

Business Solutions Map

Mostly Face to Face Counseling

Less Amount of Face to Face Counseling

No Counseling (self help)

Product Definitions

DietMaster Pro - desktop or laptop software. Enter unlimited profiles, print optional RD designed meal plans & grocery lists in minutes, design meals plans & templates from scratch, analyze food intake, contest reports, fitness assessment, upload profiles quickly to DietMaster Web products. **Best For** - face to face counseling and client data repository for safeguarding against loss.

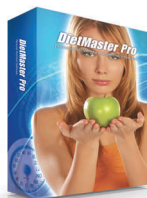
RD Templates - meal plan templates and grocery lists designed by Registered Dietitians. Over 50 to chose from. Saves time, increases credibility and value, reduces liability. **Best For** - personal trainers, doctors, wellness organizations.

Web Log - Internet application. Receives uploaded client profiles from DietMaster Pro. Inexpensive logging tool for clients to keep a food and exercise diary. Functionality includes client monitoring, ability for client to do food exchanges if following meal plans that have been uploaded, gain access to educational handouts, low fat recipes and more. WebLog can be branded.

WebLite - Internet application. Same as WebLog but includes entire standard collection of RD Meal templates. **Best For** - low volume, self-help, little to no face to face counseling businesses.

WebPro - Internet application designed for large profile volume (500+), wellness, eCommerce or Internet based businesses. **Best For** - high volume, self-help tool.

Solution 1



DietMaster Pro



RD Templates

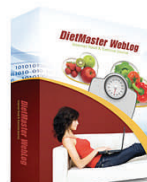
Solution 2



DietMaster Pro



RD Templates



Web Log

Solution 3



DietMaster Pro



Web Lite

Solution 4



Web Lite

Solution 5



Web Pro

Typical Industry Use

Includes DietMaster Pro, one low fat weight loss RD template. Other RD templates optional.

Includes DietMaster Pro, one low fat weight loss RD template. Other RD templates optional. Monthly WebLog subscription. RD templates purchased loaded to WebLog subscription.

Includes DietMaster Pro for profile creation & repository, and monthly WebLite subscription which includes ALL RD templates from standard collection (series 1 thru 8).

Monthly WebLite subscription which includes ALL RD templates from standard collection (series 1 thru 8).

Annual WebPro subscription which includes ALL RD templates from standard collection (series 1 thru 8). Shopping cart integration ability.

	Solution 1	Solution 2	Solution 3	Solution 4	Solution 5
Medical Practitioners	★	★	★	★	
Dietitians	★	★	★	★	
Wellness Programs		★	★	★	★
Personal Trainers	★	★	★		
Boot Camps			★	★	
Health Clubs	★	★	★	★	★
Educational eLearning					★
eCommerce Sites					★