spin®**” be included as part of the title.
 - Any privacy policy requirements your club needs to display.
- **Coupons**
 - Please provide URLs to the coupon pages you wish to offer through **Lead Spin®**.
 - Specify whether the coupon page(s) can accept GET parameters being passed to them. (This can be used for pre-populating your coupon form with information **Lead Spin** has already collected).
- **Club Locations**
 - Club names and addresses.
 - List of club email address(es) for receiving daily reports.

You will be provided a URL and a set of **Lead Spin®** button images to select from for your website. Using the provided images is required.